



Industry Partners are organizations who are aligned with the Medical Fitness Association on common goals of strengthening the industry. Through their financial support of MFA, they gain additional exposure and access to our members. This allows for an enhanced ability to develop stronger relationships and to generate new business opportunities.

Medical Fitness Association Industry Partners Program



Industry Partner Categories

Industry Partners are categorized as Supporter, Bronze, Silver, and Gold Levels. Increasing levels of benefits correspond to the increase in financial support, as summarized below.



Supporter Level

\$2,900, unlimited spots, renewable annually, no industry exclusivity



Bronze Level

\$6,500, unlimited spots, renewable annually, no industry exclusivity



Silver Level

\$15,500, three spots available, renewable annually, industry exclusivity



Gold Level

\$30,000, one exclusive spot available overall, renewable annually

Supporter Level Benefits



- MFA membership for company staff members
- 2 complimentary MFA memberships*
- 2 eblasts to entire database - members and non-members
- All new Industry Partners are "welcomed" in the next MFA eNewsletter edition
- Eblast follow-up report of all opens and clicked links with opportunity for follow-up
- Ability to buy additional eblasts at \$500 each
- Sharing of your social media posts on all our Facebook and LinkedIn (pending MFA approval of posts)
- MFA website listing, including logo, with links to your website and social media pages.
- News postings on the MFA website in the MFA News section
- Logo displayed on signage in plenary session room & in the MFA Pavilion Expo booth at the MFA Annual Conference.
- 1 Educational Webinar developed/presented by your company
- 1 Educational Webinar sponsored by your company
- Webinar attendee list with emails

*These may also be transferred to your clients (Individual or Facility Memberships) as a sales tool for you.
(value of \$275 each = \$550 for Individual and \$900 each = \$1,800 for Facility)

Bronze Level Benefits

All benefits from Supporter level, plus:

- 3 additional complimentary & transferable MFA Individual or Facility memberships (5 total, value of \$275 each = \$1,375 for Individual or \$900 each = \$4,500 for Facility)
- 2 additional eblasts to entire MFA database (4 total)
- 2 complimentary & transferable registrations to the Annual Conference (value of \$599 each = \$1,198 total value)
- 2 complimentary & transferable registrations to a Medical Fitness Summit (value of \$99 each = \$198 total value)
- Attendee list with emails from Annual Conference and each of the Medical Fitness Summits
- 1 30-min Promotional webinar per year
- 1 additional Educational Webinar developed/presented by your company (2 total)
- 1 additional Educational Webinar sponsored by your company (2 total)

Silver Level Benefits



All benefits from Bronze and Supporter levels, plus:

- 5 additional complimentary & transferable MFA Individual or Facility memberships (10 total, value of \$275 each = \$2,750 for Individual or \$900 each = \$9,000 for Facility)
- 2 additional eblasts to entire MFA database (6 total)
- 2 additional complimentary & transferable registrations to the Annual Conference (4 total, value of \$599 each = \$2,396 total value)
- 1 five-minute presentation prior to Awards Ceremony at the Annual Conference and during the Medical Fitness Summits & Symposiums
- 2 additional complimentary & transferable registrations to the Medical Fitness Summits (4 total, value of \$99 each = \$396 total value)
- 1 additional 30-min Promotional Webinar (2 total per year)
- 1 additional Educational Webinar developed/presented by your company (3 total)
- 1 additional Educational Webinar sponsored by your company (3 total)
- 1 ad in our eNewsletter

Gold Level Benefits



All benefits from Silver, Bronze and Supporter levels, plus:

- 10 additional complimentary & transferable MFA Individual or Facility memberships (20 total, value of \$275 each = \$5,500 for Individual or \$900 each = \$18,000 for Facility)
- 2 additional eblasts to entire MFA database (8 total)
- 2 additional complimentary & transferable registrations to the Annual Conference (6 total, value of \$599 each = \$3,594 total value)
- 2 additional complimentary & transferable registrations to the Medical Fitness Summit (6 total, value of \$99 each = \$594 total value)
- 1 additional Educational Webinar developed/presented by your company (4 total)
- 1 additional Educational Webinar sponsored by your company (4 total)
- 1 additional 30-min promotional webinar (2 total per year)
- 1 additional ad in our eNewsletter (2 total)
- Exclusive sponsorship of the Medical Fitness Leadership Institute (MFLI), our annual management event limited to 40 participants in an intimate setting designed to provide access to key decision makers in the industry (\$12,000 value)
- Tabletop display at MFLI near the seminar rooms
- Attendee list with emails from MFLI
- 1 ten-minute presentation at the start of the MFLI sessions
- Exclusive sponsorship of the following events at the Annual Conference: Keynote Speaker, Welcome Gathering, Fellows Reception, Board Dinner (\$13,500 value)
- Exclusive sponsorship of the following events at the Medical Fitness Summit: Social Event and Lunch (\$6,000 value)

Other Sponsorship Opportunities



Sponsorship of the Medical Fitness Leadership Institute (MFLI) - *only if no Gold level sponsor exists:*

3 available at \$5,000 each (with industry exclusivity), or 1 exclusive for \$12,000

- Sponsorship of Annual Conference events:
 - \$2,500 Keynote Speaker
 - \$2,500 Welcome Gathering
 - \$2,500 Fellows Reception
 - \$2,500 Board Dinner
 - \$1,500 Supporting Sponsor
 - MFA Awards – Please contact Andy Graham for more information.
- Sponsorship of the Medical Fitness Summits: *(costs shown below are per Summit)*
 - \$1,500 Breakfast/Coffee Sponsor
 - \$1,000 Keynote Sponsor
 - \$1,000 Supporting Sponsor
- Ad in our eNewsletter: \$500 each
- Additional eBlasts: \$500 each

Please contact Andy Graham, MFA Sales Director at andrew.graham@medicalfitness.org for more information about the MFA Industry Partner program and Sponsorship opportunities.

Benefit Comparison



| Industry Partner Benefit | Supporter | Bronze | Silver | Gold |
|---|-----------|-----------|----------------------|----------|
| Price | \$2,900 | \$6,500 | \$15,500 | \$30,000 |
| Sponsorships Available | unlimited | unlimited | industry exclusivity | 1 |
| Exclusivity in Industry | | | ✓ | ✓ |
| E-blasts to entire MFA database | 2 | 4 | 6 | 8 |
| MFA memberships for IP corporate staff | ✓ | ✓ | ✓ | ✓ |
| Complimentary MFA memberships for clients | 2 | 5 | 10 | 20 |
| Educational webinar developed by your company | 1 | 2 | 3 | 4 |
| Educational webinar sponsored by your company | 1 | 2 | 3 | 4 |
| 30-min Promotional webinars | | 1 | 2 | 3 |
| Sharing of your social media posts on all our pages | ✓ | ✓ | ✓ | ✓ |
| MFA website listing, including logo, with links to your website & social media pages | ✓ | ✓ | ✓ | ✓ |
| News postings on the MFA website homepage | ✓ | ✓ | ✓ | ✓ |
| Logo displayed on signage at Annual Conference – Plenary Session room and Expo Hall | ✓ | ✓ | ✓ | ✓ |
| Complimentary registrations to the Annual Conference | | 2 | 4 | 6 |
| Complimentary registrations to the Medical Fitness Summit | | 2 | 4 | 6 |
| Tabletop display at the Medical Fitness Summit near seminar room | | ✓ | ✓ | ✓ |
| Attendee list with emails from Annual/Conference & Medical Fitness Summit | | ✓ | ✓ | ✓ |
| Tabletop display at Annual Conference & Medical Fitness Summit near the seminar rooms | | ✓ | ✓ | ✓ |
| 1 five-minute presentation at MFA live events | | | ✓ | ✓ |
| Ad in our eNewsletter | | | 1 | 2 |
| Exclusive sponsorship of Medical Fitness Leadership Institute (MFLI) | | | | ✓ |
| Tabletop display at MFLI near the seminar rooms | | | | ✓ |
| Attendee list with emails from MFLI | | | | ✓ |
| 1 ten-minute presentation at the start of the MFLI sessions | | | | ✓ |
| Exclusive sponsorship of the following events at the Annual Conference: Keynote Speaker, Welcome Gathering, Fellows Reception, and Board Dinner | | | | ✓ |
| Sponsorship of the following events at the Medical Fitness Summit: Social Event and Lunch | | | | ✓ |