



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

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

As an Executive, Strategic, or Mission Partner, your comprehensive sponsorship package provides multiple exposure opportunities for your company throughout the year. Bundled packages will give you unparalleled targeted marketing, along with significant savings all aimed at your best prospects in medical professional liability insurance.

EXECUTIVE PARTNER \$60,000

For your support, you'll get:

- Affiliate Partner, Premium Level (\$10,500 value)
- Platinum level sponsorship benefits for the 2020 MPL Association Conference (\$35,000 value)
- Meeting sponsorship at the 2020 CEO/COO Meeting and Board Governance Roundtable (\$10,000 value)
- Welcome reception sponsorship of one of the 2020 MPL Association workshops of your choice (\$6,000 value)
- Sponsorship of all 2020 MPL Association webinars (\$3,000 value)
- First choice of and discounted price for additional MPL Association Conference sponsorship items (optional)
- Weekly MPL Association Newsbriefs banner ad
- Ad on MPLassociation.org for 12 months
- Special logo that identifies you as an MPL Executive Partner

STRATEGIC PARTNER \$35,000

For your support, you'll get:

- Affiliate Partner, Premium Level (\$10,500 value)
- Gold level sponsorship benefits for 2020 MPL Association Conference (\$25,000 value)
- Networking luncheon sponsorship at the 2020 MPL Association workshop of your choice (\$5,000 value)
- Priority choice of and discounted price for additional MPL Association Conference sponsorship items (optional)
- Ad on MPLassociation.org for 10 months
- Special logo that identifies you as an MPL Strategic Partner

MISSION PARTNER \$25,000

For your support, you'll get:

- Affiliate Partner, Premium Level (\$10,500 value)
- Silver level sponsorship benefits for 2020 MPL Association Conference (\$15,000 value)
- Breakfast sponsorship at the 2020 MPL Association workshop of your choice (\$4,000 value)
- Priority choice of and discounted price for additional MPL Association Conference sponsorship items (optional)
- Ad on MPLassociation.org for 8 months
- Special logo that identifies you as an MPL Mission Partner

To lock in these unique marketing packages and realize significant savings, contact **Ginny McGuinness at 240.813.6129, or gmcguinness@MPLassociation.org**.

2020 MPL ASSOCIATION AFFILIATE PARTNER PROGRAM

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.

BENEFIT	ADVANTAGE LEVEL \$5,250	PREMIUM LEVEL \$10,500
<i>Inside Medical Liability</i> magazine Advertisement	One (1) one-half page, four color display in one issue (selected by MPL Association) of <i>Inside Medical Liability</i> magazine (\$2,000 value)	Full-page, four-color display in four quarterly issues of <i>Inside Medical Liability</i> (\$9,600 value)
Website Banner Ad	Special Affiliate Rate	Six-month run of site banner ad (\$2,500 value)
Newsbriefs Banner Ad	Special Affiliate Rate	Four-week middle banner (\$800 value)
Industry Service Guide Listing	Listing on industry services guide (\$1,300 value)	Banner ad (\$3,900 value)
MPL Association Affiliate Partner Logo	Special MPL Association Affiliate Partner logo for marketing materials	Special MPL Association Premium Affiliate Partner logo for marketing materials
Expertise/Resources	Access to industry leaders and other resources	Priority access to industry leaders and other resources
Content Submission Opportunities	Opportunity to submit articles or other content for electronic publication	Priority status for article publication in <i>Inside Medical Liability</i> magazine and electronic publications
Thought-leader Opportunities	Consideration for speaking opportunities at MPL Association educational events and webinars	Priority consideration for speaking opportunities at MPL Association educational events and webinars
MPL Association Conference Exhibit Booth	Special Affiliate Rate	15% discount from Special Affiliate Partner Rate (\$400 value)
MPL Association Conference Registration Fee	Special Affiliate Rate	20% discount from Special Affiliate Partner Rate (\$250 value)
Meeting/Workshop Registration Fees	Special Affiliate Rate	20% discount from Affiliate Partner Rate (\$200 value)
Subscription to <i>Inside Medical Liability</i> magazine	10 subscriptions to <i>Inside Medical Liability</i> magazine (\$1,000 value)	20 subscriptions to <i>Inside Medical Liability</i> magazine (\$2,000 value)
MPL Association Career Center	\$100 discount for 30-day listing	\$200 discount for 30-day listing
Online Member Directory	Company listing	Company listing
E-Newsletter Subscriptions	Unlimited subscriptions to Newsbriefs, Research Notes, and Advocacy Update	Unlimited subscriptions to Newsbriefs, Research Notes, and Advocacy Update
Webinar Registration	Free	Free
Website Access	Access to members-only section of the MPL Association website	Access to members-only section of the MPL Association website
Recognition in MPL Association Event Promotional Materials	Listing on all membership lists	Listing on all membership lists

STAY CUSTOMER-CONNECTED ALL YEAR! ENHANCE YOUR BRAND BY SPONSORING AN MPL ASSOCIATION EVENT!

Reach your customers through our many professional meetings and workshops held throughout the year, and throughout the country.

SPONSORSHIP ITEMS AND COSTS

Cost varies based on meeting size. Visit “Events” at www.MPLassociation.org.

Welcome reception (\$3,000-\$5,000)

Keynote Sessions (\$3,000-\$5,000)

WiFi/Mobile App (\$3,000-\$5,000)

Lanyard (\$3,000-\$5,000)

Networking lunch (\$1,500-\$3,500)

Breakfasts (\$1,500-\$3,500)

Refreshment Breaks (\$1,500-\$3,500)

Snack Bar (\$1,500-\$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 registration 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

2020 CALENDAR OF EVENTS

FEBRUARY

26-28 | Marketing Workshop
Intercontinental Stephen F. Austin | *Austin, TX*

26-28 | Dental Workshop
Intercontinental Stephen F. Austin | *Austin, TX*

MARCH

11-14 | CEO/COO Meeting*
Hyatt Regency at Gainey Ranch | *Scottsdale, AZ*

12-14 | Board Governance Roundtable*
Hyatt Regency at Gainey Ranch | *Scottsdale, AZ*

MAY

6 | Leadership Forum
Omni Shoreham Hotel | *Washington, DC*

6-8 | MPL Association Conference
Omni Shoreham Hotel | *Washington, DC*

SEPTEMBER

9-11 | Technology, Human Resources, and Finance (THRF) Workshop
The Nines | *Portland, OR*

21-23 | Underwriting Workshop
The Marquette Hotel | *Minneapolis, MN*

23-25 | Claims and Risk Management/ Patient Safety Workshop
The Marquette Hotel | *Minneapolis, MN*

OCTOBER

22-23 | Corporate Counsel Workshop
Hutton Hotel | *Nashville, TN*

**These events are invitation-only for Premium-Level Affiliate Partners.*

For more information contact **Ginny McGuinness** at **240.813.6129**, or **gmcguinness@MPLassociation.org**.