



ABOUT MAG'S HOD MEETING

The House of Delegates (HOD) is the Medical Association of Georgia's (MAG) primary policy-making body. With more than 8,700 members, MAG is the leading voice and advocate for physicians in Georgia. MAG represents physicians in every specialty and practice setting. As an HOD sponsor, you will have direct access to some of Georgia's leading physicians—as well as county medical society (CMS) and state medical specialty society executives.

Contact **Julie Frederique** at 404.299.7700 or julie@associationstrategygroupp.us with questions.

SPONSOR LEVELS & BENEFITS

| SPONSOR LEVEL | BENEFITS |
|--|--|
| Gold \$10,000 | Recognition in the HOD pocket program, app, website, and meeting script/slides, plus... <ul style="list-style-type: none"> A “sponsored” edition of MAG’s ‘Top Docs’ show (\$2,250 value) A \$2,500 MAG advertising credit (newsletter, web, etc. – excluding Journal) A sponsored MAG member and non-member e-mail alert (\$2,500 value) The HOD delegates/alternates mailing or email list for one-time use Up to two six-foot table/exhibit spaces (\$4,000 value) Registration for up to six representatives* Breakfast on Saturday & Sunday for registered representatives A one-page HOD registration packet handout – subject to MAG approval A 200-word marketing promotion/web link on MAG’s website Four posts on MAG’s social media accounts (Facebook, Twitter & LinkedIn) – subject to MAG approval |
| Silver \$5,000 | Recognition in the HOD pocket program, app, website, and meeting script/slides, plus... <ul style="list-style-type: none"> A \$1,000 MAG advertising credit (newsletter, web, etc. –excluding Journal) A sponsored MAG member e-mail alert (\$1,250 value) The HOD delegates/alternates mailing or email list for one-time use One six-foot table/exhibit space (\$2,000 value) Registration for up to four representatives* Breakfast on Saturday & Sunday for registered representatives A one-page HOD registration packet handout – subject to MAG approval) A 150-word marketing promotion/web link on MAG’s website Two posts on MAG’s social media accounts (Facebook, Twitter & LinkedIn) –subject to MAG approval |
| Bronze– Exhibitor \$2,500 | Recognition in the HOD pocket program, app, website, and meeting script/slides, plus... <ul style="list-style-type: none"> One six-foot table/exhibit space (\$2,000 value) Registration for up to two representatives* Breakfast on Saturday & Sunday for registered representatives A 100-word marketing promotion/web link on MAG’s website One post on MAG’s social media accounts (Facebook, Twitter & LinkedIn) –subject to MAG approval |

Non-profits: MAG will consider giving discounts or free exhibit space to government-sponsored or volunteer organizations on a case-by-case basis. These entities will not be entitled to receive MAG labels/lists, and they may receive limited exposure in MAG's print and digital communications.

*Additional representatives may attend the HOD for \$100 per person.

Exhibit locations will be assigned at MAG's discretion based on a number of considerations.
All marketing materials (ads, promotions, web links, etc.) must be submitted by Friday, September 2, 2022.

2022 MAG HOD SPECIAL SPONSORSHIP OPTIONS

| | |
|---|---|
| Friday, October 21 | |
| MAG Board of Directors' Lunch – \$2,500 | Sponsor will be recognized with a sign outside of the meeting room and will have the opportunity to address MAG's Board of Directors for up to five minutes. |
| MAG Welcome Reception – \$5,000 (up to three sponsors) | Sponsor will be recognized with a sign outside of the meeting room and in the script during the HOD general session. Delegates, CMS and specialty society executives, and all other guests are invited to attend the welcome reception. |
| Canvas Registration Tote Bag – \$2,000 | Sponsor's logo, marketing tagline and website will be featured on the canvas registration packet tote bag that delegates/alternates will receive upon arrival. |
| Saturday, October 22 | |
| House of Delegates' Breakfast – \$2,500 | Sponsor will be recognized with a sign outside of the meeting room and will have the opportunity to address MAG's House of Delegates for up to five minutes. |
| Sunday, October 23 | |
| House of Delegates' Breakfast – \$2,500 | Sponsor will be recognized with a sign outside of the meeting room and will have the opportunity to address MAG's House of Delegates for up to five minutes. |

Exhibitor Promotion/Grand Prize

MAG will conduct a Grand Prize drawing contest during the HOD meeting that is designed to serve as an incentive to encourage attendees to visit every HOD exhibition. MAG will distribute a ticket that includes the name of every HOD exhibitor to every delegate. Attendees must then have every exhibitor punch their ticket to qualify for a chance to win the grand prize that will be given away at the end of the meeting on Sunday, October 23.

2022 MAG HOD Exhibition Schedule*

| | | |
|----------------------|--------------------|-------------------|
| Friday, October 21 | 3:00 pm - 8:00 pm | Exhibit Set-up |
| | 6:00 pm - 7:30 pm | Welcome Reception |
| Saturday, October 22 | 7:00 am - 2:00 pm | Exhibits Open |
| Sunday, October 23 | 7:00 am - 12:30 pm | Exhibits Open |
| | 12:30 pm - 2:00 pm | Exhibit Teardown |

**Times subject to change*

EXHIBITOR APPLICATION

Company Information (please print or type)

| | | | |
|----------------|--------------|-----------------|--|
| Company Name | | Mailing Address | |
| City | State | Zip | |
| Contact Person | Phone Number | Email Address | |

Company Representatives (Please print Name and Email Address of those staffing your exhibit)

| | |
|------------------|---------------|
| Representative 1 | Email Address |
| Representative 2 | Email Address |
| Representative 3 | Email Address |
| Representative 4 | Email Address |
| Representative 5 | Email Address |
| Representative 6 | Email Address |

Sponsorships

| | |
|---|----------|
| <input type="checkbox"/> Gold | \$10,000 |
| <input type="checkbox"/> Silver | \$5,000 |
| <input type="checkbox"/> Bronze | \$2,500 |
| <input type="checkbox"/> MAG Board of Directors' Lunch | \$2,500 |
| <input type="checkbox"/> MAG Welcome Reception | \$5,000 |
| <input type="checkbox"/> MAG House of Delegates' Breakfast (Saturday) | \$2,500 |
| <input type="checkbox"/> MAG House of Delegates' Breakfast (Sunday) | \$2,500 |
| <input type="checkbox"/> Canvas Registration Tote Bag | \$2,000 |

Payment Options

- Check (Make Payable to Medical Association of Georgia) Credit Card (Complete Form Below)

Credit Card Information (please print)

| | | | |
|---|-------|-----------------|-----------------|
| Name on Card | | Billing Address | |
| City | State | Zip Code | Phone Number |
| Credit Card Type <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AmEx | | Total to Charge | |
| Credit Card Number | | Security Code | Expiration Date |
| Signature | | | |

Please return completed application to Julie Frederique at julie@associationstrategygroup.us.

Checks may be mailed to: Medical Association of Georgia
1849 The Exchange SE #200
Atlanta, GA 30339