

MPL



MPL ASSOCIATION CONFERENCE MAY 6-8, 2020 ►► WASHINGTON, D.C. OMNI SHOREHAM HOTEL

The MPL Association Conference is a one-of-a-kind venue for reaching key decision makers in the medical professional liability insurance community.

SPONSOR

As a sponsor at the 2020 MPL Association Conference, you will have prominent exposure to promote your brand, build relationships with clients, and gain new customers. Conference attendees include leaders in the medical professional liability (MPL) insurance community and key decision makers from around the world. Your sponsorship will show current and future clients that you are an important stakeholder in the MPL industry.

EXHIBIT

Gain the greatest impact and return on your 2020 MPL Association Conference investment by combining an exhibit booth with your sponsorship. With dedicated events in the exhibit hall where attendees can meet with you and consider purchasing decisions, the exhibit space and schedule is set up with your priorities in mind. 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. Reserve your booth today!

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 **gmcguinness@MPLassociation.org**.

MPL ASSOCIATION CONFERENCE ATTENDEES MAKE AND RECOMMEND PURCHASING DECISIONS!

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 2020 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

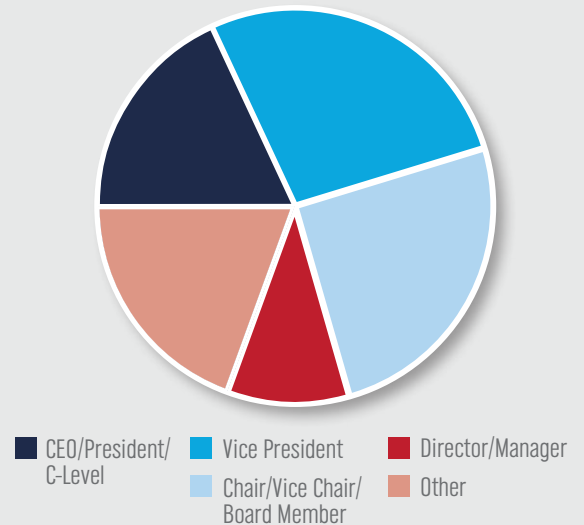
Gain direct access to everyone who matters in MPL. You can explain how your products or services work and demonstrate how they contribute to a company's bottom line.

Grow

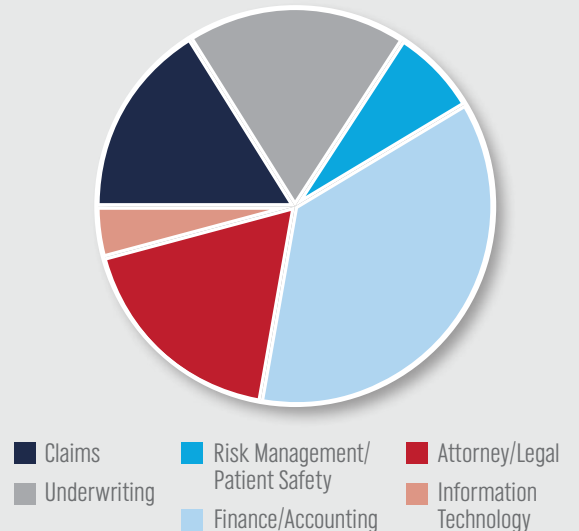
Establish new or reinforce existing customer relationships.

MPL Association members insure more than 2 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 2,500 hospitals and 9,000 medical facilities.

2019 MPL ASSOCIATION CONFERENCE ATTENDEES BY MANAGEMENT LEVEL



2019 MPL ASSOCIATION CONFERENCE ATTENDEES BY FUNCTIONAL AREA



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

- Logo on all Conference promotions and on Conference program
- **On-site promotion of sponsorship** including introduction at opening session, logo on all Conference signage and walk-in slides, and logo on noneducational Conference material
- Logo on Conference portfolio
- Named sponsor of **Welcome Reception and Cocktail Reception** (Wednesday and Thursday)
- **Four** complimentary Conference registrations
- **Three** VIP invitations for private Chair’s Reception and Chair’s Reception for New Attendees
- **Full-page, four-color ad** in *Inside Medical Liability* magazine (distributed at the Conference)
- **Logo on Conference webpage** and **three-month** run of site banner ad on MPLAssociation.org (prior to Conference)
- **Eight-week banner ad** in MPL Association weekly electronic newsletter
- **Opportunity to introduce a Conference session**
- **One complimentary exhibit booth**
- Pre- and post-Conference attendee list
- Custom 2020 Conference sponsor logo to use on marketing materials

GOLD SPONSOR \$25,000

- Logo on all Conference promotions and on Conference program
- **On-site promotion of sponsorship** including introduction at opening session, logo on all Conference signage and walk-in slides, and logo on noneducational Conference material
- Named sponsor of **two networking lunches** (Thursday and Friday)
- **Three** complimentary Conference registrations
- **Two** VIP invitations for private Chair’s Reception and Chair’s Reception for New Attendees
- **Half-page, four-color ad** in *Inside Medical Liability* magazine (distributed at the Conference)
- **Logo on Conference webpage** and **two-month** run of site banner ad on MPLAssociation.org (prior to Conference)
- **Four-week banner ad** in MPL Association weekly electronic newsletter
- Pre- and post-Conference attendee list
- Custom 2020 Conference sponsor logo to use on marketing materials

SILVER SPONSOR \$15,000

- Logo on all Conference promotions and on Conference program
- **On-site promotion of sponsorship** including introduction at opening session, logo on all Conference signage and walk-in slides, and logo on noneducational Conference material
- Named sponsor of **two breakfasts** (Thursday and Friday)
- **Two** complimentary Conference registrations
- **One** VIP invitation for private Chair’s Reception and Chair’s Reception for New Attendees
- **Listing** in *Inside Medical Liability* magazine (distributed at the Conference)
- **Logo on Conference webpage** and **one-month** run of site banner ad on MPLAssociation.org (prior to Conference)
- Pre- and post-Conference attendee list
- Custom 2020 Conference sponsor logo to use on marketing materials

MPL ASSOCIATION CONFERENCE SESSION AND PROMOTIONAL SPONSORSHIPS

Don't miss this opportunity to provide Conference participants with compelling educational sessions through an educational grant for an event or program.* Reach attendees when they are most receptive to information.

Event and program sponsors receive:

- Early access to Conference materials, including attendee list
- Exclusive sponsorship of session/event
- Complimentary or discounted Conference registrations
- Verbal acknowledgement at the individual sponsored session
- Slide show recognition in meeting rooms during breaks
- Company name printed on noneducational Conference materials and signage

SESSIONS AVAILABLE:

Keynote and Closing Sessions
Investment: \$8,000 each

General Session
Investment: \$5,000 each

Concurrent Session
Investment: \$2,500 each

* Grants will be administered according to the standards set forth by accrediting bodies

PROMOTIONAL ITEMS – EXCLUSIVE OPPORTUNITIES!

Exclusive sponsorship of a promotional item and/or amenity provides maximum exposure and gets your company brand noticed during the Conference. You supply your logo, and the MPL Association will handle the rest!

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.

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 brand. In addition, the landing page for the Mobile App will display your logo.

LANYARDS | Investment: \$10,000

Have your company's name at each attendee's fingertips by sponsoring the lanyards that hold name badges.

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.

CHARGING STATION | Investment: \$4,000

Come to the rescue of meeting attendees by providing a place to re-charge their devices at a central location not far

from the meeting rooms and exhibit hall. Your corporate name will be provided on signage near the charging station.

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.

BRANDED WATER BOTTLES | Investment: \$3,500

Provide fresh spring water to attendees with your logo on the bottle. Refreshing and portable, you are sure to be appreciated!

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: \$2,500 (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 2020 while supplies last.

PORTFOLIO INSERTS | Investment: \$2,500

Include information about your organization in the Conference bag. You provide a one-pager and we will include it with attendees' meeting materials.

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). 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!

The exhibit hall is the hub of the Conference with a location designed for maximum traffic. Meet, mingle, and share your message with customers in the MPL Association Conference. 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!

EXHIBIT BOOTH PRICING:	(Reserved) BY 1/31/20	(Reserved) AFTER 1/31/20
MPL Association Affiliate Partner - Premium	\$2,200	\$2,300
MPL Association Affiliate Partner - Advantage	\$2,600	\$2,700
Non-member	\$3,600	\$3,700

2020 EXHIBIT HALL	(Show Hours)
WEDNESDAY, MAY 6	(4:30 P.M.-6:30 P.M.)
11:00 a.m.-3:00 p.m.	Exhibit Hall Set Up
4:30-6:30 p.m.	Welcome Reception
THURSDAY, MAY 7	(7:00 A.M.-6:30 P.M.)
7:00-8:30 a.m.	Breakfast
10:00-10:30 a.m.	Refreshment Break
3:15-3:45 p.m.	Refreshment Break
5:00-6:30 p.m.	Networking Reception
FRIDAY, MAY 8	(7:00 A.M.-11:00 A.M.)
7:00-9:00 a.m.	Breakfast
10:15-10:45 a.m.	Refreshment Break
11:00 a.m.-3:00 p.m.	Exhibit Hall Breakdown

PLEASE NOTE:

All booths must be show-ready by 3:00 p.m. on Wednesday, May 6. No installation will take place on Thursday, May 7 or Friday, May 8. All booths must remain in place and be staffed during show hours through 11:00 a.m. on Friday, May 8. **Each booth must have at least one representative present during the show hours.**

Please contact **Ginny McGuinness** at gmcguinness@MPLassociation.org or **240.813.6129** if you have any questions regarding an exhibit booth.

Each Exhibit Booth Rental Includes:

- Two full meeting registrations to attend entire Conference, including sessions and all food and beverage events. **Additional registrations are available at the regular price.**
 - Names of individuals representing exhibit company printed on attendee list.
 - One skirted table, two chairs, and one waste basket.
 - Carpeted floors.
 - **8’x10’ draped exhibit booth.**
 - 7”x44” booth identification sign with company name.
 - Pre- and post-Conference attendee list.
 - Company name, logo, and contact information on the Association’s website and listing that is distributed in attendee Conference materials.
 - Single slide show recognition with company logo running throughout the Conference.
 - 24-hour perimeter security
 - Company name printed on noneducational Conference materials and signage.
- Booth location assignments will be made by March 2, 2020. Sponsors, MPL Association Affiliate Partners, and exhibitors from prior years will receive priority on booth assignments.
 - Exhibitors will receive a packet of information for additional services provided by the Association’s official exhibitor contractor, Arata Expositions, Inc.
 - The MPL Association reserves the final decision on booth location as outlined above and will make every effort to separate exhibitors in competing service lines.

APPLICATION FOR SPONSORSHIP & EXHIBIT SPACE

MPL ASSOCIATION CONFERENCE

MAY 6-8, 2020 | WASHINGTON, D.C. | OMNI SHOREHAM HOTEL

Company Name: _____
Address: _____
City: _____
State: _____ Zip Code: _____
Phone: _____ Fax: _____
Website Address: _____

SPONSOR/EXHIBITOR CONTACT:

Contact: _____
Title: _____
Phone: _____
Email 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 2, 2020.

Please Reserve: _____ Booth(s) Exhibit Booth Amount: _____

Note: Booth size is 8'x10'

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 2020 MPL Association Conference.

Name: _____
Title: _____
Signature: _____
Date: _____

To reserve your booth or sponsorship item, please complete this form and email to: 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, 2020.

PAYMENT INFORMATION:

(prepayment required)

Check *(Please make check payable to MPL Association and reference 2020 MPL Association Conference.)*

Visa Master Card American Express

Name on Card: _____

Card Number: _____

Expiration Date: _____

Amount: _____

Signature: _____

Check Number: _____

Check Amount: _____

FOR QUESTIONS REGARDING:

SPONSORSHIPS/EXHIBITS

Ginny McGuinness, *Senior Director of Membership/Business Development*

phone **240-813-6129**

email gmccguinness@MPLassociation.org

GENERAL CONFERENCE INFORMATION

Jan Ross, *Senior Director of Meetings and Education*

phone **240-813-6146**

email jross@MPLassociation.org

BOOK YOUR HOTEL ROOM NOW!



For more information go to:
www.MPLassociation.org
and click on the **Events** tab
and then **MPL Association Conference.**

Please make all checks payable to MPL Association and reference the 2020 MPL Association Conference.

CONTRACT TERMS 2020 MPL ASSOCIATION CONFERENCE

OMNI SHOREHAM HOTEL WASHINGTON, D.C.

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 2020 MPL Association Conference will be held at the Omni Shoreham Hotel, Washington, D.C., and will be open to all attendees Wednesday through Friday, May 6-8, 2020.

Exhibit Hall Hours and Scheduled Events:

Wednesday, May 6 (4:30-6:30 p.m.)

4:30-6:30 p.m.Welcome Reception

Thursday, May 7 (7:00 a.m.-6:30 p.m.)

7:00-8:30 a.m.Breakfast

10:00-10:30 a.m.Refreshment Break

3:15-3:45 p.m.Refreshment Break

5:00-6:30 p.m.Networking Reception

Friday, May 8 (7:00 a.m.-11:00 a.m.)

7:00-9:00 a.m.Breakfast

10:15-10:45 a.m.Refreshment Break

The Conference management reserves the right to make changes to the Exhibit hours; however, such changes will be made known as far in advance of the Conference as possible. As part of the contract with MPL Association, all Exhibitors must guarantee that their booth will be staffed during all show hours. (See #11)

3. INSTALLATION AND DISMANTLING

Spaces will be accessible to Exhibitors for setting up displays on Wednesday, May 6 at 11 a.m. Booth set up MUST be completed by 3:00 p.m. Packing and removal should not begin Friday, May 8 before 11:00 a.m. and end by Friday, May 8 at 4:00 p.m. Packing and removal of Exhibits prior to the close of the Exhibition time on Friday, May 8 is prohibited. Exhibitors shall be liable for all storage and handling charges for failure to remove Exhibits by the specified time and date. **Please Note:** Due to limited handling services at the Omni Shoreham, all freight must be shipped to Arata Expositions, Inc. advance warehouse. (See #10)

4. BOOTH SIZE/FEE/EQUIPMENT

A full Exhibit area is 8'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, 2020.) Maximum height for all materials erected is restricted by Omni Shoreham guidelines. Failure to make final payment constitutes a cancellation of this contract. (See #14). Standard Equipment entitlements include: 8'x10' draped Exhibit booth, 7'x 44" 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 2, 2020. 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

Arata Expositions, Inc., 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 agrees to indemnify and defend MPL Association and its employees and agents, harmless against all third party claims, losses, and damages to persons or property, governmental charges, or fines, and reasonable attorney's fees arising out of or caused by the negligence or misconduct of Exhibitor in connection with 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, 2020 or if the Exhibitor fails to occupy the space contracted, 2020 MPL Association Conference is entitled to the full amount of the space rental. Exhibitor cancellations before April 1, 2020 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, provided Exhibitor is given reasonable advance notice when possible and an opportunity to terminate the Agreement and receive a full refund if such discretion results in a material change to the terms of the Agreement.

16. INABILITY TO PERFORM

If the 2020 MPL Association Conference should be prevented from holding the exposition by any cause beyond its control or if it cannot permit 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 considered null 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, provided Exhibitor is given reasonable advance notice when possible and an opportunity to terminate the Agreement and receive a full refund if such changes, amendments, or additions result in a material alteration to the terms of the Agreement. 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.