



*"Dedicated to the Education and Professional  
Advancement of Medical Billers"*

PO Box 4031  
East Lansing, MI 48826  
(517) 336-1442  
(248) 247-2422  
info@mmbaonline.org

Dear Vendor:

Michigan Medical Billers Association (MMBA) is a non-profit educational organization serving medical billers, coders, and managers across Michigan. We are currently seeking sponsorships to help us promote our mission of "education and professional advancement of Michigan medical billers." We would like to extend an opportunity to you to be a sponsor at our **Fourteenth Annual Billing Expo**. This annual event will take place in Lansing on September 14, 2021 at The Crowne Plaza Lansing West.

We have over three hundred members involved in six chapters located in Flint, Detroit, Lansing, Saginaw, Grand Rapids, and Traverse City and our annual event is open to members and non-members across the state. This will be a great opportunity to disseminate information to medical billers, coders, and managers and your participation in our educational activities will be of great benefit to our members.

The 2021 Billing Expo venue will provide valuable face-to-face contact with physician's office staff as we have designed our agenda to allow attendees time to visit the vendor's booths. The levels of sponsorship and sponsor opportunities and other details are enclosed and we look forward to hearing from you. If you are interested in one of these sponsorship opportunities, feel free to contact Maryellen Hulwick at 231-935-6634 or Christy O'Dell at 989-513-9276.

Thank you,

*Maryellen Hulwick, CPC, CPMA & Christy O'Dell, CPC, CPMA*

Director of Marketing & CoChair Northern Chapter  
Michigan Medical Billers Association

President  
Michigan Medical Billers Association

**MMBA RESERVES THE RIGHT TO CHANGE/CANCEL FEES AND SPONSORSHIP  
LEVELS/BENEFITS AT ANY TIME**

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FOURTEENTH ANNUAL BILLING EXPO
SEPTEMBER 14, 2021
SPONSORSHIP AND EXHIBITOR APPLICATION

We hereby apply for exhibit space for our use at the Crowne Plaza Lansing West in Lansing, Michigan. We agree to comply with the Sponsorship/Exhibit Guidelines as provided on the back of this application. We understand that upon acceptance of this application by MMBA a contract consisting of this application, all terms incorporated by reference herein, and the space assignment will be in full force and effect. Booths will be assigned on a first-come, first-served basis based on the sponsorship/exhibit guidelines. Receipt of payment is due NO LATER THAN August 15, 2021

PLEASE PRINT CLEARLY

Form with fields: EXHIBITOR COMPANY:, DESCRIPTION OF BUSINESS:, MAILING ADDRESS:, CITY/STATE/ZIP:, PHONE:, FAX:, E-MAIL:, CONTACT PERSON:, SIGNATURE:, INDIVIDUAL TO RECEIVE SPECIFIC BOOTH INFORMATION: E-Mail:

Sponsorships: Gold \$900 Silver \$750 Bronze \$600

(SEE SPONSOR BENEFITS LISTED ON THE BACK OF THIS FORM FOR DETAILS.)

Additional Sponsorships: Breakfast \$750 Lunch \$1,000
Snack Break \$750 Expo Brochure \$750 Name Badge \$1,000

1/4 Page Ad in Expo Brochure ONLY \$250 Pre-event Promotion Sponsorship \$250

Booth Space - Six-Foot Table Included – Electrical Hook-up Included

(IF A BOOTH SPACE LARGER THAN SIX FEET IS NEEDED, AN ADDITIONAL BOOTH MAY BE PURCHASED FOR \$100 – NO EXCEPTIONS!)

CHECK THIS BOX ONLY IF ELECTRICAL HOOK-UP IS NOT NEEDED - [ ]

All Telecommunication needs must be arranged and paid for in advance with the Crown Plaza Lansing West.

Booth Representatives:

1. \_\_\_\_\_ 2. \_\_\_\_\_

Payment Method: [ ] Check/Money Order [ ] Credit Card

FOR QUICK AND EASY REGISTRATION PLEASE VISIT OUR WEBSITE AT www.mmbaonline.org OR

MAIL COMPLETED FORM WITH COPY OF RECEIPT OR CHECK MADE PAYABLE TO: MMBA AND MAIL TO – MMBA PO BOX 4031, LANSING, MI 48826, OR EMAIL TO INFO@MMBAONLINE.ORG

If you have any questions, please contact Maryellen Hulwick at 231-935-6634 or Christy O'Dell at 989-513-9276



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## **MMBA Sponsorship Program**

<b>Level</b>	<b>Cost</b>	<b>Benefits</b>
<b>Gold Sponsorship</b>	<b>\$900</b>	<ul style="list-style-type: none"> <li>• Premium placement of table/booth (<i>Limit 2 booth attendants with meals included.</i>)</li> <li>• <u>Copy of attendee roster</u></li> <li>• Sign with logo displayed near registration table</li> <li>• Full page acknowledgement in on-site program</li> <li>• Special thanks in our online newsletter (<i>to include link to your website</i>)</li> <li>• Plus all benefits of the Pre-promotion Sponsorship</li> </ul>
<b>Silver Sponsorship</b>	<b>\$700</b>	<ul style="list-style-type: none"> <li>• Table/ Booth (<i>Limit 2 booth attendants with meals included.</i>)</li> <li>• Sign with logo displayed near registration table.</li> <li>• Half page acknowledgement in on-site program</li> <li>• Special thanks in our online newsletter (<i>to include link to your website</i>)</li> <li>• Plus all benefits of the Pre-promotion Sponsorship</li> </ul>
<b>Bronze Sponsorship</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>• Table/Booth (<i>Limit 2 for booth attendants with meals included.</i>)</li> <li>• Quarter Page acknowledgement in on-site program</li> <li>• Plus all benefits of the Pre-promotion Sponsorship</li> </ul>
<b>Other Opportunities</b>	<b>Varies</b>	<ul style="list-style-type: none"> <li>• See page 5 for specific details</li> </ul>
<b>Pre-Promotion Sponsorship</b>	<b>\$250</b>	<ul style="list-style-type: none"> <li>• Pre-event promotion via Social Media and member emails</li> <li>• Your logo as part of the placeholder; slide that is displayed prior to the start of the Expo</li> <li>• An introduction of you as our sponsor at the beginning of the Expo</li> </ul>

## **Sponsorship/Exhibitor Guidelines**

- ◆ Vendors may not solicit MMBA members at the conference without the MMBA Board's permission. Purchasing a booth or other level of sponsorship assures this permission. Vendors who solicit MMBA members at conferences, hospitality suites, etc., without the MMBA Board's permission may be excluded from participating in future conferences.
- ◆ The exhibitor is hereby given the right to cancel this agreement without penalty at or any time prior to 30 days in advance of the MMBA meeting, such cancellation to be effective when written notice thereof is received by the MMBA Headquarters, Lansing, MI. **A \$75.00** administration fee will be assessed on any refunds. After the 30-day period, no refunds will be issued. All accounts must be settled within this time.
- ◆ The Exhibitor assumes the entire responsibility of liability for losses, damages, and claims of injury or damage to the Exhibitor and its representatives, displays, equipment and any property brought onto the premises of the host facility and shall indemnify, hold harmless, and release MMBA and the host facility agents, servants, and employees from any liability entirely for such losses, damages and claims.
- ◆ Exhibitors may not bring more than two representatives to the conference, unless meals are purchased for the third and subsequent representatives. Meals are **\$50.00 per person**.
- ◆ **In order to potentially have your company listed in the on-site program and on signs where appropriate, this application including payment MUST BE POSTMARKED August 5, 2020.** Applications postmarked after August 5, 2020, may not be included in these listings.
- ◆ Hours for the September 14<sup>th</sup> conference are as follows:  
September 13 - Booth set up 7 pm - 8pm  
September 14 - Booth set up 7 am- 7:30am  
September 14 - Conference 7:30am - 4:30pm

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**\*We ask that all exhibits be set up by 7:30 am on September 14th and have at least one representative at their booth during the non-session times.**

Thank You

## **REGISTER YOUR PRIZE DRAWING WITH MMBA FOR THE 2021 BILLING EXPO!**

Register your Prize Drawing. Here's how it works:

- Bring a prize to the conference with your business card securely attached.
- Display the prize at your booth
- Collect business cards/drawing slips from the attendees\*
- Draw the winning card / drawing slips
- A Member of the MMBA Board will collect your winners name after the last break. A rep will need to be at your booth in order for us to collect this information, or we will draw your winner's name and notify you of the results.
- The MMBA President will present the prizes at the end of the conference.

***If you are having a Prize Drawing, please return this form with the following information:***

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Prize (or Prizes):** \_\_\_\_\_



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***\*Please note: It is imperative that vendors come prepared with means to collect entries for the drawing. MMBA will not facilitate this for vendors. Also, keep in mind that not all attendees may have business cards.***