2019
PARTNERSHIP AND BRAND DEVELOPMENT OPPORTUNITIES

- Executive, Strategic, Mission Partnerships
- Digital, Print, and More!

ALSO: Sponsor and Exhibit Opportunities at the 2019 MPL Association Conference
May 15-17 | Portland | Oregon
MAXIMIZE YOUR MARKETING DOLLARS!

TARGET | PROMOTE | REACH | ENGAGE | IMPACT

The MPL Association can assist your company to reach the leaders and decision makers in the medical professional liability insurance industry and help you take your business to the next level. Introduce new products, establish your presence in the marketplace, reinforce relationships with existing clients and discover new clients from your target audience—all for a great value.

The MPL Association is the leading international association representing medical professional liability (MPL) insurance companies, risk retention groups, captives, trusts, and other entities that share a commitment to the quality delivery of healthcare.

- Members include more than 100 companies that do business in the MPL space
- Members write $7 billion in U.S. MPL premium and $2 billion in international MPL premium

Partnership and Brand Development Opportunities with the MPL Association will assist your organization to:

- Increase your brand recognition and sales
- Generate leads and expand your prospect list
- Drive business development through face-to-face interactions
- Form lasting relationships with current and new customers
- Introduce new products to key clients
- Develop goodwill through your support of the MPL Association community

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TURBO-CHARGE YOUR MPL ASSOCIATION SPONSORSHIP  
BECOME AN EXECUTIVE, STRATEGIC,  
OR MISSION PARTNER

As an Executive, Strategic, or Mission Partner, you get a comprehensive sponsorship package, which provides multiple exposure opportunities for your company throughout the year. You’ll get high visibility in a full range of MPL Association meetings and media, for maximum impact. These “bundled” packages will give you unparalleled targeted marketing, along with significant savings all aimed at your best prospects in medical professional liability insurance.

Executive Partnership with the MPL Association offers you an unequaled, year-round opportunity to enhance name recognition and brand awareness, and interact with the MPL insurance industry’s key decision makers. The Strategic and Mission Partnerships offer targeted, premium billing at the Association’s most prestigious events. Remember, there is no way to put a price tag on the value of sustained exposure to your current clients and prospects, via an ongoing conversation with them on the MPL Association’s multiple platforms.

<table>
<thead>
<tr>
<th>EXECUTIVE PARTNER</th>
<th>STRATEGIC PARTNER</th>
<th>MISSION PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$60,000 ($74,000+ Value)</strong></td>
<td><strong>$35,000 ($41,000+ Value)</strong></td>
<td><strong>$25,000 ($29,000+ Value)</strong></td>
</tr>
<tr>
<td>2019 MPL Association Affiliate Partner – Premium Level ($10,000 value)</td>
<td>2019 MPL Association Affiliate Partner – Premium Level ($10,000 value)</td>
<td>2019 MPL Association Affiliate Partner – Premium Level ($10,000 value)</td>
</tr>
<tr>
<td>Platinum Level Sponsor at the 2019 MPL Association Conference ($35,000 value)</td>
<td>Gold Level Sponsor at the 2019 MPL Association Conference ($25,000 value)</td>
<td>Silver Level Sponsor at the 2019 MPL Association Conference ($15,000 value)</td>
</tr>
<tr>
<td>First Right of Refusal for exclusive MPL Association Conference sponsorship items for an additional discounted price (optional, prices vary)</td>
<td>Priority consideration for exclusive MPL Association Conference sponsorship items for an additional discounted price (optional, prices vary)</td>
<td>Priority consideration for exclusive MPL Association Conference sponsorship items for an additional discounted price (optional, prices vary)</td>
</tr>
<tr>
<td>Meeting sponsor at the 2019 CEO/COO Meeting and Board Governance Roundtable ($10,000 value)</td>
<td>Networking luncheon sponsor of any one of the 2019 MPL Association workshops of your choice ($5,000 value)</td>
<td>Breakfast sponsor of any one of the 2019 MPL Association workshops of your choice ($4,000 value)</td>
</tr>
<tr>
<td>Welcome reception sponsor of any one of the 2019 MPL Association workshops of your choice ($6,000 value)</td>
<td>Website Banner Ad with links to sponsor’s home page for 10 months in 2019 (includes Gold Sponsor and Affiliate Partner benefits) ($1,000 value)</td>
<td>Website Banner Ad with links to sponsor’s home page for eight months in 2019 year (includes Silver Sponsor benefit) ($800 value)</td>
</tr>
<tr>
<td>MPL Association Newsbriefs banner advertisement for all 12 months of 2019 (includes Platinum Sponsor and Premium Affiliate Partner benefits) ($9,600 value)</td>
<td>A special logo that identifies your company as an MPL Association Strategic Partner for use in all of your marketing materials</td>
<td>A special logo that identifies your company as an MPL Association Mission Partner for use in all of your marketing materials</td>
</tr>
<tr>
<td>Website banner ad with links to sponsor’s home page for all 12 months of 2019 (includes Platinum Sponsor and Premium Affiliate Partner benefits) ($1,200 value)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor of one 2019 MPL Association webinar ($3,000 value)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A special logo that identifies your company as an MPL Association Executive Partner for use in all of your marketing materials</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To lock in these unique marketing packages and realize significant savings, please respond by December 31, 2018. Contact Ginny McGuinness at 240.813.6129, or gmguinness@MPLassociation.org.
The MPL Association Affiliate Partner program is structured to meet the needs of product and service providers to the MPL community, such as reinsurers, brokerages, financial service providers, actuaries, technology companies, management and administrative services, and many others. The program provides unparalleled access to the target market you want to reach. This program offers two benefit levels—Premium and Advantage. Each provides unique value for anyone who is looking for a partner that understands lead discovery, brand promotion and awareness, and potential for business expansion within the MPL arena.

### 2019 MPL ASSOCIATION AFFILIATE PARTNER PROGRAM

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>ADVANTAGE LEVEL</th>
<th>PREMIUM LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inside Medical Liability magazine</strong></td>
<td>One (1) one-half page, four color display in one issue (selected by MPL Association) of <em>Inside Medical Liability</em> magazine ($1,900 value)</td>
<td>Full-page, four-color display in four quarterly issues of <em>Inside Medical Liability</em> ($9,120 value)</td>
</tr>
<tr>
<td>Website Banner Ad</td>
<td>Affiliate Partner rate</td>
<td>Six-month run of site banner ad ($2,500 value)</td>
</tr>
<tr>
<td>Newsbriefs Banner Ad</td>
<td>Affiliate Partner rate</td>
<td>Four-week middle banner ($800 value)</td>
</tr>
<tr>
<td>Industry Service Guide Listing</td>
<td>Listing on industry services guide ($1,100 value)</td>
<td>Banner ad with link to company website ($2,700 value)</td>
</tr>
<tr>
<td>MPL Association Conference Exhibit Booth</td>
<td>Affiliate Partner rate</td>
<td>15% discount from Affiliate Partner rate ($400 value)</td>
</tr>
<tr>
<td>MPL Association Conference Registration Fee</td>
<td>Affiliate Partner rate</td>
<td>20% discount from Affiliate Partner rate ($250 value)</td>
</tr>
<tr>
<td>Meeting/Workshop Registration Fee</td>
<td>Affiliate Partner rate</td>
<td>20% discount from Affiliate Partner rate ($200 value)</td>
</tr>
<tr>
<td>Subscription to <em>Inside Medical Liability</em> magazine</td>
<td>10 subscriptions to <em>Inside Medical Liability</em> magazine ($1,000 value)</td>
<td>20 subscriptions to <em>Inside Medical Liability</em> magazine ($2,000 value)</td>
</tr>
<tr>
<td>MPL Association Data Sharing Project</td>
<td>Affiliate Partner rate</td>
<td>33% discount from Affiliate Partner rate</td>
</tr>
<tr>
<td>Specialty Specific Series</td>
<td>Affiliate Partner rate</td>
<td>50% discount from Affiliate Partner rate</td>
</tr>
<tr>
<td>- Complete Set (23 specialties)</td>
<td>Affiliate Partner rate</td>
<td>65% discount from Affiliate Partner rate</td>
</tr>
<tr>
<td>- Individual Report</td>
<td>Affiliate Partner rate</td>
<td>Affiliate Partner rate</td>
</tr>
<tr>
<td>Closed Claim Studies</td>
<td>Affiliate Partner rate</td>
<td>Hourly rate; access based on approval of data request</td>
</tr>
<tr>
<td>Research Studies</td>
<td>Affiliate Partner rate</td>
<td></td>
</tr>
<tr>
<td>Database Queries</td>
<td>Affiliate Partner rate</td>
<td></td>
</tr>
<tr>
<td>MPL Association Career Center</td>
<td>$100 discount for 30-day listing</td>
<td>$200 discount for 30-day listing</td>
</tr>
<tr>
<td>Online Member Directory</td>
<td>Company listing</td>
<td>Company listing</td>
</tr>
<tr>
<td>E-Newsletter Subscriptions</td>
<td>Unlimited subscriptions to Newsbriefs, Research Notes, and Advocacy Update</td>
<td>Unlimited subscriptions to Newsbriefs, Research Notes, and Advocacy Update</td>
</tr>
<tr>
<td>Webinar Registration Fee</td>
<td>Affiliate Partner rate (or free)</td>
<td>40% discount from Affiliate Partner rate (or free)</td>
</tr>
<tr>
<td>Website Access</td>
<td>Access to members-only section of the MPL Association website</td>
<td>Access to members-only section of the MPL Association website</td>
</tr>
<tr>
<td>Recognition in MPL Association Event Promotional Materials</td>
<td>Inclusion of company name on all membership lists (distributed at all MPL Association events)</td>
<td>Inclusion of company name on all membership lists (distributed at all MPL Association events)</td>
</tr>
<tr>
<td>MPL Association Affiliate Partner Logo</td>
<td>Use of the MPL Association Affiliate Partner logo for marketing materials</td>
<td>Use of the MPL Association Premium Affiliate Partner logo for marketing materials</td>
</tr>
<tr>
<td>Expertise/Resources</td>
<td>Access to MPL Association in-house expertise and other industry resources</td>
<td>Access to MPL Association in-house expertise and other industry resources</td>
</tr>
<tr>
<td>Content Submission Opportunities</td>
<td>Opportunity to submit articles or other content for electronic publication</td>
<td>Priority status for article publication in <em>Inside Medical Liability</em> magazine and electronic publications</td>
</tr>
<tr>
<td>Thought-Leader Opportunities</td>
<td>Consideration for speaking opportunities at MPL Association educational events and webinars</td>
<td>Priority consideration for speaking opportunities at MPL Association educational events and webinars</td>
</tr>
</tbody>
</table>
FEBRUARY
13 | Webinar

MARCH
13-16 | CEO/COO Meeting
Hyatt Regency at Gainey Ranch
Scottsdale, AZ

14-16 | Board Governance Roundtable
Hyatt Regency at Gainey Ranch
Scottsdale, AZ

APRIL
3-5 | Marketing Workshop
Kimpton EPIC Hotel
Miami, FL

3-5 | Dental Workshop
Kimpton EPIC Hotel
Miami, FL

MAY
14 | Chief Medical Officer Roundtable
(by invitation)
Marriott Portland Waterfront
Portland, OR

15 | Leadership Forum
Marriott Portland Waterfront
Portland, OR

15-17 | MPL Association Conference
Marriott Portland Waterfront
Portland, OR

JUNE
26 | Webinar

AUGUST
28 | Webinar

SEPTEMBER
9-11 | Underwriting Workshop
InterContinental Mark Hopkins
San Francisco, CA

11 | Chief Medical Officer Roundtable
(by invitation)
InterContinental Mark Hopkins
San Francisco, CA

11 | International Risk Management Seminar
InterContinental Mark Hopkins
San Francisco, CA

11-13 | Claims and Risk Management/
Patient Safety Workshop
InterContinental Mark Hopkins
San Francisco, CA

11-13 | Technology, Human Resources,
and Finance (THRF) Workshop
Fairmont Chicago Millennium Park
Chicago, IL

OCTOBER
24-25 | Corporate Counsel Workshop
The Mission Inn Hotel
Riverside, CA

NOVEMBER
20 | Webinar

FUTURE CONFERENCES:

2020 | MAY 6-8
MPL Association Conference
Omni Shoreham Hotel
Washington, D.C.

2020 | OCTOBER 7-9
International Conference
The Westin Ottawa
Ottawa, Canada

2021 | MAY 19-21
MPL Association Conference
JW Marriott Austin
Austin, TX
The MPL Association Conference is a one-of-a-kind venue for reaching the key decision makers in medical professional liability insurance.

Sponsor
Introduce yourself to the leaders in the medical professional liability (MPL) insurance community through a sponsorship at the 2019 MPL Association Conference. This Conference attracts MPL’s key decision makers from around the world. As a sponsor, you will gain prominent exposure to promote your brand, build relationships with clients, and gain new customers. You will also identify yourself as an active participant in MPL’s premier event.

Exhibit
Combine an exhibit booth with your sponsorship to gain the greatest impact and return on your 2019 MPL Association Conference investment. The exhibit hall is set up with your priorities in mind. There are dedicated events in the exhibit hall where attendees can meet with you and consider purchasing decisions. From the first moment of the Conference, until the end, attendees see and learn about your products and services. Reserve your booth today. No other event can provide you with the same buying audience and ability to establish your marketplace presence, reinforce relationships with existing customers, promote new products and services, and cultivate new customer relationships.

BENEFITS OF SPONSORING AND EXHIBITING:

- Increase your brand recognition
- Generate leads and expand your prospect list
- Drive business development through face-to-face interactions
- Foster lasting relationships with current and new customers

To reserve a sponsorship or exhibit booth, contact Ginny McGuinness, Senior Director of Membership and Business Development, at 240.813.6129 or gmguinness@mplassociation.org.
MPL ASSOCIATION CONFERENCE ATTENDEES MAKE AND RECOMMEND PURCHASING DECISION!

Meet Attendees with Buying Power
This is your chance to meet, one-on-one, with the decision makers who have direct buying authority. They want to learn about your company and purchase your products and services!

**REACH**
This is the best opportunity in 2019 to reach the top executives in the different disciplines that make up an MPL insurance entity.

**ENGAGE**
Interact directly, face-to-face, with Conference attendees who are interested in your business’s products and services.

**COMMUNICATE**
Before, during, and after the Conference, you will have the opportunity to connect with your target audience.

**CONNECT**
Maximize your visibility and exposure to this unique audience of MPL community leaders.

**PROMOTE**
You gain direct access to everyone who matters in MPL. You can explain how your products or services work and demonstrate how they contribute to a company’s bottom line.

**GROW**
Establish new or reinforce existing customer relationships.

MPL Association members insure more than two million healthcare professionals around the world—doctors, dentists, nurses and nurse practitioners, and other healthcare providers—including more than two-thirds of America’s private practicing physicians. MPL Association members also insure more than 2,000 hospitals and 6,000 medical facilities.
**MPL ASSOCIATION CONFERENCE PREMIUM SPONSORSHIPS**

MPL Association premium Conference sponsors—platinum, gold, and silver—are high-impact and very visible. These sponsorships provide maximum strategic placement of your brand, including promotion at the Conference’s largest and most popular social and networking events. Premium sponsors also receive top billing in all Conference promotional communications.

### PLATINUM SPONSOR $35,000

- Named sponsor of Wednesday Welcome Reception and Thursday Cocktail Reception
- Full-page, four-color ad with premium placement in *Inside Medical Liability* magazine (distributed at Conference)
- Four Conference registrations
- VIP invitation for three to attend private Chair’s reception on Tuesday and Chair’s Reception for New Attendees on Wednesday
- Logo on Conference bag (also distributed at subsequent 2019 MPL Association events)
- Opportunity to introduce a Conference session
- Logo on MPL Association Conference homepage
- Eight-week banner ad in MPL Association weekly electronic newsletter
- Three-month run of site banner ad on MPL Association website (prior to Conference)
- Logo on all Conference promotions and on Conference program
- One complimentary exhibit booth (optional)
- Recognition in MPL Association weekly electronic newsletter, quarterly magazine, website, and social media sites
- On-site promotion of sponsorship including introduction at opening session, logo on exhibit hall and Conference signage, slideshow recognition, and logo on noneducational Conference material
- Pre- and post-Conference attendance list
- Custom 2019 Conference sponsor logo for use on marketing materials

### GOLD SPONSOR $25,000

- Named sponsor of Thursday and Friday networking lunches
- One-half page, four-color ad in *Inside Medical Liability* magazine (distributed at Conference)
- Three Conference registrations
- VIP invitation for two to attend private Chair’s reception on Tuesday and Chair’s Reception for New Attendees on Wednesday
- Logo on MPL Association Conference homepage
- Four-week banner ad in MPL Association weekly electronic newsletter
- Two-month run of site banner ad on MPL Association website (prior to Conference)
- Logo on all Conference promotions and on Conference program
- Recognition in MPL Association weekly electronic newsletter, quarterly magazine, website, and social media sites
- On-site promotion of sponsorship including introduction at opening session, logo on exhibit hall and Conference signage, slideshow recognition, and logo on noneducational Conference material
- Pre- and post-Conference attendance list
- Custom 2019 Conference sponsor logo for use on marketing materials

### SILVER SPONSOR $15,000

- Named sponsor of Thursday and Friday breakfasts
- Listing in *Inside Medical Liability* magazine (distributed at Conference)
- Two Conference registrations
- VIP invitation for one to attend private Chair’s reception on Tuesday and Chair’s Reception for New Attendees on Wednesday
- Listing on MPL Association Conference homepage
- One-month run of site banner ad on MPL Association website (prior to Conference)
- Logo on all Conference promotions and on Conference program
- Recognition in quarterly magazine, website, and social media sites
- On-site promotion of sponsorship including logo on exhibit hall and Conference signage, identification in all pre-session slides, and logo on non-educational Conference material
- Pre- and post-Conference attendance list
- Custom 2019 Conference sponsor logo for use on marketing materials
MPL ASSOCIATION CONFERENCE
SESSION & PROMOTIONAL SPONSORSHIPS

Don’t miss this opportunity to provide Conference participants with compelling educational sessions. Reach them when they are most receptive to information. All event and program sponsorships will take the form of an educational grant and will be administered according to the standards set forth by accrediting bodies. Event and program sponsors receive:

- Early access to Conference materials, including attendee list
- Exclusive sponsorship of session/event
- 50% discount on Conference registrations (per $5,000 sponsored)
- Verbal acknowledgement at the individual sponsored session
- Slide-show recognition in meeting rooms during breaks
- Company name printed on non-educational Conference materials and signage.

SESSIONS AVAILABLE:

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote and Closing Sessions</td>
<td>$6,000 each</td>
</tr>
<tr>
<td>General Session</td>
<td>$4,000 each</td>
</tr>
<tr>
<td>Concurrent Session</td>
<td>$2,000 each</td>
</tr>
</tbody>
</table>

PROMOTIONAL ITEMS EXCLUSIVE OPPORTUNITIES!

Exclusive sponsorship of a promotional item and/or amenity provides maximum exposure during the Conference. You supply your logo, and the MPL Association will handle the rest (except where noted). The following sponsorships are a great way to get your company name or brand noticed. Sponsorships equal to or more than $5,000 receive at least one complimentary Conference registration; sponsorships under $5,000 receive a 50% discount on a Conference registration.

NETWORKING LOUNGE
Investment: $10,000
As the Networking Lounge sponsor, you receive great visibility and exposure by obtaining the naming rights to the lounge. Offer Conference attendees some private, quieter space for informal meetings. Sponsor may also provide promotional or educational material about their company services within the lounge. Open on Thursday and Friday.

WIFI AND MOBILE APP
Investment: $10,000
As the WiFi and Mobile App sponsor, your company’s name will appear every time an attendee accesses the Internet and the password can be customized to reflect your corporate name or logo. In addition, the landing page for the Mobile App will display your banner ad or logo. This is a unique and highly visible opportunity for attendees to continuously be made aware of your corporate brand.

LANYARDS
Investment: $8,000
Have your company’s name at each attendee’s fingertips by sponsoring the lanyards that hold name badges. This is a great way to increase visibility.

CONFERENCE FOLDER
Investment: $6,000
Your name and logo will be strategically positioned—for optimum visibility—on the attendee folder, which contains the Conference materials. A full-page, four-color ad featuring your company (you provide the artwork) will appear on the folder.

HOTEL KEY CARDS
Investment: $6,000
The average hotel guest uses his or her key card four times a day. At the MPL Association Conference, over a period of three days, that adds up to 12 opportunities for recognition of your company’s name and logo. Your company’s name will be recognized the minute attendees check-in to the hotel.

WINES TASTING BAR
Investment: $5,000
Treat meeting attendees to local Oregon wine tastings at one of the receptions, either Wednesday or Thursday evening. Your corporate name will be displayed on signage near the bar.

CHARGING STATION
Investment: $4,000
Come to the rescue of meeting attendees by providing a place to re-charge their devices. The charging station will be in a central location not far from the meeting rooms and exhibit hall. Your corporate name will be provided on signage near the charging station.

VOODOO DOUGHNUTS
Investment: $4,000
Offer attendees a Portland original: a Voodoo doughnut. These unique treats come in many varieties and feature unconventional ingredients, and their notoriety and popularity has spread across the country. Your corporate name will be provided on signage near the display.

POPCORN CART
Investment: $3,500
Provide a bag of popcorn for meeting attendees on Thursday afternoon during the break. Your corporate name will be provided on signage near the cart.

TRAIL MIX BAR
Investment: $3,500
Provide a healthy snack for meeting attendees during the Friday morning break. Your corporate name will be provided on signage near the bar.

PENS
Investment: $2,000 (plus cost of gift)
Your company’s pens will be inserted into the Conference bags and distributed to all attendees. Provide pens from your company’s supply or work with the Association to order logo pens. Extra pens will be distributed at remaining MPL Association workshops in 2019 while supplies last.

REFRESHMENT BREAKS
Investment: $2,500 Each Or $6,000 For All Three
Be the named sponsor of Thursday and Friday refreshment breaks (three in total) which provide coffee and other beverages to attendees in the Exhibit Hall. Your logo will be prominently displayed to all attendees.
MPL ASSOCIATION EXHIBIT HALL — ENERGIZED FOR ENGAGEMENT!

Meet, mingle, and share your message with customers in the MPL Association Conference Exhibit Hall, purposefully designed to be the hub of the Conference. The Association works with the hotel to design the most high-traffic exhibit layout possible. We encourage all exhibitors to increase traffic and enhance their exhibits through a raffle or giveaway, colorful display, engaging representatives, or an interactive game. The MPL Association also provides an incentive “game” to increase booth traffic for all exhibitors. There is no additional cost for the game and it is designed to motivate all attendees to visit as many booths as possible. The winners will be announced during the last break on Friday morning, creating excitement before the close of the Conference.

Save $100 by booking early!

<table>
<thead>
<tr>
<th>EXHIBIT BOOTH PRICING:</th>
<th>(Reserved) BY 1/31/19</th>
<th>(Reserved) AFTER 1/31/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPL Association Affiliate Partner - Premium</td>
<td>$2,100</td>
<td>$2,200</td>
</tr>
<tr>
<td>MPL Association Affiliate Partner - Advantage</td>
<td>$2,500</td>
<td>$2,600</td>
</tr>
<tr>
<td>Non-member</td>
<td>$3,500</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

2019 EXHIBIT HALL

<table>
<thead>
<tr>
<th>WEDNESDAY, MAY 15</th>
<th>(Show Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m.–3:00 p.m.</td>
<td>(4:30 P.M.–6:30 P.M.)</td>
</tr>
<tr>
<td>4:30–6:30 p.m.</td>
<td>Exhibit Hall Set Up</td>
</tr>
<tr>
<td></td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>THURSDAY, MAY 16</td>
<td>(7:00 A.M.–5:00 P.M.)</td>
</tr>
<tr>
<td>7:00–8:30 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>10:15–10:45 a.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>2:45–3:15 p.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>5:00–6:30 p.m. (new this year)</td>
<td>Networking Reception</td>
</tr>
<tr>
<td>FRIDAY, MAY 17</td>
<td>(7:00 A.M.–11:00 A.M.)</td>
</tr>
<tr>
<td>7:00–9:00 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>10:15–10:45 a.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11:00 a.m.–3:00 p.m.</td>
<td>Exhibit Hall Breakdown</td>
</tr>
</tbody>
</table>

PLEASE NOTE: All booths must be show-ready by 3:00 p.m. on Wednesday, May 15. No installation will take place on Thursday, May 16 or Friday, May 17. All booths must remain in place and be staffed during show hours through 11:00 a.m. on Friday, May 17. Each booth must have at least one representative present during the show hours.

Please contact Ginny McGuinness at gmguinness@MPLassociation.org or 240.813.6129 if you have any questions regarding an exhibit booth.
APPLICATION FOR SPONSORSHIP & EXHIBIT SPACE

2019 MPL Association Conference  
MAY 15-17, 2019 | MARRIOTT PORTLAND WATERFRONT  
PORTLAND, OREGON

Company Name:  
Address:  
City:  
State:  
Zip Code:  
Telephone:  
Fax:  
Website Address:  

SPONSOR/EXHIBITOR CONTACT:  
Contact:  
Title:  
Telephone:  
E-mail Address:  

SPONSORSHIP SELECTION:  
Sponsorship Item:  
Sponsorship Amount:  

EXHIBIT BOOTH SPACE:  
Please indicate the number of booths required. Note: Booth assignments will be made on March 1, 2019.  
Please Reserve:  
Booth(s)  
Exhibit Booth Amount:  

I, the duly authorized representative of the above mentioned organization, subscribe and agree to all the rules and regulations of the contract terms of the 2019 MPL Association Conference (see next page).  
Name:  
Title:  
Signature:  
Date:  

To reserve your booth or sponsorship item, please complete this form and fax or e-mail it to: 301.947.9090 or MPLmeetings@MPLassociation.org  
A confirmation and a letter of agreement or other communication will follow.  

NOTE:  
Deadline for exhibit booth reservations and all sponsorships is April 1, 2019.

PAYMENT INFORMATION  
(prepayment required):  

Credit Card:  
☐ Visa/MC  
☐ American Express  
☐ Check  

Card Number:  
Exp. Date:  
Amount:  

Cardholder Signature:  
Cardholder Name:  
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For Questions Regarding:  
SPONSORSHIPS/EXHIBITS:  
Ginny McGuinness, Senior Director of Membership/Business Development  
phone 240.813.6129  
e-mail gmckvinnness@MPLassociation.org  

GENERAL CONFERENCE INFORMATION:  
Jan Ross, Senior Director of Meetings and Education  
phone 240.813.6146  
e-mail jross@MPLassociation.org  

BOOK YOUR HOTEL ROOM NOW!  
For more information go to:  
www.MPLassociation.org and click Events/MPL Association Conference.  

Please make all checks payable to MPL Association and reference the 2019 MPL Association Conference.
1. CHARACTER OF THE EXHIBITION
MPL Association reserves the right to determine the eligibility of any company, product, or service and the right to restrict, prohibit, or evict any Exhibitor or product which detracts from the character of the Exhibition or for any violation of the following Terms and Conditions.

2. LOCATION/DATES
The 2019 MPL Association Conference will be held at the Marriott Portland Waterfront, Portland, OR, and will be open to all attendees Wednesday through Friday, May 15-17, 2019.

3. INSTALLATION AND DISMANTLING
Spaces will be accessible to Exhibitors for setting up displays on Wednesday, May 16 at 11 a.m. Booth set up MUST be completed by 3:00 p.m. Packing and removal should not begin Friday, May 18 before 11:00 a.m. and end by Friday, May 18 at 4:00 p.m. Packing and removal of Exhibits prior to the close of the Exhibit time on Friday, May 18 is prohibited. Exhibitors shall be liable for all storage and handling charges for failure to remove Exhibits by the specified time and date.

4. BOOTH SIZE/fee/equipment
A full Exhibit area is 10’x10’ at a cost of $2,200 for Affiliate Partner-Premium, $2,600 for Affiliate Partner-Advantage, and $3,600 for Non-Members (less additional discount if reserved by January 31, 2019.) Maximum height for all materials erected is restricted by Marriott Portland Waterfront guidelines. Failure to make final payment constitutes a cancellation of this contract. Standard Equipment entitlements include: 10’x10’ draped Exhibit booth, 7’x4’ booth identification sign with company name, one skirted table with two chairs, and two full meeting registrations.

5. Audio/visual
All Exhibitors are responsible for their own audio/visual costs as well as electricity.

6. space assignments
Booth location assignments will be made by March 1, 2019. Sponsors, MPL Association Affiliate Partners, and exhibitors from prior years will receive priority on booth assignments. MPL Association reserves the right to alter an Exhibitor’s assigned space if it is deemed necessary in the best interest of the Exhibition and will consult with the Exhibitor before exercising this discretion.

7. subletting of space
The Exhibitor shall not assign, sublet, or apportion the whole or any parts of the space assigned or have representatives, equipment, or materials from other firms than his own in the Exhibit space without written consent of Conference organizers. Only one company shall be considered as the Exhibitor, any other company or unit in the space shall be considered a subsidiary or affiliate.

8. GENERAL REGULATIONS
Loudspeaker sound displays are prohibited. MPL Association staff reserves the right to refuse any Exhibit not in good taste or inconsistent with a Conference of this kind.

9. SAFETY CONSIDERATIONS
All Exhibit and space materials must be in compliance with local fire and hazardous materials handling ordinances. Volatile oils, gases, other explosives, or any substance prohibited by the city departments or authorities will not be permitted in the Exhibition area. Likewise, all electrical work and wiring must be approved and installed in accordance with regulations. Corridors leading to exit doors and all entrances and exit doors should be kept clear of obstructions at all times. No objects are to be attached to or suspended from the fire sprinklers or light fixtures on the ceiling. Under no circumstances should the fire alarm call points, fire hose reels, fire extinguishers, and exits be blocked or access to them be impeded by Exhibition booths, partitions, Exhibits, or other objects.

10. OFFICIAL CONTRACTOR
Triumph, the official contractor will be designated in the Service Manual to perform services for Exhibitors. No Exhibitor or representative shall contract for such services with anyone other than the official Contractor without the express written consent of MPL Association meeting organizers, which, for reasons of security, in their sole discretion can deny such permission.

11. on-site representative
Exhibitors shall keep an attendant in their space during all Exhibit show hours. Each booth must have a minimum of one person present during the show hours.

12. SECURITY/liability
Overnight security personnel will be present in the Exhibit area. The Exhibitor assumes entire responsibility and agrees to protect, indemnify, and defend Marriott Portland Waterfront, MPL Association, meeting sponsors, and their employees and agents, harmless against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney’s fees arising out of or caused by Exhibitor installation, removal, maintenance, occupancy, or use of Exhibit premises or a part thereof, excluding any such liability caused by the negligence or misconduct of meeting organizers, its employees, and agents. In addition, Exhibitors acknowledge that the show services contractor and MPL Association do not maintain insurance covering Exhibit property and that it is the responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses sustained through Exhibition. The indemnities contained herein are conditioned upon (a) prompt written notice of the details of such claim by the party seeking indemnification to Exhibitor, (b) Exhibitors right to sole control of the defense and all related settlement negotiations of all such claims, related lawsuits or proceedings, and (c) the party seeking indemnification providing assistance, information, and authority necessary to perform above.

13. FACILITY DAMAGE
Exhibitor, or their agents, must not injure or deface the walls or floors of the building, the spaces, or the equipment in the spaces. When such damage occurs, the Exhibitor is liable to the owner of the property so damaged.

14. CANCELLATION
If space contracted is cancelled by the Exhibitor on or after April 1, 2019 or if the Exhibitor fails to occupy the space contracted, 2019 MPL Association Conference is entitled to the full amount of the space rental. Exhibitor cancellations before April 1, 2019 are subject to a fifty percent (50%) cancellation fee.

15. AMENDMENT TO EXHIBITOR AGREEMENT
Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the reasonable discretion of the Conference organizers and MPL Association.

16. INABILITY TO PERFORM
If the 2019 MPL Association Conference should be prevented from holding the exposition by any cause beyond its control or if it cannot perform the Exhibitor to occupy his space due to circumstances beyond its control, MPL Association will refund to the Exhibitor the amount of the rental paid, and MPL Association shall have no further obligation or liability to the Exhibitor.

17. SALES PROMOTIONS & DRAWINGS
All promotions conducted by the Exhibitor must be free of obligation on the part of the winner and participants. All promotions and drawings must be approved by MPL Association prior to the opening of the event.

18. SPONSORSHIPS AND GRANTOR ENTITLEMENTS
Completion of the sponsorship/exhibit portion of the Application Form is a commitment to support. Full payment must be received or the contract will be cancelled and void and all promotional entitlements will be withdrawn. MPL Association, at its discretion, may make reasonable changes, amendments, or additions to entitlements.

19. COMPLIANCE WITH TERMS AND CONDITIONS
MPL Association, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Interpretations of these Terms and Conditions shall rest with show management and noncompliance can result in ejection of the offending Exhibitor or closing of the Exhibit.
STAY CUSTOMER-CONNECTED ALL YEAR!
ENHANCE YOUR BRAND BY SPONSORING
AN MPL ASSOCIATION EVENT!

Other Meetings and Workshops
in 2019 | See Calendar of Events (page 5)
Reach your customers through our many professional meet-
ings and workshops held throughout the year, and throughout
the country.

SPONSORSHIP ITEMS AND COSTS
Cost varies based on meeting size. See the MPL Association
website for more specific information: Click “Events.”
- Welcome reception ($3,000-$6,000)
- Keynote Sessions/Single Track ($3,000-$6,000)
- WiFi/Mobile App ($3,000-$5,000)
- Lanyard ($3,000-$4,000)
- Networking lunch ($2,500-$4,000)
- Breakasts ($2,500-$4,000)
- Refreshment Breaks ($2,500-$3,500)
- Snack Bar ($2,500-$3,500)

SPONSOR BENEFITS
- Up to two complimentary registrations for each
  sponsorship (members/partners only; non-members
  receive social networking passes)
- Table and chairs are provided for display near the regis-
  tration area (note that there is no exhibit hall at workshop/
  meetings venues)
- Workshop attendee list sent approximately two
  weeks prior and two weeks after meeting
- Pre-meeting and onsite promotion of sponsor’s
  corporate brand
- Networking and one-on-one time with targeted
  prospects and clients.
- Great opportunity to showcase brand and
  educate prospects

For more information contact
Ginny McGuinness at 240.813.6129 or
gmcguinness@MPLassociation.org.
Advertise in *Inside Medical Liability Magazine*

*Inside Medical Liability* is the flagship magazine of the MPL Association. The magazine is distributed to a select nationwide readership of more than 2,000 leaders in the medical professional liability insurance community. CEOs, COOs, chairs, vice chairs, and senior managers of claims, finance, underwriting, marketing, risk management and patient safety, IT, human resources, and many others rely on *Inside Medical Liability* as a prime source of information for making key purchasing decisions.

Readers of *Inside Medical Liability* are active Association members, widely recognized as the leaders in management for their industry. In a recent survey, readers said that they relied on *Inside Medical Liability* for comprehensive coverage of the key developments in the industry.

Banner Display in *MPL Association Newsbriefs*

MPL Association *Newsbriefs* is a weekly electronic newsletter delivered directly to the inboxes of the decision-makers within Association member companies, every Friday. This e-newsletter offers a unique combination of visibility for your brand, and direct response, through prominent banner ad placement and a direct link to your website.

MPL Association *Newsbriefs* is the best vehicle for obtaining maximum visibility within your target audience: senior-level executives and other professionals in the medical professional liability sector. It is the only e-newsletter dedicated solely to the MPL industry. There are multiple banner ads available in each issue: top, middle one, middle two, and anchor. All banners are 680 x 90 pixels and will click through to a designated URL.

**MPL Association Website Advertising**

**WEBSITE BANNER ADS**

MPL Association offers three sizes of banner ads on its website: Sidebar Premium Placement and Run of Site banner ads are 240 x 220 pixels; Footer Premium Placement and Run of Site banner ads are 300 x 100 pixels; and Industry Services Guide banner ads are 680 x 90 pixels. Banner ads locations are specified by the type of ad contract selected. Please note that Run of Site ads may be in rotation with other advertiser banner ads.

**INDUSTRY SERVICES GUIDE LISTING**

(without banner ad)

List your company name in the MPL Association Industry Services Guide and get recognized by those MPL professionals seeking goods and services.

For ad sizes, rates, and availability, or for more information, contact Eric Anderson, eanderson@MPLassociation.org.
THE MPL ASSOCIATION THANKS
Last Year’s Sponsors and Exhibitors for Their Generous Support!

- Acuity Management Solutions
- AFCO Direct
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- BMS Group
- Bottomline Technologies
- Cincom
- Cleareview, Inc.
- CogentEdge, LLC.
- Constangy, Brooks, Smith & Prophete LLC.
- CRICO Strategies
- Crowe LLP
- Delphi Technology, Inc.
- DWS
- The Doctors Company
- Duck Creek Technologies
- ECRI Institute
- Freeman Enterprises
- Guy Carpenter & Company, LLC
- The Jacobson Group
- JLT Re (North America) Inc.
- Johnson Lambert LLP
- Illustrated Verdict
- Imperial PFS
- Litigation Services LLC
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- NAMIC
- NAS Insurance Services, LLC
- New England Asset Management
- Ontellus
- The Optimal Service Group of Wells Fargo Advisors
- Opus Investment Management
- OR DX + Rx Solutions for Surgical Safety
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