

2026

EMPOWERING PHYSICIANS

FRIDAY

SEPTEMBER 25

MINNEAPOLIS INSTITUTE OF ARTS

MNMED.ORG



MINNESOTA
MEDICAL
ASSOCIATION

EVENT MARKETING PROSPECTUS



GET NOTICED
Become involved
in this annual
event!

Who we are

The Minnesota Medical Association (MMA) is a non-profit professional association representing physicians, residents/fellows and medical students. With more than 10,000 members, the MMA is dedicated to being the leading voice of medicine to make Minnesota the healthiest state and best place to practice.

Why become involved?

The MMA Empowering Physicians event is the perfect opportunity for you to:

- Generate new leads
- Have great one-on-one conversations with the most engaged physicians and physicians-in-training from around Minnesota
- Build visibility for your brand
- Introduce new products and services to attendees
- Engage directly with qualified prospects in a face-to-face setting

Who to contact

Tom Ende
Strategic Partnership & Sales Coordinator
tom.ende@ewald.com
651-288-3422

***For maximum benefit
reserve involvement early!***



Minneapolis Institute of Arts | 2400 3rd Avenue South Minneapolis, MN 55401 | **Friday, September 25**

For sales information, contact Tom Ende, Strategic Partnership & Sales Coordinator | tom.ende@ewald.com | 651.288.3422

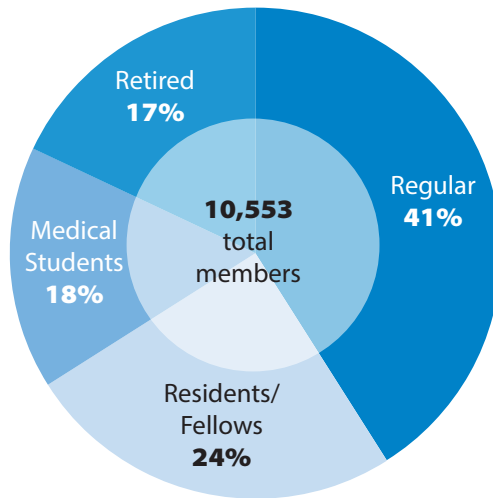


An Event for All Minnesota Physicians!

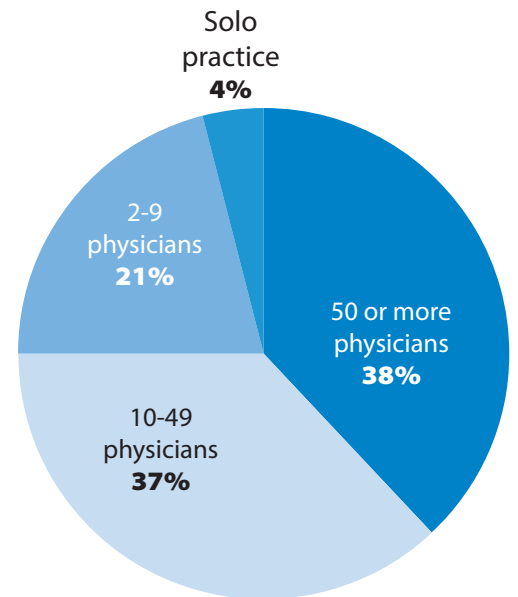
MMA's Empowering Physicians event will bring together approximately 125-150 physicians and physicians-in-training from across Minnesota for an evening of learning and connections as we celebrate medicine!

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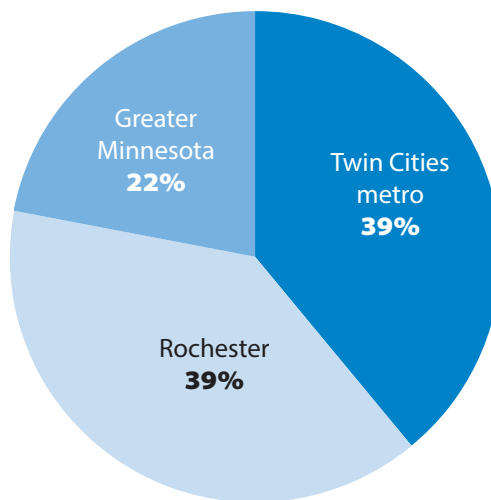
MMA by the Numbers



Size of Practice



Practice Location



Top specialties include:

- Primary care
- Anesthesiology
- Diagnostic radiology
- Orthopedic surgery
- Neurology
- General surgery



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Enjoy visibility!

The MMA widely promotes the event digitally, via social media and in print to as many as 14,000 member and non-member physicians and physicians-in-training throughout a persistent, multi-month campaign. In addition to interactions at the event, exhibitors and sponsors enjoy being recognized and featured on the event website prior to and through the conference. *Reserve participation early for maximum promotional benefit!*

Table-top display opportunities

The table-top display area will be open during the event, allowing attendees to connect during breaks. The space will be in an area attendees will be able to flow to that is adjacent to the reception and dinner spaces.

Table-top schedule

- Set-up between 2 and 2:30 pm
- Tear down after 6:30 pm

Conference attendee schedule (subject to change)

- Check-in and networking from 3-4 pm
- Networking breaks at 4:45 pm and 5:45 pm
- Dinner, awards, and featured speaker at 6:30 pm

Table-top packages

Partnership Booth - \$750

- One eight-foot draped table with chair
- One complimentary registration that includes dinner (additional registrations may be bought for \$150)
- Name, logo and description on event webpage and pre-event marketing
- Logo on event signage
- List of attendees (name, health system, and city) following event
- Black and white table-top company sign

Sustaining partnership package - \$2,650 (total value: \$2,900)

Includes Partnership Booth benefits plus

- Half-page ad in *Minnesota Medicine**
- 1-month-long webpage banner ad*
- 1 month *News Now* ad (middle)

Principal Partnership Package - \$3,150 (total value: \$3,425)

Includes Partnership Booth benefits plus

- Full page ad in *Minnesota Medicine**
- 1-month-long webpage banner ad*
- 1 month *News Now* ad (top)

*Select months and opportunities based on availability.

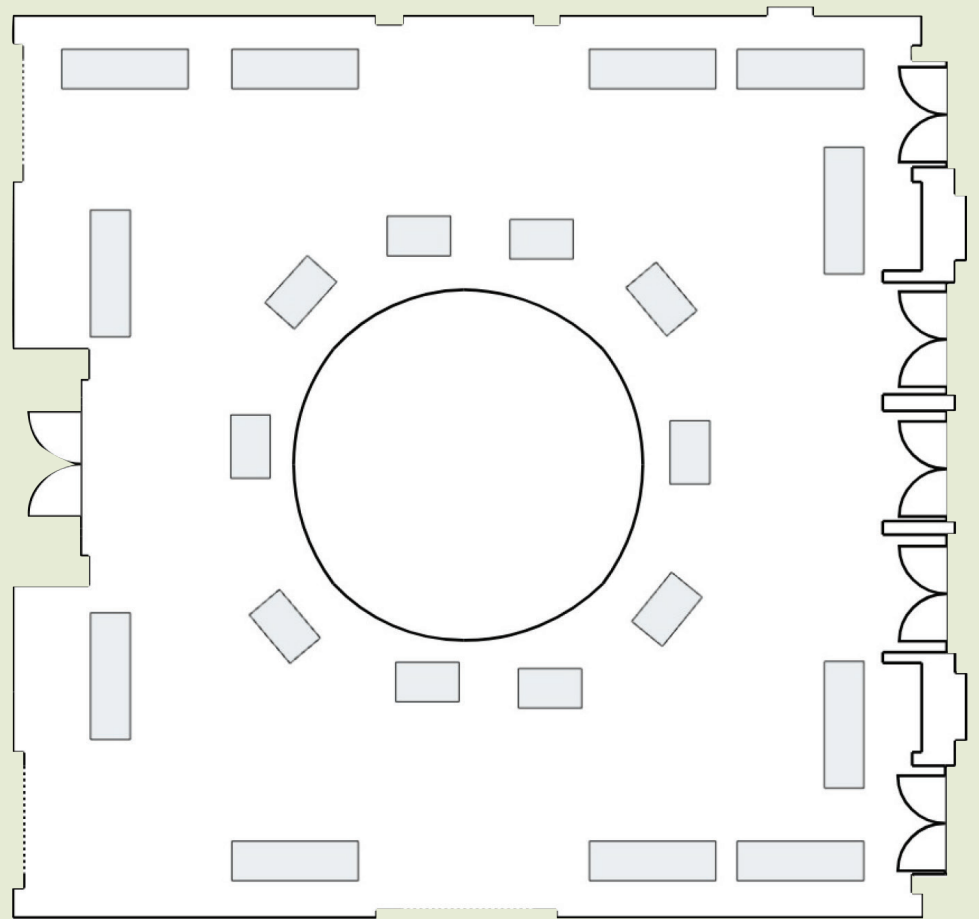
Reserve participation early for maximum promotional benefit!

Final deadline to submit logo and description August 28



2026 Event Space Map

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*Map not to exact proportion.

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Major Sponsorships*

Engage with the industry as a leader in support of this year's Empowering Physicians event via the below opportunities. Sponsors receive logo recognition in pre-promotion and at event. *Deadlines apply – reserve participation early for maximum benefit.*

Premier sponsor (exclusive) - \$12,000 (SOLD OUT)

- Be recognized as an MMA endorsed carrier
- Receive an opportunity to address attendee during the event
- Receive premier sponsor banner recognition at the event
- Receive premier sponsor signage at reception
- Recognized as premier sponsor in event promotions

Event Presenting Sponsorship \$10,000 (exclusive) or \$5,000 (shared)

Capture attention with this prominent sponsorship level – being seen as a leader in helping to bring this prominent event to the industry.

Benefits include:

- Generously supported by recognition in event promotions
- Generously supported by recognition on event signage
- Verbal recognition from podium during dinner
- Commercial (*max 60 seconds*) to air during dinner
- Table-top Exhibit Package:
 - Exclusive sponsor = Principal Package
 - Shared sponsors = Sustaining Package
- Complimentary full conference registrations:
 - Exclusive sponsor = 10 registrations
 - Shared sponsors = 4 each

**Where exclusive and shared options are noted above, a sponsor may take the opportunity under the “exclusive” pricing and would then be the sole sponsor. Otherwise, multiple sponsors may participate in the opportunity at the “shared” pricing.*

Contact us to find out more about becoming involved

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Additional Sponsorship Opportunities*

Engage with the industry and become involved with this year's Empowering Physicians event via the below opportunities. Where appropriate, sponsors receive logo recognition in pre-promotion and at event. *Deadlines apply – reserve participation early for maximum benefit.*

Drink Ticket Sponsor \$2,900 (exclusive)

Offer cheers to attendees as the event kicks off with a Reception beer or wine drink ticket.

Dinner \$2,500 (exclusive) / \$1,500 (shared)

Be involved as attendees relax and enjoy this popular evening function.

Reception \$1,500 (exclusive) / \$950 (shared)

Be involved as attendees network and mingle.

Speaker Sponsor \$1,000 (exclusive) / \$750 (shared)

Help bring the dinner speaker to the event stage!

Attendee Giveaway Item \$500 (sponsor supplies item)

Be memorable with a unique, branded gift for attendees to enjoy.

Sweet Art \$500 (exclusive) / \$350 (shared)

Grab attention as attendees enjoy a decadent treat after their meal.

**Where exclusive and shared options are noted above, a sponsor may take the opportunity under the “exclusive” pricing and would then be the sole sponsor. Otherwise, multiple sponsors may participate in the opportunity at the “shared” pricing.*

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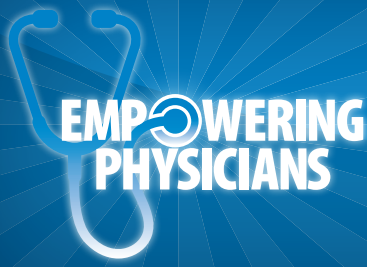


TABLE-TOP & SPONSORSHIP RESERVATION

2026 MMA EMPOWERING PHYSICIANS EVENT

Exhibit and Sponsorship Application Form

Contact Information

CONTACT NAME

COMPANY NAME (TO BE DISPLAYED ONLINE)

EMAIL ADDRESS

PHONE

ADDRESS

CITY

STATE

ZIP

First time sponsoring with MMA? YES NO

Exhibit and/or Sponsorship option

Submit logo and 50 word description to tom.ende@ewald.com no later than 8/28/26.

Payment Information

Total: \$ _____ Check (Payable to MMA) Visa MasterCard AMEX Discover

Payment must accompany application to guarantee sponsorship. If paying by credit card, all fields below are required

NAME (AS IT APPEARS ON CARD)

CARD NUMBER

EXP. DATE

CVV#

EMAIL ADDRESS

PHONE

ADDRESS (IF DIFFERENT THAN ABOVE)

CITY

STATE

ZIP

AUTHORIZED SIGNATURE

Questions? Contact Tom Ende at tom.ende@ewald.com or 651.288.3422



3433 Broadway Street NE, Suite 187
Minneapolis, MN 55413
612.378.1875



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Important Notes for Exhibitors

VENUE POLICIES The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the premises and will indemnify, defend and hold harmless MMA and the venue as well as their owner and management, and their respective agents, servants and employees from any such losses, damages and claims. Due to the layout of the venue, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up and operation, all related equipment, crates and trash must be removed from the premises. No outside food and/or beverage service shall be permitted. Only bite-sized (1oz.) treats in original packaging may be distributed at exhibit booths. Nothing can be affixed to any interior or exterior surfaces of the facility. Decorations must be removed at the end of the event. Vendors must pick up their equipment by or at the end of the event.

- Table-top reservations will be honored with a completed registration form and arrangements made for payment.
- No booths secured may be subleased except with the consent of the MMA.
- By agreeing to exhibit, you are committing to maintaining the exhibit booth from 2:30-6:30 pm on Friday, September 25.

ASSIGNMENT OF BOOTHS

Table-top spaces will be located in rooms off Reception Space, with preferential sponsors receiving the best locations. No assignments will be made until agreement and full payment are received. Booth numbers will be assigned and communicated prior to the Empowering Physicians event. Organizations requesting placement next to, or away from, other organizations will be accommodated to the best ability. MMA reserves the right to assign all space in the best interest of the event. Booths must be completed and ready to show at 2:30 pm on the day of the conference and must remain intact until 6:30 pm.

RELOCATION

MMA retains the right to change table-top locations for reasons beyond the control of MMA or if it becomes advisable in the best judgment of the MMA. All such changes will be discussed with the exhibitor in advance, if possible.

SPACE CANCELLATION

Cancellations must be sent in writing to tom.ende@ewald.com. Cancellations received by August 28 will receive a full refund, minus a \$125 per booth administrative fee. Cancellations received after August 30 will receive no refund.

FAILURE TO OCCUPY SPACE

Exhibitors not occupying booth space by 2:30 pm on Friday, September 25 will forfeit their booth space without refund. The space may be resold or used by the MMA.

SECURITY

MMA cannot guarantee against loss or damage.

REGULATIONS

- All displays must be set up and ready by 2:30 pm on September 25.
- Exhibitors shall not initiate tear-down, packing, or otherwise dismantle or abandon any portion of their booth prior to the official close of the Exhibit Hall at 6:30 pm.
- MMA reserves the right to deny booth space to any organization whose products do not contribute directly to the meeting registrants' medical practices.
- Offensive promotions by exhibit personnel will not be tolerated.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space.
- Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Exhibitor agrees to abide by the rules of the facility.

