

February 12, 2020

Ms. Amy McCambridge  
Experient  
Medical Group Management Association  
2500 Enterprise Parkway East  
Twinsburg, OH 44087

RE: MGMA 2025 and 2026 Medical Practice Excellence Conference

Dear Ms. McCambridge:

It gives me great pleasure to submit this proposal on behalf of the Greater Fort Lauderdale Convention & Visitors Bureau for the **MGMA 2025 and 2026 Medical Practice Excellence Conference**.

Meet Sunny. The Greater Fort Lauderdale area strikes the perfect balance of business and pleasure. Whether it's the exceptional hotels in our convention district, or the beach-front resorts along Fort Lauderdale Boulevard, delegates are just minutes from the Broward County Convention Center, miles of Blue Wave beaches and Intracoastal waters, enticing restaurants and outdoor cafes, top-notch shopping, million dollar yachts, and a vibrant downtown arts & entertainment district. This all comes together to provide your clients and attendees endless experiences in our casually elegant year-round meeting paradise.

Getting here has never been easier. FLL-Fort Lauderdale/Hollywood International Airport's recent expansion project, which added a new runway in 2014, has allowed FLL to add hundreds of in and outbound flights on 34 airlines – 650 daily non-stops to/from 60+ destinations. The expansion also includes more gates (14 new ones online or coming), a streamlined security checkpoint, concourse connectivity, and larger immigration arrival operations – including Mobile Passport Control. And, the center and hotels are within 2-4 miles from the airport – which saves you and your traveler's valuable time and money on transfers.

Your business is valuable to Broward County, and to support **Medical Group Management Association**, the Greater Fort Lauderdale CVB is pleased to offer the following incentives and marketing assistance for the 2025 and 2026 program based on a minimum of 8,460 room nights per year.

### **GFLCVB Incentives**

- Housing assistance for block management through our registered software, Cvent/Passkey, and GFLCVB housing staff to assist your delegates including in hotel room rate.
- Credit up to **\$75,000.00** to Broward County Convention Center Master Account to offset potential rental costs, per each year 2025 and 2026.

### **GFLCVB Marketing/Destination Services Assistance**

- Complimentary customized microsite for conference promotion providing a view of what to do in the area from [www.sunny.org](http://www.sunny.org). **Value: \$5,000.00**
- The GFLCVB can make available other social media outreach opportunities to generate interest in the conference the destination through our Marketing/Communications departments i.e., Twitter, Facebook, Instagram. **Value: \$1,000.00.**
- The GFLCVB will also provide selections of items for promotion such as collateral, small promotional items. **Value up to \$2,750.00.**
- The GFLCVB will also make available for conference promotion digital images, logos, b-roll or specific marketing media images to assist with conference brochures, websites or other conference promotion needs. The use of these images is limited exclusively to destination and conference promotion and not for commercial advertisement use. **Value: \$1,000.00.**
- Digital Airport welcome signs at Fort Lauderdale/Hollywood International Airport during peak conference arrival dates. **Value \$2,500.**

**GFLCVB Incentive Total Value: \$87,250.00**

Upon contract with any of our destination hotels, we will submit a formal agreement for your signature that will formalize our sponsorship.

We look forward in continuing to host the Medical Group Management Association in Greater Fort Lauderdale!

Warm regards,

*Michael Pouey*

Michael Pouey  
Vice President, Group Sales [mpouey@broward.org](mailto:mpouey@broward.org)  
954.767.2469



## HOTEL ACCOMMODATION & RATE SUMMARY

### Medical Group Management Association

### MGMA 2025 and 2026 Medical Practice Excellence Conference

On behalf of the Greater Fort Lauderdale area, we are delighted to provide you with this summary of hotel accommodations and rates available to your organization over the dates requested, as indicated below.

DATE	9/29	9/30	10/1	10/2	10/3	10/4	10/5	10/6	10/7	Rates	COMMENTS
DAY	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	TUE		
<b>TOTAL REQUESTED</b>	<b>12</b>	<b>54</b>	<b>216</b>	<b>504</b>	<b>1656</b>	<b>2400</b>	<b>2400</b>	<b>1800</b>	<b>360</b>		
<b>TOTAL AVAILABLE</b>		<b>23</b>	<b>109</b>	<b>250</b>	<b>869</b>	<b>1250</b>	<b>1250</b>	<b>938</b>	<b>142</b>		
Embassy Suites by Hilton – 17 <sup>th</sup> Street		4	18	42	138	200	200	150	30	\$229	\$8 transportation rebate
Hilton Marina Fort Lauderdale		7	32	74	241	350	350	263	43	\$219	\$8 transportation rebate
Renaissance Fort Lauderdale Cruise Port		2	9	21	69	100	100	75	15	\$234	\$8 transportation rebate
<b>**HQ Hotel – Broward County Convention Center Hotel</b>		<b>10</b>	<b>50</b>	<b>120</b>	<b>415</b>	<b>600</b>	<b>600</b>	<b>450</b>	<b>54</b>		

**\*\* We anticipate the Broward County Convention Center Hotel to be in the Upper Upscale hotel category. The below room rates are reflective of the 2019 seasonal ADR for Upper Upscale Broward County Beach/Downtown hotels according to STR. An estimated growth increase of 3%-4% per year should be considered. These rates do not include built-in rebates for Convention center or 3<sup>rd</sup> party commissions.**

#### **\*\* 2019 Upper Upscale Hotel Room Rates for Ft Lauderdale Market**

Season	Date Range	2019 Rate
Peak	Jan 15-Apr 15	\$275.43
Shoulder	Apr 16-June 15	\$208.05
Low	June 16-Sept 30	\$175.65
Shoulder	Oct 1-Jan 14	\$220.14