



The Times They Are A Changing

Winter Practice Management
Virtual Conference
Friday, March 19, 2021

McMA[®]
OHIO

SPONSORSHIP PROSPECTUS

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We are thrilled to invite you to participate in the Winter Practice Management Virtual Conference.

Make a statement by aligning your company with this event, reach a network of healthcare professionals from across the Ohio while showing your support of their education.

We recognize the value and importance of your marketing dollar. We realize the virtual environment can't quite replace the face-to-face conference atmosphere. However, until it is deemed safe to gather again, we are committed to providing our members the education and credit hours they need via a virtual format. Ohio MGMA and our members would greatly appreciate your financial support.

We anticipate over 100 attendees and have developed a variety of sponsorship opportunities with you in mind.

Sponsorship is EXTREMELY limited, please reserve your sponsorship as soon as possible at <http://bit.ly/WinterPMC2021>

General Information

Event Date: Friday, March 19, 2021

Time: 8:45 AM – 4:00 PM

Location: Zoom Webinar Platform



No boring virtual event here... Ohio MGMA is excited to be working with professional Emcee Extraordinaire, Rob Ferre to produce our Winter Virtual Conference. Rob Ferre will help us produce a professional and F.U.N. virtual event including games and prize giveaways during the course of the day. Attendees are in for a treat.

Please consider our sponsorship options designed to help enhance our attendees overall virtual conference experience and provide your organization recognition and exposure.

FORMAT

The Ohio MGMA Winter Practice Management Conference will feature a virtual main stage with 5, hour-long general sessions. We've built in time for breaks, games and giveaways with our Virtual Emcee to make this Virtual Conference an educational and entertaining day for attendees.

ATTENDEE DEMOGRAPHICS

Attending the Ohio MGMA Conferences is a network of healthcare executives and professionals, both new and experienced, in the field of practice management: chief executive officers, chief operating officers, chief financial officers, practice administrators/managers, business operations managers, physicians, faculty and students interested in healthcare management.

EDUCATION OVERVIEW

The sessions included in the conference were selected by feedback from our members and to provide timely and practical leadership education on the most important topics that have an impact on today's medical practices.

SPONSOR DEADLINES

Deadline to apply for your sponsorship is **March 10, 2021** or sellout of a particular sponsorship, whichever occurs first.

- :30 commercials - should be sent in an MP4 format to mindy@m3solutionsllc.com no later than **March 10**
- Organization logos should be sent in a .jpeg file format to mindy@m3solutionsllc.com no later than **March 10** - Note: the sooner you send, the longer it will be displayed and included on attendee marketing emails.
- Full page and half page advertisements should be sent in a .pdf file format and emailed to mindy@m3solutionsllc.com no later than March 10
 - AD SIZES:
Full Page Ad 8"w x 10.5"h
Half Page Ad 8"w x 4.75"h

CANCELLATION / SUBSTITUTION POLICY

No refunds will be given for any **Winter Practice Management Virtual Conference** registration fees paid. All educational sessions are being recorded and will be available for on-demand access. Please email main@ohiomgma.com if you plan an attendee substitution so we can ensure they receive access to the virtual platform.

Sponsorship Options

Attendee Swag Gift Box Co-Sponsor – 2 available

\$1,500

this sponsorship must be purchased by February 1 in order to ensure production timelines

An opportunity for your company to have the greatest exposure throughout the virtual conference including a physical touchpoint with attendees and support of their education:

- Co-Sponsor of attendee “swag gift box”, branded with your company logo and your targeted letter mailed to attendees
- Full page ad, organization listing and URL-link in digital sponsors directory
- :30 commercial during live conference opening session
- :30 commercial and listing on conference webpage
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- Four (4) registrations for staff or customers

Coffee Break Sponsor – 1 available

\$1,150

A memorable treat, sponsor this digital touchpoint for attendees while supporting their education:

- \$5.00 Starbucks “coffee break” digital gift card branded with your organization logo gifted to attendees
- One-time opportunity to send targeted e-mail with content of your choice to attendees along with the “coffee break” digital gift card and redemption instructions
- Logo included on conference webpage
- :30 commercial and listing on conference webpage
- Full page ad, organization listing and URL-link in digital sponsors directory
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- Three (3) registrations for staff or customers

Presenting Sponsor – 3 available

\$800

Make impressions during the live conference with this sponsorship and let attendees know you support their education:

- Sponsorship of one (1) general session
- Half page ad, organization listing and URL-link in digital sponsorship directory.
- :30 commercial during sponsored educational session
- Logo included on conference webpage
- :30 commercial and listing on conference webpage
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- Two (2) registrations for staff or customers

Main Stage Game Sponsor – 1 available

\$600

Provide attendees a break and bring the fun during the virtual conference by sponsoring live-conference gamification with prizes for the winners:

- Gamification sponsor with prizes awarded to winners
- Logo included on conference webpage
- Logo, organization listing and URL-link in digital sponsorship directory
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- One (1) registration for staff or customers

General Sponsor

\$400 non-members

\$250 for 2021 Ohio MGMA Business Associate Members

Advertise your organization to attendees while providing financial support for this virtual conference and let attendees know you care about their education:

- Logo included on conference webpage
- Logo, organization listing and URL-link in digital sponsorship directory
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- One (1) registration for staff or customers

Secure your sponsorship online today: <http://bit.ly/WinterPMC2021>

Deadline to apply for your sponsorship is March 10, 2021 or sellout, whichever occurs first.

Statement of agreement:

By sending in registration and payment, your organization and all organization representatives participating in the event agree to comply with Sponsor Terms, Conditions and Policies as provided by Host Association(s) and/or Virtual Conference management. Your organization understands that all sponsorships have been assigned on a first-come, first-served basis, submitted with payment in full. Your organization understands that Host Association(s) and/or Virtual Conference management reserves the right to remove or refuse any registered organization or its personnel from the Virtual Conference or any event associated with the Virtual Conference, for failure to act in a professional or responsible manner at the sole discretion of Host Association(s) and/or Virtual Conference management, or deemed to be out of compliance with our guidelines and policies.

Point of Contact:

All information, including but not limited to: conference updates, requests for materials, advertising deadlines and attendee lists, **will be sent to the organization point of contact noted on your registration form.** The organization point of contact is responsible for distributing information to your organization representatives and ensuring deadlines are met. The organization is responsible to notify conference management if this point of contact changes. Email mindy@m3solutionsllc.com with point of contact changes.

For questions contact: Mindy Zaubi | mindy@m3solutionsllc.com | (678) 523-5915



Sponsor Terms, Condition and Policies

Host Association and Virtual Conference management reserve the right to restrict sponsorships, without refund, that have been falsely submitted, and to terminate this agreement if payment is not received within 14 days of receipt of registration or by the opening day of the Virtual Conference. A late charge of \$100 will be imposed for any late payments.

Terms of Use: No exhibitor shall sublet, assign, or share its sponsorship with another company or individual. Sponsor representatives must be employees or designated agents of the sponsoring company. Sponsor representatives may not represent companies other than the company contracting for the sponsorship.

Brand Use: Use of the name Ohio MGMA or that of any officer of said association, in recommendation or endorsement of a product or service, is expressly prohibited.

Behavior: It is understood that all sponsor representatives, staff and guests will maintain professional behavior throughout the Virtual Conference and all associated “pre” and “post” activities. Host Association(s) and Virtual Conference management reserves the right to expel or refuse admittance to any sponsor representative, staff and guests whose conduct is, at Host Association(s) and Virtual Conference management’s sole discretion, not in keeping with the character and/or spirit of the Virtual Conference.

Deadlines: It is understood that the sponsor is responsible to meet all material deadlines communicated by Virtual Conference management, in order to produce and develop sponsorship collateral. Missed deadlines may result in unfulfilled sponsorship items. Host Association(s) and Virtual Conference management shall be responsible nor shall any refunds be provided for any unfulfilled sponsorship collateral due to failure by sponsor to meet communicated material deadlines.

Virtual Conference Cancellation or Postponement: In the event the Virtual Conference is postponed due to any occurrence not occasioned by the conduct of Ohio MGMA or that such occurrence be an act of God or the result of pandemic outbreak, war, riot, civil commotion, sovereign conduct, government mandates, electrical systems, electrical supply, technology failure or the act or conduct of any person or persons not party or privy to this agreement, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Virtual Conference, each party hereby releases the other from all obligations under this contract.

Sponsor Cancellation: No refunds will be given for any Winter Practice Management Virtual Conference registration fees paid. All educational sessions are being recorded and will be available for on-demand access. Please email main@ohiomgma.com if you plan an attendee substitution so we can ensure they receive access to the virtual platform.

Consent to Record. By participating in the Virtual Event, Sponsor, Sponsor representatives, staff and guests agree that its name, photograph, voice, biographical information, likeness, name, comments, voice, persona, writings and/or personal property recordings, children (if applicable), testimonial, endorsement and any intellectual property rights on all elements contained in or resulting from participation in the Virtual Event (collectively the “Likeness”) shall be captured, displayed, and may be used in any and all media or forms by Host Association(s) or third parties

without compensation or notice, including for promotional or advertising purposes. Sponsor, Sponsor representatives, staff and guests further agree to release and hold harmless Host Associations and its affiliates, and the officers, directors, agents, and employees of such companies, from any and all damages, injuries, claims (specifically including but not limited to any claim that content used in any media using or displaying the Likeness infringes the intellectual property rights of a third party or violates the laws and regulations governing the use and exchange of protected health information), causes of action, or losses of any kind resulting from use of the Likeness. Sponsor, Sponsor representatives, staff and guests further grant Host Association(s) and third parties a royalty-free, perpetual, irrevocable license to reproduce, distribute, publicly perform, and publicly display the Likeness, including any associated intellectual property, such as images, text and materials included or depicted therein, in whole or in part, in any manner or medium now or hereafter known or devised, to prepare derivative works based upon the Likeness, and to grant sublicenses to third parties to exercise these licensed rights. Sponsor, Sponsor representatives, staff and guests understand and agree this permission signifies that photographic or video recordings and Sponsor representatives, staff and guests may be electronically displayed, reproduced, recreated, recorded, performed, exhibited, distributed, copied, edited, changed, modified, added to, subtracted from, re-titled and adapted, and otherwise used and exploited without having to give any compensation or attribution to Sponsor representatives, staff and guests or any third party via the Internet or in other public settings without notice.

No Recordation. Sponsor, Sponsor representatives, staff and guests further agree they shall not use any audio or video recording technology (including devices with digital camera functionality, such as smartphones or tablets, and recording software, such as screen capture or similar software) during a presentation and shall not record or photograph any speakers or any presentation at the Virtual Event, unless expressly permitted by Host Association(s). Sponsor, Sponsor representatives, staff and guests shall not make any part of the materials presented at the Virtual Event (any “Materials”) public.

Compliance with Laws. If you upload or create any materials, images, or content (any “Materials”) for use during the Virtual Event, you shall be solely responsible for securing and maintaining compliance with any necessary permits, clearances, licenses, royalties, permissions, or other use restrictions associated with or required by the Materials, and for ensuring that no part of the Materials violates any federal, state, or local law, rule, or regulation, including but not limited to any licensing rules and regulations, or trademark or copyright rules and regulations.

No Warranty. Sponsor, Sponsor representatives, staff and guests acknowledge that the Virtual Conference involves participation online, and such online platforms and services are provided “AS IS”, “AS-AVAILABLE” and “WITH ALL FAULTS.” Host Association(s) make no representations or warranties as to the websites or other online platforms used for the Virtual Conference. Sponsor, Sponsor representative, staff and guest’s access and participation at the Virtual Conference is at its own risk. Host Association(s) DO NOT WARRANT THAT SUCH ONLINE PLATFORMS WILL BE UNINTERRUPTED, SECURE, OR ERROR-FREE, THAT DEFECTS WILL BE CORRECTED, OR THAT THE ONLINE PLATFORMS OR THE SERVER THAT MAKES THEM AVAILABLE ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THIS PROVISION SHALL SURVIVE TERMINATION OF THIS AGREEMENT.