



Medical Group
Management
Association

MGMA[®]

Ohio

A State Affiliate

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

Sponsorship and Exhibitor Prospectus

Conference Agenda

Friday, March 2, 2012

6:00am - 7:00am	Exhibitor Registration and Set Up	11:45am – 12:30pm	Ohio MGMA Business Meeting Ohio Legislative Update - Ohio MGMA Board of Directors Networking Luncheon ACMPE Update Breakout Luncheon
7:00am - 8:00am	Attendee Networking Breakfast & Conference Registration	12:30pm - 1:30pm	
8:00am - 3:00pm	Practice Solutions Hall Open	1:30pm – 2:30pm	“Engaging Physicians as Leaders” - Marc Halley, President and CEO The Halley Consulting Group, LLC
8:00am - 8:10am	Welcome and Program Introductions - Frank Combs, MBA, FACMPE Ohio MGMA President	2:30pm – 3:00pm	Break/Networking Practice Solutions Hall
8:10am - 9:45am	“Leadership Workshop – Part 1, Leadership Styles and Self-Awareness” - Laurie K. Baedke, FACHE, FACMPE The LIFEworks Group	3:00pm - 3:10pm	Door Prize Giveaways General Session Room
9:45am – 10:15am	Break/Networking Practice Solutions Hall	3:10pm – 4:10pm	“Can’t We All Just Get Along?” - Marc Halley, President and CEO The Halley Consulting Group, LLC
10:15am – 11:45am	“Leadership Workshop – Part 2, Utilizing Your Leadership Style and Identifying Talent in Your Employees” - Laurie K. Baedke, FACHE, FACMPE The LIFEworks Group	4:10pm - 4:15pm	Closing Announcements & Conference Adjournment

Ohio MGMA reserves the right to change or modify the agenda in any way, at any time, in the event of circumstances beyond our control.

Exhibit Information & Costs

There will be 27 available exhibit spaces at the Ohio MGMA Annual State Winter 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 & 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.

EXHIBIT COST:

\$900 Ohio MGMA Business Associates Members

\$1150 Non-Members (join Ohio MGMA as a Business Associate Member and save. Annual Membership is just \$175!)

Includes: 8' x 8' Exhibit space with power supply, 6' x 30" draped/skirted exhibit table, two chairs, two full conference registrations for representatives from your organization, organization listing in attendee conference program and pre & post conference attendee list in excel format.

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

Exhibitor registrations include all breaks and meals on the agenda. To maximize your networking time, exhibitors are welcome and encouraged to participate in all breaks, meals and sessions throughout the duration of our conference.

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

Custom Sponsorship Information & Costs

ENHANCE YOUR ORGANIZATION'S VISIBILITY AT OUR 2012 EVENTS!

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

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

Available for Winter 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, includes 1 conference registration

Available for Winter Conference

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, includes 1 conference registration

Available for Winter Conference

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 Lanyard Sponsorship, \$900 - Exclusive, includes 1 conference registration

Available for Winter Conference

Name badge 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, does not include conference registration

Available for Winter Conference

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**

General Information

Exhibit applications must be complete and submitted with payment **IN FULL** to secure exhibit space and/or sponsorship. Applications received without full payment will not be processed nor will space assignments be made. Exhibit space and sponsorship are sold on a first come, first served basis. Included in exhibit costs are: 8' x 8' exhibit space, (1) 6' table draped/skirted, (1) electrical outlet, wireless internet connection, (2) chairs, (2) exhibitor registrations include breakfast, lunch and breaks, organization listing in conference program, and a pre and post conference attendance list in excel format. The cost of additional booth personnel is \$110 per person.

To apply for exhibit space, complete the application form and mail with payment, to:

Ohio MGMA
Conference Coordinator
P.O. Box 1460
Woodstock, GA 30188-1460

OR fax, along with credit card payment information:
(770) 516-2459

The company name and information, as listed on the application, will be used for all printed conference materials.

CANCELLATION POLICY

In the event it is necessary for the exhibitor to cancel their exhibit application and agreement, a full refund (less a \$100 processing fee per booth) will be made for requests made in writing, dated no later than Monday, January 30, 2012. No refunds will be made on written cancellations made after January 30, 2012. Cancellations must be received in writing from the authorized exhibitor representative and mailed to the Ohio MGMA office.

EXHIBIT SET UP/TEAR DOWN HOURS

Friday, March 2, 2012

6:00am - 7:00am Exhibitor Registration and Set Up
(Booths must be set up by 7:00am.
Exhibits **MAY NOT** be set up prior to
March 2 at 6:00am)

3:05pm Exhibit Breakdown

EXHIBIT BOOTH ASSIGNMENT

You will receive your exhibit booth assignment upon registration on March 2. Your booth assignment will be included inside of your registration packet.

CONFERENCE LOCATION, FACILITY AND ACCOMMODATIONS

Crowne Plaza Columbus North
6500 Doubletree Avenue • Columbus, Ohio 43229

Phone: (614) 885-1885 • Fax: (614) 885-7222
<http://www.cpcolumbusnorth.com/>

Ohio MGMA is excited to hold our 2012 Annual State Winter Conference at a new location, The Crowne Plaza Columbus North. The hotel is located amidst the thriving business community on the north side of Columbus, Ohio just 14.6 miles from Port Columbus International Airport (CMH). A special room rate of \$95 per night + applicable taxes has been arranged. This special room rate includes a full hot breakfast buffet, maximum of 2 guests per room. Reservations must be received on or before Thursday, February 16, 2012 or until room block is filled, whichever comes first. Please make your hotel reservation directly with the Hotel's reservation department by calling (614) 885-1885 or the toll free number 800-996-8916. You must identify the name of our group to receive the above quoted rate:

OHIO MGMA

AIRPORT SHUTTLE

Crowne Plaza Columbus North provides Airport Shuttle, continuous every hour (advance reservations are accepted at 614-885-1885) from 6am-10pm and is complimentary.

WHAT TO WEAR

Exhibit personnel must conduct themselves in a professional manner. Business casual attire is appropriate for Ohio MGMA meetings and events.

PROPER SHIPPING OF EXHIBIT MATERIALS AND STORAGE

The Crowne Plaza Columbus North will accept shipping 7 days in advance of conference date. In order to ensure that your shipment is properly stored and delivered to our exhibit hall, please include the following information on your shipping label:

Ship to:

Crowne Plaza Columbus North
Attn: Loren Dieringer , Crowne Meetings Director, Ohio MGMA
3/2/12 MTG.
6500 Doubletree Avenue
Columbus, Ohio 43229
Phone: (614) 885-1885

ON-SITE CONTACT

Mindy Zaubi, Executive Director, Ohio MGMA. If you have any specific questions that are not answered by the information in this prospectus.

Email: main@ohiomgma.com
Phone: (678)523-5915.



Exhibitor Application

Ohio MGMA 2012 Annual State Winter Conference

Crowne Plaza Columbus North - March 2, 2012

We hereby have applied and paid for exhibit space, consistent with the terms outlined for our use at the Ohio MGMA 2012 Annual State Winter Conference on March 2, 2012. We agree to comply with the Sponsorship/Exhibit Guidelines as stated in this prospectus and as additionally provided by Ohio MGMA. We understand that booths have been assigned on a first-come, first-served basis based submitted with payment in full. We understand that Ohio MGMA reserves the right to remove or refuse any registered organization or exhibit personnel from conference facility or any event associated with this conference, 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 Name: _____

Authorized Organization Signature / Date: _____ / _____

Printed Name / Title: _____ / _____

Note: The company name, as listed below, will be used for your booth sign and program listing. All conference information will be sent to the company contact. The company contact will be responsible for distributing information to the company representatives.

Company _____

Contact Person (this is the authorized contact that will receive all conference information) _____

Contact Email _____ Phone _____

Representative #1 (Complimentary) for ON SITE badge _____

Representative #2 (Complimentary) for ON SITE badge _____

Representative #1 Email Address _____

Representative #2 Email Address _____

Mandatory: Service or Product Description for Program Listing (limited to 30 words or less): _____

Mandatory: Company Website for Program Listing: _____ Company 800# _____

SELECT ALL DESIRED OPTIONS:

- _____ 2012 Business Associate Membership **\$175**
*new members for 2012, please fill out membership application
- _____ 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 Lanyard Sponsorship **\$900**
- _____ Conference Break Sponsorship **\$550**

PAYMENT INFORMATION:

FAILURE TO PRINT CLEARLY MAY DELAY PROCESSING.

- _____ Payment by check payable to **Ohio MGMA**
- _____ Payment by credit card: Visa Mastercard Amex
- Card Number _____
- Card Exp. Date _____ / _____
- First and Last Name on Card _____
- Cardholder Signature _____
- Billing Address for Card _____
- _____
- _____

OHIO MEDICAL GROUP MANAGEMENT ASSOCIATION - MEMBERSHIP APPLICATION



Please type or print - For convenience, you may also submit a membership application & pay by credit card online at: www.ohiomgma.com / Membership

Name(First//Last) _____ Title _____

Professional Designations _____ Organization Name _____

Address _____

_____ Work Phone # _____

City _____ State _____ Zip _____

Work Fax # _____ Email _____

National MGMA Member? YES NO If YES, MGMA Member Number _____

I was referred by _____ (please list name)

MEMBERSHIP CATEGORIES:

_____ Applying for **BUSINESS ASSOCIATE Membership** - Annual Dues are \$175.00 (upon payment through 12/31/12)
To be eligible as a BUSINESS ASSOCIATE member of the 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!

Your member benefits begin when your application is processed and payment has been received. Please submit completed application and payment by check to:

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

No one may be denied membership because of race, sex, religion, color or creed.

Membership renewal is effective on January 1st of each year. First year members pay the full membership dues, which also covers the cost of initial processing. If you have any questions about joining Ohio MGMA e-mail main@ohiomgma.com or call our office at (330)621-4353.

Ohio Medical Group Management Association (Ohio MGMA) is an affiliate chapter of MGMA, the leading professional association representing medical group practice management.