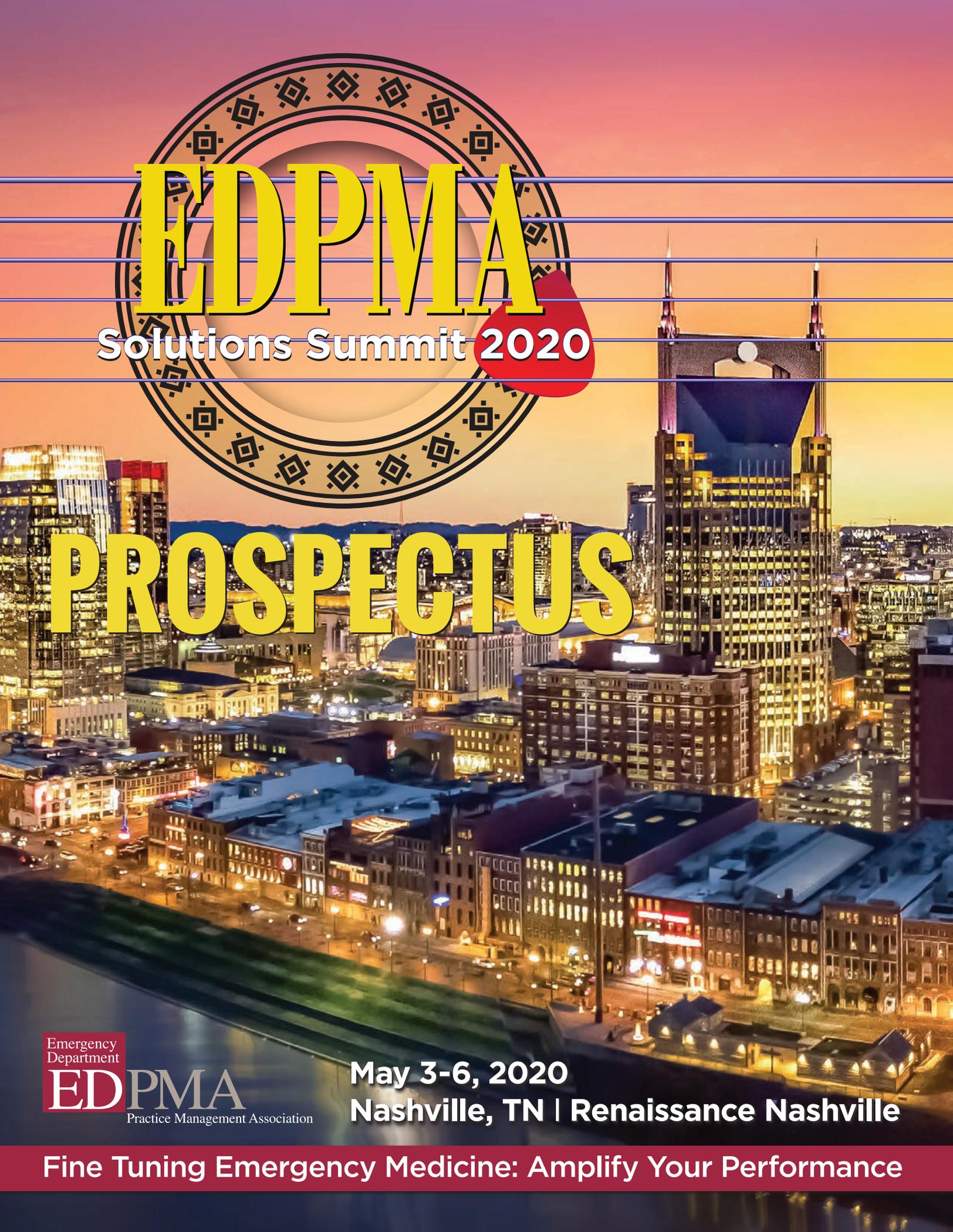




# EDPMA

Solutions Summit **2020**



# PROSPECTUS

Emergency  
Department

**ED**

**PMA**

Practice Management Association

**May 3-6, 2020**

**Nashville, TN | Renaissance Nashville**

**Fine Tuning Emergency Medicine: Amplify Your Performance**



# PROFILE

Formed in 1997, EDPMA represents emergency physician groups of all sizes, including national emergency physician groups and independent emergency groups working with hospitals across many states. Additionally, EDPMA members include the business partners to these emergency physician groups that provide technical and professional support services such as billing and coding services, scribe services, documentation tools, EHR/EMR services, legal, and other consulting services.

**OUR MISSION is to advocate and educate for Emergency Department physician groups and their partners to enhance quality patient care through operational excellence and financial stability.**

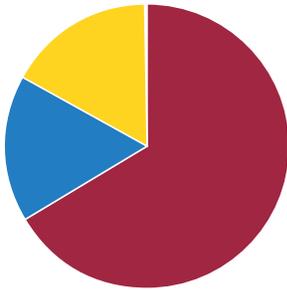
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# DEMOGRAPHICS

## Access to Key Decision-Makers

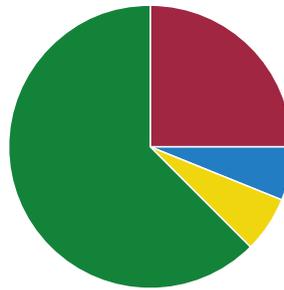
Note: Numbers below are from 2019 Solutions Summit Attendee Survey

### Type of Organization:



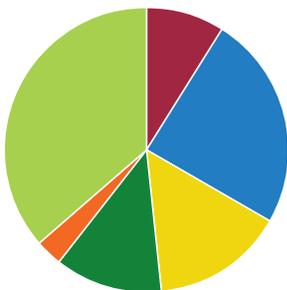
- Physician Group .....66.67%
- Billing Company .....16.67%
- Supporting Organization.....16.67%

### Number of Sites Served



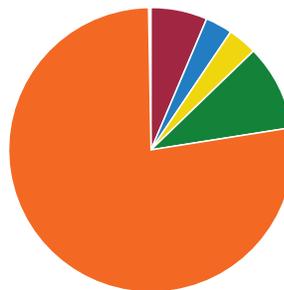
- 1 - 5 ..... 25.00%
- 6 - 10 .....6.25%
- 11 - 15 .....6.25%
- 16+ ..... 62.50%

### Number of Patients Served



- 1 - 99,999 Patient Visits .....9.09%
- 100k - 249,999k Patient Visits .....24.24%
- 250k - 499,999 Patient Visits .....15.15%
- 500k - 999,999 Patient Visits .....12.12%
- 1M - 1,999,999 Patient Visits.....3.03%
- 2M - 2,999,999 Patient Visits.....0.00%
- 3M + .....36.36%

### Annual Gross Revenue:

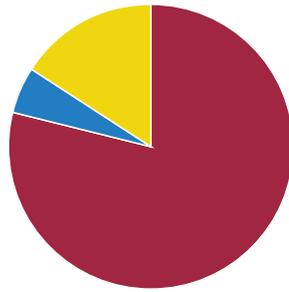


- < \$1M Annual Gross .....6.45%
- \$1M - \$2,999,999 Annual Gross .....3.23%
- \$3M - \$4,999,999 Annual Gross.....3.23%
- \$5M - \$9,999,999 Annual Gross.....9.68%
- \$10M+ Annual Gross .....77.42%



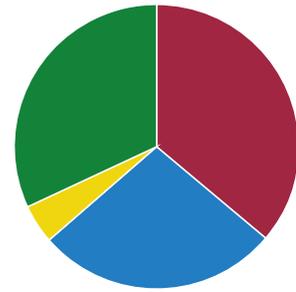


### Expenditures for Medical Equipment



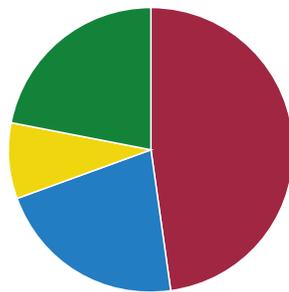
• < \$1M.....	78.95%
• \$1M - \$5M.....	0.00%
• \$5M - \$10M .....	5.26%
• > \$10M .....	15.79%

### Annual Expenditures on Business/ Medical Services



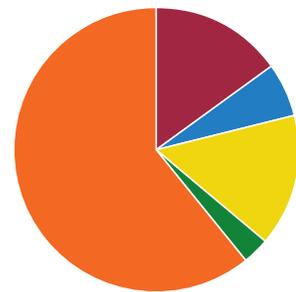
• < \$1M.....	36.36%
• \$1M - \$5M.....	27.27%
• \$5M - \$10M .....	4.55%
• > \$10M .....	31.82%

### Annual Expenditures for Technology and Software



• < \$1M.....	47.83%
• \$1M - \$5M.....	21.74%
• \$5M - \$10M .....	8.70%
• > \$10M .....	21.74%

### Staff Size



• 1 - 25.....	15.15%
• 26 - 50.....	6.06%
• 51 - 75 .....	15.15%
• 76 - 100.....	3.03%
• 101+ .....	60.61%

### Products/Services of Interest

Medical equipment.....	4.55%
Software solutions.....	50.00%
Business services .....	50.00%
Staffing solutions.....	18.18%
Legal solutions .....	18.18%
Marketing solutions .....	9.09%
Financial services .....	22.73%
Insurance services .....	13.64%
Billing services.....	54.55%
Coding services.....	45.45%
Consulting Services .....	36.36%

### Products/Services of Interest

**Discover** practical and proven solutions for the business of emergency medicine to take home and implement immediately.

**Learn** more about the pressing issues facing emergency department management, get legislative and regulatory updates, and learn of important matters impacting health care today.

**Network** with C-Suite and other high level executive EDPMA members and non-members; attendees network with each other and exhibitors, identifying business partners who will help support their ED practices

# OVERVIEW

## Who Should Exhibit and Sponsor?

EDPMA's Solution Summit offers high-level contacts with C-Suite executives and other decision makers (80% of attendees are decision makers) in a relatively intimate setting (approximately 400 attendees and exhibitors). EDPMA understands the importance of meeting your goals, getting your message noticed, and maximizing your return on investment.

If your company offers any of these products or services, you will find a buyer's market at the Summit:

### Industry Specific

- Medical Billing
- Revenue Cycle Management
- Coding/Charting Services
- Healthcare Consulting Services
- Medical Staffing
- Financial/Insurance Services
- Training Systems
- Medical Supply

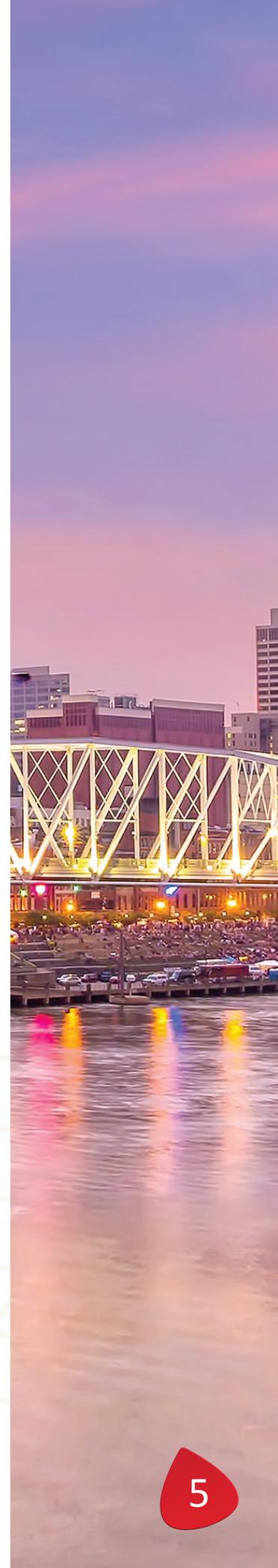
### Business Services

- Scribe Services
- Software Providers
- Technology/Computing Systems
- Marketing Services
- Website Developer Services
- Promotional Products
- Office Products/Supply
- Legal Services

## Why be a Sponsor of the Solutions Summit?

At Solutions Summit, you will have an opportunity to meet hundreds of top-level medical professionals in emergency department practice management. As indicated in our demographics section, the majority of attendees are decision-makers or influencers in upper-level administration. Where could you meet a few hundred hard-to-reach medical professionals in three days on your own? It is well worth the investment to become a sponsor of the Solutions Summit.

On average, 30% of attendees at trade shows are top management personnel. At Solutions Summit, **it is OVER 80%!**



# SUMMIT BENEFITS

## Key Benefits of Marketing through EDPMA Events, Advertising, and Sponsorships:

- Promotion, recognition, customer networking, and new business contact generation
- Integrated promotional and marketing geared toward the emergency department practice industry
- Targeted brand, product promotions, and customer marketing at the largest gathering of these professionals
- Marketing your products and services directly to users and buyers

## How Your Company will Benefit:

- Increase company exposure and visibility to this hard-to-reach audience of decision-makers
- Connect directly with decision-makers in the medical industry
- Reach a targeted audience in a cost-effective way
- Position your company as an industry leader
- Promote brands and products
- Develop new buying contacts



# HIGHLIGHTS

- **Qualified and targeted audience** – top level decision-makers in a networking environment
- **Full Conference Registration for Exhibitors** – to allow networking at educational sessions
- **Food & Beverage Functions for Top-Level Networking** – most events are held in the Exhibit Hall
- **Attendee Lists** – pre and post show

# EXHIBITORS

## Sample of Exhibiting Companies at the Summit

athenahealth, Inc.

Brault

Cascade Capital

d2i

Data Media Associates, Inc.

Duva\*Sawko

Envision Healthcare

EmOpti, Inc

EPOWERdoc, Inc.

Equian

Gottlieb

ImagineSoftware

Innovative Healthcare Systems, Inc.

Keystone Healthcare Management

Lightspeed Technology Group

LogixHealth

Medical Coding Solutions

MedData, Inc.

Medlytix LLC

Nicka & Associates, Inc.

Pendrick Capital Partners

Pettigrew Medical Business Services

PhyCon Incorporated

Physicians' Choice, LLC

R1 RCM Inc.

ScribeAmerica

Shift Administrators, LLC

US Acute Care Solutions

Zotec Partners

# ATTENDEES

## Sample of Summit Attendees

Alteon Health

ApolloMD, Inc

Brault

CIPROMS Medical Billing

Emergency Care Specialists, PC

Emergency Medicine Consultants, Ltd.

Emergency Medicine Professionals, P.A.

Envision Healthcare / EmCare, Inc

ImagineSoftware

Intermedix

LogixHealth

Medlytix, LLC

Napa Valley Emergency Medical Group

Pendrick Capital Partners, LLC

Reimbursement Technologies, Inc

Schumacher Clinical Partners

Sound Physicians

TeamHealth

T-System Inc.

U.S. Acute Care Solutions

Vituity

Zotec Partners



# CORPORATE SPONSORSHIPS

## Year-Round EDPMA Corporate Sponsorship Opportunities



Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige, and credibility by supporting events that your target market finds attractive. EDPMA offers a number of different corporate sponsorship packages.

Take your organizational visibility to the next level and obtain premier year-round benefits by becoming a Corporate Sponsor. The Corporate Sponsor program offers organizations that support EDPMA's mission (both members and non-members) a premier package of benefits and opportunities that enable maximum

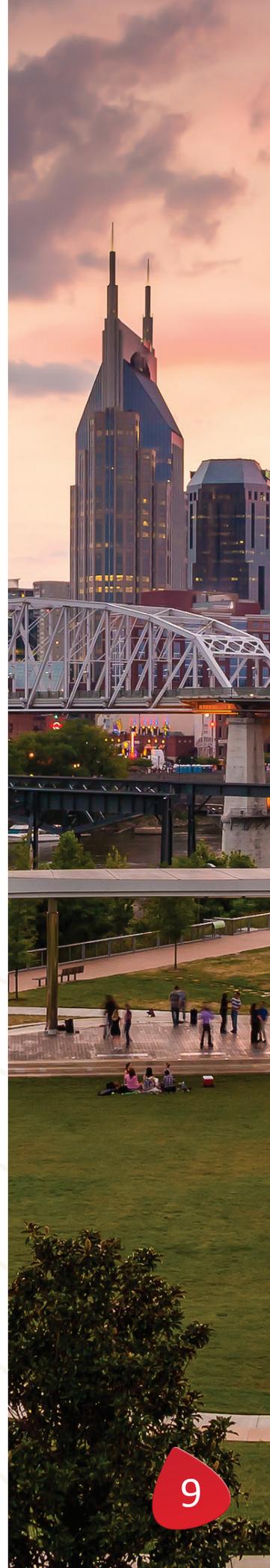
exposure to our members. EDPMA works to promote our relationship with our Corporate Sponsors through year-round visibility and recognition.

To see how EDPMA's corporate level sponsorships compare, please review the chart provided on page 11.

### Platinum Sponsorship: \$25,000

Sponsorship of ONE of these events or benefits:

- Opening Reception, Tuesday Night Reception, Keynote Session OR Wifi
- Four complimentary registrations to the EDPMA Solutions Summit
- 6 foot Exhibit Table
- Full-page color ad in the onsite program
- Free ad in two EDPMA Newsletters
- Free ad in 3 EDPMA emails advertising the Summit to both members and nonmembers
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval)
- Logo recognition on the EDPMA and Solutions Summit websites
- "Thank You" recognition in two of EDPMA's exclusive member newsletters
- Verbal recognition by EDPMA's Leadership at Solutions Summit
- Logo on signage recognizing Summit sponsors
- Logo in conference marketing materials and the onsite program
- Placement of one piece of marketing material in Summit attendees' conference folder





## Gold Corporate Sponsorship: \$15,000

- Three complimentary registrations to the EDPMA Solutions Summit
- 6 foot Exhibit Table
- Full-page color ad in the onsite program
- Free ad in one EDPMA email advertising the Summit to both members and nonmembers
- Free ad in an EDPMA newsletter
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval)
- Logo recognition on the EDPMA and Solutions Summit websites
- “Thank You” recognition in two of EDPMA’s exclusive member newsletters
- Verbal recognition by EDPMA’s Leadership at Solutions Summit
- Logo on signage recognizing Summit sponsors
- Logo in conference marketing materials and the onsite program
- Opportunity to include one piece of marketing material in attendees’ conference folder

## Silver Corporate Sponsorship: \$10,000

- Two complimentary conference registrations to the EDPMA Solutions Summit
- 6 foot Exhibit Table
- Half-page color ad in the onsite program
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval)
- Logo recognition on the EDPMA and Solutions Summit websites
- “Thank You” recognition in two of EDPMA’s exclusive member newsletters
- Verbal recognition by EDPMA’s Leadership at Solutions Summit
- Logo on signage recognizing Summit sponsors
- Logo in conference marketing materials and the onsite program
- Opportunity to include one piece of marketing material in attendees’ conference folder

## Bronze Corporate Sponsorship: \$7,500

- One complimentary conference registration to EDPMA Solutions Summit
- Half-page color ad in Solutions Summit onsite program
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval)
- Logo recognition on the EDPMA and Solutions Summit websites
- “Thank You” recognition in two of EDPMA’s exclusive member newsletters
- Verbal recognition by EDPMA’s Leadership at Solutions Summit
- Logo on signage recognizing Summit sponsors
- Logo in conference marketing materials and the onsite program
- Opportunity to include one piece of marketing material in attendees’ conference folder

# COMPARISON OF YEAR-ROUND CORPORATE SPONSORSHIPS

	<b>Platinum (\$25,000)</b>	<b>Gold (\$15,000)</b>	<b>Silver (\$10,000)</b>	<b>Bronze (\$7,500)</b>
Sponsorship of ONE of the following: Opening Reception, Tuesday Night Reception, Keynote Session, OR Wifi	✓	—	—	—
Complimentary Summit Registration(s)	✓ (4)	✓ (3)	✓ (2)	✓ (1)
6' foot Exhibit Table	✓	✓	✓	—
Color Ad in Onsite Program	✓ (full page)	✓ (full page)	✓ (half page)	✓ (half page)
Free Ad in an EDPMA Newsletter	✓ (2 ads)	✓ (1 ad)	—	—
Free Ad in an EDPMA Email Advertising the Summit to Both Members and Nonmembers	✓ (3 ads)	✓ (1 ad)	—	—
Pre and Post Conference Mailing List (which can be used twice with EDPMA approval)	✓	✓	✓	✓
Logo Recognition on EDPMA and Summit Websites	✓	✓	✓	✓
Verbal Recognition by EDPMA's Leadership at Summit	✓	✓	✓	✓
Logo on Summit Signage Recognizing Sponsors	✓	✓	✓	✓
Logo in Conference Marketing Materials and Onsite Program	✓	✓	✓	✓
Placement of One Piece of Marketing Material in Summit Attendees' Conference Folder	✓	✓	✓	✓
Thank You Recognition in two of EDPMA's Exclusive Member Newsletters	✓	✓	✓	✓

# SUMMIT SPONSORSHIPS

## Solutions Summit Sponsorship Opportunities

Maximize your exposure and reach your target audience by showcasing your products and services at the EDPMA's Solutions Summit. Sponsorship puts your company's name prominently in front of each attendee. Capitalize on the intimate environment, increase your name recognition, and meet face-to-face with high-level decision-makers in a collegial setting. We offer a wide range of marketing opportunities that enable your organization to stand out and gain a competitive edge.

Last year's sponsors are given the "first right of refusal" on these sponsorships. The contract and payment must be received by 12/13/19 or it will become available to everyone.

### All Solutions Summit Sponsorship opportunities include:

- Logo recognition as a Solutions Summit sponsor on the EDPMA and Solutions Summit websites, conference marketing materials, and the onsite program
- Logo prominently featured on special signage during the conference
- Two time use of conference registration mailing lists, which are provided pre and post conference (EDPMA to approve each mailing).
- 50 word description of your organization in the onsite guide
- Opportunity to insert one promotional item in the conference portfolio
- Basic listing on conference app



### Solutions Summit Opening Night Party (Sunday): Exclusive Opportunity: \$15,000

Support EDPMA's long tradition of a special membership mixer in the Exhibit Hall during Solutions Summit. A special opportunity to kick off the conference and bring attendees together - this sponsorship helps you stand out as a premier supporter of EDPMA's members.

- Same benefits provided to Bronze Corporate Supporter level
- Premier placement of company logo on reception signage
- Logo on cocktail napkins
- Opportunity to welcome attendees to the Summit

## Solutions Summit Tuesday Night Reception Exclusive Opportunity: \$15,000

Join us on Tuesday night to celebrate EDPMA and the 2020 Solutions Summit with a fun networking reception off-site. The Summit is not over, so we encourage all attendees, sponsors, and exhibitors to join us for educational sessions the following day.

### Benefits to include:

- Same benefits as Bronze Corporate Supporter level
- Opportunity to thank attendees for attending the Summit
- Premier placement of company logo on reception signage
- Logo on cocktail napkins

## Keynote Address (Multiple Available): \$10,000

EDPMA's keynote speakers set the tone for the Solutions Summit. This sponsorship opportunity gets your name seen and heard by conference attendees when they are fresh and eager to learn. Treat attendees to a stimulating, motivational presentation by a top-rated, nationally-recognized speaker.

### Additional benefits include:

- Same benefits as Bronze Corporate Supporter level
- Logo prominently displayed on a large screen at the session
- Option to run a video during seating
- VIP seating – we'll reserve one table at the front of the room for your registered staff and guests
- Opportunity to introduce the speaker

## Wifi Sponsorship: \$7,000

Free Wifi to stay in touch with home.

### Additional benefits include:

- Logo on signage and handouts providing directions on accessing wifi.
- Landing page to be re-directed to your company's homepage or a co-branded splash page once connected to the meeting space wifi
- Same benefits as Bronze Corporate Supporter level
- Premier placement of company logo on Wifi signage

## Hotel Key Card Sponsor: \$5,000

- Sponsor logo (alongside EDPMA's logo) and message on all EDPMA room key cards
- Half-page advertisement in the onsite program





### Mobile App: \$6,000

Stay in the minds of conference attendees during and after the conference by sponsoring the mobile app containing all the sessions, presentations, schedule and information on the Solutions Summit.

#### Additional benefits include:

- Logo on signage onsite with instructions
- Email blast from EDPMA right before the Summit to all attendees promoting the Mobile App and your sponsorship with download instructions co-branded splash page
- Half-page advertisement in the onsite program

### New Member/New Attendee Breakfast: \$5,000

Wake up EDPMA's new members and first-time Summit attendees by providing them a delicious breakfast to start their day. Gain exposure to the future of EDPMA and the current leadership.

#### Additional benefits include:

- Premier placement of company logo on breakfast signage
- Beverage napkins printed with company logo

### Conference Portfolio: \$6,000

Help attendees keep track of what they've learned. Your logo will be printed alongside EDPMA's on the portfolio given out to all attendees at registration. When attendees get back to their office and review what they've learned, your logo will be front and center. Portfolios will also include inserts from other sponsoring companies and EDPMA.

#### Additional benefits include:

- Logo prominently displayed on the portfolios along with the EDPMA logo.
- Distributed to all attendees with registration materials – including promotional items from others– inside the folder

### Lanyards: \$4,000

Let the attendees do the advertising for you. Lanyards are printed with your logo so your company name will never be out of sight.

#### Additional benefits include:

- Logo prominently displayed on the lanyard.
- Listing as a Summit Sponsor

## Refreshment Breaks (Two Available): \$4,000

Perk up participants! Gain exposure by treating attendees to a beverage and provide a refreshing “pick me up.” Coffee, tea, soda, water and snacks will be served in the Exhibit Hall to give attendees that boost to help carry them through the day.

### Additional benefits include:

- Premier placement of company logo on break signage
- Beverage napkins printed with your company logo

## Wednesday Morning Breakfast: \$3,500

NEW this year! Exclusive sponsorship of Wednesday morning coffee and breakfast during the closing education sessions. **Additional benefits include:**

- Logo on beverage napkins
- Listing as a Summit Sponsor

## EMRA Resident Scholarship: \$2,000

Help defray the costs of attending the Solutions Summit for one EMRA Resident.



# EXHIBITORS

## Table Top Exhibit in the Exhibit Hall: \$2,400 (\$2,200 for EDPMA members)

Network with key decision makers by exhibiting your company or group at Solutions Summit. Secure a table top in the Exhibit Hall where attendees have continental breakfasts, refreshment breaks and the opening party.

All exhibitors will receive a 6 foot long table as part of their exhibitor package. This table will be the same height and length for all exhibitors.

**Booth pop-up exhibits must not exceed the length of the table or exceed 62 inches above the height and length of the table.**

### Additional benefits include:

- One complimentary registration. Second registrant is \$500. Any additional registrants are regular price.
- 6 foot Exhibit Table with 2 chairs.
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval).
- Exhibitors may attend educational sessions, but must be in the Exhibit Hall during breaks and receptions.



# ADVERTISEMENTS: DUE 3/30/20

## Color Advertisement in Onsite Program:

Whether or not you are able to attend the Summit, you can gain exposure by purchasing an ad in the onsite program.

AD SIZE	WIDTH x HEIGHT	RATE
Full Page Color Ad	No Bleed: 4.5 x 7.5" Bleed: 5.75 x 8.75" Trim: 5.5 x 8.5" Live Area: 4.5 x 7.5"	\$750
Half Page Color Ad	No Bleed: 4.5 x 3.5" Bleed: 5.75 x 4.25" Trim: 5.5 x 4" Live Area: 4.5 x 3.5"	\$500

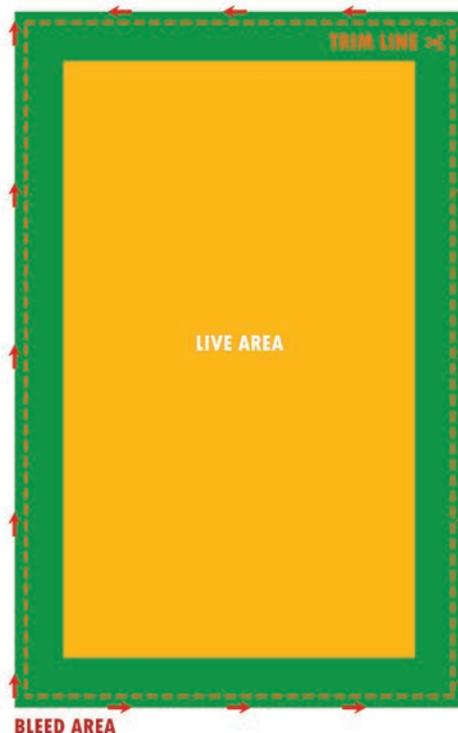
## Art Requirements:

- Hi-res PDF with crop marks to show bleed
- Art must be in CMYK format
- Other Formats Accepted:
  - .eps files with fonts converted to outlines and images embedded
  - Hi-res (300 dpi) .tifs

**Trim** line indicates the edge of where the sheet will be trimmed

**Bleed** is cut off when the publication is trimmed to the final size. Its purpose is to make sure your design or image reaches the very edge without leaving any unsightly white edges.

## Art Guide:



# NEWSLETTER/EMAIL ADVERTISEMENT DUE 3/30/20

Some of our Corporate Sponsorship packages include ads in newsletters or email blasts. Here is the information you need to provide EDPMA with your ad for those benefits.

## Dimensions:

- 610W x 150H px (px – pixels)
- A high resolution jpeg file is needed

**Contact:** [pgerard@edpma.org](mailto:pgerard@edpma.org)

## CONTACT

### Exhibit/Sponsorship Contact



**JOANNE TANNER**

**Sponsorship Coordinator**

7918 Jones Branch Drive, Suite 300  
McLean, VA 22102  
[JTanner@edpma.org](mailto:JTanner@edpma.org)  
(301) 351-8722



# SPONSOR AND EXHIBITOR CONTRACT

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I am authorized by the above-listed company or organization to commit to support in the indicated amount.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Opportunities *(Please check those that apply.)*

### Year Round Corporate Partner Opportunities:

- Platinum Sponsorship - \$25,000
- Silver Sponsorship - \$10,000
- Bronze Sponsorship - \$7,500
- Gold Sponsorship - \$15,000
- Preconference Reception Sponsor - \$10,000

### Solution Summit XXII Opportunities:

- Solutions Summit Opening Night Party (Sunday) Sponsor - \$15,000
- Solutions Summit Tuesday Night Reception - \$15,000
- Keynote Address - \$10,000
- Wifi Sponsorship - \$7,000
- Conference Portfolio - \$6,000
- Mobile App - \$6,000
- Hotel Key Card - \$5,000
- New Member/New Attendee Breakfast - \$5,000
- Refreshment Breaks (two available) - \$4,000
- Lanyards - \$4,000
- Wednesday Breakfast - \$3,500
- Table Top Exhibit: Exhibit Hall Space - \$2,400 (\$2,200 for EDPMA Members)  
Please indicate your three preferred table location: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_. Table placement will be confirmed confirmed by EDPMA in writing.
- EMRA Resident Scholarship - \$2,000
- Full Page Color Ad in Onsite Program - \$750
- Half Page Color Ad in Onsite Program - \$500

Total Sponsorship Amount: \$ \_\_\_\_\_

## Contributer Information

Signature must be made by authorized representative of the organization. **All sponsorship requests are final and non-retractable upon execution of contract.** Please print names exactly as you would like them to appear on all materials.

**PAYMENT:** Must be submitted along with this form to reserve the sponsorship(s).

- Payment Enclosed **(Please make check payable to EDPMA)**
- Charge My Credit Card:  VISA  MasterCard  AMEX

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print name as it appears on card: \_\_\_\_\_ Security Code: \_\_\_\_\_

CANCELLATION & PAYMENT POLICY: This document serves as a contract. All sponsorship requests are final. Execution of this registration form signifies assumption of legal responsibility to pay for all opportunities as stipulated on the form. Payment must be made in U.S. dollars drawn on a U.S. bank. For tax reporting purposes, EDPMA's Federal tax ID number is 54-1869643 under IRS code 501(c) 6.

**Payment Instructions: Mail credit card and check payments to EDPMA, 7918 Jones Branch Drive, Suite 300 | McLean, VA 22102**



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**7918 JONES BRANCH DRIVE, SUITE 300**

**MCLEAN, VA 22102**

**(703) 506-7675 | [WWW.EDPMA.ORG](http://WWW.EDPMA.ORG)**

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