

2019 OMGMA Business Partner and Conference Exhibitor Info Package



Wednesday, October 2 to Friday, October 4, 2019

(exhibits up October 2 & 3)

Brookstreet Hotel and Conference Centre

You may choose to exhibit and network at our fall conference or become an OMGMA Business Partner for 2019-2020 (which includes exhibiting at the fall conference) and expand your reach **beyond** the conference. Details inside!

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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* benefits you get as a Business Partner.

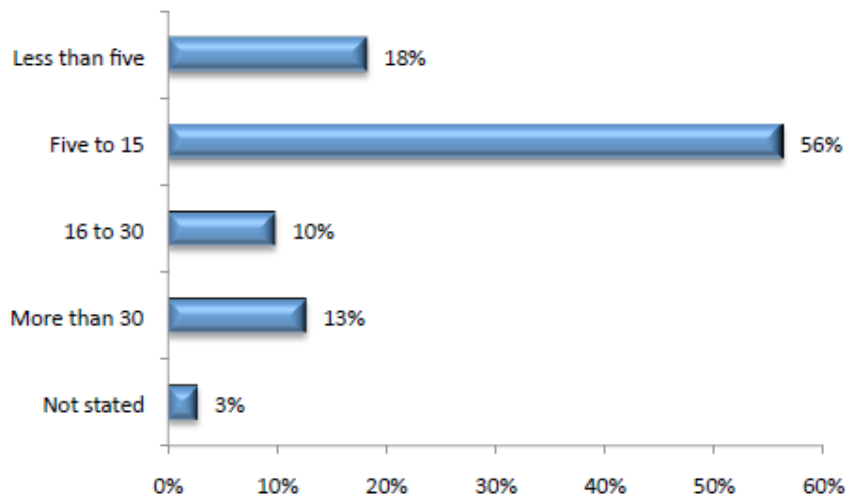
Can my business still participate in the fall conference without becoming a Business Partner?

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.** Between 90 and 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.

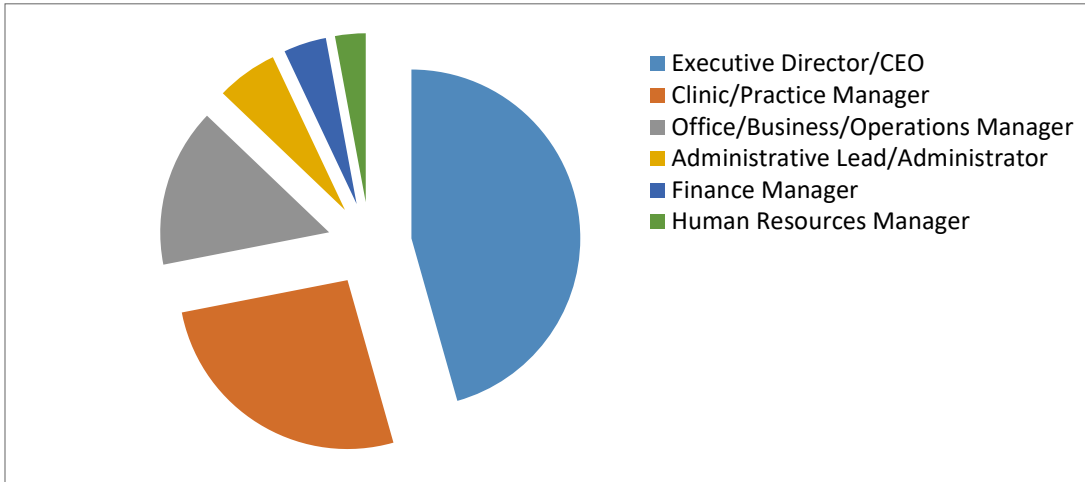
You will appreciate our commitment to involving you in networking opportunities and ensuring that delegates have plenty of time and reason to visit exhibit booths. And our mobile app for the conference gives you creative ways to reach our members.

Why become a Business Partner?

Reach: The 200 members of the OMGMA lead clinics representing **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.**

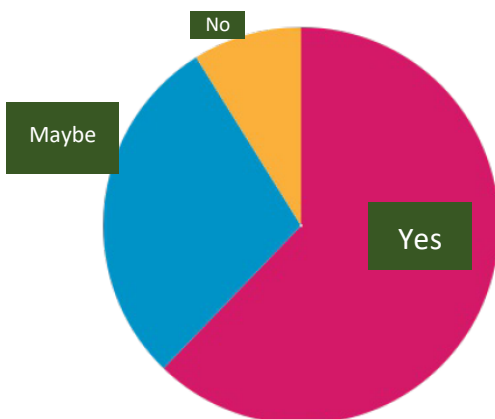
Get instant recognition among clinic managers in Ontario and show them you support their association, care about their needs, and can help them with their challenges.

Action: From our 2018 event feedback survey:

OMGMA 50TH ANNIVERSARY CONFERENCE 2018
OVERALL EVENT FEEDBACK SURVEY FOR OMGMA 2018

Q. Do you plan to follow up with any exhibitors to get a new quotation and/or do new or more business because you saw them at this event?

Top Response Options



Business Partner and Exhibitor: Compare the Fees and Benefits

Benefit	Exhibitor only BASIC conference package Early bird* (register and pay before end of day July 26, 2019) \$1,325 + HST	Business Partner Annual fee (renewable July 1 annually) \$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) during 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' page on omgma.ca (business logo, link to your website, 50-word description of your business, and contact name/email/phone)		✓
Mention of your "Member Perk" on omgma.ca, where you share special deals and discounts exclusive to OMGMA members (e.g., special pricing, promo codes)		✓
Ability to use a pre-approved OMGMA Business Partner logo to highlight relationship with OMGMA		✓
Fall conference: exhibit space		
Exhibit space (we're expecting 10' wide and 8' deep) with six-foot table draped in linen; chair(s); electrical; and wireless internet in conference space (Room layout will be available closer to conference date)	✓ Location assigned to you. Requests considered.	✓ Priority placement.
Double the width of your floor space in the exhibitor showcase	\$550 + HST	\$550 + HST
Fall conference: company representatives		
Meals and evening events: Basic exhibitor package includes one representative throughout conference: lunch and dinner event downtown Ottawa on Wed Oct 2; breakfast, lunch, dinner, and entertainment on Thurs Oct 3; breakfast on Fri Oct 4; all break refreshments throughout	✓ Package includes one representative See options for adding extra people when you register \$215 + HST pp for Wed \$95 + HST pp for Thurs daytime \$105 + HST pp for Thurs eve + Fri breakfast	✓ Package includes one representative See options for adding extra people when you register \$215 + HST pp for Wed \$95 + HST pp for Thurs daytime \$105 + HST pp for Thurs eve + Fri breakfast
Parking	Complimentary indoor parking at Brookstreet Hotel (Valet Parking: \$20.95/day)	Complimentary indoor parking at Brookstreet Hotel (Valet Parking: \$20.95/day)

Fall conference: recognition opportunities		
Company logo on thank-you page on omgma.ca, in slide show, and on on-site signage Business Partners will be highlighted	✓	✓
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 Thurs aft	✓	✓
Fall conference: Gain more exposure at events** Business logo listed with your sponsored event in final agenda and signage displayed at event itself. First-come, first-served. One sponsor for each opportunity.		
Sponsor our opening keynote session on Wednesday (The Lost Art of Civility with Gillian Leithman, PhD); includes opportunity to welcome delegates, show a promotional video for your business (max three minutes) and introduce kick-off speaker	\$1,250 + HST	\$1,250 + HST
Sponsor Wednesday evening dinner at Ottawa's National Arts Centre and address delegates for a few minutes; we are open to your ideas to maximize your participation and exposure	\$2,000 + HST	\$2,000 + HST
Sponsor Thursday Wellness Hour when delegates attend two of three wellness activities: mindfulness, learning how to fall, Tai Chi	\$500 + HST	\$500 + HST
Sponsor Thursday evening dinner and entertainment and address delegates for a few minutes; we are open to your ideas to maximize your participation and exposure	\$1,500 + HST	\$1,500 + HST
Sponsor Friday breakfast followed by keynote presentation (Simple Strategies to Build Psychological Resilience in Daily Life with Dr. Rachel Thibeault); includes opportunity to address delegates, show a promotional video for your business (max three minutes) and introduce speaker	\$1,250 + HST	\$1,250 + HST
Conference mobile app exposure opportunities** (see page 12 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 (delegates will get points for visiting your booth and entering your unique secret passcode in the app)	✓	✓
Rotating banner ad in mobile app	\$350 + HST	✓
Mobile app home screen sponsorship <i>(One available, first-come, first-served)</i>	\$500 + HST	\$500 + HST
One news blast or sponsored survey via direct message to delegates during conference	\$500 + HST	✓

*Those who register on or after July 27, 2019 will pay the regular rate of \$1,480 + HST.

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

Note: Exhibitor fees do not include accommodation. See below for instructions.

CONFERENCE LOCATION

Brookstreet Hotel, 525 Legget Drive, Ottawa, Ontario K2K 2W2

<https://www.brookstreethotel.com>

<https://www.brookstreethotel.com/directions>

ACCOMMODATIONS

IMPORTANT: Choose and book your own accommodations. [Use this custom link to book](#) or call the Brookstreet Hotel directly at 1 888 826 2220 and request the special group rate for the OMGMA conference. You may also email the hotel at reservations@brookstreet.com

Our rates include free parking (value of \$13.95 per day). **Reserve by September 3, 2019** to qualify for group rates.

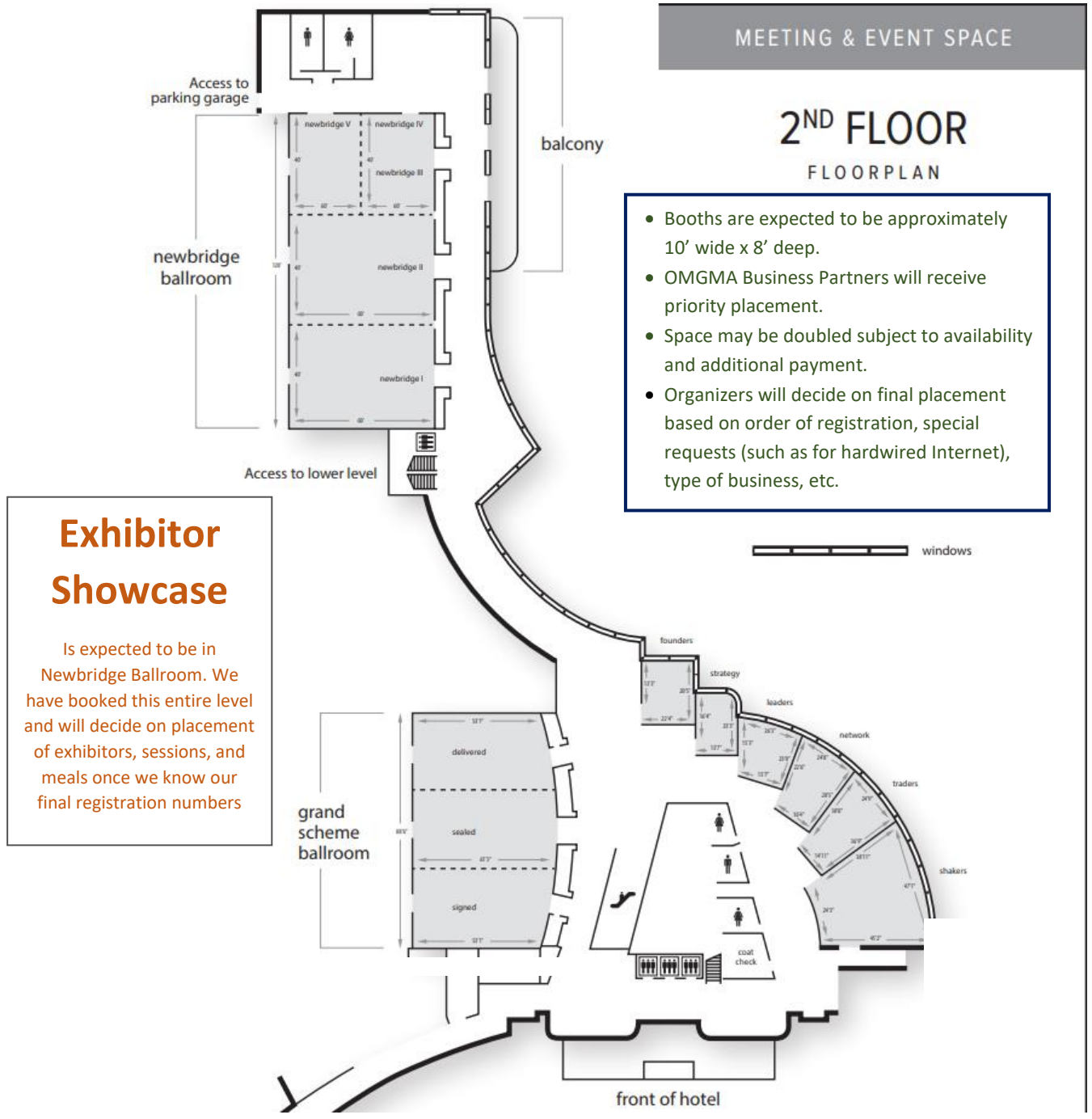
OMGMA group rates:

King or Double Queen Rooms: **\$189** *(largest inventory available to exhibitors)*

Suites may be available, e.g., Junior Suite: \$249 *(limited number available)*

- Rates are quoted in Canadian funds, and are subject to 13% HST and a 4% Municipality Accommodation Tax.
- Rates are for single or double occupancy. Triple and quadruple accommodation is available at an additional cost of \$25 per person, per day to a maximum of four adults per guestroom.
- Record of your reservation will be shared with OMGMA's conference organizers.
- Reservations will need to be guaranteed with a major credit card.
- Individual cancellations will be accepted without penalty to the individual, up to 4 p.m. on day of arrival.
- An early departure fee, equivalent to one night's guestroom rate plus taxes and fees, will be charged to guests who depart prior to their confirmed departure date. Guests will be able to change their departure date to an earlier date without charge upon registration and up to 24 hours prior to the requested check-out date.
- Check-in time is 4 p.m. Check-out time is noon on the day of departure.

FLOOR PLAN



EXHIBITOR SETUP

You will have a six-foot table draped with linen, chair(s), and no-charge access to standard electrical outlet(s).

Confirmed setup time is 7:45 to 9:15 a.m. on Wednesday, October 2. We hope to add a second option the day before, from 7 to 8:30 p.m. on Tuesday, October 1. We will confirm closer to the conference.

Upon arrival, check in at the OMGMA registration table.

Delegates will arrive Wednesday between 9:15 and 10:30 a.m. and will be directed to the Exhibitor Showcase and Recharge Lounge. Their program begins at 10:30 a.m. Exhibitors and delegates will have lunch together at from 12:15 to 1 p.m. then we have our first block of time for visiting exhibitors.

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

Preliminary conference agenda:

http://omgma.ca/resources/Documents/OMGMA_conf_2019_preliminary_agenda_as_of_may29.pdf

EXHIBITOR TAKEDOWN

Take down your exhibit **between 3:30 and 4:30 p.m. on Thursday, October 3.** Prize draw follows.

PRIZE DRAW: optional but recommended

If you offer a prize for our draw, **join us at 4:30 p.m. on Thursday, October 3** for our prize draw with all the delegates. 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.) Bring a basket or bowl to collect business cards.

PARKING

Our group will receive complimentary parking in the hotel's underground garage with in and out privileges. Valet parking is available for \$20.95 per day.

INTERNET ACCESS

Guest rooms: free Wi-Fi

Meeting rooms: free Wi-Fi throughout

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

SHIPPING ITEMS

All questions about shipping should go to our Brookstreet Event Manager, Jessica Stewart:

613 271 3543

jessica.stewart@brookstreet.com

Pre-conference

1. All small deliveries must come in through the loading dock behind the hotel between 8 a.m. and 4 p.m. Contact the Brookstreet Event Manager to advise of the approximate time of delivery.
2. Any deliveries to the hotel **must not arrive earlier than 48 hours before the event.**
3. Hotel to be advised of any items to be delivered outside these times.
4. Package handling fees determined by weight. Any labour charges incurred will be the responsibility of the exhibitor.
5. Hotel will not be responsible for any loss or damage to materials delivered prior to the event's start date.
6. If you have requirements for special electrical, internet access, or audio/visual, or plan to use your own supplier for booth elements or setup, contact Karen Majerly at info@omgma.ca.

Any items shipped in before the conference must be marked as follows and arrive no more than 48 hours prior to conference:

Brookstreet Hotel

525 Legget Drive, Ottawa, Ontario K2K 2W2

OMGMA conference October 2 to 4, 2019

OMGMA contact Karen Majerly 905 630 8384

ATTENTION Jessica Stewart BANQUETS DEPT 613 271 3543



Number the boxes (e.g., 1/3, 2/3, 3/3) and indicate if boxes will be arriving together or separately.

Post-conference

1. All items brought into the hotel are to be removed within 24 hours of the end of the event. No storage is available at Brookstreet.
2. All hotel property must be returned to the state it was found in.
3. Brookstreet is not responsible for any items left behind on the premises.
4. If you are leaving boxes to be shipped, please ensure that all paperwork is properly prepared, courier pickup is arranged, and you have advised the banquet manager on duty.
5. Please ensure that all documents, including international documentation, are completed fully.

CONFERENCE SESSIONS

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

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 2019 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 6-7) 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 and use a custom-designed image and message. Business Partners receive a free banner ad.

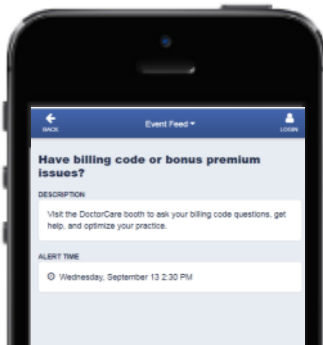


sample, viewed on web



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 alert and survey. 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

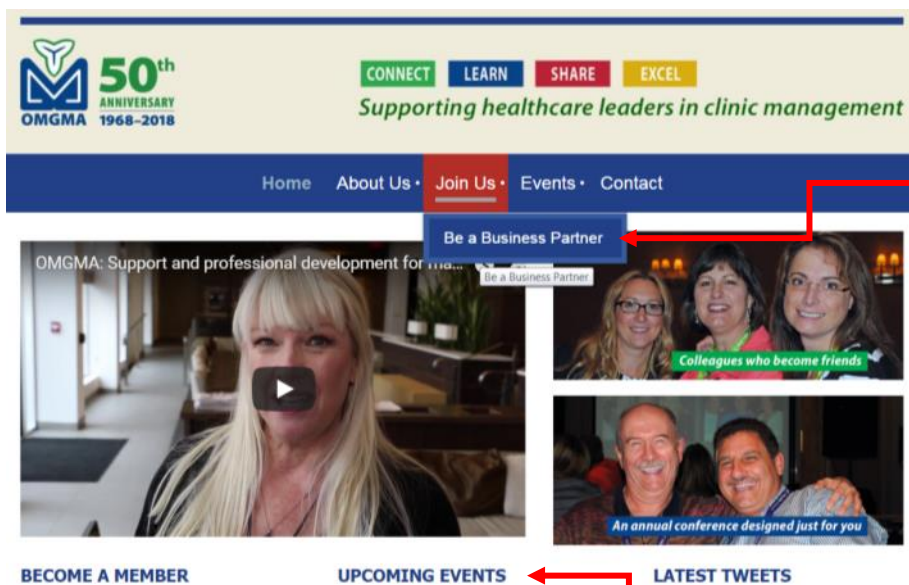
1. Payment is not required upon registration but **payment secures your spot** and selected options. Exhibit booths will be assigned first-come, first-served based on date payment is received, with **priority placement given to Business Partners** whenever possible. Organizers determine final placement.
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 p.m. on Wednesday, October 2, 2019 (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 30, 2019, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after August 31, 2019 or no-shows must pay the full Exhibitor fees as registered.**
8. OMGMA reserves the **right to resell the booth space**.

The Fine Print (from the venue): *REGULATIONS GOVERNING EXHIBITS AND DISPLAYS for Brookstreet Hotel*

1. The Exhibitor agrees that no furniture will be removed from the function area without prior approval of the Hotel.
2. Nothing shall be posted or attached that can damage columns, walls, furniture, floors, or other parts of the building.
3. FMAV is the official audio/visual partner of the Brookstreet Hotel and has the exclusive rights to the rigging of all event and public spaces. As such, FMAC will manage the coordination of rigging according to our guidelines and additional charges will apply. Rigging is defined by any element suspended from a ceiling structure in the event or public spaces, including audio/visual equipment, event signage, decor components or cabling.

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 omgma.ca.



Enrolling as a Business Partner? Start here on our website. Once your partnership is paid for, you can register for the conference as a Business Partner.

Choosing Exhibitor only? Start here on our website.

Business Partners, once you've paid to become a 2019-2020 partner, sign up here to exhibit at the conference, add extra representatives, sponsor events, etc.

Thank you!

Questions?

Contact Karen Majerly at info@omgma.ca

Or call 1-855-55 OMGMA (66462)