

CORPORATE SPONSOR CATALOGUE



Maryland Medical Group Management Association

Effective January 1, 2010

OVERVIEW

This Maryland MGMA Corporate Sponsor Program offers many opportunities to showcase your company to our members and other program attendees. Developed in partnership with medical practice vendors, this program addresses the need for exposure, the ability to reach your target audience and offers the flexibility to meet your marketing dollars.

There are two levels of pre-set sponsorships, **Medal** and **Jewel**.

Medal: The pre-set packages include Platinum, Gold, Silver and Bronze. Each pre-set package can be customized. Maryland MGMA reserves the right to sell Medal packages to multiple sponsors.

Jewel: The pre-set packages are Diamond, Emerald, Sapphire and Ruby. Only **ONE** sponsor is allowed per Jewel sponsorship. Packages are sold on a first-come first-serve basis.

Each Medal and Jewel package includes one Business Associate membership in Maryland MGMA. This will allow the corporate member to attend and network at our monthly programs, receive access to the Members Section of our web site and receive broadcast emails.

Maryland MGMA members represent **over 375 medical practices** and **5,700 physicians** statewide. Our practices include private practices, urgent care centers, academic practices, hospitals and community health centers, ambulatory surgery centers and integrated delivery systems. At least two-thirds of our members belong to small to medium size practices; there are members who represent the many academic institutions in the metropolitan Baltimore area.

With this in mind, I invite you to look through this catalogue and determine how we can help you and your company.

Peter G. Constantinou
Executive Director
Maryland MGMA

HOW TO ORDER

Complete and return the Order Form [last page of this catalogue] with payment. Please contact me if you would like to make a change to a pre-set package.

MAIL

Maryland MGMA
P.O. Box 726
Riderwood, MD 21139-0726

PHONE

410.527.0780

FAX

410.527.0270

CONTACT INFORMATION

Please feel free to contact our Executive Director, Peter Constantinou, at peter@mgmamd.org or call 410.527.0780.

RATES, DATES & SPECS

Sponsorships contain the details you need to fulfill your order. Upon receipt of payment, we will email you an order acknowledgement.

PRE-SET JEWEL SPONSOR PACKAGE

Only **ONE** sponsor is allowed per package. Each package is sold on a first-come, first-serve basis. Save money and secure your opportunity with a two-year agreement. Each package includes one membership in Maryland MGMA.

Diamond Sponsor ~ One Year \$10,000 ~ Two Years \$ 19,500

- *One Year - Back cover advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One Month - Web site sponsor of the month and banner ads in our weekly broadcast*
- *One - One-Time use of our membership mailing list*
- *Sponsorship of President's Reception & Dinner for two company representatives*
- *State Conference Registration sponsor - Company logo on all attendee name badges*
- *One - State Conference Solution Center exhibit at entrance to the Exhibit Hall*
- *One - Keynote Session sponsorship at the State Conference and Technology Expo*
- *One - Back cover advertisement in the State Conference Program Guide*

Save \$2,450 with a one year agreement or \$5,400 with a two-year agreement!

Emerald Sponsor ~ One Year \$9,000 ~ Two Years \$17,500

- *One Year - Inside Front Cover advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One Month - Web site sponsor of the month and banner ads in our weekly broadcast*
- *One - One-Time use of our membership mailing list*
- *One - Executive Forum sponsorship*
- *Sponsorship of President's Reception & Dinner for one company representative*
- *One - State Conference Solution Center exhibit at entrance to the Exhibit Hall*
- *One - Keynote Session sponsorship at the State Conference and Technology Expo*
- *One - Inside Front Cover advertisement in the State Conference Program Guide*

Save \$960 with a one year agreement or \$2,420 with a two-year agreement!

Sapphire Sponsor ~ One Year \$8,000 ~ Two Years \$15,500

- *One Year - Inside Back Cover advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One Month - Web site sponsor of the month and banner ads in our weekly broadcast*
- *One - One-Time use of our membership mailing list*
- *One - Practice Operations sponsorship*
- *Sponsorship of President's Reception & Dinner for one company representative*
- *One - State Conference Solution Center exhibit at entrance to the Exhibit Hall*
- *One - Concurrent Session sponsorship at the State Conference and Technology Expo*
- *State Conference Eastern Shore Buffet Lunch sponsor*
- *One - Inside Back Cover advertisement in the State Conference Program Guide*

Save \$430 with a one year agreement or \$1,360 with a two-year agreement!

Ruby Sponsor ~ One Year \$7,600 ~ Two Years \$14,700

- *One Year - First page advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One Month - Web site sponsor of the month and banner ads in our weekly broadcast*
- *One - One-Time use of our membership mailing list*
- *One - Reimbursement Meeting sponsorship*
- *Sponsorship of President's Reception & Dinner for one company representative*
- *One - State Conference Solution Center exhibit at entrance to the Exhibit Hall*
- *One - Concurrent Session sponsorship at the State Conference and Technology Expo*
- *State Conference Starbucks Breakfast Buffet sponsor*
- *One - First page advertisement in the State Conference Program Guide*

Save \$400 with a one year agreement or \$1,300 with a two-year agreement!

PRE-SET MEDAL SPONSOR PACKAGES

Each medal package includes one membership in Maryland MGMA. Medal packages can be customized if you would like to add, remove or switch items. These packages can be sold to more than one corporate sponsor.

Platinum Sponsor ~ One Year \$5,800 ~ Two Years \$11,000

- *One Year - Full page advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One Month - Web site sponsor of the month and 4 banner ads in our weekly broadcast email*
- *One - Executive Forum sponsorship*
- *One - Premium Exhibit Booth at the State Conference and Technology Expo*
- *One - Concurrent Session sponsorship at the State Conference and Technology Expo*
- *Sponsorship of the Afternoon Refresher at the State Conference and Technology Expo*
- *One - Full page advertisement in the State Conference Program Guide*

Save \$650 with a one year agreement or \$1,900 with a two-year agreement!

Gold Sponsor ~ One Year \$4,500 ~ Two Years \$8,800

- *One Year - Half page vertical advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One - Practice Operations sponsorship*
- *One - Premium Exhibit Booth at the State Conference and Technology Expo*
- *One - Concurrent Session sponsorship at the State Conference and Technology Expo*
- *Sponsorship of the Morning Refresher at the State Conference and Technology Expo*
- *One - Full page advertisement in the State Conference Program Guide*

Save \$440 with a one year agreement or \$1,080 with a two year agreement!

Silver Sponsor ~ One Year \$2,900 ~ Two Years \$5,600

- *One Year - Half page horizontal advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One - Reimbursement Meeting sponsorship*
- *One - Standard Exhibit Booth at the State Conference and Technology Expo*
- *One - Full page advertisement in the State Conference Program Guide*

Save \$270 with a one year agreement or \$740 with a two year agreement!

Bronze Sponsor ~ One Year \$1,900 ~ Two Years \$3,600

- *One Year - Quarter page advertisement in the MediNews newsletter*
- *One Year - Corporate logo with hyperlink on web site*
- *One - Standard Exhibit Booth at the State Conference and Technology Expo*

Save \$160 with a one year agreement or \$520 with a two year agreement!

MAILING LIST

Our membership list is available for the purpose of furthering the mission of Maryland MGMA and for the benefit of our members. The list will be available after the review and approval of the proposed mailing, in advance, by the Board of Directors or its designee. Granting such approval provides for a **one-time use** pursuant to a signed Use License Agreement.

RATES Found on the Order Form - last page of this catalogue.

SPECS

- Complete and submit a completed Use License Agreement.
- Email us a PDF of the proposed mailer.
- Upon approval and receipt of payment, we will send an Excel file with the contact information for Maryland MGMA members who have indicated their willingness to receive third party mailings.

NEWSLETTER ADVERTISING

Advertise in our bimonthly newsletter, MediNews, distributed to all Maryland MGMA members.

RATES Found on the Order Form - last page of this catalogue.

DATES January 14 March 18 May 20 July 15 September 16 November 18

SPECS

- Please share this information with your graphic artist or marketing person.

Fractional ad sizes - No bleeds on fractional ads

- Half Page Horizontal W-7.75" x H-4.75"
- Half Page Vertical W-3.75" x H-9.75"
- Quarter Page W-3.75" x H-4.75"

Full Page ad sizes

- Full page W-7.75" x H-9.75"
- Full page ads may bleed. Full Page ad with bleed should be sized at 8.5" x 11". You must also provide a bleed area of .125" on each of all four sides. The live area of a full page ad with bleed will remain at W-7.75" x H-9.75"

Back Cover ad sizes

- Back Cover, no bleed: W-8.00" x H-7.5"
- Back Cover with bleed: W-8.75" x H-8.25"; trim size of W-8.5" x H-8" and live area of W-7.5" x H-7.0"

Color Requirements

- Advertisements must be submitted in black & white, grayscale or Four Color Process (CMYK). Ads that are submitted in RGB, Pantone Matching System, or other color process will be converted to CMYK. Colors will vary when converted, and Maryland MGMA will not be responsible for color variations.

Image Requirements

- Logos or other line art should be vector based. If this is not possible, they should be saved at 1200 dpi at the size they are being used. (Note color requirements above).
- Photo images should be at least 300 dpi at the size it is being used. (note color requirements above)
- All fonts must be converted to outlines or curves. We can not guarantee that fonts will print properly unless they are converted as described. Maryland MGMA will not be held responsible for fonts that print incorrectly.

File Formats

- Advertisements may be submitted in the following formats: Press Optimized PDF, PhotoShop CS2 or lower; Illustrator CS2 or lower; InDesign CS2 or lower; and Quark 6 or lower.

CAREER CORNER POSTINGS

Career notices can be placed on our web site. There is no fee for Maryland MGMA members to post a career notice. There is a nominal fee for nonmembers inclusive of recruiters and staffing agencies.

RATES Found on the Order Form - last page of this catalogue.

SPECS

- Email us the career notice via email or as an attached file in Word format.
- The notice will be posted online for 45 days.
- We do not offer discounts to agencies

WEB SITE CORPORATE LISTING

List your company on our web site for medical professionals to find you! www.mgmamd.org

RATES Found on the Order Form - last page of this catalogue.

DATES Your annual subscription will start based on the receipt/payment of your order.

SPECS

- The corporate listing includes a company logo and hyperlink
- Email us your corporate logo in JPG or GIF format to info@mgmamd.org

WEB SITE SPONSOR OF THE MONTH & BANNER ADVERTISING

Put your company logo and hyperlink on each page of our site for one month AND include a banner advertisement in four weekly broadcasts.

RATES Found on the Order Form - last page of this catalogue.

DATES Your request will be applied to the first available month.

SPECS

The corporate listing includes a company logo and hyperlink

- Email us your corporate logo in JPG or GIF format to info@mgmamd.org
- Email us a banner ad that measure no more than 1/5"H x 7"W [color allowed]
- Web banners are 7 inches wide by 1-1/2 inches high, at 72 dpi; the pixels will be approx 504 x 108.

MONTHLY EDUCATION PROGRAMS

We have three educational programs designed to meet the needs of our membership and which focus on three distinct levels of medical practice staff. They are: **Reimbursement Meeting, Practice Operations Program, and Executive Forum**. Visit our web site calendar for program details, attendance and agenda.

RATES Found on the Order Form - last page of this catalogue.

DATES At least four weeks in advance of the program.

SPECS

Please email us the name of the company representative to be at the program.

- Sponsorship includes company name and logo on broadcast email, a table for table top display and 5 minutes for presentation.
- Email us the company logo in JPG and/or GIF format.

STATE CONFERENCE & TECHNOLOGY EXPO

The one-day conference will take place on **Friday, September 24, 2010** at the **BWI Airport Marriott Hotel**. The exhibit hall holds 50 exhibit booths of which 5 are Solutions Centers, 18 are Premium and 27 are Standard.

RATES Found on the Order Form - last page of this catalogue.

DATES Friday, March 26, 2010 [order and full payment].
Friday, July 23, 2010 for all program guide advertisements.

SPECS

- Email us the name of the company representative to be in attendance and 50-word company description for the Program Guide.
- There is a hotel block at the BWI Airport Marriott in the name of Maryland MGMA at \$159/per night.

SPECS for Exhibit Space & Other Conference Sponsorships

- **President's Reception and Dinner:** Receive invitation for one company representative to attend, company name in program and recognition before participants. Thursday, September 23, 2010, 5:30 PM - 9:00 pm
- **Registration sponsorship** includes company logo on registration brochure and all attendee name badges.
- **Standard exhibit space** is 8' x 10' with a six foot table, one chair, electrical outlet, meals for one [1] company representative, listing in the Program Guide, company name and web site in post-conference newsletter, and a post-conference attendee list in electronic format.
- **Premium exhibit space** is 8' x 10' with a six foot table, two chairs, electrical outlet, internet connection, meals for two [2] company representatives, listing in the Program Guide, company name and web site in post-conference broadcast, and a post-conference attendee list in electronic format. This also includes one-time use of our mailing list for pre-conference promotion. The exhibit space is placed in a high traffic area.
- **Solution Center** is a Premium exhibit space placed in the front of the exhibit hall as an end-cap to each aisle. These booths are first sold to Jewel pre-set sponsor package.
- **Session sponsors** include company name listed in Agenda and 3-5 minutes to present before the speaker.
- **Meal sponsorship** includes placards with company name and logo, and recognition in the conference Program Guide.
- **Conference Handouts sponsorship** includes company logo on the CD or flash drive, whichever is used.
- **Lanyards** will include company name.
- **Conference Bags/Totes sponsor** receives the company logo in the printable area of the bag/tote.
- Additional company staff may participate for an additional charge.

SPECS for Program Guide Advertisements

Full Page ad

- Full page size W-4" x H-9"
- Full page ads may bleed. There should be an extra .125" bleed around the ad so that the final size is 4.125"x9.125. The live area of a full page ad with bleed will remain at W-3" x H-8".

Color Requirements

- Advertisements must be submitted in black & white, grayscale or Four Color Process (CMYK). Ads that are submitted in RGB, Pantone Matching System, or other color process will be converted to CMYK. Colors will vary when converted, and Pennsylvania MGMA will not be responsible for color variations.

Image Requirements

- Logos or other line art should be vector based. If this is not possible, they should be saved at 1200 dpi at the size they are being used. (Note color requirements above).
- Photo images should be at least 300 dpi at the size it is being used. (note color requirements above)
- All fonts must be converted to outlines or curves. We can not guarantee that your fonts will print properly unless you have converted them as described. PA MGMA is not responsible for fonts that print incorrectly.

File Formats

- Advertisements may be submitted in the following formats: PhotoShop CS2 or lower; Illustrator CS2 or lower; InDesign CS2 or lower; Quark 6 or lower; Press Optimized PDF

TERMS AND CONDITIONS

The terms and conditions set forth below govern the relationship between Maryland Medical Group Management Association ("MMGMA") and the business named in the Order Form submitted to MMGMA ("Vendor"). Only one Vendor may be named in each Order Form submitted to MMGMA. All advertising agencies submitting Order Forms on behalf of a Vendor agree to be bound by these terms and conditions to the same extent as Vendor and further represent and warrant that they have sufficient rights and authority to bind Vendor to these terms and conditions.

GENERAL TERMS AND CONDITIONS

1. By submitting any advertisement for publication or by participating in any MMGMA function or event, Vendor obtains no right in or to any MMGMA publication, function, event or website. Vendors submitting advertisements to MMGMA for placement in any MMGMA publication retain all rights in and to their advertisements in the form provided by Vendor to MMGMA. MMGMA will publish Vendor's copyright notices on Vendor's advertisements, if included in the artwork submitted for publication.
2. MMGMA reserves the right to, at any time, without prior notice or liability to Vendor and in MMGMA's sole discretion: change function or event dates, locations, times and contact; change function or event floor plans, or booth or table placement; change rates, and fees, deadlines, closing dates, specifications and advertising placement; authorize co-sponsorship of functions or events; or afford Affiliate sponsors with first preference to as to any function or event and/or advertising.
3. MMGMA is not liable for failure or delays in performance in the event of any of the following: Acts of God, acts of any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, labor or materials shortage, transportation failures or delays, work slowdown, acts of the host facility, or any other event, whether or not similar to those set forth above, which is beyond the control of MMGMA.
4. MMGMA reserves advertising and exhibitor or function space only upon actual receipt of a completed Order Form and full and proper payment in US dollars.
5. Delivery of an Order Form is deemed an acceptance by Vendor of all these terms and conditions, and the rates set forth in this brochure, as amended by MMGMA from time to time.
6. Rates and conditions are subject to change without notice.
7. These terms and conditions represent the entire agreement between MMGMA and Vendor. No conditions, printed or otherwise, appearing on the Order Form or artwork copy instruction which conflict with any of these terms and conditions will be binding on MMGMA.
8. These terms and conditions shall be governed by, construed, enforced and performed in accordance with the laws of Maryland, without regard to principle of conflicts of law. With respect to any suit, action or proceeding relating to these terms and conditions, and advertisement placed by Vendor in an MMGMA publication or any MMGMA function or event attended or sponsored by Vendor, each party irrevocably submits to the sole and exclusive jurisdiction of Maryland courts; and each party irrevocably waives any objection which it may have at any time to the laying of venue of any proceedings brought before any such court, waives any claim that such proceedings have been brought in an inconvenient forum and further waives the right to object, with respect to such proceedings, that such court does not have sufficient jurisdiction over such party.
9. Payment is expected with delivery of a completed Order Form. However, full payment of all monies due under any Order Form must be received by MMGMA no later than the Closing Date applicable to the MMGMA publication issue, function or event. MMGMA reserves the right to cancel Vendor's Order Form, in whole or in part and without prior notice, in the event of non-payment of all monies due.
10. In the event of Vendor's full or partial non-payment within thirty [30] days after MMGMA's receipt of Vendor's Order Form, Vendor hereby agrees to reimburse MMGMA all costs of collection, including and not limited to attorneys' fees.
11. All additional charges assessed by MMGMA shall be paid by Vendor within ten (10) days of the invoice date. Such additional charges may include, and are not limited to, fees for additional company representatives attending the Annual Meeting and advertising production charges for advertisements submitted in other than camera-ready format.
12. An Affiliate Discount is offered to Vendor only if at least one of Vendor's employees is a MMGMA member in good standing. No other discounts are granted except as listed in this brochure. MMGMA does not offer discounts to advertising agencies.
13. A \$25.00 charge will be assessed for each occasion that a check is dishonored. Returned checks must be replaced with certified or cashiers checks within 48 hours.
14. Incomplete Order Forms or Forms setting forth incorrect rates or fees will be refused by MMGMA and returned to Vendor.
15. IN NO EVENT WILL MMGMA BE LIABLE TO VENDOR UNDER THESE TERMS AND CONDITIONS OR OTHERWISE, REGARDLESS OF THE FORM OF CLAIM OR ACTION, IN AN AMOUNT THAT EXCEEDS THE TOTAL MONIES PAID TO MMGMA BY VENDOR FOR THE APPLICABLE ADVERTISEMENT, SPONSORSHIP, FUNCTION OR EVENT. FURTHER, IN NO EVENT SHALL MMGMA BE LIABLE TO VENDOR FOR SPECIAL, CONSEQUENTIAL, EXEMPLARY, INCIDENTAL, OR INDIRECT DAMAGES OR COSTS (INCLUDING LEGAL FEES AND EXPENSES), OR LOSS OF GOODWILL OR PROFIT IN CONNECTION WITH ANY CLAIM ARISING FROM THESE TERMS AND CONDITIONS, EVEN IF MMGMA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OR COSTS.
16. WHILE MMGMA USES ITS BEST EFFORTS TO PROVIDE INFORMATION, PUBLICATIONS, FUNCTIONS AND EVENTS THAT ARE ACCURATE, CURRENT AND WHICH ADDRESS ISSUES RELEVANT TO MMGMA'S MEMBERS, MMGMA MAKES NO REPRESENTATIONS OR WARRANTIES TO VENDOR ABOUT THE SUITABILITY, ACCURACY, QUALITY OR RELIABILITY OF ANY MMGMA INFORMATION, PUBLICATION, FUNCTION OR EVENT FOR ANY PURPOSE. ALL MMGMA PUBLICATIONS, FUNCTIONS AND EVENTS ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND. MMGMA HEREBY DISCLAIMS ANY AND ALL WARRANTIES AND CONDITIONS WITH REGARD TO MMGMA'S PUBLICATIONS, FUNCTIONS AND EVENTS, INCLUDING ALL IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, ACCURACY, TITLE AND NON-INFRINGEMENT. THERE IS NO WARRANTY THAT ANY MMGMA PUBLICATION, EVENT OR FUNCTION WILL FULFILL ANY OF VENDOR'S PARTICULAR PURPOSES OR NEEDS.
17. Vendor is not entitled to rely on any statements or advice provided by MMGMA and is solely responsible for compliance with all laws in connection with Vendor's advertisements, exhibitor booth and displays, and presentation information. Vendor hereby represents and warrants that all advertisements submitted by Vendor to MMGMA, and that all displays, information and materials provided by Vendor in connection with, or while in attendance at, any MMGMA function or event, comply with all applicable laws, do not infringe the rights of MMGMA or any third party, that Vendor has sufficient rights and license to provide such information, advertisements displays or materials and to allow MMGMA to reprint such advertisements.
18. All claims of Vendor against MMGMA in connection with any advertising or any MMGMA function or event must be submitted in writing within seven (7) days of the publication or event date or all such claims are irrevocably waived.
19. Vendor shall indemnify and hold harmless MMGMA for the acts or omissions of Vendor's employees, agents or contractors, breach of these terms and conditions, and for claims by attendees or the host facilities of MMGMA functions or events for injury, damages or property loss incurred due to the acts or omissions of Vendor or its employees, agents or contractors.

20. By placing Vendor's advertisement in a MMGMA publication, or by allowing Vendor to sponsor or attend a MMGMA event or function, MMGMA does not warrant, guarantee or endorse any Vendor product, service or business. Vendor and MMGMA are independent contractors and Vendor is granted no right or authority to assume or to create any obligation or responsibility, express or implied, on behalf of or in the name of MMGMA.

ADDITIONAL ADVERTISING TERMS AND CONDITIONS

1. Advertisements that have to be resized, redrawn, reformatted or reworked in any way **ARE NOT CAMERA READY**. Vendor shall pay an \$85 production charge for each advertisement and/or artwork submitted by Vendor that is not camera ready.
2. MMGMA has final approval on all copy, text, illustrations and advertising submitted for placement in any MMGMA publication and expressly reserves the right, in its sole discretion and without liability to Vendor, to omit, retract or refuse any advertising for any or reason, including and not limited to advertising which, in MMGMA's sole and unfettered discretion, is unethical, misleading, in poor taste, incompatible or otherwise is inappropriate for publication by MMGMA.
3. MMGMA reserves the right to give better position than specified in the order, at no increase in rate.
4. Advertisements not actually received by MMGMA on or before the Closing Date for the applicable publication or issue will not be included in that publication or issue. Written notices to cancel or change an advertisement or artwork will be accepted on or before the Closing Date of the respective publication or issue. No advertisements, cancellations or changes are accepted after the applicable Closing Date. If Vendor ordered a rolling subscription, when a change of advertisement or artwork is not timely received, the advertisement or artwork run in previous publications or issues will be inserted.
5. If Vendor cancels any portion of an Order Form placing advertising for multiple dates or issues, or sponsoring multiple events, MMGMA shall refund to Vendor all monies paid for such advertising which was not yet placed as of the cancellation date, or for such functions or events which were not yet held as of the cancellation date, less a 25% processing fee. In determining the amount of such refund, all advertising and sponsorship provided prior to the cancellation date shall be charged at regular rates against amounts paid by Vendor, and no Affiliate Discount shall be applied.
6. Vendor further represents and warrants that Vendor has obtained all appropriate written consents for use in any Vendor advertisement of the names, pictures and/or testimonials of living persons contained therein. Vendor hereby assumes all responsibility and liability, and hereby indemnifies and holds harmless MMGMA, for and against any and all claims, damages and losses arising from or in connection with MMGMA's publication of Vendor's advertisement, including and not limited to claims for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement.
7. Positioning of advertising is in the sole discretion of MMGMA and no particular placement is guaranteed. MMGMA reserves the right to relocate or resize advertisements as publication circumstances dictate and with no liability to Vendor.
8. Artwork is kept for one (1) year from the date of publication and is then destroyed unless a written request for return is made by Vendor prior to the destruction date.
9. Two or more advertisers are not permitted to share advertising space ordered under a single Order Form. Each Vendor is required to submit its own Order Form for advertising.
10. MMGMA reserves the right to insert the word "advertisement" above or below any copy which, in MMGMA's sole discretion, may be confused with editorial matter or which is otherwise unclear as to the status of the copy as an advertisement.

ADDITIONAL EXHIBITOR AND EVENT TERMS AND CONDITIONS

1. Assignment, sharing or subletting booth, table or exhibitor space assigned to Vendor is strictly prohibited.
2. All cancellations must be made in writing. Cancellation of sponsorship by Vendor between sixty (60) and thirty (30) days of the event date is subject to a 25% processing fee, payable upon demand. There will be no refunds for cancellations made within thirty (30) days of any event date, and all monies paid to MMGMA in connection with such event then become non-refundable. Upon any event cancellation by MMGMA for reasons other than Vendor's non-payment or breach of these terms and conditions, MMGMA shall refund to Vendor all monies paid in connection with such event.
3. By attending and/or participating in any function or event conducted by MMGMA, Vendor, on behalf of itself and its employees, agents and contractors, grants to MMGMA a perpetual, royalty-free, non-exclusive and worldwide right and license to make reasonable marketing use of the trademarks, service marks and trade dress, personal likeness and image, and other identifying depictions of Vendor (or its employees, agents or contractors, as applicable), to the extent that such are contained or depicted in photographs and/or video taken by MMGMA at such function or event.
4. Vendors shall not damage or deface the walls or floors of the function or event building or booths or the equipment provided to Vendor at the function or event. Vendor is fully and directly liable to the owner of the property so damaged.
5. Vendor shall comply with all reasonable requests of representatives of the host facility and MMGMA with respect to the installation or disassembly of its exhibit or the conduct of Vendor or its employees, agents and contractors. MMGMA is in no way responsible or liable for the acts or omissions of the employees, agents and/or contractors of the host facility.
6. Vendor assumes full responsibility for all injuries, losses and/or damages that may occur to Vendor or to Vendor's employees, agents, contractors or property from any cause whatsoever in connection with Vendor's attendance at any MMGMA function or event. Further, persons visiting, viewing or otherwise participating in Vendor's exhibit are deemed invitees and/or licensees of Vendor, and not of MMGMA. Vendor assumes full responsibility and liability for all damages and/or personal injury caused, directly or indirectly, to the persons or property of such invitees or licensees, and those damages and/or personal injury arising in any way in connection with the actions or omissions of Vendor's agents, employees or contractors. Vendor shall obtain, at its sole cost and expense, adequate insurance against such injury, loss and damage.
7. Vendor shall be permitted at any MMGMA function or event to make reasonable distribution of Vendor's promotional materials within the assigned booth area or such other limits specified by MMGMA. All such promotional materials are subject to the prior approval of MMGMA. Vendor shall be responsible for keeping all aisles near its booth, exhibit or table free of congestion resulting from demonstrations or other sales or promotional activity.
8. MMGMA reserves the right to bar or eject from, or to refuse participation in, any MMGMA function or event any Vendor, or any of Vendor's employees, agents or contractors, which, in MMGMA's sole and unfettered discretion, detracts from the general character of the event, becomes in any way disruptive or unruly, or otherwise for any other reason becomes objectionable to MMGMA. In any such event, Vendor shall not receive, or be entitled to, any refund of fees or any other exhibit expenses.
9. MMGMA will assist Vendor with the coordination of all services ordinarily provided in connection with an exhibition booth including but not limited to electrical, furniture, signage, tablecloths and labor for erecting and dismantling exhibits. All such services are provided by contract between Vendor and the service provider and are at the sole cost of Vendor. MMGMA assumes no liability or responsibility for any of the foregoing services.

ONE-TIME USE LICENSE AGREEMENT – FOR MAILING LIST ONLY

1. PURPOSE. This Agreement sets forth the terms and conditions on which the undersigned (“Licensee”) shall be granted a license to make a single use of the Maryland Medical Group Management Association (“MMGMA”) proprietary mailing list of Members (the “MMGMA List”). The MMGMA List contains names, postal information and email address of its Members. Telephone and facsimile numbers of MMGMA Members are not included in the MMGMA List. The MMGMA List is available on computer diskettes, via email delivery or in any other format expressly approved by MMGMA. Licensee may select only one format per order.
2. GRANT OF LICENSE. MMGMA grants Licensee a limited, non-exclusive, non-transferable, revocable license to distribute a single advertising mailer, printed material, literature, or any other advertising or promotional materials or information (the “Mailer”) to the MMGMA Members on the MMGMA List in connection with physician recruiting, journal publishing or any other advertising expressly approved by MMGMA in writing. In no event shall Licensee use the MMGMA List, or any portion thereof, to deliver to any MMGMA Member more than one Mailer more than once during the term of this Agreement. Licensee acknowledges that this Agreement shall not be deemed to restrict MMGMA from otherwise promoting, marketing, publishing, distributing or licensing the MMGMA List to third parties.
3. TERM AND TERMINATION. Licensee must receive MMGMA's written approval of its Mailer and deliver the approved Mailer to those Members identified on the MMGMA List within sixty (60) days from the date hereof. The license granted under Section 2 above shall automatically terminate at the end of such sixty (60) day period. However, if Licensee violates any of term of this Agreement, MMGMA has the right, at any time, to earlier terminate this Agreement and the license granted therein immediately and without prior notice. Within five (5) days after the earlier of (i) Licensee's delivery of its Mailer or (ii) any termination of this Agreement, Licensee shall return to MMGMA or destroy the original MMGMA List, and all copies thereof, and certify in writing Licensee's compliance with this provision. Additionally, upon any termination of this Agreement, Licensee shall provide MMGMA with a list of the names of all MMGMA Members on the MMGMA List solicited by Licensee. TERMINATION SHALL NOT RELIEVE LICENSEE OF ITS OBLIGATIONS HEREUNDER REGARDING THE USE AND CONFIDENTIALITY OF THE MMGMA LIST.
4. TERMS OF PAYMENT. Licensee will prepay by check, credit card or by any other payment method approved by MMGMA, in the amount determined by MMGMA (the “License Fee”) with submission of a completed and signed copy of this Agreement. Unless expressly stated otherwise herein, the Licensee Fee is non-refundable.
5. SUBMISSION OF SAMPLES TO MMGMA FOR APPROVAL. MMGMA will not distribute the MMGMA List to Licensee until MMGMA receives from Licensee (i) payment in full of the License Fee, (ii) an executed and completed copy of this Agreement, and (iii) a sample of the Mailer to be distributed by Licensee to MMGMA Members on the MMGMA List. All Mailers are subject to MMGMA's prior written approval and shall contain a statement that Licensee's products and services are not endorsed by MMGMA. MMGMA reserves the right to reject any Mailer, in its sole and unfettered discretion, for any reason, at any time and without liability. If MMGMA exercises such right for reasons other than Licensee's breach of this Agreement, MMGMA will refund to Licensee the License Fee. Licensee shall not distribute to, or communicate with, any MMGMA Members on the MMGMA List any materials or information that deviate from the Mailer approved by MMGMA.
6. PROPRIETARY RIGHTS. Licensee acknowledges and agrees that the MMGMA List and all proprietary and intellectual property rights therein are, and shall remain, the sole and exclusive property of MMGMA. MMGMA reserves all rights not expressly granted herein. Except as set forth in this Agreement, no express or implied license or right of any kind is granted to Licensee regarding the MMGMA List, including, but not limited to, any right to know, use, produce, receive, reproduce, copy, sublicense, convey, market, sell, distribute, transfer, modify or otherwise exploit the MMGMA List or create derivative works based on the MMGMA List or any portions thereof.
7. CONFIDENTIALITY. Licensee agrees to keep strictly confidential and not to use or disclose the MMGMA List, or any portion thereof, except as expressly permitted hereunder. The MMGMA List shall not be disclosed to any person other than an employee, officer or attorney of Licensee without the express written consent of MMGMA, in its sole discretion, unless such disclosure is required to be made by applicable law or court order (in which case Licensee shall give MMGMA prompt written notice of such request Party before responding or providing such information, and shall cooperate with MMGMA in protecting the information if it must be disclosed). Licensee shall be liable for any unauthorized disclosure or use of the MMGMA List by it or any of its employees, officers or agents, and Licensee shall enforce the confidentiality obligations of this Agreement against them at its own cost and expense. This provision shall survive any termination of this Agreement.
8. ASSIGNMENT. Licensee shall not assign or otherwise transfer any of its rights or obligations under this Agreement, without the prior written consent of MMGMA, in its sole discretion.
9. INJUNCTION. Licensee agrees and acknowledges that any use or disclosure of the MMGMA List by Licensee in violation of this Agreement, or any breach by Licensee of the license provisions of this Agreement, shall cause MMGMA irreparable harm for which

monetary damages or other remedies will be inadequate. Licensee agrees that, in such event, MMGMA shall be entitled to seek injunctive or other equitable relief without the necessity of posting a bond or other security, or proving actual damage, irreparable injury or lack of a remedy at law, in addition to seeking any other remedies available to MMGMA hereunder or under applicable law.

10. LIMITATION OF LIABILITY. IN NO EVENT WILL MMGMA BE LIABLE TO LICENSEE OR ANY THIRD PARTY UNDER THIS AGREEMENT OR OTHERWISE, REGARDLESS OF THE FORM OF CLAIM OR ACTION, IN AN AMOUNT THAT EXCEEDS THE TOTAL LICENSE FEES PAID TO MMGMA BY LICENSEE UNDER THIS AGREEMENT. FURTHER, IN NO EVENT SHALL MMGMA BE LIABLE TO LICENSEE FOR SPECIAL, CONSEQUENTIAL, EXEMPLARY, INCIDENTAL, OR INDIRECT DAMAGES OR COSTS (INCLUDING LEGAL FEES AND EXPENSES), OR LOSS OF GOODWILL OR PROFIT IN CONNECTION WITH THE SUPPLY, USE OR PERFORMANCE OF OR INABILITY TO USE THE MMGMA LIST, OR ANY PORTION THEREOF, OR IN CONNECTION WITH ANY CLAIM ARISING FROM THIS AGREEMENT, EVEN IF MMGMA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OR COSTS.
11. DISCLAIMER OF WARRANTY. WHILE MMGMA USES ITS BEST EFFORTS TO ENSURE THAT THE MMGMA LIST IS AS CURRENT AS POSSIBLE AS OF THE DATE OF DELIVERY TO LICENSEE, MMGMA MAKES NO REPRESENTATIONS OR WARRANTIES TO LICENSEE ABOUT THE SUITABILITY, ACCURACY, QUALITY OR RELIABILITY OF THE MMGMA LIST FOR ANY PURPOSE. THE MMGMA LIST IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND. MMGMA HEREBY DISCLAIMS ANY AND ALL WARRANTIES AND CONDITIONS WITH REGARD TO THE MMGMA LIST, INCLUDING ALL IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, ACCURACY, TITLE AND NON-INFRINGEMENT. THERE IS NO WARRANTY THAT THE MMGMA LIST WILL FULFILL ANY OF LICENSEE'S PARTICULAR PURPOSES OR NEEDS.
12. COMPLIANCE WITH APPLICABLE LAWS. In connection with this Agreement, Licensee's rights and obligations hereunder, and its use and disclosure of the MMGMA List, Licensee agrees to comply with all applicable laws, rules and regulations.
13. INDEMNIFICATION. Licensee shall indemnify and hold harmless and, upon MMGMA's request, defend MMGMA and its directors, officers, employees, agents, Members or volunteers from all claims, losses, judgments, liabilities, damages, costs or expenses (including reasonable attorneys' fees), arising out of Licensee's acts, omissions or representations in any way related to this Agreement or to Licensee's use or disclosure of the MMGMA List.
14. RELATIONSHIP OF THE PARTIES. The relationship of the parties shall be solely that of independent contractors and nothing herein shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any other relationship.
15. NOTICE. Except as otherwise provided, all notices and other communications provided for herein shall be in writing and shall be deemed effective if and when sent by first class mail, postage prepaid, addressed to the parties at the addresses set forth for Licensee and for MMGMA.
16. FAILURE OF NOTICE. No failure of MMGMA to give notice or seek a remedy for any violation of this Agreement or to insist on strict performance hereunder shall reduce, impair, or affect MMGMA's rights to later seek such remedy or insist on such performance with respect to the same or other violation or failure, regardless of MMGMA's knowledge or lack of knowledge thereof.
17. FORCE MAJEURE. MMGMA is not liable under this Agreement for non-performance caused by events or conditions beyond MMGMA's control, including, without limitation, any strike, fire, accident, or other acts of God.
18. ENTIRE AGREEMENT. This Agreement, together with the Order Form, constitutes the entire agreement between the parties regarding the matters set forth herein, and supercedes all prior agreements and understandings relating thereto. This Agreement may not be modified or changed without MMGMA's written consent. If any provision, or any part thereof, of this Agreement is held to be invalid or illegal, it shall be severed from this Agreement, and shall not invalidate any other provision, or part thereof, and it shall be replaced by a provision that comes closest to such severed provision, or part thereof, in language and intent.
19. GOVERNING LAW. This Agreement shall be governed and construed by the laws of the State of Maryland, exclusive of its conflicts of laws provisions.
20. MISCELLANEOUS. The person executing this Agreement on behalf of Licensee represents and warrants, and Licensee represents and warrants, that such person has all necessary power and authority to execute this Agreement on behalf of Licensee and that Licensee shall be legally bound by the terms of this Agreement. Licensee and MMGMA agree that a facsimile signature is valid and binding.
21. DISPUTE RESOLUTION. The parties shall endeavor in good faith to resolve any disputes which may arise regarding this Agreement or the MMGMA List. If the parties cannot so agree among themselves, such dispute shall be settled exclusively by the State or Federal courts of Baltimore, Maryland, and THE PARTIES HEREBY CONSENT TO THE EXCLUSIVE JURISDICTION OF SUCH COURTS. If Licensee breaches this Agreement and MMGMA incurs attorneys' fees to enforce this Agreement, Licensee agrees that MMGMA shall be entitled to receive, and the court shall award, its reasonable costs, including and not limited to attorneys' fees, incurred in such action.

ONE-TIME USE LICENSE AGREEMENT – FOR MAILING LIST ONLY

TO BE SIGNED AND RETURNED WITH ORDER FORM

Our membership list is available to interested parties for the purpose of furthering the mission of Maryland MGMA and for the benefit of our members. The list will be available pursuant to review and approval of the proposed mailing, in advance, by the Executive Committee or its designee. Granting such approval provides for a one-time use pursuant to a signed agreement that shall specify the terms of use.

- Requests for use of our mailing list shall be made in writing by completing the One Time Use License Agreement.
- A copy of the mailing material shall accompany the Agreement.
- The request will be reviewed within two [2] weeks of submission. The decision of the Executive Committee or their designee is final.

If approved, Maryland MGMA shall execute the Agreement, process payment and send an electronic format of the mailing.

LICENSEE _____

By _____

Print _____

Title _____

Date _____

Address _____

Email _____

MARYLAND MEDICAL GROUP MANAGEMENT ASSOCIATION

By _____

Print _____

Title _____

Date _____

Address _____

Email _____

ORDER FORM

Company _____
 Contact _____
 Phone _____ Fax _____
 Email _____

Indicate the Corporate Sponsor package of choice, number of years and then complete the Payment Section.

<u>One Year Agreement</u>	<u>Two Year Agreement</u>	<u>One Year Agreement</u>	<u>Two Year Agreement</u>
_____ Bronze \$1,900	_____ Bronze \$3,600	_____ Ruby \$7,600	_____ Ruby \$14,700
_____ Silver \$2,900	_____ Silver \$5,600	_____ Sapphire \$8,000	_____ Sapphire \$15,500
_____ Gold \$4,500	_____ Gold \$8,800	_____ Emerald \$9,000	_____ Emerald \$17,500
_____ Platinum \$5,800	_____ Platinum \$11,000	_____ Diamond \$10,000	_____ Diamond \$19,500

MEDINEWS ADVERTISING [Per Issue Rates]

Indicate size, quantity and start and end months

46-701 Quarter Page	\$120	# _____	\$ _____
46-702 Half Page - Horizontal	\$180	# _____	\$ _____
46-709 Half Page - Vertical	\$225	# _____	\$ _____
46-703 Full Page	\$300	# _____	\$ _____
46-704 First Page	\$375	# _____	\$ _____
46-705 Inside Back	\$405	# _____	\$ _____
46-706 Inside Front	\$435	# _____	\$ _____
46-707 Back Cover	\$500	# _____	\$ _____
46-708 Career Notice	\$ 70	# _____	\$ _____

WEB SITE

47-601 Corporate Listing	\$225 [Annual]	\$ _____
47-602 Sponsor & Banner Ad	\$360 [Monthly]	\$ _____

MAILING LIST [One-Time Use]

45-501 Mailing list	\$250	\$ _____
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MONTHLY MEETINGS

44-201 Reimbursement Mtg.	\$500	\$ _____
42-301 Practice Operations	\$500	\$ _____
43-401 Executive Forum	\$500	\$ _____

STATE CONFERENCE

41-101 Reception & Dinner	\$ 700	\$ _____
41-102 Registration Sponsor	\$2,500	\$ _____
41-103 Exhibit - Standard	\$1,000	\$ _____
41-104 Exhibit - Premium	\$1,300	\$ _____
41-105 Exhibit - Solution Ctr.	\$1,800	\$ _____
41-106 Additional Comp. Staff	\$ 100 # _____	\$ _____
41-125 Dedicated Internet	\$ 100	\$ _____
41-110 Breakout Speaker	\$ 500 # _____	\$ _____
41-111 Keynote Speaker	\$3,000	\$ _____
41-112 Morning Refresher	\$ 700	\$ _____
41-113 Afternoon Refresher	\$ 900	\$ _____
41-114 Breakfast	\$1,000	\$ _____
41-115 Lunch	\$1,200	\$ _____
41-116 Handouts	\$1,500	\$ _____
41-117 Conference Lanyards	\$1,300	\$ _____
41-119 Conference Bags/Totes	\$2,000	\$ _____

STATE CONFERENCE - continued

Program Guide Advertisements

41-120 Advertisement - Full	\$ 250	\$ _____
41-121 Advertisement - First	\$ 300	\$ _____
41-122 Advertisement - Inside Back	\$ 350	\$ _____
41-123 Advertisement - Inside Front	\$ 400	\$ _____
41-124 Advertisement - Back Cover	\$ 500	\$ _____

One - Maryland MGMA Membership \$ 115 \$ _____

TOTAL OF BOTH COLUMNS \$ _____

Indicate preferred start and end months for MediNews

Start Month _____
 End Month _____

Indicate preferred start and end months for Web Site

Start Month _____
 End Month _____

Indicate preferred month for monthly meeting

First Choice _____
 Second Choice _____

Your preferences are not guaranteed until your order is received and paid for in full.

PAYMENT METHOD

___ Check or Money Order ~ Payable to "Maryland MGMA"
 Credit Card: ___ Visa ___ MasterCard ___ Amex

CREDIT AUTHORIZATION

Card Number _____
 Expiration Date _____
 CVV# _____ [MC/VISA, only]
 Cardholder _____
 Signature _____
 Today's Date _____