

# EXHIBIT PROSPECTUS & SPONSORSHIP OPPORTUNITIES

## CMGMA FALL EDUCATIONAL CONFERENCE

### September 15-16, 2010



Dear CMGMA Corporate Affiliate Member,

#### SCHEDULE AT A GLANCE

##### ♦Wednesday, September 15, 2010♦

1:00-2:00 p.m.	Session 1
1:00-4:00 p.m.	Exhibitor Registration/Set Up
2:15-3:15 p.m.	Session 2
3:30-4:30 p.m.	Session 3
4:30-7:00 p.m.	Opening Reception in the Exhibit Hall; Introduction of Exhibitors

##### ♦Thursday, September 16, 2010♦

7:00-8:00 a.m.	Registration, Breakfast, Exhibits
7:00 a.m.-2:45 p.m.	Exhibits Open
8:00-8:15 a.m.	Welcome
8:15-10:00 a.m.	Session 4
10:00-11:00 a.m.	Break in Exhibit Hall
11:00 a.m.-12:00 p.m.	Session 5
12:00-1:00 p.m.	Lunch and Business Meeting
1:15-2:00 p.m.	Session 6
2:00-2:45 p.m.	Break in the Exhibit Hall-Prize Drawings
2:45 p.m.	Exhibit Tear Down
3:00-3:45 p.m.	Session 7
4:00-4:45 p.m.	Session 8
4:45 p.m.	Adjournment

We are looking forward to the CMGMA Fall Conference in Denver which will be held on September 15 and 16 at the Red Lion Hotel Denver Central. **This year's conference theme is *Surfing the Healthcare Wave*.** We have an exceptional line up of speakers and we are expecting a great turnout!



This will be our only Colorado conference in 2010 as the Spring meeting was held in Albuquerque. Don't miss it!

The exhibit area will be open on the afternoon and evening of Wednesday, September 15th for a special reception with the vendors in the evening and will remain open throughout the day on Thursday, September 16th. We expect that the available exhibit booth spaces will fill up quickly, so please let us know as soon as possible if you would like to secure a booth. To reserve a booth, complete the exhibitor registration form online, fill the form out and fax it to the CMGMA office at (303) 759-8861, or mail it to the address listed. Reservations will be accepted on a first come-first serve basis. If you have any questions, please call Caitlin Cowen in the CMGMA office at (303)756-8380 or Karen Zeller, Corporate Affiliate Representative at 800-735-6721 or [kzeller@rockymtnmed.com](mailto:kzeller@rockymtnmed.com).

In addition to exhibiting at the conference, there are a number of opportunities for special sponsorships that will get your company's name in front of the conference attendees in a very positive manner. Along with our traditional sponsorships of speakers, receptions, meals and breaks, there are a number of innovative items available. Attached you will find a detailed list of all the possibilities and associated costs. If you are interested in any of these sponsorships please contact Caitlin in the CMGMA office. If you select any of the available options, or, if you have new ideas you would like us to consider, we will work with you. There are varying levels of sponsorship available, including opportunities to personally welcome the members to a session/event, and briefly describe the services that your company offers. If you are not able to attend the meeting you may want to keep your name in front of the members and consider one of these opportunities. We will ensure your company receives the same attention and recognition as those in attendance.

We look forward to seeing you at the Fall Conference in September!

**Jan Krause FACMPE**  
President

**Karen Zeller**  
Corp. Affiliate Rep.



**Join the Theme!**  
We encourage all attendees to wear their favorite Hawaiian clothes. Surfs Up! (and/or business casual)

#### ♦IMPORTANT DATES♦

<b>August 13</b>	Deadline for commitment to sponsor Personalized Gift Items.
<b>August 20</b>	Deadline to receive company's logo for printed sponsored items.
<b>August 29</b>	Early deadline to return Exhibit and Sponsor Application and Contract with payment to the Association Office. Exhibit prices increase after this date.
<b>September 5</b>	Deadline to cancel exhibit space and receive 50 percent refund. No refunds for space cancellations after this date.
<b>September 5</b>	Regular deadline to return Exhibit and Sponsor Application and Contract with payment to the Association Office—for exhibiting and for sponsorship. Commitments must be received and paid for by this date to ensure credit in materials at the meeting.

Colorado MGMA Office ♦ 90 Madison Street, Suite 403 ♦ Denver, Colorado 80206  
Phone 303-756-8380 ♦ Fax 303-759-8861 ♦ E-mail [cmgma@conferenceoffice.com](mailto:cmgma@conferenceoffice.com)

## ◆EXHIBITS◆

### Rules & Regulations

- ◆ **New this year: Register online at [www.cmgma.com](http://www.cmgma.com)**
- ◆ Regular and Large Booth spaces include one 6' x 30" skirted table, one chair, one tent sign with company's name, and full conference registration for 1 person. Double includes two tables, if desired, and conference registration for 2 people.
- ◆ Additional exhibit representatives wishing to attend should be included in the Exhibit and Sponsor Application and Contract. Additional representatives and name changes may be made until September 3rd; after that date, please discuss changes with CMGMA personnel on-site.
- ◆ Set-up or tear down during exhibit hours is **strictly** prohibited (see Schedule at a Glance on page 1).
- ◆ Exhibitor's booth location is determined by the date the registration is received.
- ◆ Exhibitors may not change locations assigned to them even if agreed upon by the party assigned to the desired space.
- ◆ **Failure to adhere to any of the policies listed above may result in suspension of exhibit privileges at the next conference.**

### Refund for Cancellation of Space

If written notice of space cancellation (fax 303-759-8861 or e-mail [cmgma@conferenceoffice.com](mailto:cmgma@conferenceoffice.com)) is received in the Association Office by **September 5, 2010**, a 50 percent refund for space and extra representatives contracted will be made. **No refunds will be made for cancellations after Sept. 5, 2010**

### Location of Exhibits

- ◆ Exhibit locations will be designated by CMGMA with a tabletop tent sign. Locations considered "prime" will be assigned to Gold Corporate Affiliates and based on earliest receipt dates of contracts with payment.
- ◆ The exhibits will be located in the Park/Fremont Ballroom.

### Electrical Services

- ◆ There is a \$50 charge for a standard outlet.
- ◆ Bring your own power strip and extension cord. If you prefer to rent this equipment from the Doubletree, please see the application on page 3 for details.
- ◆ If a phone line, DSL line, special wiring, or other services are required, please see the application on page 3 for details or call the CMGMA Office by **Sept. 3, 2010** at 303-756-8380.

### Shipping Materials

**Exhibitors may ship a limited amount of materials to arrive no sooner than Monday, September 13, 2010.** If you are shipping more than one box, be sure to mark your boxes "Box 1 of 3," for example.

### Send materials to:

Red Lion Hotel Denver Central  
Hold For: CMGMA 09/15/10--Exhibitor Name  
Attn: Laura Nelson  
4040 Quebec Street  
Denver, CO 80216



Join the Theme!

We encourage all attendees to wear their favorite  
Hawaiian clothes-*Surfs Up!*  
(and/or business casual)

## ◆SPONSORSHIP OPPORTUNITIES◆

Corporate Affiliate member companies may sponsor items as noted below. Co-sponsorships are acceptable. Sponsorships will be confirmed based on a first-come, first-served basis with receipt of application and payment.

### Rules & Regulations

Sponsors shall supply the Association Office with company name and logo via e-mail by **August 20** (August 13, if Personalized Gift Item). Association Office will recommend choice and copy for printing items and corporate-type items, obtaining consent from sponsor when applicable.

### Sponsorship Items

**Recognition:** Sponsoring companies will be introduced at the conference. Company name and logo will be listed on Sponsor Insert included in registration packets. \*For sponsored food functions, company name and logo will also be printed on a sign and displayed at the food function. The sponsor will also be introduced and able to provide a 30 second info commercial about service.

<b>A</b>	\$4,000	Key Note Speaker
<b>B</b>	\$3,500	Distinguished Sponsor Company
<b>C</b>	\$2,600	Opening Reception*
<b>D</b>	\$2,600	Lunch
<b>E</b>	\$1,200	Breakfast* (Co-sponsorship at \$600)
<b>F</b>	\$1,000	Audio Visual Rental
<b>G</b>	\$750	Printing Registration Brochure
<b>H</b>	\$650	Morning Break (Co-Sponsor at \$325)
<b>I</b>	\$650	Afternoon Break (Co-Sponsor at \$325)
<b>J</b>	\$400	Speaker Sponsor (not for keynote)
<b>K</b>	\$300	Print Official Logo on Agenda-SOLD
<b>L</b>	\$300	Conference Packet Envelope-SOLD
<b>M</b>	\$300	Slide Show Ad
<b>N</b>	\$200	Single Session Speaker Handout

### Personalized Gift Items

**Recognition:** Sponsoring companies will be introduced at the conference; company name and logo will be listed on Sponsor Insert included in registration packets; and company name may be printed on gift item.

<b>O</b>	\$2,000	Flash Drive with speaker handouts-Sponsor logo
<b>P</b>	\$1,000	Executive Portfolios
<b>Q</b>	\$600	Pens with highlighters

Call the CMGMA Office to discuss other options for personalized gift items.

### CHECK-IN AT THE MEETING

**Wednesday, September 15, 1:00-4:00 p.m.**

Packets for each exhibiting company will be filed alphabetically by company name with all representative(s) name badges in the company's packet. You may pick up your packet upon arrival.

### CONFERENCE REGISTRATION

When you complete the Exhibit and Sponsor Application and Contract, each representative is automatically registered for the entire conference. Exception: Corporate Affiliate members not exhibiting and wanting to attend the conference may register separately by completing the regular registration form in the Registration Brochure. Members may also register online at [www.cmgma.com](http://www.cmgma.com); or by e-mail, [cmgma@conferenceoffice.com](mailto:cmgma@conferenceoffice.com).

# CMGMA Exhibit and Sponsor Application & Contract

CMGMA Fall Conference

September 15-16, 2010—Red Lion Hotel, Denver, CO

**Please Note!**

- ♦ **New this year: register online at [www.cmgma.com](http://www.cmgma.com)!**
- ♦ See "Important Dates" on page 1 of this Exhibit and Sponsor Prospectus.
- ♦ We urge you to review all the information affecting exhibits and sponsorship.
- ♦ If someone other than the contact name will be in charge of your company's exhibit, be sure to provide that person with a copy of the entire Prospectus, including a copy of this completed application and contract.



Exhibit Fees		By	After	Exhibitor Information			
<input type="checkbox"/> <b>Regular Booth</b>	\$600	8/29	8/29	Organization _____ <i>Exactly as it shall appear in Conference Program and on sign.</i>			
1 rep and table top display (8 ft. exhibit space)				Contact Name _____			
<input type="checkbox"/> <b>Large Booth</b>	\$795		\$825	Mailing Address _____			
1 rep and floor display (10 ft. exhibit space)				City _____ State _____ Zip _____			
<input type="checkbox"/> <b>Double Booth</b>	\$1,060		\$1,090	Phone ( _____ ) _____ Fax ( _____ ) _____			
2 reps and floor/table top display (16 ft. exhibit space)				E-mail _____ Web Site Http:// _____			
<input type="checkbox"/> <b>Each add'l representative</b>	\$200		\$200	We prefer: <input type="checkbox"/> Space behind our table <input type="checkbox"/> Table against a wall			
# of additional rep(s) _____				<input type="checkbox"/> Closer to the entrance <input type="checkbox"/> Corner Booth			
<b>Audio Visual</b>				<i>This will assist us in managing the exhibit space. We will do our best to accommodate your request.</i>			
Electrical outlets @ \$50 each per day				Member Level: <input type="checkbox"/> Gold Corporate Affiliate <input type="checkbox"/> Exhibitor Corporate Affiliate			
Number required _____ \$ _____				<input type="checkbox"/> Sponsor Corporate Affiliate			
Extension Cords @ \$10 each per day				<i>Note: Sponsor Corporate Affiliates are not eligible to exhibit.</i>			
Number required _____ \$ _____				Specialty: <input type="checkbox"/> Software <input type="checkbox"/> Staffing <input type="checkbox"/> Transcription <input type="checkbox"/> Billing/Collections <input type="checkbox"/> Insurance <input type="checkbox"/> CPA			
Power Strips @ \$10 each per day				<input type="checkbox"/> Office Equipment <input type="checkbox"/> Other _____			
Number required _____ \$ _____				<input type="checkbox"/> I (we) plan to attend the opening reception Wednesday evening.			
<b>Phone Lines</b>				Representative #1 _____			
Phone Lines @ \$50 each per day				Additional Rep(s) _____			
Number required _____ \$ _____				Description of products or services (50-75 word maximum)			
Wireless Internet @ \$50 per day				_____			
Number required _____ \$ _____				_____			
<b>Shipping and Receiving</b>				_____			
Boxes: \$5 per box and \$50 per pallet				_____			
Number required _____ \$ _____				_____			
<b>Sponsorship Item</b>				_____			
_____ \$ _____				_____			
<b>Amount Due Summary</b>				<b>Form of Payment</b>			
Exhibit Fee \$ _____				<input type="checkbox"/> Check (payable to Colorado MGMA)			
Additional Rep(s) \$ _____				<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard			
Audio Visual \$ _____				Card/Check # & Security Code _____			
Shipping \$ _____				Exp date _____ Name on Credit Card _____			
Sponsorship \$ _____				Signature _____			
<b>Total Amount Due</b> \$ _____				<i>Save a copy of this completed form, along with the rest of this prospectus, for reference.</i>			
<b>Register Online at <a href="http://www.cmgma.com">www.cmgma.com</a>!</b>							

Accepted according to the policies and procedures outlined in the Exhibit Prospectus, which are a part of this contract.

\_\_\_\_\_  
Authorized Signature, Exhibitor/Sponsor      Date

**Jan Krause**, President  
Authorized Signature, CMGMA

**Program Preview**  
*Surfing the Healthcare Wave*

**Wednesday, September 15, 2010**



**SESSION ONE:**

*Washington Update*, Leah Cohen, MA, Government Affairs Representative, MGMA

**SESSION TWO:**

*Using Hospital Quality Techniques to Improve your Office Safety, Efficiency, and Patient Satisfaction*, Dianne McCallister, MD, MBA, Chief Medical Officer, Porter Adventist Hospital/Centura Health

**SESSION THREE:**

**Round Table Discussions:**

1. PECOS - Provider Enrollment, Deadline January 2011, How to Prepare
2. Financial Benchmarking – Utilizing Customized Reports to Become a Better Performing Practice
3. Tax Law –Changes and Opportunities
4. Healthcare Benefits – HSA, HRA, Self Funded, Utilizing a Benefits Broker
5. Medical Records – What are the Laws?
6. Managed Care – What's Next?
7. Coding – E & M Basics and Modifiers

**Thursday, September 16, 2010**

**SESSION FOUR:**

*The Economic Tsunami: Surviving and Thriving in Turbulent Times*, Elizabeth Woodcock, MBA, FACMPE, CPC

**SESSION FIVE:**

*The Stimulus Package: Get Paid to Implement an EMR*, Elizabeth Woodcock, MBA, FACMPE, CPC

**SESSION SIX:**

**Speaker A-***Why Bother with Teambuilding?*, Coy Theobalt, MA, Owner, Coy Theobalt and Associates

**concurrent with**

**Speaker B-***How to Hire Great Staff*, Deanne Macdonald, Managing Partner, ExecTech Management and Consulting

**SESSION SEVEN:**

**Speaker C-***Health Information Exchange: Connecting Colorado Providers*, Janice Whittleton, MBA, Director of Business Development and Outreach at CORHIO

**concurrent with**

**Speaker D-***Twitter and Facebook Marketing*, Dan Mullen, President & CEO, Stonetree Network Solutions, Inc.

**SESSION EIGHT:**

**Speaker E-***The Patient Centered Medical Home*, Mark Albert, D.C., President & CEO, CLINIX Health Services

**concurrent with**

**Speaker F-***HIPAA: The Third Wave*, Janet McIntyre, JEM Healthcare Consultants

**CONFERENCE SITE**  
**Red Lion Hotel Denver Central**  
4040 Quebec Street  
Denver, CO 80216



The conference will be held at the Red Lion Hotel Denver Central in Denver, CO located at **4040 Quebec Street Denver, CO 80216.**

For hotel reservations call 1-800-Red Lion or 303-321-6666. and mention you are with the CMGMA 2010 Fall Conference to obtain a \$109 single or double rate. The cut-off date for reservations at the above rate is **August 25, 2010.**

**For Maps and Directions visit:**  
<http://www.redlion.rdl.com/HotelLocator/HotelOverview.aspx?metalD=5>

