

# 2012 Exhibit, Sponsorship and Marketing Opportunities



- About Ohio MGMA
- Business Associate Membership
- Annual Corporate Sponsorship Opportunities
- Individual Conference Exhibit Opportunities
- Custom Conference Sponsorship Opportunities
- Ohio MGMA Website Sponsorship
- Ohio MGMA Webinar Technology Sponsorship
- Ohio MGMA Newsletter Advertising
- Commitment Order Form





## Ohio MGMA Affiliate Members, Supporters and Interested Parties:

2011 was a great year for Ohio Medical Group Management Association (Ohio MGMA). We saw a huge growth in our membership and we were able to add several new member benefits. Our current membership stands at just over **430 members from across the state of Ohio.**

**Membership Demographics:** Our Active Membership Includes: CEOs/CFOs, Partners, Vice Presidents and Directors, Practice Administrators, Practice Office and Billing Managers, Physicians, Billing and Collections Staff. Represented by our membership are private and academic practices, ambulatory surgical and community health centers, health care delivery systems and management services organizations from across the State of Ohio. Our membership crosses all clinical specialties.

## 2012 Events - Ohio MGMA will host two conferences:

- **Annual State Winter Conference**

**Date: March 2, 2012**

**Location: Crowne Plaza Columbus North - Columbus, Ohio**

- **Annual State Fall Conference**

**Date: September 20 & 21, 2012**

**Location: Crowne Plaza Columbus North - Columbus, Ohio**

This packet outlines all the ways your organization can get involved with Ohio MGMA in 2012. We hope this material will help you with your planning and budgeting for the entire year.

Ohio MGMA appreciates our business associate members and supporters. We recognize through your support, we are able to bring quality programs and member benefits to practice administrators throughout Ohio.

Please let us know if you have any questions not answered by the information contained in this packet. We look forward to your participation in 2012.

Sincerely,

**Ohio MGMA**

Office Phone: (330) 621-4353

Office Fax: (770) 516-2459

Office Email: [main@ohiomgma.com](mailto:main@ohiomgma.com)

Website: [www.ohiomgma.com](http://www.ohiomgma.com)



## • Business Associate Membership

**Business Associate Membership** - is the place to start with Ohio MGMA. It allows you access and opportunity to network with our membership through benefits only offered to our business associates.

### **Benefits of Ohio MGMA Business Associate Membership:**

- Access to our online, password protected, **membership directory**
- Be part of our member **discussion list serve**, a great place to see what's on our member's minds
- **Submit educational articles** for potential publication in our quarterly electronic newsletter
- **Host an educational webinar** for our membership. Ohio MGMA supplies the technology and marketing, you supply the speaker and educational content
- Receive **discounted, members only rates** for exhibit opportunities
- Receive the same **communication and updates** that we send out to our active members. Stay abreast of what's going on at Ohio MGMA, including information about our state that affects the medical practice
- Receive communication from Ohio MGMA about our events **BEFORE** we notify interested outside parties

**Business Associate Membership Criteria** - To be eligible as a BUSINESS ASSOCIATE member of Ohio MGMA, a person must be an employee, owner or partner of an organization involved in the supply of products, services or education to ambulatory health care professionals within the boundaries of the State of Ohio.

**Business Associate Membership Dues: \$175 per year**

**Notes:** membership dues are per person not per organization, membership year is January 1 to December 31. Membership dues are not pro-rated. First year members pay the full membership dues, which also covers the cost of initial processing.

If applying for business associate membership for the first time, please fill out the membership application included with this packet and include with your commitment order forms. You may also apply for business associate membership online at [www.ohiomgma.com/membership](http://www.ohiomgma.com/membership).



## • Annual Corporate Sponsorship Opportunities

**COMMIT FOR THE ENTIRE YEAR AND SAVE 15%**

**PLATINUM ANNUAL SPONSORSHIP, \$5,200** - maximum of 3 will sold on a first come, first served basis

**You receive:**

- **Annual Business Associate membership** – from date of receipt of membership applications through 12/31/12
- **2 full page ads in Ohio MGMA's quarterly newsletter** (*must meet artwork submission deadlines to be included*)
- **2012 annual website sponsorship** - listing on our "Sponsors" web page which includes: your organization's logo with embedded, clickable link back to your organization's home page and company description and contact information.
- **Platinum Sponsorship/Exhibit at OUR TWO conferences:** Annual State Winter Conference (March 2, one day) and Annual State Fall Conference (September 20 & 21, two day)  
Exhibit includes: Exhibit Booth with power supply in premium location (exhibit display consists of 6' x 30" draped/skirted table), two full conference registrations for representatives from your organization, sponsorship signage at strategic locations for duration of events, special sponsorship recognition and listing in attendee conference programs, pre & post conference attendee list in excel format.
- **Recognition as Platinum Sponsor on conference brochures** (*must meet artwork submission deadlines to be included*)
- **One time use of Ohio MGMA's mailing list** (*request for list, in writing, must be sent to Ohio MGMA before December 31, 2012*)

**GOLD ANNUAL SPONSORSHIP, \$3,400** - maximum of 3 will sold on a first come, first served basis

**You receive:**

- **Annual Business Associate membership** – from date of receipt of membership applications through 12/31/12
- **2 half page ads in Ohio MGMA's quarterly newsletter** (*must meet artwork submission deadlines to be included*)
- **2012 annual website sponsorship** - listing on our "Sponsors" web page which includes: your organization's logo with embedded, clickable link back to your organization's home page and company description and contact information.
- **Gold Sponsorship at OUR TWO conferences:** Annual State Winter Conference (March 2, one day) and Annual State Fall Conference (September 20 & 21, two day)  
Exhibit includes: Exhibit Booth with power supply in premium location (exhibit display consists of 6' x 30" draped/skirted table), two full conference registrations for representatives from your organization, sponsorship signage at strategic locations for duration of events, special sponsorship recognition and listing in attendee conference programs, pre & post conference attendee list in excel format.



## • Individual Conference Sponsorship & Exhibit Opportunities

### **Annual State Winter Conference March 2, 2012 – The Crowne Plaza Columbus North**

and

### **Annual State Fall Conference September 20 & 21, 2012 – The Crowne Plaza Columbus North**

There will be **27** available exhibit spaces at the Winter Conference and **36** available at the Fall Conference. We do expect a sell out. We encourage you to make your reservation for exhibit space quickly. Booth assignments will be made in the order of receipt of completed Exhibit/Sponsorship registration and payment. Other considerations of booth placement will be given to Annual, Conference & Custom Sponsors during the conference. Our average attendee registration for the past two years has come in around 115 people. Demographics for this meeting include practice decision makers: practice managers, administrators, office managers, CEOs/CFOs, physicians, etc.

#### **Annual State Winter Conference March 2, 2012 – The Crowne Plaza Columbus North**

##### **EXHIBIT COST:**

**\$900 Ohio MGMA Business Associates Members**

**\$1150 Non-Members** (join Ohio MGMA as a Business Associate Member and save!)

Includes: Exhibit Display with power supply (exhibit display consists of 6' x 30" draped/skirted table), two full conference registrations for representatives from your organization, listing in attendee conference programs and pre & post conference attendee list in excel format

**Additional Exhibit Booth Representative Registration (must be a registered exhibitor): \$110.00**

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#### **Annual State Fall Conference September 20 & 21, 2012 – The Crowne Plaza Columbus North**

##### **EXHIBIT COST:**

**\$1100 Ohio MGMA Business Associates Members**

**\$1350 Non-Members** (join Ohio MGMA as a Business Associate Member and save!)

Includes: Exhibit Display with power supply (exhibit display consists of 6' x 30" draped/skirted table), two full conference registrations for representatives from your organization, listing in attendee conference programs and pre & post conference attendee list in excel format

**Additional Exhibit Booth Representative Registration (must be a registered exhibitor): \$175.00**

*Exhibitor Booth and Additional Exhibit Representative Registration includes all breaks and meals on the agenda for exhibit booth representatives. To maximize your networking time, exhibitors are welcome and encouraged to participate in all breaks, meals and sessions throughout the duration of our conferences.*

**Enhance your organization's visibility at the conference,  
add a Custom Sponsorship available for our meetings!**



## • Custom Conference Sponsorship Opportunities

**ENHANCE YOUR ORGANIZATION'S VISIBILITY AT OUR 2012 EVENTS!**

*Note: the following custom sponsorships do not include an exhibit booth*

### **Networking Reception Exclusive Sponsorship \$2400 or Co-Sponsorship \$1400, includes 1 conference registration**

#### **Available for Fall Conference Only**

Includes your organization's logo on reception invitation/drink tickets, sponsorship signage at reception event and strategically placed signage for duration of conference, announcement and recognition of your organization/representatives at reception plus 5 minutes of speaking time, ability to pass out gifts/place organization information on tables during reception, special recognition in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

### **Conference Bag Sponsorship, \$1500 - Exclusive per conference, includes 1 conference registration**

#### **Available for Winter & Fall Conference**

Conference Bags, co-branded with Ohio MGMA/Your Organization. Bags are given to all attendees from registration desk. Also includes strategically placed sponsor signage for duration of conference, special recognition and listing in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

### **Conference Program Sponsorship, \$1100 - Exclusive per conference, includes 1 conference registration**

#### **Available for Winter and Fall Conferences**

Includes your organization's logo on the front cover of the conference program. Program includes all the conference handouts and is given to attendees from registration desk. Also includes strategically placed sponsor signage for duration of conference, special recognition and listing in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

### **Conference CD Sponsorship, \$1100 - Exclusive per conference, includes 1 conference registration**

#### **Available for Winter and Fall Conferences**

Includes your organization's logo imprinted on a take home, conference CD distributed to all attendees. CDs are uploaded with conference speaker's presentations & handouts. You may submit a file/presentation (no larger than 10 total pages) about your organization to be included on CD as well. Also includes strategically placed sponsorship signage for duration of conference, special recognition and listing in conference program and pre & post attendee contact list in excel format.

### **Conference Water Bottle Sponsorship, \$1000 - Exclusive, includes 1 conference registration**

#### **Available for Fall Conference ONLY**

Water Bottles, co-branded with Ohio MGMA/Your Organization. Includes table near registration desk for you to hand out the water bottles during morning attendee registration on the first day of the conference. Iso includes strategically placed sponsor signage for duration of conference, special recognition and listing in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

### **Conference Lanyard Sponsorship, \$900 - Exclusive per conference, includes 1 conference registration**

#### **Available for Winter and Fall Conferences**

Namebadge Lanyard, co-branded with Ohio MGMA/Your Organization for all attendees to wear. Also includes strategically placed sponsor signage for duration of conference, special recognition in conference printed materials and pre & post attendee contact list in excel format.

### **Conference Break Sponsorship, \$550 - two available per conference, does not include conference registration**

#### **Available for Winter and Fall Conferences**

Includes your organization's logo on signage placed in break area for duration of break (minimum two breaks per conference), strategically placed sponsorship signage for duration of conference, special recognition and listing in conference program and pre & post attendee contact list in excel format.

**\*Custom Conference sponsorship are limited and are granted on a first come, first serve basis**



# • Ohio MGMA Web, Newsletter & Webinar Options

**ENHANCE YOUR ORGANIZATION'S VISIBILITY TO OUR MEMBERS THROUGHOUT THE YEAR!**

**2012 Annual Website Sponsorship, \$600** (from time of sign up and material submission to December 31, 2012)  
**maximum 5 annual sponsorship available**

The Ohio MGMA Website – [www.ohiomgma.com](http://www.ohiomgma.com), is our face on the web. Our website hosts association and educational announcements, online membership application, conference/event information and online registration, legislative advocacy center, a job board and “Members Only” area that includes our membership directory. We consistently update and post new information to drive our members and non-members to continually check out our website.

**Sponsorship includes:** your organization’s logo placed on the “Sponsors” page of [ww.ohiomgma.com](http://www.ohiomgma.com) with imbedded, clickable link back to your organization’s home page. Sponsorship also includes a listing along with your logo including company description and contact information.

**2012 Annual Webinar Technology Sponsorship, \$900** (from time of sign up and material submission to December 31, 2012) **maximum 2 \*CATEGORY EXCLUSIVE, annual sponsorships available**

In 2010 Ohio MGMA offered 6 free or discounted webinars to our members. In 2011 we offered 9 free or discounted webinars to our members. Minimum of 6 webinars will be offered in 2012.

**Sponsorship includes:** your organization’s logo on all webinar marketing announcements sent out (minimum of 5 webinars to be executed in 2012), organization description/contact information on our “Sponsors” listing on our website and a contact list in excel format for registered attendees for each webinar.

*Note: Webinar technology sponsorship is CATEGORY exclusive however, our monthly webinar content is either sponsored by our business associate members or contracted directly by Ohio MGMA. Webinar content sponsors may be a competing organization.*

## 2011 Newsletter Advertisements

The Ohio MGMA Newsletter is an quarterly online publication which is emailed to our entire membership roster and prospective new members, on or around the dates of publication noted below. The newsletter is also archived on our website and can be downloaded at anytime for our membership or outside interested parties.

**Price Per Issue** (prices quoted are for four-color ad): **Full Page Ad, \$500** or **Half Page Ad, \$300**

Dates of Publication, on or around:

- 1st Quarter, 02/03/12
- 2nd Quarter, 05/04/12
- 3rd Quarter, 08/17/12
- 4th Quarter, 12/07/12

**Deadlines for Ad placement is 10 business days before scheduled date of publication noted above. All Ads Are Four Color - Acceptable Ad formats are: .jpg resolution of at least 300 dpi or .pdf file. Ad Sizes: Full Page Ad - 8"w x 11.5"h / Half Page Ad - 8.5"w x 5.5"h**



# 2012 Commitment Order Form (Page 1)

Ohio  
A State Affiliate

Please fill out and send in page one, page two and membership application (if applicable) along with payment information to secure your options. By sending in payment and this commitment form, our organization (written below) agrees to comply with the Sponsorship/Exhibit Guidelines as provided by Ohio MGMA. Our organization understands that exhibit booths and sponsorships have been assigned on a first-come, first-served basis based submitted with payment in full. Our organization understands that Ohio MGMA reserves the right to remove or refuse any registered organization or exhibit personnel from conference facility or any event associated with our conferences, for failure to act in a professional or responsible manner or as deemed by Ohio MGMA, to be out of compliance with our guidelines and policies.

ORGANIZATION'S NAME: \_\_\_\_\_

ORGANIZATION'S CONTACT: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

**SELECT ALL DESIRED OPTIONS:**

\_\_\_\_\_ 2012 Business Associate Membership      **\$175**  
*\*new members for 2012, please fill out membership application*

**ANNUAL CORPORATE SPONSORSHIP OPTIONS**

*\*SAVE 15% IF YOU COMMIT FOR THE ENTIRE YEAR!*

\_\_\_\_\_ 2011 Platinum Annual Sponsorship      **\$5,200**

\_\_\_\_\_ 2011 Gold Annual Sponsorship      **\$3,400**

**WINTER STATE EDUCATIONAL CONFERENCE**

**MARCH 2, 2012**

**CROWNE PLAZA COLUMBUS NORTH, COLUMBUS**

\_\_\_\_\_ Exhibit Table, Ohio MGMA Member      **\$900**

\_\_\_\_\_ Exhibit Table, Non-Member      **\$1,150**

Additional Booth Representatives (#) \_\_\_\_\_ @      **\$110 ea**

\_\_\_\_\_ Conference Bag Sponsorship      **\$1,500**

\_\_\_\_\_ Conference Program Sponsorship      **\$1,100**

\_\_\_\_\_ Conference CD Sponsorship      **\$1,100**  
 \_\_\_\_\_ Conference Laynard Sponsorship      **\$900**  
 \_\_\_\_\_ Conference Break Sponsorship      **\$550**

**FALL STATE EDUCATIONAL CONFERENCE  
 SEPTEMBER 20-21, 2012  
 CROWNE PLAZA COLUMBUS NORTH, COLUMBUS**

\_\_\_\_\_ Exhibit Table, Ohio MGMA Member      **\$1,100**

\_\_\_\_\_ Exhibit Table, Non-Member      **\$1,350**

Additional Booth Representatives (#) \_\_\_\_\_ @      **\$175 ea**

\_\_\_\_\_ Networking Reception Exclusive Sponsorship      **\$2,400**

\_\_\_\_\_ Networking Reception Co-Sponsorship      **\$1,400**

\_\_\_\_\_ Conference Bag Sponsorship      **\$1,500**

\_\_\_\_\_ Conference Program Sponsorship      **\$1,100**

\_\_\_\_\_ Conference CD Sponsorship      **\$1,100**

\_\_\_\_\_ Conference Water Bottle Sponsorship      **\$1,000**

\_\_\_\_\_ Conference Laynard Sponsorship      **\$900**

\_\_\_\_\_ Conference Break Sponsorship      **\$550**

**OHIO MGMA WEB, NEWSLETTER AND WEBINAR OPTIONS:**

\_\_\_\_\_ Annual Website Sponsor. Only 5 available      **\$600**

\_\_\_\_\_ Annual Webinar Technology Sponsor      **\$900**  
*\*only 2 available, CATEGORY exclusive*

\_\_\_\_\_ Full Page Newsletter Advertisement      **\$500 ea**

Circle Desired Publications: 1stQ      2ndQ      3rdQ      4thQ

\_\_\_\_\_ Half Page Newsletter Advertisement      **\$300 ea**

Circle Desired Publications: 1stQ      2ndQ      3rdQ      4thQ



# 2012 Commitment Order Form (Page 2)

**PRINT CLEARLY**

We hereby have applied for options checked on page one of the order form, consistent with the terms outlined for our use by Ohio MGMA. We understand that once processed our commitment and payment will not be refunded unless Ohio MGMA fails to deliver the product we have selected. We agree to comply with the Sponsorship/Exhibit/Advertising guidelines as provided by Ohio MGMA. We understand that exhibits and sponsorship will be assigned on a first-come, first-served basis, submitted with payment in full. We understand we must meet all artwork and submission deadlines set by Ohio MGMA in order to be included in any produced or support materials.

**Please complete and return your 2012 commitment order forms by fax or mail to Ohio MGMA, with your payment by check or credit card.**

**Fax:** (770) 516-2459

**Mail:**  
Ohio MGMA  
P.O Box 1460  
Woodstock, GA 30188-1460.

**Note:** The company information requested below, will be used for your conference program listing. All information, including conference updates and requests for materials, closer to conference and advertising deadlines, will be sent to the company contact. The company contact is responsible for distributing information to the company representatives and ensuring deadlines are met.

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Organization Website \_\_\_\_\_

Company 800# or Phone# \_\_\_\_\_ ex \_\_\_\_\_

Company Address \_\_\_\_\_

City State Zip

**Mandatory:** Service or Product Description for Program Listing (limited to 30 words or less, print clearly):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT INFORMATION: FAILURE TO PRINT CLEARLY MAY DELAY PROCESSING.**

Payment by check \_\_\_\_\_ please make check payable to **Ohio MGMA**

Payment by credit card card type, circle one: Visa Mastercard Amex

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

First and Last Name on Card \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Billing Address for Card \_\_\_\_\_

\_\_\_\_\_



2012 Commitment Order Form (Page 3)

Please fill this out if you are a first time member to Ohio MGMA.

Please fill this out if you have chosen a 2012 Annual Corporate Platinum or Gold Sponsorship, one application for the person from your organization for whom you wish to set up the membership.

Ohio Medical Group Management Association Membership Application

Please type or print clearly

Name \_\_\_\_\_ Title \_\_\_\_\_

Professional Designations \_\_\_\_\_ Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone # \_\_\_\_\_ Email Address \_\_\_\_\_

National MGMA Member? Y / N

\* I was referred by \_\_\_\_\_ (please list Ohio MGMA member name)

MEMBERSHIP CATEGORY

\_\_\_\_\_ Applying for BUSINESS ASSOCIATE Membership - Annual Dues are \$175

To be eligible as a BUSINESS ASSOCIATE member of Ohio MGMA, a person must be an employee, owner or partner of an organization involved in the supply of products, services or education to ambulatory health care professionals within the boundaries of the State of Ohio.

Thank you for your interest in Ohio MGMA. Member benefits begin when your application is processed and payment has been received.

Please complete membership application if appropriate and return your 2012 commitment order forms & membership application by fax or mail to Ohio MGMA, with your payment by check or credit card.

Fax: (770) 516-2459

Mail: Ohio MGMA, P.O Box 1460, Woodstock, GA 30188-1460