

The #1 event
for **INTEGRATED**
HEALTHCARE SYSTEM
decision-makers and
their leadership
teams!



AMGA 2027
Annual Conference

CHICAGO
Hyatt Regency Chicago

April 12–16, 2027

*Reach the nation's top
healthcare organizations
through AMGA—America's
leading association driving
change in INTEGRATED
HEALTHCARE DELIVERY for
more than 75 years.*

**Sponsor and
Exhibitor Prospectus**

amga.org/AC27

The AMGA 2027 Annual Conference (AC27)

Shaping the Next Era of Integrated Healthcare

Estimated attendance: 1,300

AMGA's Annual Conference convenes influential healthcare executives and decision-makers from leading medical groups and integrated healthcare systems across the country. Distinguished by its collaborative atmosphere and highly engaged audience, the conference offers a unique environment for strategic dialogue, peer-to-peer learning, and meaningful industry connection.

As the definitive leadership forum for health system and medical group executives committed to shaping the future of American healthcare, the conference brings together leaders responsible for clinical, operational, and financial performance to share practical strategies that advance high-value care, workforce innovation, digital transformation, organizational culture, leadership, and patient care delivery.

Focused on real-world implementation and operational transformation, the event creates high-value opportunities for learning, collaboration, relationship-building, and engagement among healthcare leaders and industry partners alike.

Meet Decision-Makers at AC27

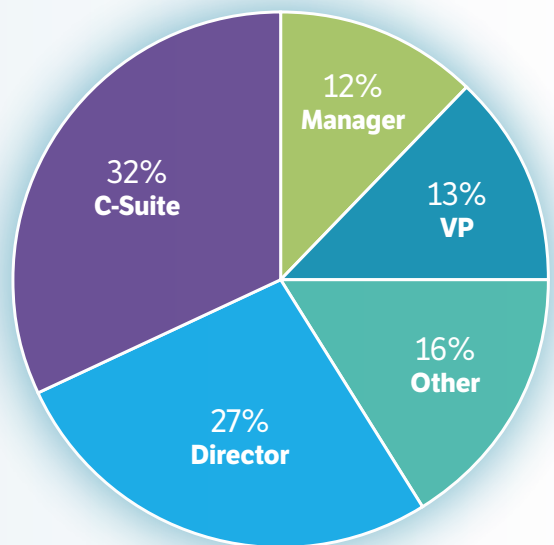
Leadership Representation:

- Chief Executive Officers, Presidents, Board Chairs
- Chief Physician Executives
- Chief Administration Officers, Chief Operating Officers, Administrators, Executive Directors
- Chief Medical Officers, Medical Directors
- Population Health Executives
- Chief Financial Officers, Finance Directors
- Chief HR Officers
- Chief Innovation/Transformation Officers
- Chief Nursing Officers, Nursing Directors
- Chief Quality Officers, Quality Directors
- Accountable Care Officers
- Chief Information Officers/Chief Medical Information Officers
- Physician Shareholders
- Advanced Practice Provider Leadership

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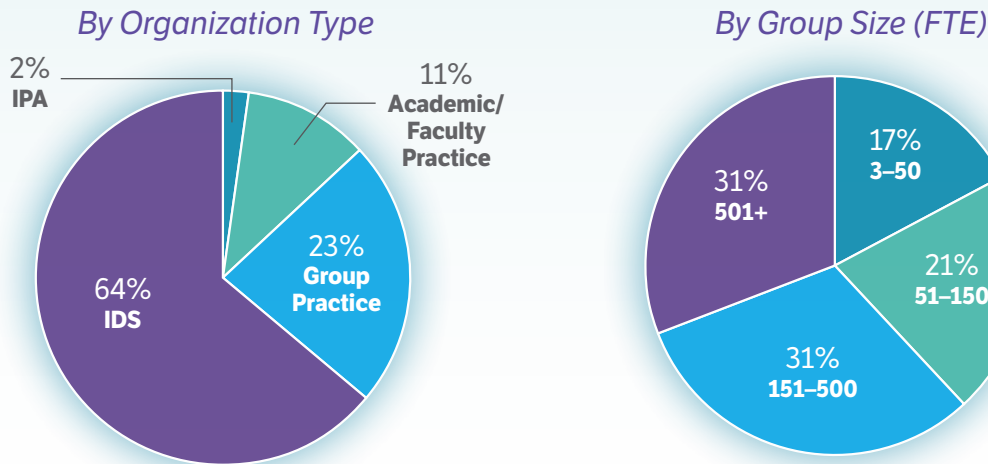
2026 Annual Conference Breakdown



About AMGA

AMGA is a trade association representing hundreds of multispecialty medical groups and integrated systems of care. More than 188,000 physicians practice in AMGA member organizations, delivering care to more than one in three Americans. AMGA advances high performance health through advocacy, education, publications, performance improvement tools, and resources. Our members include the most widely recognized and prestigious medical groups in America. AMGA membership is as varied as the healthcare market, with participation from integrated delivery systems, innovative group practices, and IPAs and networks.

AMGA Members



A small sample of our 400+ members:



AC27 Sponsorship & Exhibit Value Proposition

AC27 is where the nation's leading multispecialty medical groups and integrated health systems come together to shape the future of care delivery. For industry partners, it is a high-value environment to build visibility, deepen relationships, and engage decision-makers through exhibits, activations, thought leadership, and curated experiences.

- **Direct Access to Health System Decision-Makers (45% of attendees are VP-level and above)**
Connect with senior executives and physician leaders responsible for clinical strategy, operations, financial performance, and enterprise transformation across some of the largest care delivery organizations in the country.
- **Exhibit Opportunities That Drive Real Engagement**
Position your organization on the exhibit floor as a visible solution partner to health systems actively evaluating innovations in value-based care, workforce strategy, digital transformation, population health, and operational efficiency.
- **Activation Sponsorships That Elevate Your Presence**
Move beyond static visibility with high-impact activation opportunities designed to create meaningful interaction, brand immersion, and sustained audience engagement throughout the meeting experience.
- **Speaking & Thought Leadership Opportunities**
Establish your organization as a trusted voice in healthcare transformation through sponsored speaking opportunities that place your expertise directly in front of influential system leaders and decision-makers.
- **Hosted Events & Private Engagements**
Create exclusive connection points with health system leaders through receptions, curated dinners, and private gatherings designed for deeper relationship building beyond the conference setting.
- **Brand Visibility Across the Full Event Experience**
Extend your presence beyond a single touchpoint with integrated branding opportunities across key event spaces, digital platforms, and attendee engagement moments—ensuring sustained visibility throughout the conference.
- **Long-Term Relationship & Market Positioning**
AC27 is not just an event presence—it is a platform for ongoing partnership development with leading health systems, strengthening your position in the market well beyond the conference itself.

AMGA's Largest AC26 Supporters



Promotional Packages

AMGA's Promotional Packages provide organizations with a range of opportunities to increase brand visibility, engage healthcare decision-makers, and strengthen their presence throughout the conference experience. Each package offers a distinct combination of branding, networking, attendee engagement, and promotional benefits, allowing sponsors to select the level of investment that best aligns with their goals and objectives.

Pinnacle Sponsor for Integrated Care **\$150,000**

Benefits include:

Access

- 20 General Conference registrations included, with unlimited additional registrations available for purchase
- Opportunity to introduce speakers for up to two (2) Peer-to-Peer Breakout Sessions and attend the meetings
- One (1) reserved General Session table with seating for up to 10 company representatives and/or invited attendees
- Pre- and post-conference registration lists for one-time use (emails not included)

Thought Leadership & Speaking Opportunities

- One (1) 60-minute Industry Partner Breakout Session with attendee lead reports via AMGA badge-scanning
- One (1) 20-minute Hub Chat presentation with attendee lead reports via AMGA badge-scanning
- One (1) 30-minute preconference webinar (recorded and archived by AMGA)
- One (1) AMGA Live interview recorded on site

Lead Generation Opportunities

- One (1) 20'x20' Core Exhibit Booth Package (island booth, premium location), with preferred pricing on additional exhibit space (\$4,000 per 10'x10' space)
- One (1) branded Privacy Pod in The Hub
- Inclusion in the conference Scavenger Hunt

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- One (1) 30-second company video aired on the hotel's 360° Sphere every 15 minutes during the conference (located near the hotel registration area; visible from lobby)
- One (1) 60-second company video aired at the beginning of a General Session
- One (1) 30-second company video or up to two (2) rotating slides aired on large screens throughout the conference space
- Prominent logo placement on registration kiosks on site
- Company logo featured on the wrap of the conference notebook distributed at the on-site registration desk
- One (1) banner ad in the conference app
- One (1) scheduled push notification in the conference app
- Inclusion of your company description and contact email in the Hub Happenings on-site booklet
- Virtual company profile in the conference app with on-demand lead reports showing attendee views

Presenting Sponsor \$125,000

Benefits include:

Access

- 18 General Conference registrations included, with unlimited additional registrations available for purchase
- Opportunity to introduce speakers for up to two (2) Peer-to-Peer Breakout Sessions and attend the meetings
- One (1) reserved General Session table with seating for up to 10 company representatives and/or invited attendees
- Pre- and post-conference registration lists for one-time use (emails not included)

Thought Leadership & Speaking Opportunities

- One (1) 60-minute Industry Partner Breakout Session with attendee lead reports via AMGA badge-scanning
- One (1) 20-minute Hub Chat presentation with attendee lead reports via AMGA badge-scanning
- One (1) 30-minute preconference webinar (recorded and archived by AMGA)

Lead Generation Opportunities

- One (1) 20'×20' Core Exhibit Booth Package (island booth, premium location), with preferred pricing on additional exhibit space (\$4,000 per 10'×10' space)
- One (1) branded Privacy Pod in The Hub
- Inclusion in the conference Scavenger Hunt

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- One (1) 30-second company video aired on the hotel's 360° Sphere every 15 minutes during the conference (located near the hotel registration area; visible from lobby)
- One (1) 60-second company video aired at the beginning of a General Session
- One (1) 30-second company video or up to two (2) rotating slides aired on large screens throughout the conference space
- Company logo featured on the wrap of the conference notebook distributed at the on-site registration desk
- One (1) banner ad in the conference app
- One (1) scheduled push notification in the conference app
- Inclusion of your company description and contact email in the Hub Happenings on-site booklet
- Virtual company profile in the conference app with on-demand lead reports showing attendee views



Titanium Sponsor \$100,000

Benefits include:

Access

- 10 General Conference registrations included, with unlimited additional registrations available for purchase, including up to two (2) registrations at the discounted rate of \$500 each
- Opportunity to introduce speakers for up to two (2) Peer-to-Peer Breakout Sessions and attend the meetings
- One (1) reserved General Session table with seating for up to 10 company representatives and/or invited attendees
- Pre- and post-conference registration lists for one-time use (emails not included)

Thought Leadership & Speaking Opportunities

- One (1) 20-minute Hub Chat presentation with attendee lead reports via AMGA badge-scanning
- One (1) 30-minute preconference webinar (recorded and archived by AMGA)

Lead Generation Opportunities

- One (1) 10'×20' Core Exhibit Booth Package, with preferred pricing on additional exhibit space (\$4,000 per 10'×10' space)
- One (1) branded Privacy Pod in The Hub
- Inclusion in the conference Scavenger Hunt

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- One (1) 30-second company video aired on the hotel's 360° Sphere every 15 minutes during the conference (located near the hotel registration area; visible from lobby)
- One (1) 60-second company video aired at the beginning of a General Session
- One (1) 30-second company video or up to two (2) rotating slides aired on large screens throughout the conference space
- Company logo featured on the wrap of the conference notebook distributed at the on-site registration desk
- One (1) banner ad in the conference app
- One (1) scheduled push notification in the conference app
- Inclusion of your company description and contact email in the Hub Happenings on-site booklet
- Virtual company profile in the conference app with on-demand lead reports showing attendee views

Diamond Sponsor \$75,000

Benefits include:

Access

- Eight (8) General Conference registrations included, with unlimited additional registrations available for purchase, including up to two (2) registrations at the discounted rate of \$500 each
- Opportunity to introduce speakers for up to two (2) Peer-to-Peer Breakout Sessions and attend the meetings
- One (1) reserved General Session table with seating for up to 10 company representatives and/or invited attendees
- Pre- and post-conference registration lists for one-time use (emails not included)

Lead Generation Opportunities

- One (1) 10'×20' Core Exhibit Booth Package, with preferred pricing on additional exhibit space (\$4,000 per 10'×10' space)
- One (1) branded Privacy Pod in The Hub
- Inclusion in the conference Scavenger Hunt

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- One (1) 30-second company video aired on the hotel's 360° Sphere every 15 minutes during the conference (located near the hotel registration area; visible from lobby)
- One (1) 30-second company video or up to two (2) rotating slides aired on large screens throughout the conference space
- One (1) banner ad in the conference app
- One (1) scheduled push notification in the conference app
- Inclusion of your company description and contact email in the Hub Happenings on-site booklet
- Virtual company profile in the conference app with on-demand lead reports showing attendee views



Platinum Sponsor \$50,000

Benefits include:

Access

- Six (6) General Conference registrations included, with unlimited additional registrations available for purchase, including up to two (2) registrations at the discounted rate of \$500 each
- Opportunity to introduce speakers for one (1) Peer-to-Peer Breakout Session and attend the meeting
- One (1) reserved General Session table with seating for up to 10 company representatives and/or invited attendees
- Pre- and post-conference registration lists for one-time use (emails not included)

Lead Generation Opportunities

- One (1) 10'×10' Core Exhibit Booth Package, with preferred pricing on additional exhibit space (\$4,000 per 10'×10' space)
- Inclusion in the conference Scavenger Hunt

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- One (1) 30-second company video aired on the hotel's 360° Sphere every 15 minutes during the conference (located near the hotel registration area; visible from lobby)
- One (1) 15-second company video or one (1) rotating slide aired on large screens throughout the conference space
- One (1) banner ad in the conference app
- One (1) scheduled push notification in the conference app
- Inclusion of your company description and contact email in the Hub Happenings on-site booklet
- Virtual company profile in the conference app with on-demand lead reports showing attendee views



Gold Sponsor \$25,000

Benefits include:

Access

- Four (4) General Conference registrations included, with unlimited additional registrations available for purchase, including up to two (2) registrations at the discounted rate of \$500 each
- Opportunity to introduce speakers for one (1) Peer-to-Peer Breakout Session and attend the meeting
- Pre- and post-conference registration lists for one-time use (emails not included)

Lead Generation Opportunities

- Inclusion in the conference Scavenger Hunt
- Preferred pricing on Core Exhibit Booth Package (\$4,000 per 10'×10' space)

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- Inclusion of your company description and contact email in the Hub Happenings on-site booklet
- Virtual company profile in the conference app with on-demand lead reports showing attendee views

Silver Sponsor \$10,000

Benefits include:

Access

- Two (2) General Conference registrations included, with unlimited additional registrations available for purchase, including up to two (2) registrations at the discounted rate of \$500 each
- Pre- and post-conference registration lists for one-time use (emails not included)

Lead Generation Opportunities

- Preferred pricing on Core Exhibit Booth Package (\$4,000 per 10'×10' space)

Brand Visibility & Promotion

- Sponsorship recognition before and during the conference (e.g., event website, mobile app, and General Session slides)
- Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)
- Virtual company profile in the conference app with on-demand lead reports showing attendee views

Promotional Packages Overview

	Pinnacle Sponsor for Integrated Care \$150,000	Presenting Sponsor \$125,000	Titanium Sponsor \$100,000	Diamond Sponsor \$75,000	Platinum Sponsor \$50,000	Gold Sponsor \$25,000	Silver Sponsor \$10,000
Benefits	<i>exclusive</i>	<i>exclusive</i>	<i>exclusive</i>	<i>exclusive</i>	<i>non-exclusive</i>	<i>non-exclusive</i>	<i>non-exclusive</i>
General Conference registrations included	20	18	10	8	6	4	2
Discounted rate (\$500 each) for up to two (2) additional registrations	N/A	N/A	✓	✓	✓	✓	✓
Sponsorship recognition before and during the conference (e.g. event website, mobile app, and General Session slides)	✓	✓	✓	✓	✓	✓	✓
Prominent logo placement across high-visibility on-site signage in key, high-traffic areas (e.g., entrance features and main event spaces)	✓	✓	✓	✓	✓	✓	✓
Virtual company profile in the conference app with on-demand lead reports showing attendee views	✓	✓	✓	✓	✓	✓	✓
Pre- and post-conference registration lists	✓	✓	✓	✓	✓	✓	✓
Preferred pricing on exhibit space add-on (\$4,000 per 10'×10' space)	✓	✓	✓	✓	✓	✓	✓
Opportunity to introduce speakers during Peer-to-Peer Breakout Session(s) and attend the meeting(s)	2	2	2	2	1	1	
Inclusion of your company description and contact email in the Hub Happenings onsite booklet	✓	✓	✓	✓	✓	✓	
Inclusion in the conference Scavenger Hunt	✓	✓	✓	✓	✓	✓	
One (1) 30-second company video aired on the hotel's 360° Sphere	✓	✓	✓	✓	✓		
One (1) reserved General Session table with seating for up to 10	✓	✓	✓	✓	✓		
Core Exhibit Booth Package included	20'×20' island, premium location	20'×20' island, premium location	10'×20'	10'×20'	10'×10'		
One (1) banner ad in the conference app	✓	✓	✓	✓	✓		
One (1) scheduled push notification in the conference app	✓	✓	✓	✓	✓		
One (1) company video or rotating slides aired on large screens throughout the conference space	30-second video or two (2) slides	30-second video or two (2) slides	30-second video or two (2) slides	30-second video or two (2) slides	15-second video or one (1) slide		
One (1) branded Privacy Pod in The Hub	✓	✓	✓	✓			
One (1) 60-second company video aired at the beginning of General Session	✓	✓	✓				
One (1) 20-minute Hub Chat presentation with attendee lead reports via AMGA badge-scanning	✓	✓	✓				
One (1) 30-minute pre-conference webinar (recorded and archived by AMGA)	✓	✓	✓				
Company logo featured on the wrap of the conference notebook distributed at the on-site registration desk	✓	✓	✓				
One (1) 60-minute Industry Partner Breakout Session with attendee lead reports via AMGA badge-scanning	✓	✓					
One (1) AMGA Live interview recorded on-site	✓						
Prominent logo placement on registration kiosks on site	✓						

Thought Leadership & Speaking Opportunities

Reservations deadline: January 12, 2027

AMGA's Thought Leadership and Speaking Opportunities offer high-impact platforms to share expertise, showcase solutions, and engage healthcare decision-makers through curated speaking sessions and presentations.

Industry Partner Breakout Session

Chairman's Circle Members & Premier Corporate Partners \$25,000

Executive Corporate Partners \$27,000

Non-Corporate Partners \$30,000

Facilitate a 60-minute educational breakout session on a topic of your choice (subject to AMGA approval). We encourage sponsors to collaborate with an AMGA member to co-present the session. The most highly rated and best-attended sessions typically incorporate case studies and panel discussions to promote practical learning and engagement. AMGA can assist in identifying and refining your session topic; however, the sponsor is responsible for developing the content, as well as identifying, contacting, and securing all speakers.

Benefits include: Basic A/V equipment, five (5) General Conference registrations (may be transferred to client co-speakers), optional introduction by an AMGA executive, an attendee lead report generated through AMGA badge scanning of Breakout Session participants (prohibiting competing organizations from attending your session), a virtual company profile in the conference app with on-demand lead reports showing attendee views, and pre- and post-conference registration lists for one-time use.

As an added benefit, Breakout Session Sponsors receive 50% off a Hub Chat sponsorship, which can be scheduled before or after your breakout session as a preview, demonstration, or in any format that best supports your objectives.

Hub Chat

Chairman's Circle Members & Premier Corporate Partners \$10,000

Executive Corporate Partners \$12,000

Non-Corporate Partners \$15,000

Present your company's solution in a high-impact 20-minute speaking opportunity in The AMGA Theater (topic subject to AMGA approval). Interview-style presentations featuring AMGA member customers are strongly encouraged.

Benefits include: Basic A/V equipment, (2) General Conference registrations (may be transferred to client co-speakers), an attendee lead report generated through AMGA badge scanning of Hub Chat participants, a virtual company profile in conference app with on-demand lead reports showing attendee views, and pre- and post-conference registration lists for one-time use.



Signature Event Engagements

Reservations deadline: February 28, 2027

AMGA's Signature Event Engagements offer high-visibility opportunities to connect with influential health system leaders through exclusive networking events and select conference experiences.

Distinguished Leaders Dinner Sponsor – \$60,000 (exclusive)

This flagship conference event—attended by AMGA Board Members, past AMGA Board Chairs, and Leadership Council Chairs—offers unparalleled access to the association's leadership. As the exclusive sponsor of the dinner, your organization will be recognized by AMGA President and CEO Dr. Jerry Penso and invited to deliver up to three (3) minutes of opening remarks. Sponsorship also includes five (5) General Conference registrations, which provide those attendees with access to AMGA's Distinguished Leaders Dinner; along with your company's pre-read materials shared with attendees, a virtual company profile in the conference app with on-demand lead reports showing attendee views, and pre- and post-conference attendee lists for one-time use. **Please note:** Other industry organizations may attend the dinner by AMGA invitation and approval only.

Acclaim Award Sponsor

The Acclaim Award is AMGA's most prestigious quality award, honoring the nation's premier healthcare delivery organizations for measurably improving care quality and value, patient experience and outcomes, population health, and health equity. As a sponsor, your organization has the opportunity to support healthcare organizations that are leading the way to reimagining and transforming healthcare, closing gaps in care, addressing access to treat and care for more patients. You will also align with AMGA members' shared mission to transform healthcare while gaining valuable networking, brand visibility, and thought-leadership opportunities with top healthcare executives.

\$60,000 (Gold Sponsor, exclusive)

Sponsorship includes presentation of the award as the "Acclaim Award sponsored by [Sponsor Name]," recognition from the podium during the award presentation at the Annual Conference General Session, the opportunity to introduce the Acclaim Award recipient during the Acclaim Award Breakout Session, attendance at the private pre-Acclaim Award Breakout Session meet-and-greet, (5) sponsor attendees at Top Finalist webinars, the opportunity to introduce a Top Finalist during the webinar series, sponsor logo placement in orientation materials, sponsor listing on applicable AMGA Annual Conference marketing materials, sponsor logo inclusion in promotional emails and social media posts, and sponsor listing in the AMGA Foundation Connector, Inside AMGA, and the Foundation Impact Report.

\$30,000 (Silver Sponsor, non-exclusive)

Sponsorship includes (3) sponsor attendees at Top Finalist webinars, the opportunity to introduce a Top Finalist during the webinar series, attendance at the private pre-Acclaim Award Breakout Session meet-and-greet, sponsor logo placement in orientation materials, sponsor listing on applicable AMGA Annual Conference marketing materials, sponsor logo inclusion in promotional emails and social media posts, and sponsor listing in the AMGA Foundation Connector, Inside AMGA, and the Foundation Impact Report.

CEO Forum – \$30,000 (non-exclusive)

The CEO Forum is a half-day, invitation-only executive event designed for forward-looking leaders that blends thought leadership with experiential learning. Program highlights include a nationally known speaker; along with an Executive Leadership Workshop and a VIP Dinner.

Benefits include:

- Two (2) General Conference registrations for executive-level company representatives, which provide those attendees with access to the CEO Forum's Leadership Workshop (as observers), meals, breaks, and VIP Dinner (including collaborative seating placement strategy at VIP tables)
- Your logo on CEO invitations and promotional communications distributed to CEOs of AMGA's 400+ member organizations
- Recognition of your support (with logo) before, during and after the CEO Forum
- Corporate literature displayed on non-exclusive display table during the business meeting
- Verbal recognition by AMGA President & CEO Dr. Jerry Penso during welcome remarks
- 30-Second company video and 2-minute opportunity for company remarks at a specific point in the program
- Virtual company profile in the conference app with on-demand lead reports showing attendee views
- Pre- and post-Forum lists of CEO attendees
- Pre- and post-conference registration lists for one-time use



Leadership Council Activities – \$30,000

AMGA Councils are member-driven communities, organized by role or demographic, connecting healthcare leaders across the country to exchange ideas, discuss challenges, and strengthen networks year-round. While members engage virtually throughout the year, nearly 500 participants gather in person for this exclusive half-day experience twice annually, creating unique opportunities for collaboration, networking, and peer-to-peer learning. Sponsorship of AMGA's Leadership Council Activities provides the opportunity to engage and network with Council Members during select programming. **Please note:** Role-based Council Meetings are closed to sponsors to preserve a confidential space for member discussion. Other industry organizations may participate in the Joint Leadership Council activities as attendees by AMGA invitation and approval only.

Role-Based Councils

- Advanced Practice Providers
- Chief Administrative Officers & Chief Operating Officers
- Chief Executive Officers, Board Chairs & Presidents
- Chief Financial Officers
- Chief Human Resources Officers
- Chief Medical Officers
- Chief Nursing Officers
- Quality Leaders

Special Interest Council

- Women in Healthcare Leadership

Role-Based Council Meeting Sponsor

Benefits include:

- Exclusive sponsorship of one (1) of the eight (8) role-based Council Meetings (selected by sponsor; subject to availability)
- One (1) custom pre-event email to your selected Council, including sponsor-provided link(s) and pre-read materials
- Two (2) General Conference registrations, which provide those attendees with access to all Joint Leadership Council meals and sessions, foyer breaks, and the Welcome Reception
- Prominent signage featuring your logo
- Recognition of your support (with logo) on LED screens at all three (3) Council registration desks
- One (1) 30-second company video aired twice during your selected Council Meeting (prior to opening remarks and following the lunch break)
- Exclusive distribution of your company collateral in your selected Council Meeting room
- Post-event summary report with key takeaways from all eight (8) Leadership Council Meetings
- Opportunity to host a private dinner for up to 10 members of your selected Leadership Council (at sponsor's expense; AMGA will promote the event and recruit attendees)
- Virtual company profile in the conference app with on-demand lead reports showing attendee views
- Pre- and post-event Council attendee lists
- Pre- and post-conference registration lists for one-time use.
- Right of first refusal to sponsor the same Leadership Council at AMGA's 2028 Annual Conference

Poster Pathways Sponsor – \$5,000 (exclusive)

As the exclusive sponsor of branded napkins distributed with refreshments in Poster Pathways, your organization gains high-visibility exposure as attendees explore innovative, data-informed initiatives from AMGA members. Poster Pathways highlights how health systems and medical groups are advancing coordinated care, improving quality, and addressing community health through practical, measurable solutions—while fostering networking and idea-sharing among peers. Sponsorship also includes one (1) General Conference registration, a virtual company profile in the conference app with on-demand lead reports showing attendee views, and pre- and post-conference registration lists for one-time use.

Women in Healthcare Leadership Meeting Sponsor

Benefits include:

- Exclusive sponsorship of the meeting
- Four (4) General Conference registrations, which provide those attendees with access to all Women in Healthcare Leadership Council activities (Meeting attendance is limited to female sponsor representatives only, due to the nature of the content and conversations)
- Prominent signage featuring your logo
- Branded napkins displayed during the Council's meals
- 2-Minute sponsor introduction during the meeting's opening remarks
- One (1) 6'x30" table for display materials located in the foyer of the Council's meeting space
- Virtual company profile in the conference app with on-demand lead reports showing attendee views
- Pre- and post-event Council attendee lists
- Pre- and post-conference registration lists for one-time use.
- Right of first refusal to sponsor the Women in Healthcare Leadership Council at AMGA's 2028 Annual Conference



AMGA Foundation Celebration Reception

Each year, AMGA Foundation brings together more than 75 healthcare leaders from AMGA's high performing member organizations to mark real progress toward a shared vision: improved health for millions of patients across the country. This reception is where that progress is celebrated and where the next chapter of partnership begins. As a sponsor, you become part of the story, recognized alongside the population health initiatives and national health campaigns your support helps advance, in front of an audience of leaders implementing that change across the country.

\$15,000 (exclusive)

Sponsorship includes one (1) customized email distributed in advance by AMGA Foundation to reception attendees (subject to AMGA Foundation approval); the opportunity to provide up to five (5) minutes of remarks during the reception; one (1) customized, sponsor-provided slide displayed during the reception, five (5) sponsor attendees at the reception; and sponsor recognition in Annual Conference marketing materials including the AMGA Annual Conference website, AMGA Foundation website donor page, Connector, AMGA Foundation e-newsletter, and reception invitation (distributed to 150 leaders).

\$10,000 (non-exclusive)

Sponsorship includes recognition from the podium at the beginning of the reception; three (3) sponsor attendees at the reception, and sponsor recognition in marketing materials including the AMGA Annual Conference website, AMGA Foundation website donor page, Connector, AMGA Foundation e-newsletter, and reception invitation (distributed to 150 leaders).

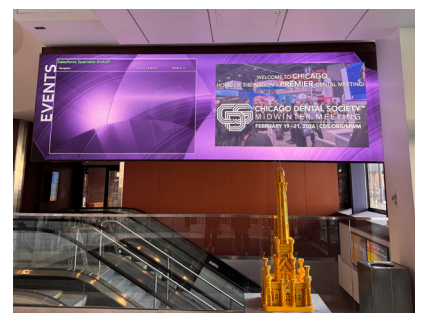
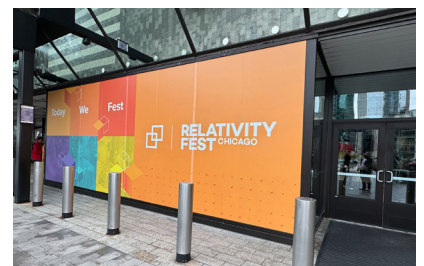
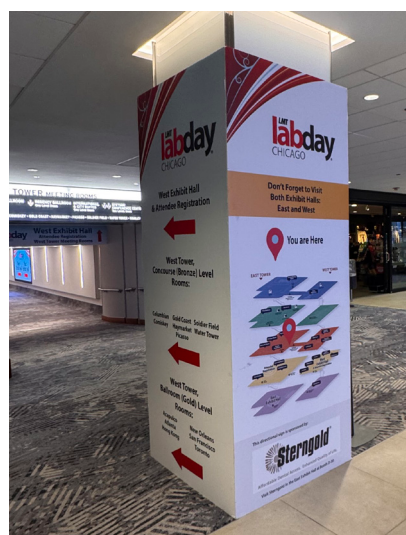
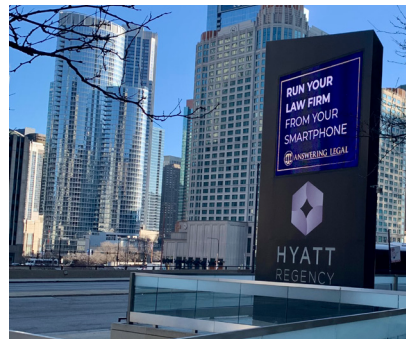
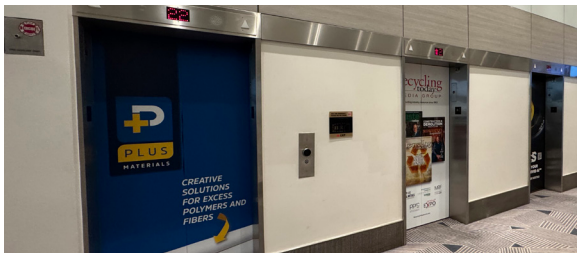
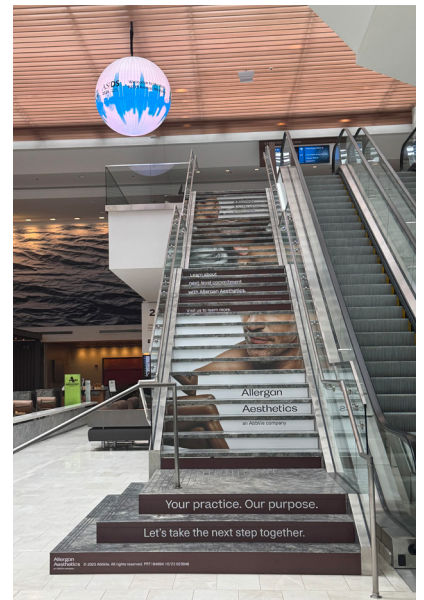
\$5,000 (non-exclusive)

Sponsorship includes recognition from the podium at the beginning of the reception; two (2) sponsor attendees at the reception, and sponsor recognition in marketing materials including the AMGA Annual Conference website, AMGA Foundation website donor page, Connector, AMGA Foundation e-newsletter, and reception invitation (distributed to 150 leaders).



Branding Opportunities at the Hyatt Regency Chicago

The Hyatt Regency Chicago offers a variety of high-impact branding and promotional opportunities throughout AC27. Elevate your presence with larger-than-life messaging and prominent visibility in key attendee areas. Opportunities start at \$7,000 and must be reserved and approved for production no later than January 31, 2027. For more information and available inventory, please contact Clarissa Arrazola at carrazola@amga.org.



The Hub Map & Exhibitor Schedule

Exhibitor schedule (subject to change)

Tuesday, April 13

8:00 am – 5:00 pm Exhibitor Move In

Wednesday, April 14

8:00 am – 2:00 pm Exhibitor Set Up

5:00 pm – 7:00 pm Welcome Reception

Thursday, April 15

7:00 am – 8:00 am Networking Breakfast in The Hub

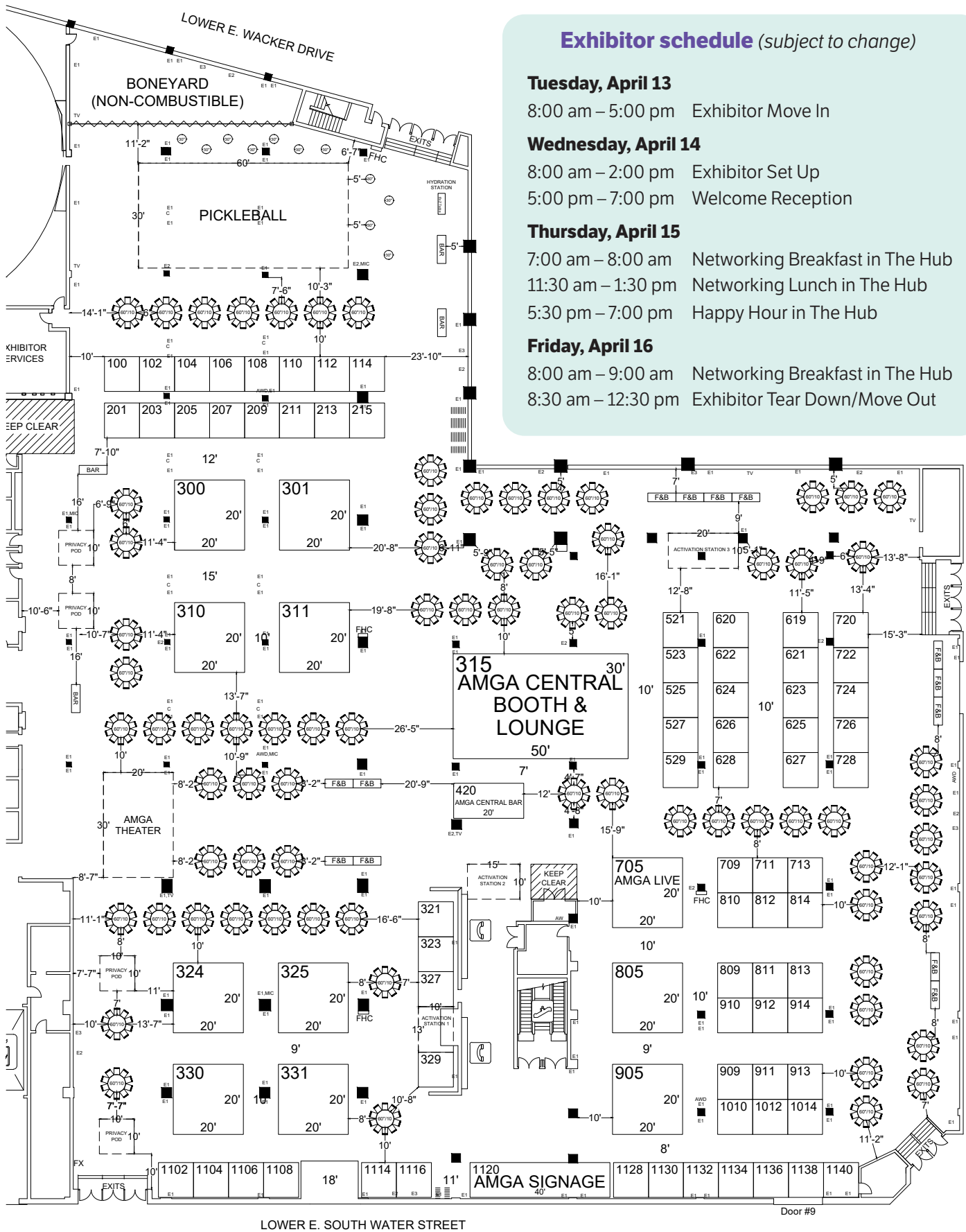
11:30 am – 1:30 pm Networking Lunch in The Hub

5:30 pm – 7:00 pm Happy Hour in The Hub

Friday, April 16

8:00 am – 9:00 am Networking Breakfast in The Hub

8:30 am – 12:30 pm Exhibitor Tear Down/Move Out



LOWER E. SOUTH WATER STREET

Door #9

Exhibitor Opportunities

Exhibit Booth Reservations deadline: March 12, 2027

To view available booth spaces and download the Exhibitor Agreement, please visit amga.org/ac27-opportunities.

Core Exhibit Booth Package

- Pipe and drape (8'-high back wall, 3'-high side rails)
- One (1) Company ID sign (7'x44", name only)
- One (1) 6'x30" draped table for display materials
- Two (2) folding chairs
- One (1) Wastebasket
- Two (2) General Conference registrations per 10'x10' space with unlimited additional registrations available for purchase, including up to two (2) registrations at a discounted rate of \$500 each
- One (1) Badge-scanning license per 10'x10' space
- Exhibitor listing on conference webpage
- Virtual company profile in the conference app with on-demand lead reports showing attendee views
- Pre- and post-conference registration lists for one-time use



NOTE: Additional furnishings and equipment will be available through the decorator. Booth spaces do not include additional carpeting (ballroom already carpeted), cleaning, A/V, or electricity.

Pricing below is for exhibitors who submit their signed agreement before December 20, 2026. <i>Pricing for all booth reservations will increase by \$1,000 on December 20.</i>				
Booth Size	AMGA Partner Level			
	Non-Partner	Executive	Premier	Chairman's Circle
10'x10'	\$6,500	\$5,500	\$5,000	\$4,500
10'x20'	\$12,500	\$10,500	\$9,500	\$8,500
20'x20'	\$24,500	\$20,500	\$18,500	\$16,500

10'x10' Show Ready Kiosk Package

10'x10' Core Exhibit Booth Package price, plus \$5,000

Includes all benefits of the Core Exhibit Booth Package, replacing the standard table, chairs, and company identification sign with a turnkey, professionally designed display featuring:

- One (1) kiosk positioned at the center of the booth space
- Three (3) counter stools
- Exhibitor-designed graphics on the kiosk back wall and kick panel

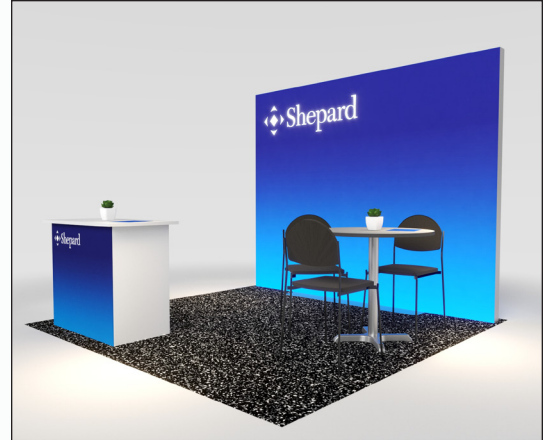


10'x10' Premium Exhibit Booth Package

10'x10' Core Exhibit Booth Package price, plus \$12,000

Includes all benefits of the Core Exhibit Booth Package, replacing the standard table, chairs, and company identification sign with upgraded branding and furnishings to create a more impactful exhibit experience, featuring:

- One (1) 8'x10' fabric backlit Wall with custom branding
- One (1) branded counter
- One (1) 30"-high pedestal table
- Three (3) side chairs



Interactive Experiences

As part of the AC27 Scavenger Hunt, attendees will participate in wellness activities, designed to foster connection and well-being throughout the conference. The following interactive opportunities will include high-visibility promotion to encourage participation.

Community Impact Assembly Line – \$33,500

Combine brand visibility with community impact through this high-traffic activation in partnership with Cheeriodicals. Strategically located near the conference registration area and along the main pathway to The Hub and General Sessions, attendees will be invited to participate in a hands-on assembly line to create care packages benefiting the local Chicago community. This shared experience provides a meaningful way to engage healthcare leaders while showcasing your organization's commitment to service and giving back.

Care package options include Student Backpacks, Pet Adoption Kits, and Hospitalized Veterans.

Package includes:

- Onsite promotion and recognition
- Inclusion in the conference Scavenger Hunt
- Full Cheeriodicals activation setup and facilitation
- Materials for care package assembly (160 kits)
- Branded insert in care packages
- Donation delivery to hospitals/facility



Pickleball Experience

New in 2027: The Pickleball Experience in The Hub offers attendees a fun and engaging way to connect with colleagues between sessions. Secure your branding at the court to increase visibility among attendees.

\$20,000 (Primary Sponsor)

Sponsorship includes premier logo recognition throughout the activation area and in applicable event materials, meet-and-greet with AMGA President & CEO, Jerry Penso, MD, the opportunity to create a branded attendee engagement element such as a challenge, contest, giveaway, prize or interactive activity (subject to AMGA approval), an attendee lead report generated through AMGA badge scanning of activation participants; branded napkins at nearby refreshment areas and bars, distribution of company literature on nearby tables, and a recorded interview with Brian McDonough, MD (4-time Emmy Award winner).

\$10,000 (Featured Sponsor)

Sponsorship includes logo recognition throughout the activation area and in applicable event materials, an attendee lead report generated through AMGA badge scanning of activation participants, and the opportunity to display literature on a shared tabletop at the activation.



Conference attendees (excluding industry organizations) will be directed to visit sponsor booths to collect a branded ticket (featuring the sponsor's logo) required for participation in the following activations. Sponsors may also distribute individual tickets on demand at the activation station and place literature and branded materials on nearby tables, providing additional opportunities for brand exposure and attendee engagement.



Chicago Spice Station – \$14,500

Happy Hour in The Hub

The popular Spice Station is back! Inspired by Chicago's bold flavors and rich culinary heritage, this interactive activation invites attendees to create and take home signature spice blends, complete with simple recipe cards to recreate the experience at home. It's a memorable, hands-on way to connect your brand with attendees through one of Chicago's most iconic traditions.

Highlights:

- Three (3) featured blends
- 400 six-ounce (6 oz.) jars with lids
- 400 sponsor-branded 2" x 2" tags with recipe links
- On-site attendants to support the activation flow and attendee experience



Chicago Keepsake Coasters – \$13,000

Welcome Reception in The Hub

Drive attendee engagement and brand visibility through a centralized Chicago-themed make-and-take activation celebrating the Windy City's iconic culture. Attendees will create a custom coaster set by selecting from a curated collection of Chicago-inspired stickers, then arranging their designs into a personalized keepsake.

Highlights:

- 800 coasters (2-4 per guest)
- Variety-themed sticker bar
- Sponsor-branded muslin bags for takeaway packaging
- On-site attendants to support the activation flow and attendee experience

AMGA Central Bar

The AMGA Central Bar serves as a gathering place for networking and conversation throughout the conference, located at the center of the exhibit hall near the AMGA Central Booth and Lounge. Featuring morning, midday and evening beverage service activations, this sponsorship places your brand at a high-traffic focal point for attendee engagement. Branded napkins are included as part of the activation to further enhance visibility and brand presence.



- **Bourbon Bar**
(Welcome Reception or Happy Hour) – **\$13,000**
- **Barista Bar** (Networking Breakfast) – **\$8,500**
- **Smoothie Bike** (Networking Lunch) – **\$12,000**



Paint by Numbers – \$11,000

Throughout the conference, participants will add their own brushstrokes to a 4'x8' paint-by-numbers mural, creating a vibrant keepsake that reflects the collective spirit of the AMGA community. Located in The Hub, this interactive activation encourages meaningful breaks, sparks conversation, and gives attendees a memorable, hands-on experience they can help bring to life. The completed mural will be displayed through the end of the conference as a symbol of connection and collaboration.

As part of the conference scavenger hunt, attendees will visit the sponsor's booth to collect paint supplies needed to contribute to the mural, driving booth traffic and increasing sponsor visibility while encouraging participation in this interactive experience.

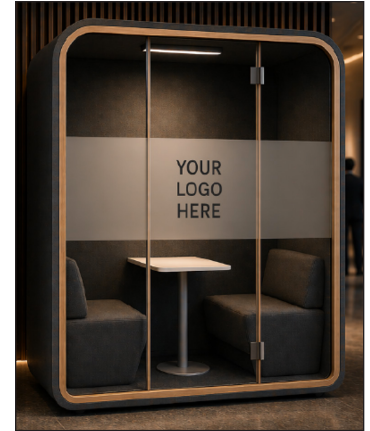


Branded Privacy Pod – \$10,000 (waitlist open)

Provide attendees with a quiet space to take calls, catch up on work, or recharge between sessions. Sponsored Privacy Pods offer a valuable attendee amenity while positioning your brand within The Hub experience. Sponsors may also use the pods for private client meetings and drive engagement through scheduled booking slots, QR code reservations, or in-booth scheduling. Each pod will also include a hidden QR code as part of the AC27 Scavenger Hunt, further increasing attendee interaction.

Highlights:

- Four (4) people occupancy
- Soundproof focus that cuts chatter and echo
- Outlet/USB availability
- Tunable LED lighting
- Control of brightness, fan speed, and meeting timer





The Bookshelf Experience at the AMGA Central Lounge – \$7,000 (non-exclusive)

Located within the AMGA Central Lounge adjacent to the AMGA booth, The Bookshelf Experience is a social wellness activation designed to connect healthcare leaders through shared learning, reflection, and peer-to-peer exchange. Attendees are invited to explore and share books that have shaped their leadership journeys, professional growth, and perspectives on innovation. Engagement extends into the AC27 conference app through an interactive challenge where

attendees can recommend influential books and respond to leadership-focused reflection prompts via QR code or the app, fostering meaningful conversations that continue beyond the conference.

Sponsor benefits include:

- Prominent branding within the lounge and at the bookshelf activation
- Recognition within the conference app challenge module
- The opportunity to provide branded bookmarks or other approved takeaway materials
- Digital engagement metrics, including QR code scans and challenge participation

Giant Light Brite Wall – \$5,000

Support creativity, relaxation, and attendee engagement through the AMGA Light Brite Wall in The Hub. Throughout the conference, attendees will contribute to a collaborative illuminated display, creating a shared AMGA-themed image piece by piece.

As part of the conference scavenger hunt, attendees will visit the sponsor's booth to collect Light Brite pieces needed to complete the installation, driving booth traffic and increasing sponsor visibility while encouraging participation in this interactive experience.



Additional Sponsorship Opportunities

Hosted Buyer Meetings – \$2,500

(limited to 2 per sponsor)

30-Minute high-touch, curated sponsor-led meetings designed to facilitate direct engagement with health system buyers and decision-makers.

Board of Directors General Session Lounge – \$7,000

Provide AMGA Board of Directors members with reserved front-row seating during General Sessions. Includes sponsor logo recognition within the lounge area, highlighting your support of AMGA's leadership community.

Wi-Fi Sponsor – \$35,000

- Customization of the conference's official Wi-Fi password
- High-visibility signage in meeting spaces
- Logo recognition on the welcome slide of each breakout session

Council Dinner – \$5,000

Host an exclusive Council Dinner designed to foster meaningful conversations and relationship-building with AMGA healthcare leaders.

- Sponsor is responsible for venue selection, transportation, and all dinner-related expenses.
- AMGA will manage invitations and attendee confirmations, providing the sponsor with an interest list closer to the event from which attendees may be selected.
- Up to 10 participants in various leadership roles from AMGA's CEO, COO, CMO, APP, Quality, CNO, and Government Relations Councils are guaranteed.



AMGA Corporate Partner Program

Join the AMGA Corporate Partner Program today and receive a bundled discount on your AC27 investment!

AMGA offers nonprovider organizations the opportunity to establish and expand relationships with decision-makers from leading medical groups, integrated healthcare delivery systems, and IPAs. Our Corporate Partner Program offers a collection of benefits and provides the opportunity to:

- Network with healthcare executives
- Promote your brand, value, and services
- Share thought-leading educational content
- Stay informed of medical group challenges and priorities
- Expand your reach through AMGA webinars and podcast interviews
- Access discounts on meeting registrations, advertising, and AMGA surveys



Executive Level – \$10,000*

- Announcement of Partnership on Social Media and *Inside AMGA*
- Company Profile on AMGA Website – Partner Director Listing
- AMGA Member VIP Contact List
- Access to AMGA Membership Directory, Webinars, Solutions Library, Newsletters, and Publications
- Exhibit, Sponsorship, and Registration Discounts
- Leadership Meeting with AMGA Senior Executives
- Partnership Program Development Input

*Includes \$3,500 credit toward exhibits and add-on sponsorships (Webinars, Podcast, Advertising, etc.)

Premier Level – \$30,000

All Executive Level Benefits, Plus:

- Two AMGA-Facilitated Webinars per Partnership Year, including Summary Paper for qualifying Webinars (Webinars can be substituted for Podcasts)
- Regional Meeting Sponsorship Opportunities
- Priority Invitation for all Opportunities, including AMGA Foundation and Specialty Meetings
- Enhanced Promotion and Content Opportunities
- Additional Conference Exhibit and Sponsorship Discounts
- *Inside AMGA* Corporate Partner Corner – Press Releases

For additional information on how to join the AMGA Corporate Partner Program, please contact Clarissa Arrazola at carrazola@amga.org.

Important Sponsor and Exhibitor Information

Venue

Hyatt Regency Chicago
151 E Wacker Dr, Chicago, IL 60601

Reserve Sponsorship/Booth Space

All sponsors and exhibitors must agree to the AC27 Terms and Conditions form and submit a signed completed Agreement to carrazola@amga.org to reserve their booth space and/or sponsorship.

Sponsor/Exhibitor Registrations

- Up to two (2) additional registrations available at the discounted rate of \$500 each (excluding Pinnacle and Presenting Sponsors).
- Any additional registrations beyond two are available at standard conference rates:
 - Through February 19: \$1,095 each
 - February 20 – April 2: \$1,295 each
 - April 3 – On Site: \$1,495 each
- Contact amgaevents@amga.org for group discount eligibility (4+ registrations; excludes \$500 discounted registrations).

Pay by credit card, ACH, or mail check to:

AMGA
ATTN: AC27 Conference Registrar
One Prince Street
Alexandria, VA 22314

Hotel Accommodations

The room block will open in September. If you are planning to send a team to the conference, please email amgaevents@amga.org for information on reserving sub-blocks for your company. All reservations will require a conference registration. Failure to register a person in your sub-block will result in your room rate changing to the prevailing rate at the hotel. Access to the room block reservation portal is available only to paid and confirmed participants.

Room Rate

\$279 per night, plus state and local taxes. The hotel room block will close on Friday, March 12, 2027. The discounted rate and availability cannot be guaranteed after this date.

Please beware of housing pirates and room poachers, which are third-party companies that act as travel agencies, wholesalers, or destination management companies to solicit attendees and exhibitors for room reservations. Attendees and exhibitors may be contacted by fax, email, or phone with discount offers or that the hotel is “sold out.” To ensure the security of your transaction and to guarantee room rates/availability, AMGA recommends that you reserve your room through our dedicated website link, which is sent in the registration confirmation email.

Access to Attendee Contact Information

All sponsors and exhibitors will receive their first preconference registration list by Friday, January 15, including attendee names, titles, and organizations. Updated lists will be distributed every four (4) weeks thereafter.

A final post-conference registration list will be made available to all sponsors and exhibitors no later than Friday, April 30, and will include attendee names, titles, organizations, mailing addresses, and company phone numbers.

AMGA does not share attendee email addresses with sponsors or exhibitors as part of registration list distributions. However, exhibitors may collect attendee email addresses directly through the conference's badge scanning software. For select sponsorship opportunities, sponsors may receive attendee contact information associated with those activities as outlined in the applicable sponsorship package.

One-Time Contact Policy

To maintain a positive experience for attendees and protect their privacy, AMGA asks that all contact information be used responsibly and that outreach be limited to no more than one follow-up communication per attendee.





One Prince Street
Alexandria, VA 22314-3318
amga.org