

2016 OMGMA Business Partner and Conference Exhibitor Info Package



48th Annual Conference of the Ontario Medical Group Management Association *Back to...Blue Mountain!*

September 21–23, 2016

Blue Mountain Resort, Collingwood, Ontario



NEW this year – you may choose to promote, exhibit, and network at our fall conference or become an OMGMA Business Partner for 2016-17 and expand your reach **beyond** the conference. Details inside!



ONTARIO
MEDICAL GROUP
MANAGEMENT
ASSOCIATION

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OMGMA Business Partner FAQ

What is an OMGMA Business Partner?

A Business Partner is an organization that supports medical groups with products or services and is seeking opportunities to develop and enhance working relationships with OMGMA members. Business Partners pay an annual fee, renewable on July 1.

We have always been connected to organizations that support medical groups through our annual fall conference. The OMGMA Business Partner program builds on that success to provide **year-round mutual benefit to suppliers and members.**

The purpose of the Business Partner program is to further OMGMA’s mission – to advance the profession for medical group management leaders through support, education, and networking. We believe in success factors such as efficiency and time savings, informed decision-making, and lifelong learning, and strive to help members achieve these in their day-to-day work. We invite vendors like you to help us do that.

Does a Business Partnership include participation in the fall conference?

Yes. See the chart beginning on page 5 to learn about the *extra* year-round benefits you get as a Business Partner.

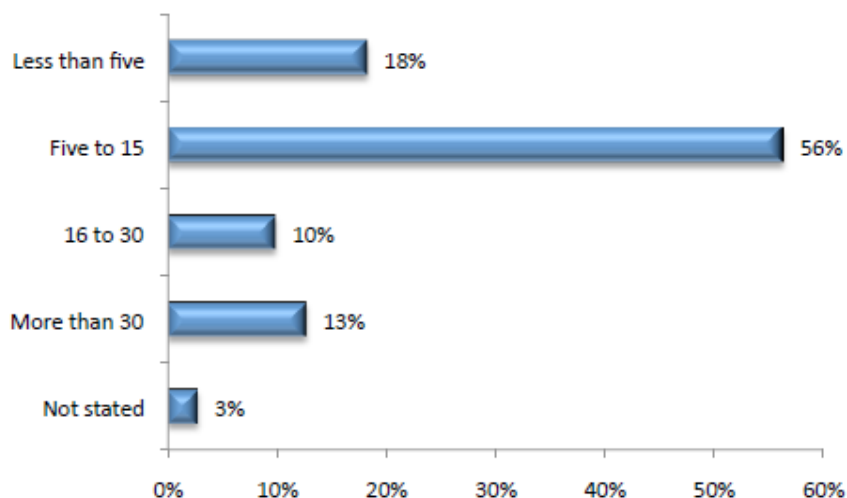
Can my business still participate in the fall conference without becoming a Business Partner?

Yes. The OMGMA fall conference remains **the premier event for making direct, one-on-one connections with the people who make decisions about your products or services.** About 100 medical group managers from around Ontario convene annually for our event. The conference is not too big to be impersonal, but plenty big enough to provide quality leads.

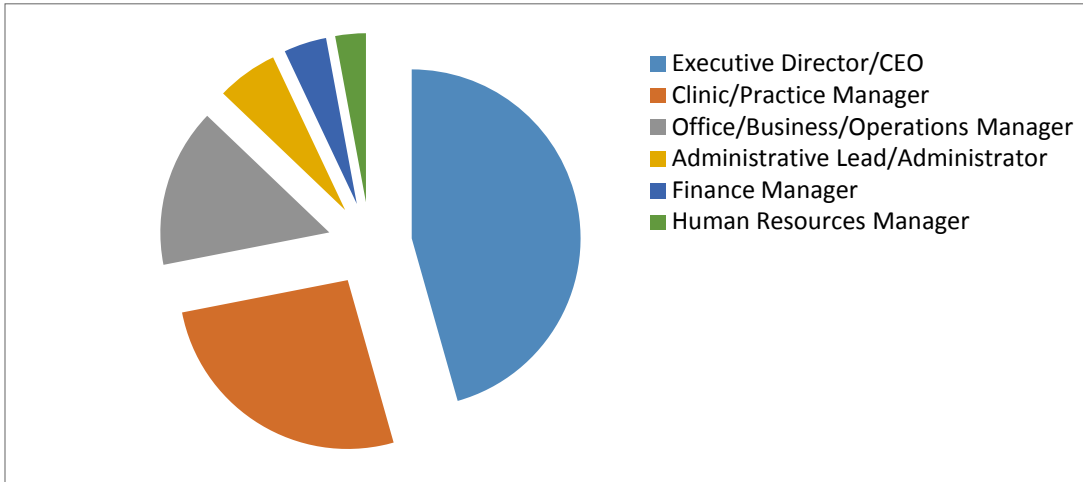
You will appreciate our commitment to involving you in networking opportunities and ensuring that delegates have plenty of time and reason to visit exhibit booths. And our mobile app for the conference gives you creative ways to reach our members.

Why become a Business Partner?

Reach: The 180 members of the OMGMA lead clinics represent **more than 2,500 physicians across Ontario.** More than half manage groups of five to 15 physicians, and 13% lead groups with more than 30.



Influence: OMGMA members have **purchasing power** – researching, recommending, and buying the equipment, supplies, and services that contribute to clinic efficiency and quality of care. They are all in leadership positions in group practices.



Access: Business Partners enjoy **unique access and insight into the profession** and offer new and effective ways to connect with your market.

OMGMA members say that access to information and resources is an important benefit of membership, with 92% calling it either “important” or “extremely important.” **Members use their association to stay abreast of new products and services in their field.**

Get instant recognition among clinic managers in Ontario and show them you support their association, care about their needs, and can help them with their challenges.

Business Partner and Exhibitor: Compare the Fees and Benefits

Benefit	Exhibitor only BASIC conference package Early bird* (register and pay before end of day June 30, 2016) \$1,200 + HST	Business Partner Annual fee (pay before end of day June 30, 2016, renewable July 1, 2017) Introductory price for 2016-17 \$2,400 + HST
Year-round promotional opportunities		
Welcome announcement to members upon becoming Business Partner		✓
Two opportunities to send an email to ALL OMGMA members (outside of conference time) throughout the year (e.g., product news, article to show expertise, FAQs, did you know?); prepared by you, sent by OMGMA		✓
Social media sharing and support via Twitter	✓	✓
A listing on our Business Partners' Marketplace page on omgma.ca (business logo, link to your website, 50-word description of your business, and contact name/email/phone)		✓
A listing on our Business Partners' Member Perks page on omgma.ca, where you share special deals and discounts exclusive to OMGMA members (e.g., special pricing, promo codes, etc.)		✓
Ability to use a pre-approved OMGMA Business Partner logo to highlight relationship with OMGMA		✓
Fall conference: exhibit space		
Exhibit space (approx 9' wide x 6' deep) with six-foot table draped in linen; chair(s); electrical; and wireless internet	✓ Location assigned to you.	✓ Priority placement. (Depending on venue and setup, you may be able to select your location.)
Double the width of your floor space in the vendor showcase	\$550 + HST	\$550 + HST
Fall conference: company representatives		
Meals and events: Lunch, reception, dinner, and group activity on Wed Sept 21; Breakfast, lunch, dinner, entertainment on Thurs Sept 22; Breakfast on Fri Sept 23	✓ Includes one representative Extra representatives \$160 + HST per day (Wed or Thu)**	✓ Includes one representative Extra representatives \$160 + HST per day (Wed or Thu)**
Free parking at Blue Mountain	✓	✓

Fall conference: recognition opportunities		
Company logo on thank-you page on omgma.ca, in slide show, and on on-site signage	✓	✓
Special mention on stage at conference		✓
Fall conference: promotional opportunities		
Conference delegate list , including name, title, clinic name, and city/town	✓	✓
Opportunity to send one email to ALL OMGMA members before the conference (company introduction/promo); prepared by you, sent by OMGMA	✓	✓
Participation in prize draw	✓	✓
Fall conference: Gain more exposure at events** (Business name listed with your sponsored event in final agenda, and displayed at event itself. One sponsorship available per event, first-come, first-served.)		
Sponsor Wednesday morning pre-conference networking and refreshments	\$500 + HST	\$500 + HST
Sponsor Wednesday evening dinner event and address delegates for three to five minutes	\$2,000 + HST	\$2,000 + HST
Sponsor Wednesday evening fun group activity, including company logo on sweatshirt gift for delegates	\$2,000 + HST	\$2,000 + HST
Sponsor Thursday evening dinner/dance event and address delegates for three to five minutes	\$2,000 + HST	\$2,000 + HST
Conference mobile app exposure opportunities** (see page 11 for more info)		
Company name/logo/description/contact info in exhibitor profile in our custom mobile app used by conference attendees (attach promotional documents and save on printing costs)	✓	✓
Participation in delegate challenge game (NEW: delegates will get points for visiting your booth and entering your booth code in the app)	✓	✓
Rotating banner ad in mobile app	\$350 + HST	✓
Mobile app home screen sponsorship (One available, first-come, first-served)	\$550 + HST	\$550 + HST
One news blast or sponsored survey via direct message to delegates during conference	\$550 + HST	✓

*Those who submit conference payment on or after July 1, 2016 will pay \$1,375 + HST.

**You can select the add-ons when you register online.

Note: Exhibitor fees do not include accommodation.

Exhibitors must contact Blue Mountain directly to book. See page 8 for instructions.

2016 Conference Information for Business Partners and Exhibitors

CONFERENCE LOCATION

Blue Mountain Resort
108 Jozo Weider Blvd.
Blue Mountains, ON L9Y 3Z2
705-445-0231 (Collingwood)
Reservations: 1-877-445-0231
mail@bluemountain.ca

DIRECTIONS

Map of Blue Mountain resort



ACCOMMODATIONS

NEW THIS YEAR: Choose and book your own accommodation.

To book by phone (Recommended): call **877-445-0231**

Select “lodging reservations.” Provide our group code **GRP120396** and group name “**Ontario Medical Group Management Association (Exhibitors’ Block).**”

Sample special group rates:

Village one-bedroom \$189 (plus tax and village fee) **Village two-bedroom \$289** (plus tax and village fee)

To book online: <https://lodging.bluemountain.ca/booking/#availability>

Note: The online reservation system will show you rooms we have reserved in our block. **There may be other kinds of room types available at Blue Mountain for different pricing.** If you think you might want different accommodation types than a Village one-bedroom or a Village two-bedroom, **make your booking by phone.**

Step 1: Check availability

Enter arrival and departure dates (you can choose to stay over Tue Sept 20, the night before the conference begins)

Enter number of rooms and number of guests

SKIP drop-down menus for ROOM TYPE and PACKAGE RATE/FEATURES – go straight to the group code field

Enter Corporate/Promotion Code: **GRP120396**

Click “Check Availability”

Step 2: Choose room type

Click “Show 1 Result(s)” (in grey on the right) to expand each option and see pricing for your stay

Click blue box “SELECT [Preferred Accommodation]”

Step 3: Guest Login

Complete guest information – Note: Red box = mandatory fields required

Click “Confirm Details”

Step 4: Review Booking Request

Once reviewed, click “Confirm Reservation”

Step 5: Your Reservation Request has been Received

Click “Send Confirmation as Email”

Check-in time is 4 p.m. Check-out time is 11 a.m. on the day of departure.

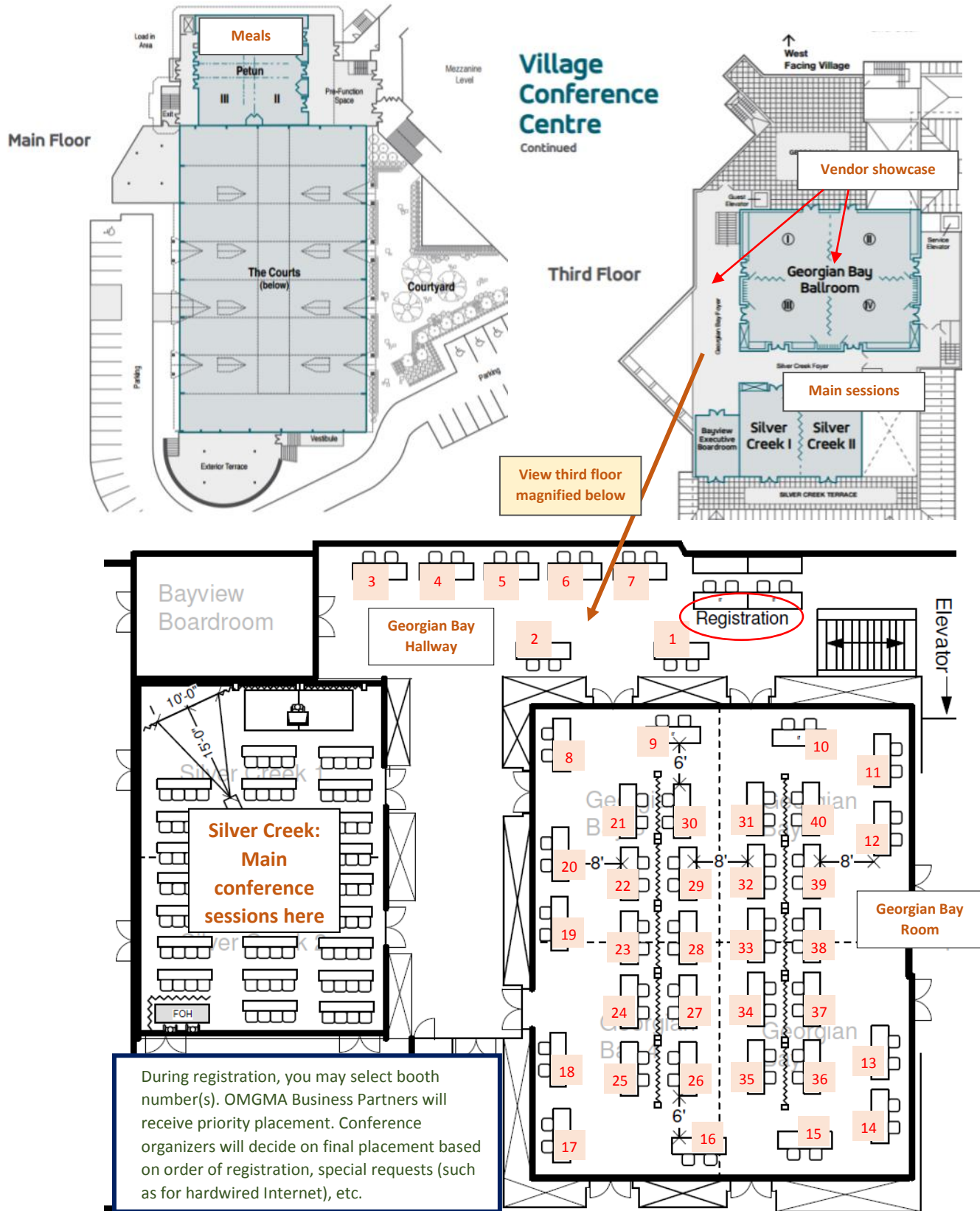
Policies:

Record of your reservation may be shared with OMGMA’s conference organizers.

All reservations must be guaranteed by a credit card number with a first night deposit processed 30 days before arrival and final payment due on departure.

Individuals have 10 days prior to their arrival to cancel or change the departure date (i.e., early departure) of their reservation with a \$25 admin charge. Individuals who cancel or change their reservation within 10 days of arrival will be given the opportunity to rebook their reservation for another date up to 12 months from the cancellation date. The deposit will be kept on file up to 12 months. At check in, a \$250 Blue Mountain Inn or \$500 suite/condo damage deposit will be required for each unit by cash, credit card, or certified cheque. All persons checking in will be required to provide valid photo ID.

FLOOR PLANS



EXHIBITOR SETUP

You will have a six-foot table draped with linen and access to standard electrical outlet(s).

Setup time is from 8:15 a.m. to 10:15 a.m. on Wednesday, September 21. (NEW this year: Newbie networking begins in the Vendor Showcase area at 10:30 a.m.)

Upon arrival, check in at the OMGMA registration table in the Georgian Bay Hallway on the third floor. Exhibit booths will be set up in the Georgian Bay Room and Georgian Bay Hallway.

The program begins at 11:30 a.m. with the first session for delegates in Silver Creek. Exhibitors and delegates will have lunch together in the Petun room at 1 p.m. Coffee and dessert will be served in the Vendor Showcase area beginning at 1:45 p.m.

We encourage delegates to visit the booths by having break refreshments in the exhibit area. Our vendor showcase time blocks are at least 45 minutes long so delegates have time to connect with you!

PARKING

Parking is complimentary for our group. Outdoor and underground spots are available in the Village.

You may drop off large items at the conference centre loading dock or to the front doors of the conference centre (please respect fire routes). There is no longer-term parking right at the conference centre.

EXHIBITOR TAKEDOWN

Take down your exhibit **between 3:30 and 4:30 p.m. on Thursday, September 22.**

PRIZE DRAW: optional but recommended

If you offer a prize for our draw, **join us at 4:30 p.m. on Thursday, September 22** in the Silver Creek room and raffle off an item of your choice. We encourage you to provide a prize to encourage delegates to visit your booth and add excitement to the conference. Exhibitors will collect business cards from delegates as they visit their booths. During the prize draw, **exhibitors can draw from their own collection of cards** to award their prize. (Delegates must be present to win.)

INTERNET ACCESS

Guest rooms: free Wi-Fi internet for our group

Meeting rooms: free Wi-Fi throughout

If you require wired internet access at your booth, tell us when you register online.

SHIPPING ITEMS

If you are pre-shipping display items, **contact OMGMA to receive a copy of the label template that Blue Mountain requires.** Attach the template to each item being shipped to the resort.

Deliveries will be accepted Monday to Friday from 8:30 a.m. to 4:30 p.m. OMGMA conference items may arrive on or after Monday, September 19, 2016.

Items cannot be stored longer than 72 hours past the end of the event. If storage is required outside of this time frame, additional charges may apply.

For outbound shipping, waybills and packing supplies are the responsibility of the exhibitor. Each return box must have a waybill with the company's account number and return address, and boxes must be sealed and ready for shipment. The exhibitor arranges pickup times with their shipping company directly.

When all boxes are ready for return shipping, please contact the Banquet Supervisor on duty to have these items taken to our loading dock.

Your Blue Mountain contact for more information: Conference Services Coordinator, 705-445-0231, ext 6460.

CONFERENCE SESSIONS

Generally, conference sessions are not attended by exhibitors, but if you are interested in attending a session(s), please inquire.

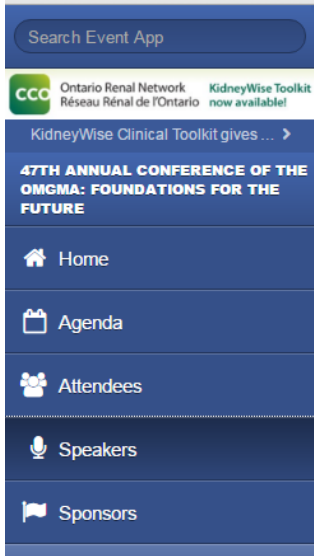
LOGO REQUIREMENTS

Once your registration is processed, we will contact you to get the items we need. It is your responsibility to supply OMGMA with everything necessary for us to highlight your participation as an Exhibitor.

To give you recognition, we will require **high-resolution versions** of your company's logo to display on the OMGMA website as well as in print materials. Please send quality **web (.jpg) AND print (.ai or .eps)** versions via email to info@omgma.ca.

MOBILE APP

The 2016 exhibitor package includes a business profile in the app, including the ability to attach documents (**save on printing!**). See below (and inclusions and pricing on page 6) for ways to increase your exposure and engagement! **Simply select the option(s) you want when you register online** and we'll contact you to get you set up.



sample, viewed on mobile device

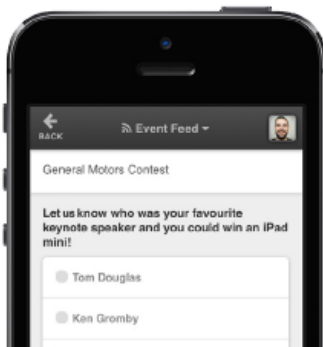
Sample rotating banner ads. Powerful and dynamic, banner ads link to a sponsor's profile, website, or promotions, along with a custom-designed image and message. Business Partners receive a free banner ad.



sample, viewed on web



Sample home screen ad. The home screen is the introduction to the app featuring core details like the agenda and speaker bios. Every delegate starts his or her mobile experience here! **One spot available.**



Sample sponsored surveys. Create a survey for delegates so you can gather data about their interests and needs. Make it fun with a contest or game!

OR Send a notification message to delegates (e.g., Come to the XYZ booth to learn more about ____ and enter to win a ____!).

Business Partners receive one free survey or direct message.

The Fine Print: General Terms

The term “Business Partner” means the company and its representatives. The term “Exhibitor” means the company and its representatives.

1. OMGMA reserves the **right of final approval** of all Business Partners and Exhibitors and the right to refuse or terminate any relationship. Business Partners or Exhibitors whose products, services, or policies are incompatible with OMGMA’s mission and values will not be accepted.
2. Business Partners commit to a **one-year term** and fees are **not refundable**.
3. Business Partners receive only the benefits outlined above. **Participation does not constitute membership** nor does it include member privileges or access to the members-only pages at omgma.ca.
4. Business Partners **will not determine or influence OMGMA policy** or content.
5. Business Partnership is available **only to organizations and companies**, not to individuals.
6. OMGMA **does not provide exclusive partnerships** or arrangements.
7. Business Partners may refer to their relationship with OMGMA in their promotional material, but **not characterize the relationship as an endorsement of the company** or its representatives, products, services, or policies.
8. Business Partners are **eligible to use a specific OMGMA Business Partner logo** during the year in which they have paid fees. **OMGMA will review and approve all marketing materials** prepared by the Business Partner bearing OMGMA’s name, logo, and/or other identifying information prior to publication or dissemination.
9. Business Partners are encouraged to **give OMGMA members some benefit**, such as a discount on products or services.

The Fine Print: Conference-Related Terms

1. Payment is not required upon registration but **payment secures your spot** and selected options. Exhibit booths will be assigned first-come, first-served based on date payment is received, with **priority placement given to Business Partners** whenever possible.
2. **OMGMA may reject, remove, or prohibit any exhibit/display** in whole or in part, or any Exhibitor or its representatives if, in the opinion of OMGMA representatives, the exhibit or the activities of the representatives is inappropriate or detrimental to the conference or event associated with the conference. In the case of such a removal, the Exhibitor will forfeit fees paid to OMGMA and the Exhibitor will be liable for any damages due to its actions.
3. Use of a booth space by **two or more companies is not permitted**. Subletting of space is not permitted.
4. **Any Exhibitor who is a “no-show,”** meaning that the booth is not set up and staffed by 1:30 p.m. on Wednesday, September 21, 2016 (without prior permission) **will forfeit the booth space**. Non-attendance does not constitute cancellation on the Exhibitor’s part, and no refunds or credits will be issued. OMGMA may replace a no-show’s booth space at its discretion.
5. OMGMA will **not be liable for any errors or omissions** in conference promotional materials.
6. Conference updates and requests for materials will be sent to the contact person noted during online registration. The **company contact is responsible for distributing information to the company representatives** and ensuring deadlines are met.
7. **CANCELLATION POLICY** (based on our financial commitments to the facility):
If notice of cancellation of Exhibitor commitment is received in writing (email) by end of day August 15, 2016, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after August 16, 2016 or no-shows must pay the full Exhibitor fee as registered.**
8. OMGMA reserves the **right to resell the booth** space.

HOW TO REGISTER

Registration for Business Partners and this year's conference is online, including the ability to pay online using a credit card or Paypal account. Visit at omgma.ca.



Enrolling as a Business Partner?
Start here on our website.



Choosing Exhibitor only?
Start here on our website.

Business Partners, once you're signed up as a new partner, sign up separately to exhibit at the conference (no extra charge to you for basic Exhibitor package).

Thank you!

Questions?

Contact Karen Majerly at info@omgma.ca

Or call 1-855-55 OMGMA (66462)