

Georgia Medical Group Managers Association

GMGMA

Annual Meeting

2010

**Roll with the changes
for a rock solid practice**

Exhibitor Prospectus

April 18-21, 2010
**Marriott Evergreen
Conference Resort
Stone Mountain, GA**



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GENERAL INFORMATION

DEADLINES

Business Partner Early Bird Registration deadline is **January 21, 2010**. Annual Meeting registration will open to general exhibitors on **January 22, 2010**.

BOOTH INCLUDES

- One 8' x 10' Booth
- One 6 ft Skirted Table
- Two Chairs
- One Wastebasket
- One Standard Electrical Outlet
- **NEW!** Wireless Access in the Exhibit Hall
- One Conference Registration
Additional conference registrations can be purchased for \$300 per person.
- **Pre-Conference Attendee Roster**
Roster is emailed to all exhibiting Business Partners after attendee cut-off date.
- **Post-Conference Attendee Roster**
Roster is emailed after conference to Platinum and Gold exhibiting Business Partners.

BOOTH PRICING

The booth costs for the 2010 Annual Meeting are \$1200 for a standard booth and \$2400 for a premium booth. Please see the exhibit hall layout on page 4 for tentative premium booth locations. Tentative premium booths are: 13, 22, 23, 32, 33, 38, 42, 46, and 47.

BOOTH PLACEMENT

Booths are assigned on a first-come, first-served basis after Business Partner applications are received and paid in full.

CONFERENCE EXHIBIT FEES AND PAYMENT

Applications must be submitted with payment IN FULL for space rental charges. Applications received without such payment will not be processed, nor will space assignments be made. Deposit of payments does not constitute acceptance of application.

To apply for an exhibit rental space, [click here](#). The company name, as listed on the application, will be used for your booth sign, program listing, and all additional exhibitor promotions.

CANCELLATION POLICY

In the event it is necessary for exhibitors to cancel their space rental agreements, a full refund (less an administrative expense fee of \$50 per booth) will be made for requests post-marked no later than **March 18, 2010**. No refunds will be made on cancellation requests post-marked after **March 18, 2010**. Cancellations must be received in writing from the authorized exhibitor representative.

SETUP/BREAKDOWN HOURS/EXHIBIT HALL HOURS

SUNDAY, APRIL 18, 2010

1:00 pm - 6:00 pm Exhibitor Booth Setup
5:00 pm - 5:30 pm Exhibitor Meeting
6:00 pm - 7:00 pm Reception Food Available for Exhibitors
7:00 pm - 9:00 pm Opening Reception with Attendees

MONDAY, APRIL 19, 2010

7:30 am - 5:00 pm Exhibit Hall Open
7:30 am - 8:00 am Continental Breakfast with Attendees
9:45 am - 10:15 am Break with Attendees
12:15 pm - 1:30 pm Lunch
2:45 pm - 3:15 pm Break with Attendees
6:30 pm - 10:30 pm Rock-and-Roll Themed Dinner/Dance and Silent Auction

TUESDAY, APRIL 20, 2010

7:30 am - 3:00 pm Exhibit Hall Open
7:30 am - 8:15 am Continental Breakfast with Attendees
9:45 am - 10:15 am Break with Attendees
11:15 am - 11:30am Exhibitor Door Prizes
11:30 am - 1:00 pm Lunch
2:45 pm - 3:15 pm Break with Attendees
3:30 pm - 6:00 pm Exhibitor Booth Breakdown
7:00 pm - 10:30 pm Riverboat Dinner Cruise on Stone Mountain Lake

HOTEL ACCOMMODATIONS

Group rates have been arranged at the Marriott Evergreen Conference Resort for \$169 per night (single occupancy), \$189 (double occupancy), \$209 (triple occupancy) and \$229 (quad occupancy). Stone Mountain Park entrance fees, parking, and fitness center access are included in the room pricing. All hotel rooms are subject to local & state fees. **The group rate cutoff date is Monday, March 29, 2010.** Room reservations can be secured by calling (888) 670-2250 or (770) 879-9900. Marriott hotel cancellation policies apply. Any hotel cancellations must be made through Marriott.

LOCATION

The Marriott Evergreen Conference Resort is located at 4021 Lakeview Drive, Stone Mountain, Georgia 30083. Please contact the hotel at (888) 670-2250 for driving directions.

WHAT TO WEAR

Exhibit personnel must wear attire consistent with the professional standards of the GMGMA Annual Meeting, and conduct themselves in a professional manner. Business casual attire is appropriate.

QUESTIONS

Please contact Lori Harrison at lori@associationoffices.com with any questions regarding exhibiting.

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SPONSORSHIP OPPORTUNITIES

Numerous sponsorship opportunities are available for the Annual Meeting. Select from the list below, or give us a call to discuss other opportunities!

Sponsorships are available on a first-come, first-served basis. A completed registration form and full payment are required to confirm a GMGMA Annual Meeting Sponsorship. Sponsor recognition will be promoted onsite and in Annual Meeting information handouts.

Check the box next to the item(s) you wish to sponsor:

ITEM

PRICE

- | | |
|---|--|
| <input checked="" type="checkbox"/> Sling Bag (black) | \$6,000 Sold to MAG Mutual |
| <input type="checkbox"/> Picnic Blanket | \$5,000 |
| <input checked="" type="checkbox"/> Junior Folio | \$3,000 Sold to Physician Sales & Service |
| <input type="checkbox"/> Luggage Tags | \$2,000 |
| <input type="checkbox"/> Triangle Reflector/Light with Clip | \$3,000 |
| <input checked="" type="checkbox"/> USB Drive with Logo (Instead of Notebooks) | \$6,000 Sold to GMGMA |
| <input type="checkbox"/> Business Card Holder | \$3,000 |
| <input checked="" type="checkbox"/> New Member / First-Time Attendee Reception (Sunday) | \$2,000 Sold to Stallings Financial |
| <input type="checkbox"/> Opening Reception (Sunday) | \$4,000 |
| <input checked="" type="checkbox"/> Continental Breakfast (Monday or Tuesday) | \$2,000 Monday sold to PhyTest, Inc. |
| <input type="checkbox"/> Mid-Morning Break (Monday or Tuesday) | \$1,500 |
| <input type="checkbox"/> Lunch (Monday or Tuesday) | \$3,000 |
| <input type="checkbox"/> Mid-Afternoon Break | \$1,500 |
| <input checked="" type="checkbox"/> ACMPE Breakfast | \$500 Sold to LLC MGMA |
| <input type="checkbox"/> Monday Evening Reception | \$3,250 |
| <input type="checkbox"/> Monday Evening Dinner | TBD |
| <input type="checkbox"/> Monday Evening Entertainment | \$5,000 per sponsor |
| <input checked="" type="checkbox"/> Tuesday Evening Riverboat Cruise | \$10,000 Sold to Quest Diagnostics |

Company Name _____

Representative Name _____

Telephone _____

Email _____

QUESTIONS

Please contact Lori Harrison at lori@associationoffices.com with any questions regarding sponsorships.

GEORGIA MEDICAL GROUP MANAGEMENT ASSOCIATION

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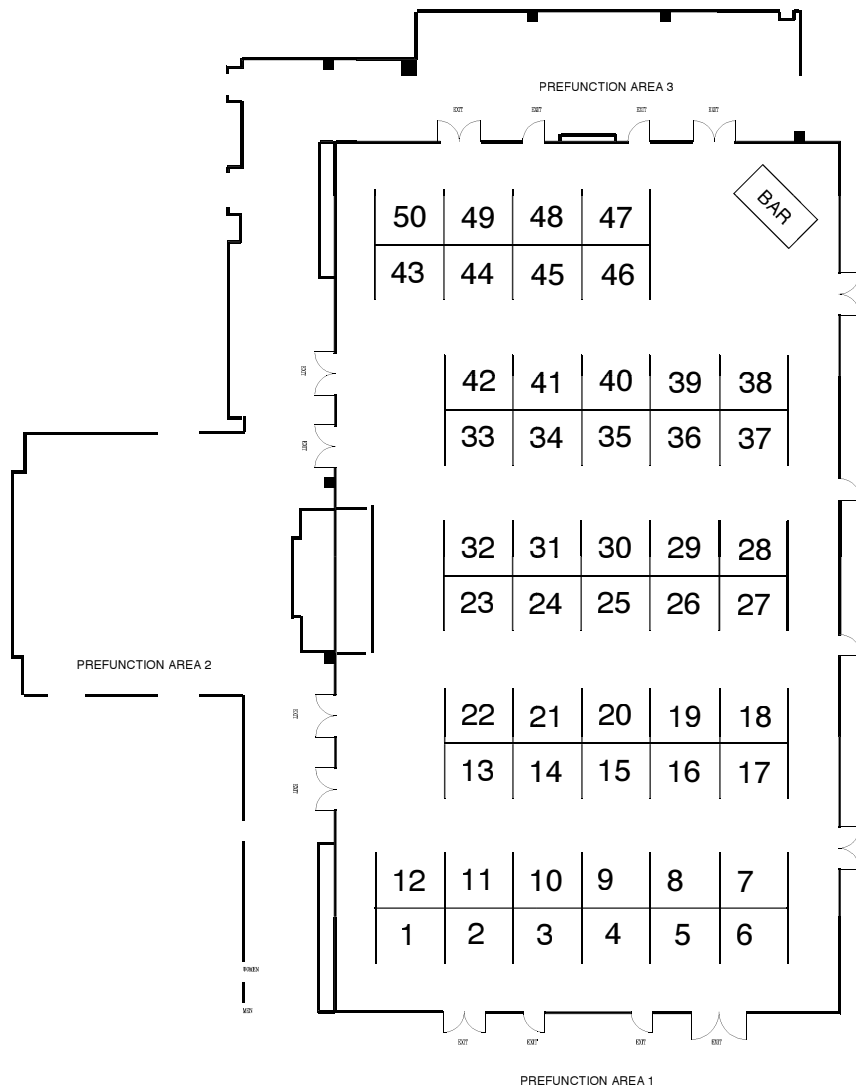
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EXHIBIT HALL LAYOUT

MARRIOTT EVERGREEN CONFERENCE RESORT

Evergreen Ballroom

(50) 8'x10' Booths



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1. Exhibit Fees and Payment

Applications must be submitted with payment IN FULL for space rental fees. Applications received without such payment may not be processed, nor will space assignments be made. Deposit of payment does not constitute acceptance of application. In the event of cancellation by exhibitor, the cancellation policy below shall apply. All cancellation requests must be made in writing. Included in exhibit costs: one (1) 8x10 pipe and drape booth, two (2) chairs, one (1) 6 ft skirted table, one (1) wastebasket, one (1) electrical outlet, and one (1) conference registration.

2. Cancellation of Space Contract

In the event it is necessary for exhibitors to cancel their space rental agreements, a full refund (less an administrative expense fee of \$50 per booth) will be made for requests post-marked no later than March 18, 2010. No refunds will be made on cancellation requests post-marked after March 18, 2010. Cancellations must be received in writing from the authorized exhibitor representative. Cancellation notices should be sent to lori@associationoffices.com.

3. Space Rental and Assignment of Location

Space for exhibitors is available by invitation only. GMGMA reserves the right to refuse rental to any individual or company whose goods or services are not compatible with the general character and objectives of the trade show. An applicant's right to space and the continued use of space during the Show is a right governed solely by the provisions hereof, and is not a lease or tenancy, nor shall it be construed as such. Management will make reasonable efforts to separate exhibitors of like products/services, but no assurance can be given as to such separation. MANAGEMENT RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS AND TO CHANGE ASSIGNMENTS AT ANY TIME.

4. Exhibitor's Authorized Representative

Each exhibitor must name one person to be his/her representative in connection with the company's exhibit. This representative shall have authority to contract for the company, be responsible for payment of booth rental, and during show times, keep the exhibit staffed and orderly. Exhibit personnel must wear attire consistent with the professional decorum of the GMGMA Annual Meeting and conduct themselves in a professional manner.

5. Installation and Removal of Exhibits

At the time of the writing of these rules, it is planned that installation may take place on Sunday, April 18, 2010, from 1:00 pm - 6:00 pm. In the event that the exhibitor fails to complete installation of his/her exhibit by 6:00 pm on Sunday, April 18, 2010, GMGMA shall have the right to take possession of said space and resell some, or any part thereof. Exhibitors shall be liable for 100% of said booth rental. (Exhibits must be completely removed by 6:00 pm on Tuesday, April 20, 2010.) Any exhibitor who breaks down his/her booth before 1:00 pm, Tuesday, April 20, 2010, will be assessed a \$200 per booth charge.

6. Exhibits and Public Policy

Each exhibitor is charged with the responsibility for knowledge of and shall comply with all applicable laws, ordinances, and regulations while participating in the Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Management and service contractors have no responsibility for any exhibitor compliance. All exhibits must conform to the rules and regulations for the Fire Department having local jurisdiction. All drapery, carpet, cloth, paper banners, and other decorative effects shall be flame-retardant treated. No signs or advertising devised shall be displayed outside of the exhibit booth space other than those furnished by GMGMA. No alcoholic beverages of any kind may be prepared, served or distributed by an exhibitor. Food and/or non-alcoholic beverage products must be approved by GMGMA. Photography of individual exhibits is not permitted at the Show except with permission from the exhibitor whose booth is photographed, or by special written permission from Management, or by representatives of the press who are so credentialed by Management.

7. Booth Construction

Since each exhibitor (regardless of the size of their exhibit) is entitled to a reasonable sight-line from the aisle, all exhibit materials and/or backdrops in excess of 4 feet tall must be kept within 5 feet of the back line of the exhibit, except for back-to-back booths where exhibit materials and/or backdrops in excess of 4 feet tall must be confirmed to within 5 1/2 feet of the centerline. In addition, GMGMA has the authority to approve a height limit in the exhibit hall in cases where a special need has been satisfactorily shown and where the increased height limit will not interfere with neighboring exhibits or the overall appearance of the trade show.

8. Display and Selling of Products

GMGMA provides display space for suppliers to exhibit and demonstrate products to customers and potential customers. All exhibitors are required to adhere to such rules and regulations that may be established by the Internal Revenue Service to ensure continued income tax exemption for the trade show. Exhibitors, in the presentation of their products and services, cannot make claims that may be construed as misleading or unsubstantiated, in accordance to FTC Regulations. It is the exhibitor's responsibility to know Georgia tax codes, apply for any necessary permits, collect the appropriate fees, and submit payments accordingly.

9. Credentials

GMGMA will provide exhibitors with one (1) exhibitor badge per booth assignment for booth personnel while on the exhibit floor. These badges are intended for use by employees of the exhibiting company. Additional exhibitor personnel will be charged a \$500 registration fee. All requests for additional exhibitor badges must be approved by the exhibiting firm's authorized representative. No refunds will be issued for badges not picked up by the exhibitor.

10. Liability

Each exhibitor is entirely responsible for the booth space contracted by him/her, and has sole responsibility for keeping said space free from any conditions which might be dangerous to persons coming upon the premises. The exhibitor agrees to defend, indemnify and hold harmless GMGMA, its management, sponsors, members, officers, representatives or employees of the Marriott Evergreen Conference Resort or their management company, the designated exposition/decorating company or their owners, managers, officers, directors, agents, employee, subsidiaries, affiliate, or subcontractors, from any damages or charges resulting from the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the facilities or any part thereof.

11. Force Majeure or Cancellation of the Show

In case said premises shall be destroyed by fire or the elements or by any cause, or in case of Governmental intervention or regulations, military activity, strikes, or any other circumstances make it impossible or inadvisable to hold the show at the time and place provided in the application and contract for exhibit space, then and thereupon, the contract shall terminate, and the exhibitor shall waive any claim for damages or compensation, except the pro-rated return of the amount paid for the space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party. In the event that the Show is not held for any reasons determined by GMGMA, this contract shall be deemed terminated and a full refund of exhibit rental fees shall be refunded to the exhibitor, less GMGMA's actual incurred expenses. Should the Show be closed by management prior to the scheduled closing date and time, a proportional remedy will be determined at the sole discretion of GMGMA.

12. Insurance

Each exhibitor is responsible for his/her own equipment. Exhibitors desiring to insure their exhibits and displays against fire, theft, etc. must do so at their own expense.

13. Amendments/Enforcement

GMGMA reserves the right to interpret, amend and enforce these rules and regulations. Written notice of any amendments or interpretations shall be given to exhibitors. Each exhibitor, for himself, his agent, and employees, agrees to abide by the rules and regulations set forth herein, or by any subsequent amendments or interpretations. GMGMA reserves the right to enforce compliance with these rules and regulations. If an exhibitor violates one or more of these rules and regulations, GMGMA may refuse to allow the exhibitor to set up and/or continue to exhibit, and may refuse to permit that exhibitor to the Show in future years.

14. Americans with Disabilities Act (ADA)

The exhibiting company shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act (ADA), and shall hold GMGMA harmless from any consequences that may result from the exhibiting company's failure in this regard.

15. Music Licensing

The exhibitor shall be responsible for securing any and all necessary licenses or consents for: a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) use of any name, likeness, signature, voice or other impression or intellectual property owned by any third party used, directly or indirectly, by the exhibitor. The exhibitor hereby agrees to indemnify, defend and hold GMGMA harmless from and against any claim of liability and any resulting loss, cost, or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights, or the rights of privacy or publicity of any third party.

16. Attendee Game

GMGMA may provide a game for attendee and exhibitor interaction, with incentive to participate. GMGMA cannot guarantee attendees will participate in this game, nor can GMGMA guarantee that any attendees who participate will stay at any booth long enough for a discussion with booth personnel. It is the responsibility of exhibit booth personnel to instigate interaction while attendees are at their booth.

17. Other Matters

The rules and regulations incorporated in this agreement have been formulated in the best interest of our exhibitors. We request your full cooperation in their observance. Any and all matters not specifically covered will be subject to the decision of GMGMA.