

May 21-23, 2025

SPONSOR AND EXHIBITOR OPPORTUNITIES

MPL Association Conference

Austin, Texas | JW Marriott Austin

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

SPONSOR

As a sponsor at the 2025 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 2025 MPL Association Conference investment by combining an exhibit space with your sponsorship. With dedicated events in the exhibit space 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 space 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 space,
contact Membership@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 2025 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 an organization’s bottom line.
GROW	Establish new or reinforce existing customer relationships.

AROUND THE WORLD, MPL ASSOCIATION MEMBERS INSURE:	 <p>Nearly 2.5 million healthcare professionals globally—doctors, nurses, dentists, oral surgeons, nurse practitioners, and other healthcare providers</p>	 <p>More than 3,000 hospitals</p>	 <p>More than 50,000 medical facilities and group practices</p>
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PREMIUM SPONSORSHIPS

MPL Association premium Conference sponsorships—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 \$37,000	GOLD SPONSOR \$27,000	SILVER SPONSOR \$17,000
<ul style="list-style-type: none"> • Sponsor logo on all Conference promotions, registration confirmations, and on Conference mobile app • On-site promotion of sponsorship including introduction at opening session, logo on Conference signage and walk-in slides, and logo on relevant branded items • Named sponsor of Welcome Reception and Cocktail Reception • Five complimentary Conference registrations • Three VIP invitations for private Chair’s reception and New Attendee Reception • Top billing placement of logo and link to website or URL of choice on Conference app • 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 • Pre- and post-conference attendee list • Custom 2025 Conference sponsor logo to use on marketing materials 	<ul style="list-style-type: none"> • Sponsor logo on all Conference promotions, registration confirmations, and on Conference mobile app • On-site promotion of sponsorship including introduction at opening session, logo on Conference signage and walk-in slides, and logo on relevant branded items • Named sponsor of Networking Lunch and Closing Lunch • Four complimentary Conference registrations • Two VIP invitations for private Chair’s reception and New Attendee Reception • Premium placement of logo and link to website or URL of choice on Conference app • 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 2025 Conference sponsor logo to use on marketing materials 	<ul style="list-style-type: none"> • Sponsor logo on all Conference promotions, registration confirmations, and on Conference mobile app • On-site promotion of sponsorship including introduction at opening session, logo on Conference signage and walk-in slides, and logo on relevant branded items • Named sponsor of two Breakfasts • Three complimentary Conference registrations • One VIP invitation for private Chair’s reception and New Attendee Reception • Featured placement of logo and link to website or URL of choice on Conference app • Listing on Conference webpage and one-month run of site banner ad on MPLassociation.org (prior to Conference) • Pre- and post-conference attendee list • Custom 2025 Conference sponsor logo to use on marketing materials

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EVENTS AND PROMOTIONAL SPONSORSHIPS

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

EVENT SPONSORS RECEIVE:

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

EVENTS & PROGRAMS AVAILABLE:

- **Keynote Speaker**
Investment: \$8,000
- **General Session**
Investment: \$2,000 each
- **Dental Track**
Investment: \$2,000

EXCLUSIVE OPPORTUNITY! PROMOTIONAL ITEMS

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!

All sponsorships receive one or more complimentary Conference registration(s) depending on level of investment. Sponsorship deadline is April 1, 2025.

WIFI AND MOBILE APP | Investment: \$12,000

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 banner and/or logo.

LANYARDS | Investment: \$10,000

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

SPECIALTY BAR OR FOOD STATION | Investment: Starting at \$8,000

Interested in sponsoring a unique addition to a reception, break, or meal? Contact us to discuss anything from tacos to tequila cocktails.

HOTEL KEY CARDS | Investment: \$7,500

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.

CONFERENCE WELCOME KIT | Investment: \$6,000

Help welcome our industry colleagues to the meeting with this "must-have" branded welcome bag. It will in-

clude health and wellness items and other goodies that all attendees will appreciate and can use immediately and throughout the Conference.

BRANDED PORTABLE CHARGERS | Investment: \$5,000

Come to the rescue of meeting attendees by providing a place to re-charge their devices. Your corporate name will be provided on signage near the charging station.

POPCORN CART | Investment: \$3,000

Provide a bag of popcorn for meeting attendees during a break. Your corporate name will be provided on signage near the cart.

TRAIL MIX BAR | Investment: \$3,000

Provide a healthy snack for meeting attendees during a break. Your corporate name will be provided on signage near the bar.

REFRESHMENT BREAKS

Investment: \$3,500 each or \$8,500 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 Space. Your logo will be prominently displayed to all attendees.

If you have an idea that is not listed above, we would be happy to work with you to create a custom promotional item.

MPL Association Exhibit Space— ENERGIZED FOR ENGAGEMENT!

The exhibit space is the hub of the Conference with a location designed for maximum traffic. Meet, mingle, and share your message with customers at the MPL Association Conference. The MPL Association also provides an incentive game to increase traffic for all exhibitors. There is no additional cost for the game and it is designed to motivate all attendees to visit as many exhibitors as possible.

SAVE \$200 by booking early!

EXHIBIT SPACE PRICING:		
	(Reserved) BY 1/31/25	(Reserved) AFTER 1/31/25
MPL Association Affiliate Partner – Premium _____	\$2,600	\$2,800
MPL Association Affiliate Partner – Advantage /Defense Law Firm Partner _____	\$3,300	\$3,500
Nonmember _____	\$4,300	\$4,500

2025 EXHIBIT SPACE SHOW HOURS:	
WEDNESDAY, MAY 21	
11:00 a.m.–3:00 p.m. _____	Exhibit Set Up
4:30–6:30 p.m. _____	Welcome Reception
THURSDAY, MAY 22	
7:00–8:30 a.m. _____	Breakfast
10:15–11:00 a.m. _____	Refreshment Break
3:00–3:45 p.m. _____	Refreshment Break
FRIDAY, MAY 23	
7:30–9:00 a.m. _____	Breakfast
10:00–10:30 a.m. _____	Refreshment Break
11:00 a.m.–3:00 p.m. _____	Exhibit Breakdown

Times are subject to change.

EACH EXHIBIT INCLUDES:

- Spaces are 10'w x 8'd, carpeted, and come with a branded kiosk desk, two chairs, and a waste basket.
- Opening reception, breakfasts, and all refreshment breaks will be held in exhibit space.
- 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 listed on attendee list.
- Pre- and post-Conference attendee list.
- Company name, logo, and contact information on the Association's website and mobile app.
- Single slide show recognition with company logo running throughout the Conference.

- Exhibitors will receive a packet of information for additional services provided by the Association's official exhibitor contractor, Freeman.
- Space assignments will be made after **April 11, 2025**. Sponsors, MPL Association Affiliate Partners, and exhibitors from prior years will receive priority on assignments.
- The MPL Association reserves the final decision on locations as outlined above and will make every effort to separate exhibitors in competing service lines.

PLEASE NOTE: All exhibit spaces must be show-ready by 3:00 p.m. on Wednesday, May 21. No installation will take place on Thursday, May 22 or Friday, May 23. All exhibit spaces must remain in place and be staffed during show hours through 11:00 a.m. on Friday, May 23. Each space must have at least one representative present during the show hours. Exhibit space deadline is April 1, 2025.

Please contact **BECKY TA** at **Membership@MPLassociation.org** if you have any questions regarding an exhibit space.