



# **Ohio Medical Group Management Association**

## **2010 Business Associate Support Program**

- Introduction to OMGMA & Annual Business Associate Membership
- Exhibit & Sponsorship Information for Annual Conferences
- Custom Conference Sponsorship Opportunities
- Newsletter Advertising
- Website Sponsorship

**Dear Ohio MGMA Business Associate Members, Supporters and Interested Parties:**

### **About OMGMA**

OMGMA ended 2009 with 266 total members. Our membership consists of Active, Business Associate and Student membership designations. **Our Active membership demographics include** - CEOs/CFOs, Partners, Vice Presidents and Directors, Practice Administrators, Practice Office and Billing Managers, Billing and Collections Staff. Active members represent private and academic practices, ambulatory surgical and community health centers, health care delivery systems and management services organizations from across our state. Our membership crosses all clinical specialties.

### **OMGMA 2010 Annual Conferences**

OMGMA will hold **THREE** annual conferences/meetings in 2010: Winter Educational Conference (**March 5, 2010**), Payer Meeting in tandem with the Ohio State Medical Association - OSMA (**May 7, 2010**) and Fall Educational Conference (**September 17, 2010**). All three conferences/meetings will be held at The Conference Center at NorthPointe - Lewis Center, Ohio.

Estimated attendance for our Winter and Fall Educational Conferences is 90 attendees with professional titles typically including: CEOs/CFOs, Partners, Vice Presidents and Directors, Practice Administrators, Practice Office and Billing Managers.

Estimated attendance for our Payer Meeting is 225 attendees with professional titles typically including Directors, CFOs, Practice/Office Administrators and Managers along with a high percentage of Billing and Collections Managers and their staff.

### **OMGMA Business Associate Membership**

For access to our Active membership and networking opportunities, OMGMA offers organizations an annual Business Associate membership. To be eligible as a Business Associate member of OMGMA, 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 are \$175 per year.**

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

- Access to our online Membership Directory (password protected).
- Correspondence from OMGMA to all members outlining upcoming activities, events and industry updates pertinent to our State. Business Associates receive conference information/registration forms before we release to other interested parties.
- Discounts on registration fees for exhibit opportunities taking place throughout 2010
- OMGMA Quarterly Newsletter – OMGMA allows our Business Associate Members to submit educational articles for potential publication each quarter.
- OMGMA Quarterly Webinars – OMGMA allows our Business Associate Members to sponsor or host our quarterly webinars planned for 2010.

If you are not already, we would encourage you to become an OMGMA Business Associate Member in 2010 and begin receiving membership benefits and networking with our growing membership.

Included in this packet are OMGMA's Exhibiting, Sponsorship & Advertising Opportunities for 2010. We are sending all the information at one time in hopes that this material will answer questions and help you with your budgeting for the entire year.

We appreciate our Business Associate Members and Supporters. We recognize that through your support, we are able to bring quality programs and member benefits to practice administrators throughout Ohio.

Please let me know if you have any specific questions. We look forward to your participation.

Mindy Zaubi  
Executive Director, Ohio  
(773) 322-6358  
[main@ohiomgma.com](mailto:main@ohiomgma.com)  
[www.ohiomgma.com](http://www.ohiomgma.com)

# OMGMA Exhibit & Sponsorship Opportunities at Annual Conferences

## Annual Educational Conferences

March 5, 2010 & September 17, 2010

We hope you will join us at our Annual Educational Conferences that will be held in Lewis Center, OH. There will be 24 available booths and we do expect a sell out. We encourage you to make your reservation for booth 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 Corporate, Platinum, Gold Sponsors & Custom Sponsors during the conference.

**Networking Luncheon Sponsor:** \$2,000 per conference

*Maximum 1 available per conference*

Includes:

- Networking Luncheon Sponsor Payer Meeting – May 7, 2010 - The Conference Center at NorthPointe – Lewis Center, OH
  - Includes:
    - Exhibit Table with power supply in prime location in exhibit hall - 6' x 30" draped/skirted table
    - Registration for up to **two** representatives from your organization
    - Sponsorship signage including your logo located outside dining room during lunch
    - Sponsor recognition announcement before lunch
    - Full-page ad in conference program
    - Special recognition in conference program booklet
    - Exhibitor listing in conference program booklet
    - Pre & Post conference attendee list in excel format

**Continental Breakfast Sponsor:** \$1,500 per conference

*Maximum 1 available per conference*

Includes:

- Continental Breakfast Sponsor Payer Meeting – May 7, 2010 - The Conference Center at NorthPointe – Lewis Center, OH
  - Includes:
    - Exhibit Table with power supply in prime location in exhibit hall - 6' x 30" draped/skirted table
    - Registration for up to **two** representatives from your organization
    - Sponsorship signage including your logo at continental breakfast location
    - Sponsor recognition announcement at beginning of meeting
    - Half-page ad in conference program
    - Special recognition in conference program booklet
    - Exhibitor listing in conference program booklet
    - Pre & Post conference attendee list in excel format

**Exhibit Table:** \$700 / OMGMA Business Associate Members or \$900 / Non-Members per conference

Includes:

- Exhibit Table at OMGMA's 2010 Annual Educational Conferences – March 5, or September 17, 2010 at The Conference Center at NorthPointe – Lewis Center, OH
  - Includes:
    - Exhibit Table with power supply in exhibit hall - 6' x 30" draped/skirted table
    - Registration for up to **two** representatives from your organization
    - Exhibitor listing in conference program booklet
    - Pre & Post conference attendee list in excel format

\* You may register additional representatives from your organization, above the two that are included in the exhibit/sponsorship fees, for an additional \$125.00 each.

**To maximize your networking time, exhibitors are welcome and encouraged to participate in all breaks, meals, and sessions throughout the duration of the conference.**

# OMGMA Exhibit & Sponsorship Opportunities at Annual Conferences

## Payer Meeting co-hosted with OSMA

May 7, 2010

We hope you will join us at our Annual Payer Meeting that will be held Lewis Center, OH. We will be 28 available booths and we do expect a sell out. We encourage you to make your reservation for booth 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 Corporate, Platinum, Gold Sponsors & Custom Sponsors during the conference.

**Networking Luncheon Sponsor:** \$2,500 per conference

*Maximum 1 available per conference*

Includes:

- Networking Luncheon Sponsor Payer Meeting – May 7, 2010 - The Conference Center at NorthPointe – Lewis Center, OH
  - Includes:
    - Exhibit Table with power supply in prime location in exhibit hall - 6' x 30" draped/skirted table
    - Registration for up to **two** representatives from your organization
    - Sponsorship signage including your logo located outside dining room during lunch
    - Sponsor recognition announcement before lunch
    - Full-page ad in conference program
    - Special recognition in conference program booklet
    - Exhibitor listing in conference program booklet
    - Pre & Post conference attendee list in excel format

**Continental Breakfast Sponsor:** \$2,000 per conference

*Maximum 1 available per conference*

Includes:

- Continental Breakfast Sponsor Payer Meeting – May 7, 2010 - The Conference Center at NorthPointe – Lewis Center, OH
  - Includes:
    - Exhibit Table with power supply in prime location in exhibit hall - 6' x 30" draped/skirted table
    - Registration for up to **two** representatives from your organization
    - Sponsorship signage including your logo at continental breakfast location
    - Sponsor recognition announcement at beginning of meeting
    - Half-page ad in conference program
    - Special recognition in conference program booklet
    - Exhibitor listing in conference program booklet
    - Pre & Post conference attendee list in excel format

**Exhibit Table:** \$900 / OMGMA Business Associate Members or \$1100 / Non-Members per conference

Includes:

- Exhibit Table at OMGMA/OSMA's 2010 Payer Meeting – May 7 at The Conference Center at NorthPointe – Lewis Center, OH
  - Includes:
    - Exhibit Table with power supply in exhibit hall - 6' x 30" draped/skirted table
    - Registration for up to **two** representatives from your organization
    - Exhibitor listing in conference program booklet
    - Pre & Post conference attendee list in excel format

\* You may register additional representatives from your organization, above the two that are included in the exhibit/sponsorship fees, for an additional \$125.00 each.

**To maximize your networking time, exhibitors are welcome and encouraged to participate in all breaks, meals, and sessions throughout the duration of the conference.**

# **OMGMA 2010 Custom Conference Sponsorships**

## **- Enhance your organization's visibility**

### **Items available for all 3 conferences in 2010**

**Conference Program Sponsorship:** \$1200 per Educational Conference / \$1700 Payer Meeting

*Maximum 1 available per conference*

- Logo on front cover of Conference Program
- Full-page ad in conference program
- Sponsor recognition announcement at beginning of conference
- Special recognition in conference program booklet

**Water Bottle Sponsorship:** \$1,000 per Educational Conferences / \$1500 Payer Conference

*Maximum 1 available per conference*

20 Oz. Aluminum Bottles, imprinted with your organization's logo (one color) for all attendees to take home. Aluminum bottle features: screw off cap and carabineer to clip to backpacks or belt loop.

- Sponsor recognition announcement at beginning of conference
- Special recognition in conference program booklet

**Conference CD/FlashDrive Sponsorship:** \$1000 per Educational Conference / \$1500 Payer Conference

*Maximum 1 available per conference*

Logo imprinted on conference CD or Flash Drive which will be handed out to all attendees. CD/Flash Drive will include conference presentations/handouts and you may submit a file/presentation from your organization to be uploaded.

- Sponsor recognition announcement at beginning of conference
- Special recognition in conference program booklet

**Audio Visual Sponsorship:** \$700

*Maximum 2 available per conference*

- Logo on signage outside of general session room for duration of conference
- Sponsor recognition announcement at beginning of conference
- Special recognition in conference program booklet

**AM or PM Break Sponsorship:** \$500 per Educational Conference / \$800 Payer Meeting

*Maximum 1 AM & 1 PM available per conference*

- Logo on signage in location of break area for duration of break
- Sponsor recognition announcement before break
- Special recognition in conference program booklet

\*All Sponsorships and Exhibit booths are granted on a first come, first serve basis based on receipt of registration forms and payment.

## OMGMA Website Sponsorships

The Ohio MGMA Website – [www.ohiomgma.com](http://www.ohiomgma.com), is our face on the web. Our website has association information, an online membership application, conference information, online conference and event registration, sponsor listings, and a “Members Only” area that includes a membership directory.

Website sponsorship will place your company’s on our “Sponsors” webpage. Your logo will also include a link that will take our visitors directly to your organization’s website.

**Quarterly Website Sponsorship** – \$175.00 per quarter or \$630 for annual sponsorship

## OMGMA Newsletter Advertisements

The Ohio MGMA Newsletter is an online publication that is emailed out 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 for our membership or outside interested parties.

Ads will be four-color.

Price Per Issue:	Full Page Ad	\$600
	Half Page Ad	\$400
	Quarter Page Ad	\$250

Deadline for Ad Placement: 10 days before scheduled date of publication

Dates of Publication, on or around:  
January 30, 2010  
April 30, 2010  
August 30, 2010  
November 30, 2010

ACCEPTABLE AD FORMAT: .jpg - Four Color - resolution of at least 300 dpi

Ad Sizes:  
Full Page Ad - 8"w x 10.5"h  
Half Page Ad - 8"w x 4.75"h  
Quarter Page Ad - 4"w x 4.75"h

**Please email ad on or before the deadline date to: [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com)**

# 2010 OMGMA Sponsorship Commitment Sheet

Please fill out and mail in with payment information to secure your space

\_\_\_\_\_ **2010 OMGMA Business Associate Membership** \$175  
(please fill out attached membership application)

## REGISTRATION - Annual WINTER Educational Conference – March 5<sup>th</sup>, 2010

\_\_\_\_\_ **Networking Luncheon Sponsor:** \$2000  
\_\_\_\_\_ **Continental Breakfast Sponsor:** \$1500  
\_\_\_\_\_ **Exhibit Booth, Business Associate Members:** \$700  
\_\_\_\_\_ **Exhibit Booth, Non-Members:** \$900

### Registration Additional Representatives to Attend Educational Conference *(2 already included)*

# of additional reps \_\_\_\_\_ @ \$125 each \$ \_\_\_\_\_  
\_\_\_\_\_ **Conference Program Sponsorship:** \$1200  
\_\_\_\_\_ **Water Bottle Sponsorship:** \$1000  
\_\_\_\_\_ **Conference CD/FlashDrive Sponsorship:** \$1000  
\_\_\_\_\_ **Audio/Visual Sponsorship – 2 available:** \$700  
\_\_\_\_\_ **AM or PM Break Sponsorship – 2 available** \$500

## REGISTRATION - Annual FALL Educational Conference – September 17<sup>th</sup>, 2010

\_\_\_\_\_ **Networking Luncheon Sponsor:** \$2000  
\_\_\_\_\_ **Continental Breakfast Sponsor:** \$1500  
\_\_\_\_\_ **Exhibit Booth, Business Associate Members:** \$700  
\_\_\_\_\_ **Exhibit Booth, Non-Members:** \$900

### Registration Additional Representatives to Attend Educational Conference *(2 already included)*

# of additional reps \_\_\_\_\_ @ \$125 each \$ \_\_\_\_\_  
\_\_\_\_\_ **Conference Program Sponsorship:** \$1200  
\_\_\_\_\_ **Water Bottle Sponsorship:** \$1000  
\_\_\_\_\_ **Conference CD/FlashDrive Sponsorship:** \$1000  
\_\_\_\_\_ **Audio/Visual Sponsorship – 2 available:** \$700  
\_\_\_\_\_ **AM or PM Break Sponsorship – 2 available** \$500

2010 OMGMA Sponsorship Commitment Sheet - Continued

REGISTRATION – Payer Meeting – May 7, 2010

_____ Networking Luncheon Sponsor (includes exhibit booth):	\$2500
_____ Continental Breakfast Sponsor (includes exhibit booth):	\$2000
_____ Exhibit Booth, Business Associate Members:	\$900
_____ Exhibit Booth, Non-Members:	\$1100

Registration Additional Representatives to Attend Educational Conference (2 already included)

# of additional reps _____ @ \$125 each	\$ _____
_____ Conference Program Sponsorship:	\$1700
_____ Water Bottle Sponsorship:	\$1500
_____ Conference CD/FlashDrive Sponsorship:	\$1500
_____ Audio/Visual Sponsorship – 2 available:	\$700
_____ AM or PM Break Sponsorship – 2 available	\$800

REGISTRATION – OMGMA Website Opportunities

_____ Annual Website Sponsorship	\$630
_____ Quarterly Website Sponsorship: _____ (# of Quarters) @ \$175 per quarter:	\$ _____

Please circle preference(s): 1Q'10                      2Q'10                      3Q'10                      4Q'10

REGISTRATION – OMGMA Newsletter Advertising Opportunities

Quarterly Newsletter Advertisements: Based on price per Issue:

# issues _____	Full Page Ad @ \$600	\$ _____
# issues _____	1/2 Page Ad @ \$400	\$ _____
# issues _____	1/4 Page Ad @ \$250	\$ _____

**TOTAL 2010 SPONSORSHIP COMMITMENT** **\$ \_\_\_\_\_**

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Please mail complete 2010 Sponsorship Commitment Sheets and payment check to:

**OMGMA**  
**P.O. Box 1460**  
**Woostock, GA 30188-1460**



## Ohio Medical Group Management Association - Membership Application

Please type or print – **You may also submit a membership application & pay by credit card online at: [www.ohiomgma.com](http://www.ohiomgma.com) / Membership**

Name (First/Middle Initial/Last) \_\_\_\_\_ Title \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Work Phone # \_\_\_\_\_

Work Fax # \_\_\_\_\_ Email \_\_\_\_\_ Practice Specialty \_\_\_\_\_

National MGMA Member? **YES** **NO** National MGMA Membership Number \_\_\_\_\_

I was referred by \_\_\_\_\_ (please list name)

### MEMBERSHIP CATEGORY:

\_\_\_\_\_ Applying for **BUSINESS ASSOCIATE** Membership - **Annual Dues are \$175.00** (upon payment through 12/31/10)  
To be eligible as a BUSINESS ASSOCIATE member of the OMGMA, 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 ASSOCIATES, Please indicate a brief description of your company's product/service:

\_\_\_\_\_

**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:**

**OMGMA**  
**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 covers the cost of initial processing. If you have any questions about joining OMGMA e-mail [main@ohiomgma.com](mailto:main@ohiomgma.com) or call (330) 621-4353.

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