MSMA

MISSOURI MEDICINE `27

LEAD · ADVOCATE · EDUCATE

PRESENTED BY
MISSOURI STATE MEDICAL ASSOCIATION

169th ANNUAL CONVENTION

MSMA.ORG/CONVENTION | APRIL 2-4, 2027
INTERCONTINENTAL KANSAS CITY AT THE PLAZA | KANSAS CITY, MISSOURI

SPONSORSHIP PROSPECTUS

PHYSICIAN-ONLY AUDIENCE

Why Partner with Missouri State Medical Association?

For over 175 years, MSMA has represented the voice of physicians across Missouri. Our Annual Convention — Missouri Medicine ’27 — is one of the only settings in the state where physician leaders gather in one place — to learn, connect, and shape the direction of medicine.

Unlike broad healthcare conferences, every attendee is a licensed physician. That means your partnership isn't reaching an audience adjacent to decision-makers — it's reaching the decision-makers directly.

Attendees are:

- ✓ Leaders within their medical communities
- ✓ Decision-makers in clinical practice
- ✓ Advocates shaping healthcare policy
- ✓ Educators preparing the next generation of physicians
- ✓ Innovators improving patient care — and consumers of the tools, technology, and services that support their own practices and lives

170+ Years
Representing Missouri physicians statewide

100% Physician
Every attendee holds MD or DO or is training as an MD or DO

3 Days
Of concentrated, high-traffic engagement

SPONSORSHIP OPPORTUNITIES

Partnerships at a Glance

There are numerous ways to partner at MSMA's Annual Convention — Missouri Medicine '27 — April 2-4, 2027 — Intercontinental Kansas City at the Plaza in Kansas City, Missouri. From a three-day Premiere partnership to focused, single-event sponsorships, see summary and full details for each partnership below.

Partnership	Investment	Event / Focus
Premiere Partner	$25,000	Three days of promotion across the full Convention
Physician Networking/ Welcome Reception Partner	$15,000	Friday, April 2/Saturday, April 3 — Physician Networking/Welcome Reception
Product Theater Breakfast Partner	$10,000	Friday, April 2/Saturday, April 3 — Breakfast product theater session
Presidential Reception Partner	$10,000	Friday, April 2/Saturday, April 3 — Presidential Reception
Headshot Studio Experience Partner	$10,000	Saturday, April 3 — Premier Partner of photography studio
MSMA Council Breakfast Partner	$8,000	Sunday, April 4 — MSMA Council Breakfast
Physician Innovation Hall/ Poster Session Partner	$5,000	Friday, April 2/ Saturday, April 3 — Exhibit presence and product recognition
Registration Desk Partner	$2,500	Friday, April 2/ Saturday, April 3 — Registration
Supporting Partner	$1,000	Full page advertisement in Convention Official Program and product recognition

Additional Sponsorship Opportunities and Enhancements*	Investment	Availability
Charging Station Sponsor	$2,500	1 available (Innovation Hall/Poster Session)
Coffee Connection Sponsor	$2,500	2 available (Innovation Hall/Poster Session & MSMA Business Meeting)
Water/Hydration Sponsor	$2,500	2 available (Innovation Hall/Poster Session & MSMA Business Meeting)
Badge/Lanyard Sponsor	$2,500	1 available
Wi-Fi Sponsor	$2,500	1 available

*Note: You are invited to bundle enhancement opportunities (above) to any Partnership level for a discount of 20% of the standalone enhancement price.

SPONSORSHIP OPPORTUNITIES – FURTHER DETAIL

Visit msma.org/convention for Preliminary Program / schedule and times

PREMIERE PARTNERSHIP · $25,000

Premiere Partner— Three Days of Promotion

$25,000 *Friday, April 2 / Saturday, April 3 / Sunday, April 4*

- ✓ Educational table in Physician Networking/Welcome Reception — Friday, April 2
- ✓ Educational table in Innovation Hall/Poster Session — Friday, April 2 and Saturday, April 3
- ✓ Educational table in Presidential Reception — Saturday, April 3
- ✓ Sponsorship of food in Innovation Hall/Poster Session — four dedicated food breaks — Friday, April 2 and Saturday, April 3
- ✓ Premiere Partner sign in registration area
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Full page advertisement in Convention Official Program back cover (print)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Full page advertisement in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

SIGNATURE EVENT PARTNERSHIP · $15,000

Physician Networking/Welcome Reception Partner

$15,000 *Friday, April 2 / Saturday, April 3*

- ✓ Staffed educational table in Physician Networking/Welcome Reception — Friday, April 2
- ✓ Physician Networking/Welcome Reception Partner sign
- ✓ Educational table in Innovation Hall/Poster Session — Friday, April 2 and Saturday, April 3
- ✓ Four dedicated viewing breaks inside Innovation Hall/Poster Session
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Full page advertisement in Convention Official Program inside back cover (print)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Full page advertisement in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

SIGNATURE EVENT PARTNERSHIP · $10,000

Product Theater Breakfast Partner

$10,000 *Friday, April 2 / Saturday, April 3*

- ✓ Exclusive and captive audience in breakfast room for product education — Saturday, April 3
- ✓ Product Theater Partner sign
- ✓ Educational table in Innovation Hall/Poster Session — Friday, April 2 and Saturday, April 3
- ✓ Four dedicated viewing breaks in Innovation Hall/Poster Session
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Full page advertisement in Convention Official Program inside front cover (print)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Full page advertisement in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

SIGNATURE EVENT PARTNERSHIP · $10,000

Presidential Reception Partner

$10,000 *Friday, April 2 / Saturday, April 3*

- ✓ Educational table in Presidential Reception — Saturday, April 3
- ✓ Presidential Reception sponsor sign
- ✓ Partner recognition in Presidential Inauguration Program back cover (print)
- ✓ Educational table in Innovation Hall/Poster Session — Friday, April 2 and Saturday, April 3
- ✓ Four dedicated viewing breaks in Innovation Hall/Poster Session
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Full page advertisement in Convention Official Program (print)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Full page advertisement in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

EXHIBIT PARTNERSHIP · $10,000

Headshot Studio Experience Partner

$10,000 *Saturday, April 3*

- ✓ Exclusive Partnership recognition as the Headshot Studio Partner — Saturday, April 3
- ✓ Partner sign displayed at the studio entrance
- ✓ Full page advertisement in Convention Official Program (print)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Logo in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)

- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

MSMA COUNCIL PARTNERSHIP · $8,000

MSMA Council Breakfast Partner

$8,000 *Friday, April 2 / Saturday, April 3 / Sunday, April 4*

- ✓ Breakfast Partner sign — Sunday, April 4
- ✓ Educational table in Innovation Hall/Poster Session — Friday, April 2 and Saturday, April 3
- ✓ Four dedicated viewing breaks in Innovation Hall/Poster Session
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Logo in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
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EXHIBIT PARTNERSHIP · $5,000

Physician Innovation Hall/Poster Session Partner

$5,000 *Saturday, April 3*

- ✓ Educational table in Innovation Hall/Poster Session — Saturday, April 3
- ✓ Four dedicated viewing breaks in Innovation Hall/Poster Session
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Logo in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

EXHIBIT PARTNERSHIP · $2,500

Registration Desk Partner

$2,500 *Friday, April 2 / Saturday, April 3*

- ✓ Logo on registration desk panel, Friday, April 2 and Saturday April 3
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Logo in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

SUPPORTING PARTNERSHIP · $1,000

Supporting Partner

$1,000

- ✓ Full page advertisement in Convention Official Program
- ✓ Logo recognition in Convention Official Program (print)
- ✓ Recognition during MSMA Business Meeting (verbal and slide presentation)
- ✓ Logo in May/June 2027 issue of *Missouri Medicine – Journal of the Missouri State Medical Association* (digital and print)
- ✓ Logo on MSMA Convention event webpage, digital Convention event reminders, and on MSMA's social channels

SPECIFICATIONS

Partner: Advertisement & Logo Criteria

Convention Official Program

All Partners and Sponsors receive logo acknowledgment on MSMA's website, on social channels, and in the convention Official Program. As contracts are received, MSMA begins publicizing your partnership/sponsorship in communications to our members.

When you submit your contract, attach your business or organization logo. Logos must be a high resolution, press-optimized PDF or jpeg format with fonts/graphics embedded.

If your partnership/sponsorship package includes a full-page advertisement in the Convention Official Program (see specifications and your Partner/Sponsor criteria), advertisements must be a high resolution, press-optimized PDF or jpeg format with fonts/graphics embedded.

Convention Official Program Advertisement Finish size: bleed — full page size: 4.5" x 7.25".

NOTE: All logos and print creative advertisements due by March 1, 2027.

Email all logos and advertisements to Lizabeth Fleenor at lfleenor@msma.org.

TERMS

Payment & Cancellation

Payment secures contract for any partnership/sponsorship listed. If Partner or commitment is canceled prior to March 1, 2027, a full refund minus a $500 cancellation fee will be charged to Partner. If cancellation is made after March 1, 2027, payment will be retained and designated as a contribution to the Convention.

MSMA reserves the right to re-sell the vacated partnership/sponsorship/space. MSMA reserves the right to refuse any application. Mail, email, and/or call MSMA with payment by March 1, 2027. Fees must be paid in full on or before March 1, 2027, to ensure the Partner/Sponsor name is included in the designated Convention publicity, signage, and publications. Check or credit card are accepted for payment.

Questions & Information

Contact/Payment: Benita Stennis, MSMA's Director of Education and Operations, at bstennis@msma.org or call 573-691-4506.

Visit msma.org/convention for Preliminary Program / schedule and times.

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2027 Convention Sponsor Opportunity Application

Payment secures contract for sponsorship.

Contact Information

Sponsor Name

Sponsor Contact Person

Address City/State/Zip

Email Tel

Partner/ Sponsor Opportunities

Premiere Partner
____$25,000

Physician Networking/Welcome Reception Partner
$15,000

Product Theater Breakfast Partner
$10,000

Presidential Reception Partner
____$10,000

Headshot Studio Experience Partner
____$10,000

MSMA Council Breakfast Partner
____$8,000

Physician Innovation Hall/Poster Session Partner
____$5,000

Registration Desk Partner
$2,500

Supporting Partner
$1,000

Charging Station Sponsor
____$2,500

Coffee Connection Sponsor
____$2,500

Water/Hydration Sponsor
____$2,500

Badge/Lanyard Sponsor
____$2,500

WI-FI Sponsor
____$2,500

Payment Method

Payment Amount $_____ ____ By Check/Payable to MSMA Credit Card

Name as it appears on card

Billing Address

City/State/Zip

Card Number CVV/CVC/CID #

Expiration Date Tel

MSMA Missouri State Medical Association

Please direct questions and completed documents to:
573-691-4506 – bstennis@msma.org
For details, visit www.msma.org/convention