

Contributor Opportunities

(Exhibitor Prospectus)

IQL 2012: AMGA National Summit on High-Performing Care Organizations

October 2-5, 2012

Gaylord National Harbor Resort & Conference Center
National Harbor, MD (Washington, DC Metro Area)



AMGA

American Medical Group Association

The American Medical Group Association (AMGA) invites you to take advantage of exclusive sponsorship/exhibitor opportunities at the upcoming AMGA's Institute for Quality Leadership 2012: AMGA National Summit on High-Performing Care Organizations, October 2-5, 2012 at the Gaylord National Harbor Resort & Conference Center, at National Harbor, Maryland.

AMGA's Institute for Quality Leadership (IQL) is devoted to improving the quality of care delivered in the U.S. healthcare system through the advancement of knowledge and the education of healthcare professionals. In 2012, medical group leaders and quality professionals will gather in the nation's capital to network and share strategies for improving the health of patients and their organizations. In addition, healthcare vendors are invited to exhibit and provide educational grants to support the conference.

This year's conference will include meetings for several AMGA Leadership Councils, networks of individuals in leadership positions within AMGA member medical groups. The following councils will meet in conjunction with the IQL Annual Meeting: CEOs/Chairs/Presidents; Chief Administrative Officers/Chief Operating Officers; Chief Medical Officers/Medical Directors; and Quality Directors/Officers.

Below are the sponsorship opportunities available:

Platinum Host for IQL Annual Conference and Leadership Council Meetings

\$50,000 to support this event (you must be a member of the AMGA Corporate Partner Program to be the Platinum Host). The Platinum Host will receive:

- Signage at all of the events and a banner in the registration area of the Leadership Councils and the IQL Annual Conference, October 2-5, 2012
- A focus group with members of the President/Chief Executive Officer (CEO), Chief Administrative Officer/Chief Operating Officer, Chief Medical Officer/Medical Director and Quality Director/Officer Councils*
- The opportunity to present a short introduction about your organization during a Leadership Council meal function (an approximately five-minute presentation) or joint Council session.
- Six complimentary registrations to attend the IQL Annual Conference
- One tabletop exhibit at AMGA's 2012 IQL Annual Conference, October 3-5, 2012
- Lead retrieval system
- Logo on Scan Cards
- Enhanced acknowledgement in the conference program (including company logo)
- A mention of your support in the association's newsletter, *Inside AMGA*, and in *Group Practice Journal*
- Pre- and post-meeting attendee list from both meetings

***Focus Group/Panel:** *The IQL/Leadership Council Meeting Platinum Host Sponsorship includes the opportunity to hold a focus group/panel meeting with members of the CEO/Chair/President, Chief Administrative Officer/Chief Operating Officer, Chief Medical Officer/Medical Director and Quality Director/Officer Councils for a confidential, 90-minute breakfast meeting. AMGA will reserve this timeslot in the agenda for this focus group; however, the marketing, agenda development, and activities included in the focus group/panel are the sole responsibility of the Platinum Host. Attendance at the panel will be strictly voluntary on the part of the Council members and AMGA cannot and does not guarantee a minimum number of participants.*

Gold Contributor at IQL Annual Conference

\$7,500 to support this event if your organization is an AMGA Corporate Partner (non-members may participate for a fee of \$13,000). Gold Contributors will receive:

- Interaction with AMGA Leadership Council members and IQL attendees
- One tabletop exhibit at AMGA's 2012 IQL Annual Conference, October 3-5, 2012
- Banner, with organizational name and logo, in registration area
- Four complimentary registrations to the meeting
- Enhanced acknowledgement in the conference program (including company logo)
- Acknowledgement in *Inside AMGA* and the *Group Practice Journal*
- Lead Retrieval System
- Pre- and post-conference attendee list

There is a limit of 23 Gold Contributors this year in order to increase your interaction with members. Exhibit space will be made available first to AMGA Corporate Partners.

Exhibit Hours:

(Subject to change)

Wednesday, October 3, 2012

1:00 p.m. – 5:00 p.m.	Exhibit Set-Up
5:30 p.m. – 7:30 p.m.	Welcome Reception

Thursday, October 4, 2012

7:00 a.m. – 8:00 a.m.	Continental Breakfast
10:00 a.m. - 10:30 a.m.	Refreshment Break
12:00 p.m. – 1:30 p.m.	Acclaim Award Lunch
3:15 p.m. – 3:30 p.m.	Refreshment Break
5:00 p.m. – 7:00 p.m.	Reception

Friday, October 5, 2012

7:00 a.m. – 8:00 a.m.	Continental Breakfast
9:30 a.m. - 10:00 a.m.	Refreshment Break
11:00 a.m. – 12:00 p.m.	Exhibits Move Out

For further information,
contact Fred Haag at (703) 838-0033, ext. 329
or fhaag@amga.org.



IQL Contributors/Exhibitors

AMGA's Institute for Quality Leadership Annual Conference is the perfect venue for networking with America's most influential medical group and health system leaders in an intimate and highly interactive setting. A limited number of opportunities exist, so interested sponsors should register online or fax the following contributor registration form and credit card payments to (703) 548-1890 or mail with check to AMGA, Attn: Fred Haag, One Prince Street, Alexandria, VA 22314-3318.

For further information, contact Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.

Contributors/Exhibitors at IQL 2011

Abbott	Merck & Co., Inc.
Availity, LLC	NextGen Healthcare
Boehringer Ingelheim Pharmaceuticals, Inc.	NRC Picker
Bosch Healthcare	Nuance Communications, Inc.
CodeRyte	Outcome
Dell Services	Patient Prompt
Greenway Medical Technologies	Phytel, Inc.
Health Care REIT	Press Ganey Associates, Inc.
Health Management Resources	Symphony Care Solutions
Humedica /Anceta	TeleVox
MED3000	Trotter Wellness
MedVentive Inc.	Valence Health

About the Institute for Quality Leadership and American Medical Group Foundation

The Institute for Quality Leadership (IQL) is devoted to improving the quality of care delivered in the U.S. healthcare system through the advancement of knowledge and the education of healthcare professionals. Its programs are designed to help healthcare organizations improve clinical quality, patient safety, service, and operational efficiency, and to share best practices in patient care. The IQL is supported by the American Medical Group Association (AMGA) and its 501(c)(3) philanthropic affiliate, the American Medical Group Foundation (AMGF). AMGF was formed to develop grant programs, quality awards, research, and education programs and to provide support for initiatives that exemplify the continuing quest for quality care. AMGF is the primary supporter of the Institute for Quality Leadership Annual Conference and AMGA's quality improvement activities. To learn more about the AMGF, visit www.amga.org/foundation.

CONTRIBUTOR/EXHIBITOR REGISTRATION FORM

AMGA Institute for Quality Leadership 2012: AMGA National Summit on High-Performing Care Organizations

October 2–5, 2012, Gaylord National Harbor Resort & Conference Center
National Harbor, MD (Washington, DC Metro Area)

Please send only one registration for your entire organization

Organization _____

Address _____

City/State/ZIP Code _____

Phone/Fax _____

E-mail _____

Contact Person/Ext. _____

Product Description

Please provide a brief description (100 words or less) of your product or service.

Names of your onsite representatives

(Note: Platinum Host receives 6 complimentary registrations and Gold Contributors receive 4 complimentary registrations. Additional registrations can be purchased for an additional fee)

Complimentary Registrations:

- _____
- _____
- _____
- _____
- _____
- _____

Additional Representatives:

- _____
- _____
- _____
- _____

Contribution Categories

Platinum Host	QTY _____	\$50,000 ea.
Gold Contributor (AMGA Corporate Partner)	QTY _____	\$ 7,500 ea.
Gold Contributor (Non-member)	QTY _____	\$13,000 ea.
AMGA Corporate Partner Additional Representatives (each)	QTY _____	\$ 745 ea.
Non-member Additional Representatives (each)	QTY _____	\$ 1,195 ea.

Payment in full is to be included with this contributor registration. Cancellations received by **August 17, 2012** will receive a refund (less a \$500 processing fee). No refunds can be made after this date.

Fax form and credit card payments to (703) 548-1890 or mail with check to AMGA, Attn: Fred Haag, One Prince Street, Alexandria, VA 22314-3318. For further information, contact Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.