

LEVELS OF SPONSORSHIP

Platinum Level \$3,000

- Prime location exhibit space at *Technology Day* AND *Ask the Carrier*; set up to include 8-foot skirted table, two chairs and outlet access
- Special signage at BOTH events
- ½ page black and white ad in the *The Bulletin*
- Verbal acknowledgement in welcoming address at BOTH events
- Internet access at BOTH events
- Recognition on MCMS website
- Business mentioned in all outgoing press releases
- Business logo on handout material

Gold Level \$1,500

- Exhibit space at your choice of ONE event; set up to include an 8-foot skirted table, two chairs and outlet access
- ¼ page black and white ad in *The Bulletin*
- Verbal acknowledgement in welcoming address at one event
- Internet access
- Recognition on MCMS website
- Business mentioned in all outgoing press releases
- Business logo on handout material

Silver Level \$900

- Exhibit space at BOTH events; set up to include 8-foot skirted table, two chairs and outlet access
- Recognition on MCMS website
- Business mentioned in all outgoing press releases
- Business logo on handout material

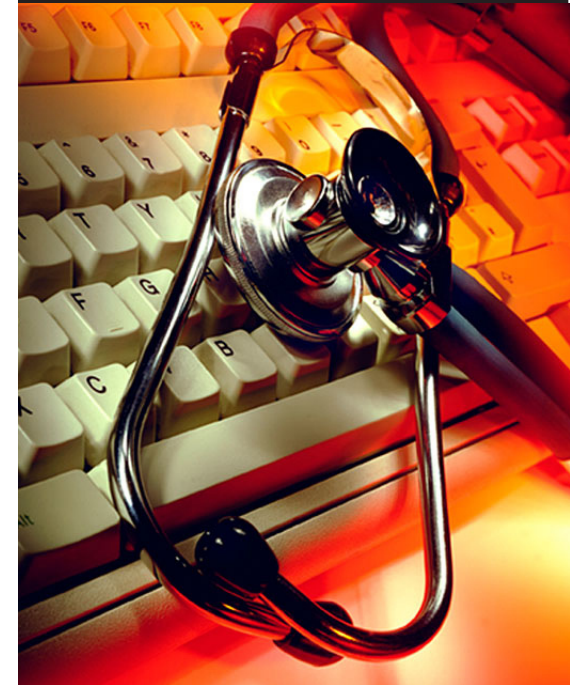
Bronze Level \$600

- Exhibit space at your choice of ONE event; set up to include 8-foot skirted table, two chairs and outlet access
- Recognition on MCMS website
- Business mentioned in all outgoing press releases
- Business logo in handout material

Monroe County Medical Society
The Park at Allens Creek
132 Allens Creek Road
Rochester, NY 14618



Sponsorship & Exhibit Opportunities 2010



Monroe County Medical Society
The Park at Allens Creek
132 Allens Creek Road
Rochester, NY 14618
(585) 473-4072 FAX: (585) 473-7641

About MCMS

The Monroe County Medical Society/7th District Branch is a nonprofit organization established in 1821 to advocate for physicians and their patients in the improvement of public health. The Society has more than 1,700 physician members in the Greater Rochester area.

Why Sponsor an MCMS Event

Experience has shown that physicians and their staff look to MCMS programs as a source of reliable up-to-date information on topics of importance to their practice. Your support of these valuable programs demonstrates a commitment to the Society and its work on behalf of the local medical community. Attendance at these key MCMS events will also give your organization a unique opportunity to showcase its competencies to a highly targeted audience, make quality contacts within the medical community and reach out to leaders and decision makers.

MCMS 2010 Events

Technology Day June 2, 2010

Location: RIT Inn & Conference Center

Health care advocates are encouraging the switch to computerized medical records. Our internal surveys reveal that increasing numbers of Rochester physicians are ready to make the change. Our sixth annual Technology Day is a half-day seminar designed to help physicians and practice managers in their efforts to invest in and implement an e-office concept.

Ask the Carrier

April 7, 2010

Location: Riverside Convention Center

Representatives from the area's eight major health care carriers - Preferred Care, Excellus, Aetna, Fidelis Care, Monroe Plan for Medical Care, United Health Care/Empire Medicare and Medicaid will be on hand at this event to explain recent changes in their health care plans and answer common questions about health insurance compliance. More than 350 office managers and administrative and billing staff members from a seven county region typically attend this annual, full day event.

Sponsorship Application

Please complete and mail to MCMS, The Park at Allens Creek, 132 Allens Creek Road, Rochester, NY 14618. Payment in the form of a check payable to MCMS **must be included with application.**

Application deadline is March 15, 2010.

Name of Organization: _____

Type of Business: _____

Address: _____

Contact Name/Title: _____

Phone: _____ Fax: _____ E-mail: _____

Level of Sponsorship

Platinum: \$3,000

Reserve my vendor table at Technology Day AND Ask the Carrier

Gold: \$1,500

Reserve my vendor table at (Check ONE) Technology Day Ask the Carrier

Silver: \$900

Reserve my vendor table at Technology Day AND Ask the Carrier

Bronze: \$600

Reserve my vendor table at (Check ONE) Technology Day Ask the Carrier

TECHNOLOGY DAY

Technology Day is held at RIT Inn and Conference Center, 5257 West Henrietta Road, W. Henrietta. Registration and continental breakfast begin at 8 a.m.. Wireless Internet access included in vendor fee for Technology Day event. Vendors may start setting up at 7:15 a.m. Program runs from 8 a.m. until noon and includes speakers and designated vendor time. Vendors will be set-up in speaking area.

ASK THE CARRIER

Ask the Carrier is held at the Riverside Convention Center, 123 E. Main Street, Rochester. Vendors are asked to arrive at 9 a.m. for set up in the grand hallway. Program runs from 8 a.m. until 4:15 p.m. and includes a series of six sessions. Buffet lunch is served from 11:45 a.m. until 12:45 p.m. Call to inquire about Internet pricing and availability.

**Space is Limited -
Act Quickly**

QUESTIONS? CONTACT CYNTHIA AT (585) 473-4072