

15th Annual California Health Care Leadership Academy

Follow the Money...

The Transformation of Medical Practice



Conference Venue

The 2012 Leadership Academy will be held at the *Disneyland®* Resort, just footsteps away from the *Downtown Disney®* District and the *Disneyland®* and *California Adventure®* theme parks April 26-29, 2012.

Conference exhibits will be located in the *Disneyland®* Exhibit Hall, adjacent to the Grand Ballroom where general sessions will be held.

A block of rooms has been reserved for the Leadership Academy at a special conference rate of \$164 per night (single/double) plus tax. This rate is guaranteed through April 25-29. To receive the special rate, log on to <http://www.Mydisneymeetings.com/gdcd12b> for reservations. Call 714-520-5005 for reservations. Mention the California Health Care Leadership Academy.

Event Overview

The California Medical Group Management Association and the California Medical Association are again combining their annual meetings to present the California Health Care Leadership Academy. The annual conference will be attended by 150-200 medical practice administrators and 300-350 physician leaders and health care executives. The Leadership Academy is an unparalleled opportunity for exhibitors to reach key health care decision makers and opinion leaders from throughout the state.

Exhibit Specifications & Benefits

Exhibit space will be a 10 x 10 partitioned booth. You are not limited to one 10 x 10 space and we encourage purchasing adjacent space for larger more exciting displays. Your early registration will allow us to make booth assignments early so that you, too, can produce advertising material announcing your presence at this event. High profile spaces won't last long.



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Exhibit Fees and Charges

The Exhibit Fee of \$3,000 includes reserved booth space, educational registration, receptions, lunches and other events for two representatives from the exhibiting organization. The cost for additional representatives is \$295. A cancellation fee of \$1000 per booth will be charged to exhibitors cancelling prior to March 23, 2012. Cancellations received on or after March 23, 2012 obligates the exhibitor to full payment if the space is not re-sold. You will be sent an exhibitor packet from TriCord offering additional services which includes drayage, tables, chairs, decorations, labor, power sources and internet access. Discount pricing will apply for early orders. This information will be forwarded to confirmed exhibitors. Our long term relationship with TriCord has resulted in reduced rates for these services.

Exhibit Registration

You can register online at www.camgma.com or complete the enclosed registration form. Your space can be reserved by submitting a completed registration form and making a payment of \$1,000. Complete payment and submission of the Exhibitor Contract must be made by March 1, 2012. This will be forwarded after your registration is complete.

Exhibit Setup and Tear Down

Exhibitors may set up on Thursday, April 26, 2012, 12:00 pm - 4:00 pm. Tear down can begin on Saturday, April 28, 2012 at 10:00 am. An exhibitor who leaves the conference before that time without obtaining permission from CAMGMA/CMA staff may not be invited to participate in future Leadership Academy meetings.

Conference and Program Schedule

Date/Time Activity

Thursday, April 26, 2012

9 am to 2pm	Pre-Conference Sessions
12 pm to 4 pm	Exhibitor Set-Up
5 pm to 7 pm	Welcome Reception in Exhibit Hall

Friday, April 27, 2012

7 am - 8 am	Continental Breakfast in Exhibit Hall
8 am - 5 pm	General & Concurrent Sessions
10 am - 11 am	Break for all Attendees in Exhibit Hall
1 pm - 2 pm	Lunch with Speaker
3:15 pm - 4 pm	Break for all Attendees in Exhibit Hall
6 pm - 7:30 pm	Leadership Academy Reception for Attendees & Exhibitors

Saturday, April 28, 2012

7 am - 8 am	Continental Breakfast in Exhibit Hall
8 am - 5:30 pm	General & Concurrent Sessions
9:30 am - 10 am	Break for all Attendees in Exhibit Hall
10 am - 12 pm	Exhibitor Breakdown
1 pm - 2 pm	Lunch with Speaker

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Exhibitor Support

The exhibitor Kits for CAMGMA/CMA will shortly be available online. To access the kit please follow the instructions below. Go to www.tricord.net. Click on Client Login. Click on Exhibitor Kit. Scroll down to 2012CAMGMA 2012. Password 012camgma. Click to proceed.

You will be able to view all the forms and instructions that you will need for ordering, shipping etc. You must print the forms you need, fill them out and either fax or mail them to Tricord. You can not order online.

Signs

Each exhibit will be furnished with one 7"x44" one-line identification sign on which will be printed the name of the organization. Additional signs may be ordered through the general services contractor, Tricord Tradeshows.

Contact

Brent - Account Manager • Brent@tricord.net

Mina- Customer Service •
Mina@tricord.net

TriCord Tradeshows

738 Neeson Road, Marina, CA

Ph: 831-883-8600 • Fax: 831-883-8686

The California Health Care Leadership Academy would like to thank last year's exhibitors for their generous support of the 2011 Conference.

Acclivity Healthcare • Allscripts • American Fidelity Assurance Company • Anodyne Health • athenahealth • Availity • CHMB Solutions • Coding Network (The) • Cooperative of American Physicians, Inc • CompuGroup Medical • Doctors Company (The) • eClinicalWorks/Physician Trust • E-Medapps, Inc • Enovate • Gateway EDI • GE Healthcare • HealthPort • Heartland Payment Systems, Inc. • Henry Schein • HOV Services • Kessenick Gamma & Free LLP • Kyocera Mita America • Marsh • McKesson • Medical Present Value • Medical Protective • Medical Waste Services • Medicus Insurance Co • MEIC • Navicure, Inc. • New-sura Insurance Services • NextGen Healthcare Information Systems, Inc. • Norcal Mutual Insurance Co. • PCIS Gold • Phone Tree • Patient Prompt • Pulse Systems, Inc • Registry of Physician Specialists • Sy.Med Development, Inc. • Televox • The Doctors Company • Transdyne • Transworld • United Healthcare

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Exhibitor agrees that:

This application for exhibit space indicates applicant's willingness to abide by all accompanying terms, conditions and general regulations the management deems necessary to the success of the exhibition. Exhibit fee is \$3,000 per 10' x 10' booth and full payment is required with return of this application. Any cancellations must be made in writing. A cancellation fee of \$1,000 per booth will be charged to exhibitors who cancel a contract prior to March 23, 2012. Cancellations received on or after March 23, 2012 obligates the exhibitor to full payment of registration fee if the space can not be resold.

PLEASE TYPE OR PRINT REQUESTED INFORMATION

A. Cost per Booth: \$3,000 -Includes conference registration for **two (2)** representatives.

B. Each Additional Representative: \$295 -Includes conference registration, events and associated meals

C. Raffles/Drawings. Each exhibitor is encouraged to participate in the raffles/drawings

Total cost and payment enclosed:

\$_____ Check # _____

NOTE: Make checks payable to California MGMA, or complete credit card information below.

Credit Card Information

AMEX MC VISA

Card # _____

CV# _____ Ex. Date _____

(3 digit # on back of Visa/MC, 4 digits on front of AMEX)

Cardholder
Name _____

(Please Print or Type)

Billing Address:

City _____

State / Zip _____

Cardholder Signature

Telephone _____

Email (for Receipt) _____

Please return this form with the appropriate payment to:

California MGMA

10221 N 32nd St Ste D

Phoenix, AZ 85028

Phone: 800-853-8787

Contact Person and mailing address (to whom confirmation and exhibitors' information should be sent):

Individual
Name _____

Title _____

Address _____

City _____

State / Zip _____

Telephone _____

Fax _____

Email _____

Mailing Information for Exhibitor Roster: (please print)

Company Name _____

Individual Name _____

Title _____

Address _____

City _____

State / Zip _____

Telephone _____

Fax _____

Email _____

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Representatives Name Badge List

Name (1) _____

Title _____

Name (2) _____

Title _____

The booth identification sign should read as follows:

Company Name _____

Check here if no sign is required

Product or Exhibit Description for Conference Program (30 word limit). If description is not submitted, only company name and booth number will appear. (Use separate page if necessary.)

FOR CAMGMA USE ONLY

Space Assignment _____

Date Application Received _____

Total Fee Due _____

Amount Paid _____

Balance Due _____

Check # _____

Credit Card # _____