

NAVIGATING NEW DIRECTIONS



2012 Annual Educational Conference
April 10-11, 2012



About OKMGMA

The OKMGMA is a statewide affiliate organization of the MGMA and is dedicated to providing networking and educational resources for medical practice managers throughout Oklahoma. The organization includes two local chapters: Eastern (which covers Tulsa and surrounding areas) and Oklahoma City.

Our organizational goals are to:

- Support national MGMA & its local affiliated chapters.
- Be a primary resource for the current issues that affect healthcare.
- Provide a statewide network of healthcare professionals to share ideas and information.
- Achieve unity in the medical management field by the strengthening of OKMGMA.
- Be an advocate of legislative issues affecting healthcare on a national and state level.

About Our Conference

The OKMGMA holds one statewide conference each year. The conference provides a chance for attendees to network with members throughout the state while gaining valuable practice management information. Educational topics include (but are not limited to):

- Coding
- Human Resources
- Marketing
- Operations
- Technology
- Financial Management
- Personal & Professional Development

All OKMGMA events are ACMPE credit eligible.

Exposure

As an exhibitor at our educational conference, you will have the opportunity to:

- Expand your base of prospective customers.
- Build visibility for your company.
- Provide product demonstrations.
- Interact one-on-one with healthcare professionals throughout Oklahoma.





Business Partner Opportunities

There are three different levels of Business Partners: bronze, silver and gold. The amount of exposure and opportunities vary for each level; however, all Business Partners receive booth space for our conference. Below is an overview of the items received by each level.

	BRONZE (\$1,000)	SILVER (\$1,500)	GOLD (\$2,000)
Booth at State Conference	✓	✓	✓
Attending Reps at Conference	1	2	3
Pre-Conference Attendee Mailing List (One-Time Use)*	✓	✓	✓
Newsletter Ad	One 1/4 page in issue of choice	One 1/2 page in issue of choice	Four 1/2 pages or two full-pages in issues of choice
Website Ad	3 mos	6 mos	12 mos
Booth at Chapter Luncheon	0	0	1
Business Partner Membership Standard	1	1	1
Business Partner Membership Deluxe	0	0	1
Membership Mailing List (One-Time Use)*	0	0	1
*Mailing content must be approved by OKMGMA Board of Directors.			





Business Partner Opportunities

Basic Booth Space and Attending Representatives

All exhibitors attending conference receive the following:

- 6' skirted table, chairs and wastebasket in the exhibitor area.
 - Participation in all educational sessions, breaks, lunches and receptions (number of reps depends on level).
 - Company listing in conference proceedings.
 - Option to participate in exhibitor drawing.
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Pre-Conference Attendee Mailing List

Each Business Partner will receive a full conference attendee mailing list in Excel format for one-time use.

Newsletter Ad

The OKMGMA publishes the quarterly newsletter *Medical Directions*, which includes articles on assorted practice management topics as well as association news and updates. *Medical Directions* is sent to all members electronically, and print editions are given to conference attendees. All editions are full color and ads are linked to the company website in electronic editions.

Website Ad

Business Partners can place an ad on the OKMGMA's website, which will be visible on the right side of the page. The ads will rotate as people navigate through the pages of the website or when a page is refreshed. The specifications for the ad are **180 x 139 pixels, minimum 100 dpi and must be in .JPG format**. Ads received in the wrong format or with the wrong size specifications will NOT be posted.

Booth at Chapter Luncheon

The OKMGMA is divided into two regional chapters: Eastern (Tulsa) & Oklahoma City. Each member chooses his or her chapter upon becoming a member. Chapters hold regular networking luncheons, which members can attend for a small fee. Members also have the option of **prepaying their luncheon fees** and receiving a discount. Exhibitors have the option of **sponsoring a luncheon**. Sponsors can set up a booth, distribute marketing materials, welcome attendees and introduce speakers.

Business Partner Membership

A Business Partner Membership is for those whose organization is actively engaged in supporting medical groups and healthcare organizations to perform their duties through the provision of support functions, services or supplies. A **Standard Business Partner Membership** entitles the Business Partner access to the website and provides the same membership opportunities and benefits as our Practice Manager Members. A **Deluxe Business Partner Membership** entitles the Business Partner the same benefits as a Standard Membership **plus** attendance to the monthly luncheons for one of OKMGMA's Chapters.

Membership Mailing List

Gold Business Partners will receive a full membership mailing list in Excel format for one-time use.

Wednesday afternoon Exhibitor Drawing - Your choice

All exhibitors are invited to participate in our exhibitor drawing. Attendees will be given a sheet that they will have to fill out. Attendees who stop by your booth will complete the sheet and place it in your box. Wednesday afternoon during the last conference break, each exhibitor will pull a name from the box of tickets and call up the winner. There is a "one prize per person" rule so that more people have an opportunity to win! If you tell us that you are participating this year before we send our brochure out, we will list your company and prize in the brochure and website for more visibility. Prior prizes have included electronics, new gadgets, gift cards, cash and services, to name a few. It can be whatever you can imagine. This is a great opportunity for everyone involved and something the attendees look forward to and enjoy.





Additional Business Partner Opportunities (Conferences)

There are many other opportunities available that are not included in the base price of being a Business Partner. There are numerous items and events that can be sponsored for each conference, whether you're attending or not. Below is a list and description of each option, but please keep in mind we are always open to ideas and willing to work with you on a customized sponsorship.

Conference Bag/Tote Insert — \$100

Include a promotional insert in the conference bags/totes handed out to all attendees.

Pens — \$450

Pens with your company logo and the OKMGMA logo will be included in attendee conference bags.

Breakout Speaker — \$500

Receive signage outside the entrance of the room and introduce one of the meeting's non-keynote speakers. Sponsor will receive recognition in conference brochure if confirmed before brochure goes to print.

Badge Holders/Lanyards — \$700

Your company's logo will be prominently displayed on the badge holders given to all attendees at check-in.

Break (Dessert or Refreshment) — \$700

Receive signage on all tables and the buffet.

Conference Bags/Totes — \$800

Conference bags/totes with your logo and the OKMGMA logo will be distributed to each attendee.

Continental Breakfast — \$850

Receive signage on all tables and the buffet.

Lunch — \$1,000

Your company will receive signage outside the entrance of the room and on all tables as well as the opportunity to greet attendees and give a 3-minute "elevator" speech at the beginning of lunch.

Keynote Speaker — \$1,000

Receive signage outside the entrance of the room and introduce the meeting's keynote speaker. Your logo will also be displayed on the screen prior to the session. Sponsor will receive recognition in conference brochure if confirmed before brochure goes to print.

Conference Brochure — \$1,000

Sponsor our conference brochure! Sponsorship will entitle you to an exclusive full-page black and white ad in our brochure, which is mailed to nearly 1,000 prospective attendees.

Welcome Reception — \$2,500

Your company will receive signage outside the entrance of the room, a banner hung inside the room, your logo on complimentary drink tickets and the opportunity to greet attendees and give a 3-minute "elevator" speech during the reception.

Conference Handout Book — Contact OKMGMA Office

Sponsor receives recognition in our conference handout book, which contains all of the handouts for each session. Sponsorship of the conference handout book provides great exposure as this is an attendee favorite.

A/V Packet — \$1,000

Sponsor the audio & visual technologies for the entire conference! Sponsors will receive company's logo shown on the screen before and after each presentation, A/V for their booth and signage at the conference.





Additional Business Partner Opportunities (Year-Round)

Dedicated E-blast* — \$300

You send us your content and we'll work with you to put together an email that will go out to our entire distribution list. *OKMGMA Office will provide additional details.*

Membership Mailing List* — \$350

Gold Business Partners receive one full membership mailing list, but Silver and Gold Business Partners may purchase a mailing list in Excel format for one-time use as well.

New & Prospective Member Packets* — \$500

Your logo will be displayed on the front cover of our New & Prospective Member Packets. You can also provide us with your own informational insert to include. Packets are distributed throughout the year and include information about the organization.

**Mailings, emails, and membership packet inserts must be approved by the OKMGMA Board of Directors*

Newsletter Ad — Price Varies

All Business Partners receive an ad in our quarterly newsletter, *Medical Directions*, but you may also purchase additional space. Please review the ad rates and specification below.

	Winter	Spring	Summer	Fall	4-Issue Package
1/4 Page	\$50	\$100	\$50	\$100	\$250
1/2 Page	\$125	\$200	\$125	\$200	\$500
Full-Page	\$200	\$300	\$200	\$300	\$850

1/4 Page – 3.75" (width) by 5" (height); full color; no less than 300 DPI

1/2 Page – 7.5" (width) by 5" (height); full color; no less than 300 DPI

Full-Page – 7.5" (width) by 10" (height); full color; no less than 300 DPI

*Only digital files will be accepted. Files **MUST** be in a .PDF format. Dimensions must be in accordance to the above sizes. Any ads that do not follow the sizes above will need to be resubmitted with the correct dimensions. **It is the Business Partner's responsibility to submit advertising in a timely manner in accordance to the deadlines indicated for chosen issues.***

Deadline For Ads To Be Submitted

Winter Issue – 12/23/11 (slated for delivery 1/25/12)

Spring Issue – 3/23/12 (slated for delivery 4/18/12)

Summer Issue – 6/29/12 (slated for delivery 7/18/12)





Did You Know...

- The cost to make a first face-to-face contact with a potential customer is \$96 at an exhibition, compared to \$1,039 in the field.
- The cost to close a sale is \$2,188 with an exhibition lead, compared to \$3,102 without one.
- 67% of sales and marketing managers agree that exhibitions increase corporate and/or brand recognition.
- The cost to identify a potential customer is \$96 at an exhibition, compared to \$443 to identify the prospective customer prior to the first sales call.
- 69% of sales and marketing managers state that fewer calls are needed to close a sale with an exhibition lead because these events give them a “foot in the door” with potential customers.

Source: Center for Exhibition Industry Research, *The Cost Effectiveness of Exhibition Participation, 2009* (www.ceir.org)

Past OKMGMA Business Partners

American Fidelity Assurance Co

API, Co/A ProAssurance Co.

AQREVA LLC

Arthur J. Gallagher

Arvest Bank

BusiNet, LLC

C. L. Frates & Company

Cunningham Group

Dean Group

Eide Bailly

F&M Bank & Trust Co.

Fifth Avenue Physician Services

Frontera Strategies

HealthPort

Henry Schein

Infinedi, LLC

Integrated Business Technologies

McKesson

Medical Protective

Medicus Insurance Company

Oceanus Insurance Company

OSMA Health

PCISGold

PDS Cortex

Peak UpTime

PLICO Financial, Inc

Q.E.D Transcription Service, Inc.

RxDrugRep.com

Sage

SNB Bank

SRS Software

Strelcheck & Associates, Inc

TeleVox

Transworld Systems

Trinity Staffing

Tulsa Med Pros

Underground Vaults & Storage

United Healthcare



Business Partner Application

Company Name

Product/Service Offered

Contact Name

Contact Email

Contact Phone

Mailing Address

City

State

Zip

Company Website

Exhibitor Drawing — Yes No

Prize: _____

Attending Reps at Conference (Bronze & Silver = 2 and Gold = 3) Additional rep = \$50

1. _____ email: _____

2. _____ email: _____

3. _____ email: _____

4. _____ email: _____

5. _____ email: _____

Newsletter Ad

Bronze = one 1/4 page ad Winter Spring Summer Fall

Silver = one 1/2 page ad Winter Spring Summer Fall

Gold = four 1/2 page ads Winter Spring Summer Fall

OR

two full-page ads Winter Spring Summer Fall

Website Ad

Bronze = 3 months starting _____ (mm/dd/yy)

Silver = 6 months starting _____ (mm/dd/yy)

Gold = 12 months starting _____ (mm/dd/yy)

Booth at Chapter Luncheon (Gold Only)

Chapter: Eastern OK City Southern

Preferred Month 1st Choice: _____ Preferred Month 2nd Choice: _____

Business Partner Application

(Please fill out the information for the person who will be receiving the membership)

Standard Business Partner Membership Information (Bronze, Silver & Gold)

Chapter Choice (Eastern, OK City, Southern)

Member Name Contact Email Contact Phone

Mailing Address

City State Zip Company Website

Deluxe Business Partner Membership Information (Gold Only)

Chapter Choice (Eastern, OK City, Southern)

Member Name Contact Email Contact Phone

Mailing Address

City State Zip Company Website

Business Partner Level

Bronze - \$1,000 Silver - \$1,500 Gold - \$2,000

Additional Business Partner Opportunities

- Pens - \$350 Membership Mailing List - \$350 Breakout Speaker - \$500 A/V - \$1,000 New & Prospective Member Packets - \$500 Badge Holders/Lanyards - \$600 Break - \$600 Conference Bags/Totes - \$700 Continental Breakfast - \$750 Lunch - \$900 Keynote Speaker - \$1,000 Conference Brochure - \$1,000 Welcome Reception - \$2,500 Conference Handout Book Dedicated E-Blast (Month) _____ - \$300 1/4 Page Ad Winter - \$50 1/4 Page Ad Spring - \$100 1/4 Page Ad Summer - \$50 1/4 Page Ad Fall - \$50 1/2 Page Ad Winter - \$125 1/2 Page Ad Spring - \$200 1/2 Page Ad Summer - \$125 1/2 Page Ad Fall - \$200 Full Page Ad Winter - \$200 Full-Page Ad Spring - \$300 Full Page Ad Summer - \$200 Full Page Ad Fall - \$300 3-month website ad - \$200 6-month website ad - \$400 12-month website ad - \$600

Payment Information MasterCard Visa American Express Discover Check

Cardholder Name

Card Number CID: Exp. Date:

Billing Address

Billing City State Zip

Total Amount Due: _____ **Cardholder Signature:** _____

Make checks payable and mail to: OKMGMA | 2400 Ardmore Blvd. | Suite 302 | Pittsburgh, PA 15221