Emergency Department
EDPMA
Practice Management Association

Prospectus

2018

EDPMA Solutions Summit

Marriott Harbor Beach Resort & Spa

Fort Lauderdale, FL

April 29 - May 2, 2018

Endless Boundaries & New Frontiers: Lead From Where You Are

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 for Emergency Department physician groups and their partners to enhance quality patient care through operational excellence and financial stability.

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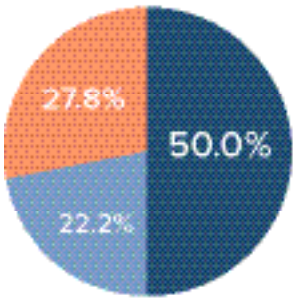
DEMOGRAPHICS

ACCESS TO KEY DECISION-MAKERS

NOTE: NUMBERS BELOW ARE FROM 2017 SOLUTIONS SUMMIT ATTENDEE SURVEY

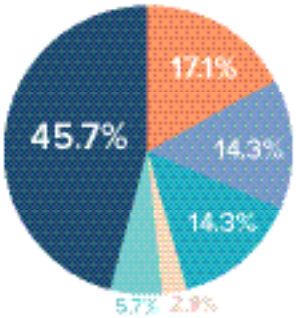
Job Function:

- Physician Group ---------- 50.0%
- Billing Company ---------- 22.2%
- Supporting Organization ---------- 27.8%



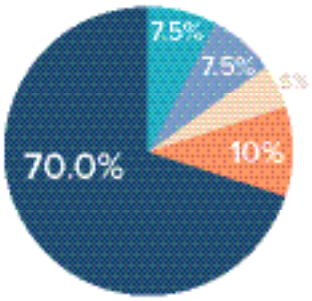
Patient Visits Yearly:

- 1–99,999 ---------- 17.1%
- 100k–249,999 ---------- 14.3%
- 250k–499,999 ---------- 14.3%
- 500k–999,999 ---------- 0%
- 1M–1,999,999 ---------- 2.9%
- 2M–2,999,999 ---------- 5.7%
- 3M+ ---------- 45.7%



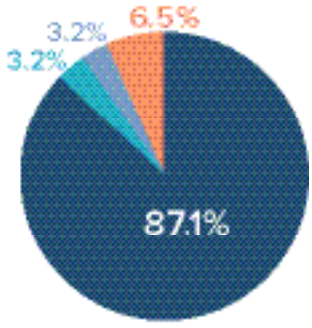
Annual Gross Revenue:

- < $1M ---------- 7.5%
- $1M - $2,999,999 ---------- 7.5%
- $3M - $4,999,999 ---------- 5%
- $5M - $9,999,999 ---------- 10%
- $10M ---------- 70%



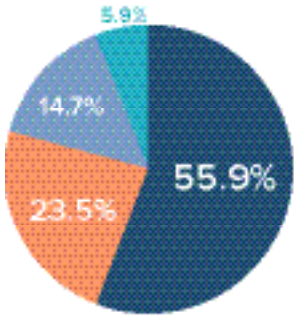
Annual Expenditures for Medical Equipment:

- < $1M ---------- 87.1%
- $1M-$5M ---------- 3.2%
- $5M-$10M ---------- 3.2%
- > $10M ---------- 6.5%



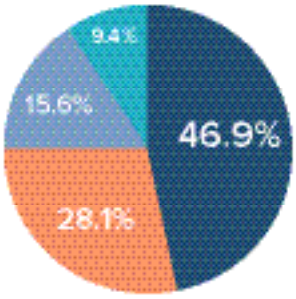
Annual Expenditures for Technology and Software:

- < $1M ---------- 55.9%
- $1M-$5M ---------- 14.7%
- $5M-$10M ---------- 5.9%
- > $10M 23.5%



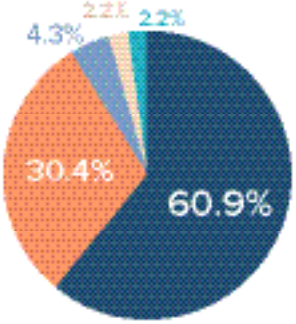
Annual Expenditures for Business Services:

- < $1M ---------- 46.9%
- $1M-$5M ---------- 15.6%
- $5M-$10M ---------- 9.4%
- > $10M 28.1%



Staff Size:

- 1-25 ---------- 30.4%
- 26-50 ---------- 4.3%
- 51-75 ---------- 2.2%
- 76-100 ---------- 2.2%
- 101+ ---------- 60.9%



EDPMA PHYSICIAN GROUPS KEY PRODUCTS/SERVICES OF INTEREST

- Billing services ---------- 48.7%
- Software solutions ---------- 46.2%
- Coding services ---------- 41.0%
- Consulting services ---------- 38.5%
- Business services ---------- 35.9%
- Staffing solutions ---------- 28.2%
- Legal solutions ---------- 23.1%
- Financial services ---------- 23.1%
- Marketing solutions ---------- 15.4%
- Insurance services ---------- 7.7%
- Medical equipment ---------- 5.1%

The Solutions Summit is the Emergency Department Practice Management Association's signature event bringing together hundreds of leaders in healthcare from across North America.

ATTENDEES:

» **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). 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
- 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. 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

Allzone Management Solutions	Intrigma
Cascade Capital	Keystone Healthcare Management
ConsensioHealth LLC	Lightspeed Technology Group
d2i	McKesson
Data Media Associates	Medical Business Bureau (MBB)
Duva*Sawko	MedSpoke
Edelberg & Associates	Neighbors Emergency Center
EmOpti, Inc	Nicka & Associates
EPOWERdoc.inc	PhyCon Incorporated
ER Express	Physicians Choice
Equian	ProScribe, LLC
EvidenceCare	ScribeAmerica
Imagine Software	Shift Administrators
Innoval Global Solutoins	TransUnion Healthcare
Innovative Healthcare Systems	USI/Healthcare Liability Solutions

ATTENDEES

Sample of Summit Attendees

Acute Care	LogixHealth
ApolloMD	Martin Gottlieb & Associates
CEP America	Medlytix
CIPROMS Medical Billing	Napa Valley Emergency Medical Group
Emergency Care Specialists	Ochsner Health Systems
Emergency Groups' Office	Pendrick Capital Partners
Emergency Medicine Consultants	Reimbursement Technologies
Emergency Medicine Professionals, P.A.	Schumacher Clinical Partners
Emergency Medicine Specialists	Sound Physicians
Emergency Physicians Professional Association	St. Vincent's Emergency Physicians
Envision/EmCare	TeamHealth
HNI Healthcare	T–System, Inc
ImagineSoftware	U.S. Acute Care Solutions
Indiana University Health Physicians	VEP Healthcare
Intermedix	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.

Introducing The New Platinum Sponsorship: $25,000

- Sponsorship of ONE of these events or benefits: Opening Reception, Closing Reception, Keynote Session OR Wifi
- Four complimentary registrations to the EDPMA's Solutions Summit
- 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
- EDPMA delivery of one 8.5x11 one-page ad to Summit attendees
- 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's Solutions Summit
- 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

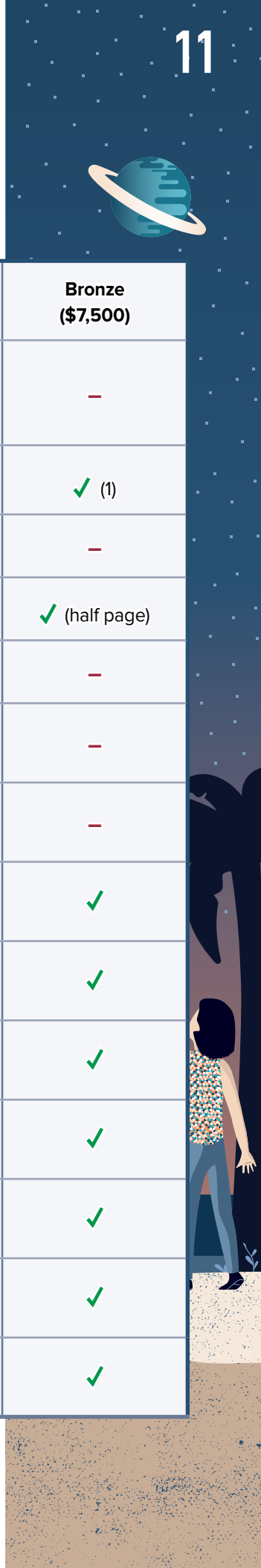
- Two complimentary conference registrations to the EDPMA's Solutions Summit
- Exhibit Table
- Half-page color ad in the onsite program
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval)
- Logo recognition on the EDPMA and Solutions Summit websites
- "Thank 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's 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

	Platinum ($25,000)	Gold ($15,000)	Silver ($10,000)	Bronze ($7,500)
Sponsorship of ONE of the following: Opening Reception, Closing Reception, Keynote Session, OR Wifi	✓	–	–	–
Complimentary Summit Registration(s)	✓ (4)	✓ (3)	✓ (2)	✓ (1)
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)	–	–
Delivery of One 8.5 x 11" One-Page Ad to Summit Attendees	✓	–	–	–
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 and every 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. This year we will not be holding a networking reception on Monday night (April 30, 2018) in order to give you an opportunity to network with potential clients outside of the conference venue.

Last year's sponsors are given the "first right of refusal" on these sponsorships. The contract and payment must be received by **12/31/17** or it will become available to everyone.

ALL SOLUTIONS SUMMIT SPONSORSHIP OPPORTUNITIES INCLUDE:

- Logo recognition as a Solutions Summit sponsor on the EDPMA and Summit Solutions 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 Closing Reception (Tuesday) Exclusive Opportunity: $15,000

Help attendees close out the 2018 Solutions Summit with our last networking reception. Note that educational sessions are offered 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: $10,000

Free Wifi to stay in touch with home.

Additional benefits include:

- 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
- 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: $8,000

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 notebooks along with the EDPMA logo.
- Distributed to all attendees with registration materials – including promotional items from others – inside the folder

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

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

EMRA Resident Scholarship: $2,000

Benefits:

- Mentor an EMRA resident at the Summit
- Listing as a Summit Sponsor

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

Additional benefits include:

- One complimentary registration
- 6' foot draped table with 2 chairs
- Pre and post conference registration mailing lists (which can be used twice with EDPMA approval)
- Opportunity to purchase one additional registration for $500

ADVERTISEMENTS:
DUE 4/1/18

Color Advertisement in Onsite Program:

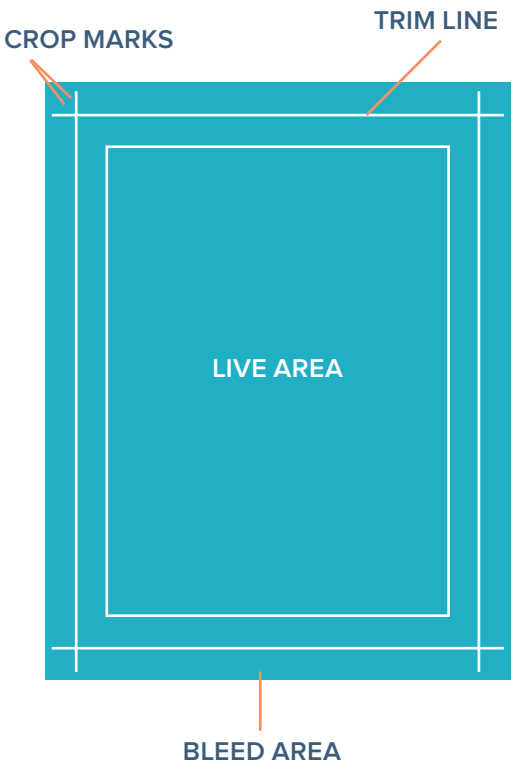
Whether or not you are able to attend the Summit, you can gain exposure by purchasing an ad in the onsite program.

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 em bedded
  - Hi-res (300 dpi) .tifs

Art Guide:



NEWSLETTER/EMAIL ADVERTISEMENT DUE 4/1/18

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

CONTACT

Meetings Manager & Exhibit/Sponsorship Contact

CARYN PEPPER

Meetings Manager,
EDPMA Meetings Management Group
8400 Westpark Drive
Second Floor
McLean, VA 22102
703-245-8061 phone
703-610-0203 fax
email: caryn.pepper@interelgroup.com

2018
EDPMA
Solutions Summit
Marriott Harbor Beach Resort & Spa
Fort Lauderdale, FL
April 29 - May 2, 2018

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 Sponsership - $25,000
- ☐ Gold Sponsership - $15,000
- ☐ Silver Sponsership - $10,000
- ☐ Bronze Sponsership - $7,500

SOLUTION SUMMIT XXI OPPORTUNITIES:

- ☐ Solutions Summit Opening Night Party (Sunday) Sponsor - $15,000
- ☐ Solutions Summit Closing Reception (Tuesday)- $15,000
- ☐ Keynote Address - $10,000
- ☐ Wifi Sponsorship - $10,000
- ☐ Hotel Key Card - $5,000
- ☐ Mobile App - $6,000
- ☐ New Member/New Attendee Breakfast - $5,000
- ☐ Conference Portfolio - $8,000
- ☐ Refreshment Breaks (two available) - $4,000
- ☐ Lanyards - $4,000
- ☐ EMRA Resident Scholarship - $2,000
- ☐ Table Top Exhibit: Exhibit Hall Space - $2,400 ($2,200 for EDPMA Members)
  Three preferred site locations:
- ☐ 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: Credit card payments may be faxed to 703-610-0203 and mail check payments to EDPMA, 8400 Westpark Dr, 2nd Floor, McLean, VA 22102.

8400 WESTPARK DRIVE, 2ND FLOOR
McLEAN, VA 22102
703-610-0314 | WWW.EDPMA.ORG