



Ohio State Medical Association Education Symposium April 5, 2019

EXHIBIT AND SPONSOR PROSPECTUS

QUESTIONS? Contact Mary Whitacre, OSMA Director of Education (614) 527-6769 • mwhitacre@osma.org

GENERAL INFORMATION

The 2019 Education Symposium will be full of inspiration, strategies and tools needed to operate a successful medical practice that will show the power of changing perspective can have on your personal and professional life. The OSMA invites you to exhibit at this exciting event to maximize awareness of your company and/or products with medical practice professionals. For those wishing to show their support in a special way we encourage you to consider sponsorship. Gain valuable exposure to key decision-makers and share how your products and services can help them run an efficient practice and stay current during this challenging time of practice transformation.

DATE AND LOCATION

Friday, April 5, 2019
Columbus Hilton Easton
3900 Chagrin Drive • Columbus, OH 43219
Phone: (614) 414-5000
www.hiltoncolumbus.com

AGENDA

Titles and topics subject to change

7:30 am	Registration, Welcome and Visit Exhibits				
8:45 am	Welcome and Opening Remarks				
9:00 am	Shifting Your Perspective: Implicit Bias in Healthcare and in the Medical Office				
10:00 am	Networking Break / Visit Exhibits				
	Operations & Efficiency	People & Productivity	Legal & Technology	Revenue & Reimbursement	Physician Well-Being
10:20 am	Benchmarking for Better Decision Making and Results	12 HR Landmines & Easy Ways to Avoid Them	How Telehealth Can Benefit Your Practice	PCMH Transformation: What you need to know before you begin	Topic #1
11:00 am	Networking Break / Visit Exhibits				
11:20 am	Is Becoming a High Reliability Practice in Your Future?	12 HR Landmines & Easy Ways to Avoid Them – continued	Indications and Contraindications: Clinical and ethical issues involved in recommending medical cannabis (70 min)	Proactive Provider Credentialing	Topic #2
Noon	Lunch & Visit Exhibits				
1:15 pm	Managing the Decision and Costs of Employee Benefits	Top 4 Essential Tools Every Practice Manager Needs in their HR Toolbox	Medical Marijuana . . . Patient and Practice Management Issues	Key Components of Successful Payer Negotiations	Topic #3
1:55 pm	Networking Break / Visit Exhibits				
2:15 pm	The Power of Scribes: Revenue, Satisfaction and Efficiency	Top 4 Essential Tools Every Practice Manager Needs in their HR Toolbox - continued	Playing by the Rules: Ohio Collection Laws	Optimize Your Revenue with an Annual Fee Schedule and Coding Utilization Review	Topic #4
3:00 pm	Closing General Session: Ohio Legislative Update				
3:15 pm	Door Prizes/Adjourn				

EXHIBIT ACTIVITIES/DOOR PRIZES

The morning breakfast and break refreshments will be located throughout the hallways, conveniently located near the education classrooms, ensuring constant traffic flow to all exhibits. We will again offer the very successful door prize raffle, inviting each attendee to have their card initialed to become eligible. For your company's name to be listed on the door prize card, you must contribute a prize (minimum value of \$25). Winners must be present, making this a fun way to encourage attendees to stay until the end of the Symposium. It also maximizes your time with those who attend, allowing you time to share your company's key message as you initial their card.

SYMPOSIUM AUDIENCE & ATTENDANCE DEMOGRAPHICS

There were 319 participants at the 2018 Symposium, representing 229 different medical practices and 3,216 physicians.

Specialties with at least 5% in attendance

- Family medicine 24%
- Internal medicine 17%
- OB/GYN 13%
- Surgery 7%
- Orthopedics 6%
- Pediatrics 5%

By Number of Physicians in the Practice

- 1 24%
- 2-4 32%
- 5-9 27%
- 10-19 8%
- 20+ 8%

By Practice Function

- Office/Practice manager 38%
- Physician 21%
- Biller/Billing manager 16%
- CEO/CFO/ED 5%

By Region in Ohio

- Central Ohio 18%
- Northwest Ohio 13%
- Northeast Ohio 22%
- Southeast/Southern Ohio 6%
- Eastern Ohio 17%
- Northeast Ohio 4%
- Northern Ohio 2%

SPACE ASSIGNMENT

The OSMA will do its best to assign you to your requested space, but spaces are sold on a first come first served basis with preference given to sponsors, and preferred space assignment is not guaranteed.

- The following spaces are reserved for sponsors and are not available without sponsorship: 35, 36, 53-57.
- The following spaces are first tier space and are \$750 each: 4, 5, 6, 31, 32, 39, 40.
- All other spaces are second tier spaces and are \$650 each.

EXHIBIT FEES AND DETAILS

- Each exhibit space is 7' wide and 30" deep. One 6' draped (black) table plus a chair for each exhibit staff is provided. If you need a larger space to accommodate a free-standing or larger display, we suggest you consider purchasing two spaces. We cannot allow one exhibitor's setup to encroach on the space of another.
- Assignments are made based on the date your application and payment are received, so the sooner you return your registration, the better chance you have of being assigned your preferred space. Company name will be included in the print brochure if your contract and payment is received by Jan. 11, 2019.
- All exhibitors will receive a pre-registration roster in an Excel format with participant name, title, company and mailing address on March 1. You will also receive a final pre-registration roster the week of the Symposium and approximately two weeks after.
- If you need to cancel, a full refund, less a \$200 administration fee, will be made for cancellations received in writing by Jan. 9, 2019. No refunds will be made thereafter unless agreed upon by the OSMA.
- Exhibits must be paid in full by March 1.

EXHIBIT POLICIES AND REGULATIONS

- All exhibitors will be in a room or area separate from the educational sessions, and may not interfere or in any way compete with the educational sessions.

- Exhibitors may not share space unless preapproved by the OSMA.

SET UP/SHIPPING/DISMANTLE

Exhibitors may set up between 6:00 – 7:30 pm on Thursday, April 4 and between 6:30 - 7:30 am on Friday, April 5. All exhibits must be up and ready by 7:30 am Friday morning. Your confirmation will also include an Exhibit Service Order Form and Exhibitor Shipping Form for shipping assistance or to request any exhibit/setup requirements such as electric, monitors, etc. These arrangements are handled by the Hilton Columbus. All exhibits are to be removed by 3:00 pm on April 5.

HOTEL INFORMATION

A limited number of rooms have been reserved at the Hilton Easton in Columbus. The reservation deadline to receive the discounted room rate of \$194 plus tax is March 8. You may make your reservations by calling (614) 414-5000. Indicate that you are with Ohio State Medical Association to receive the discounted rate. Check-in 4:00 pm / checkout is noon.

SPONSORSHIP/ADVERTISING OPPORTUNITIES

Be remembered by your customers and enhance your profile as an industry leader! For companies wishing to support the Symposium in a special way, we encourage you to choose sponsorship. We will work with you to best make use of your available funds, affording your company maximum visibility.

Sponsorships INCLUDE:

- Complimentary exhibit space.
- Recognition from the podium during morning announcements.
- Logo in the event brochure Wellness and Gold Sponsors on the front cover if sponsorship confirmation received by 12/19/2018, and on the event website (if received after, logo will be included on PDF and website). Can link to your company if desired.
- OSMA will purchase a \$25 gift card on your behalf for the door prize drawing.
- Plus the following . . .

Overall Wellness Sponsor Will personally discuss agreement and sponsor package with potential sponsor.

Gold Sponsors (limit 2) - \$3,000 each

- Exhibit space 35 or 36.
- Logo on the front cover
- Signage with your company name on each banquet table during lunch.
- Special dessert tray at your exhibit table.

Continental Breakfast Sponsor - \$3,000

The breakfast sponsor gains high visibility during the morning registration break.

- Signage with your company name on each banquet table during the opening general session.
- Basket of breakfast bars at your exhibit table.

Break Sponsor - \$2,500

The break sponsor gains extra visibility during the morning and afternoon breaks.

- Signage with your company name by each break station for both the morning and afternoon breaks and special snack basket at your exhibit table during both breaks.

Lunch Sponsor - \$3,000

The lunch sponsor gains high visibility at this sit-down lunch function, which is open to all registrants.

Tote Bag Sponsor - \$3,000

Each participant receives a bag they can use to collect company literature and other items. This is an excellent way to gain name brand awareness for your company.

- Cobranded with the OSMA and your company name.

Pen/Pad Sponsor - \$3,000

Each participant receives a pad/pen to use during the event or take home. This is an excellent way to gain name brand awareness for your company.

- Cobranded with the OSMA and your company name.

Exhibit Directory Sponsor - \$1,500

The Exhibit Directory sponsor gains a full-page color ad on the back cover of the Exhibit Directory. Each participant receives a directory.

- Includes one month of your company message included on the OSMA staff email signature.

Other sponsorship ideas? Call the OSMA to discuss!