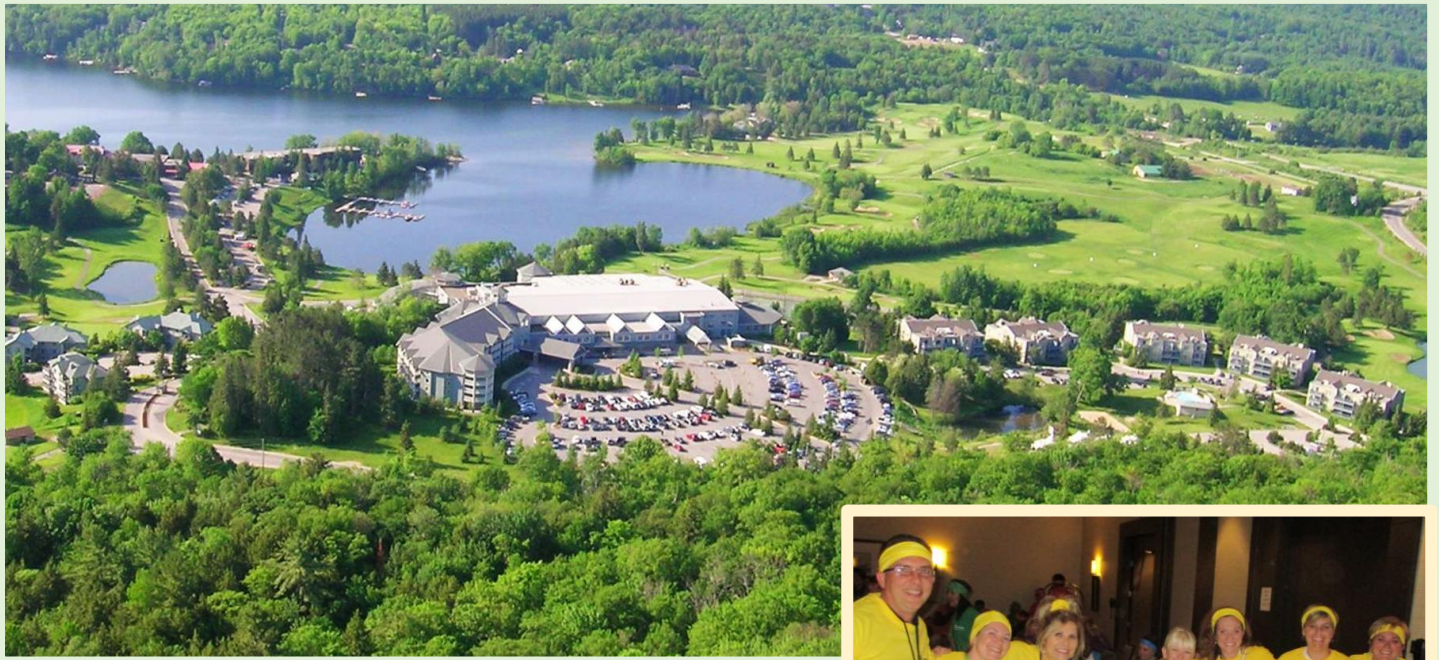


# 2017 OMGMA Business Partner and Conference Exhibitor Info Package



**49<sup>th</sup> Annual Conference of the  
Ontario Medical Group Management Association**  
*Success **STARTs** with You!*

September 13-15, 2017

Deerhurst Resort, Huntsville, Ontario



Again this year – you may choose to promote, exhibit, and network at our fall conference or become an OMGMA Business Partner for 2017-18 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* benefits you get as a Business Partner.

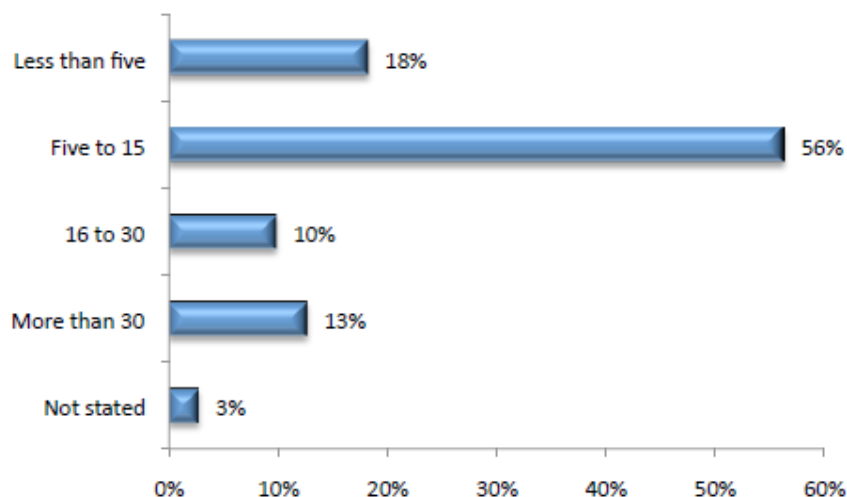
## Can my business still participate in the fall conference without becoming a Business Partner?

**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.

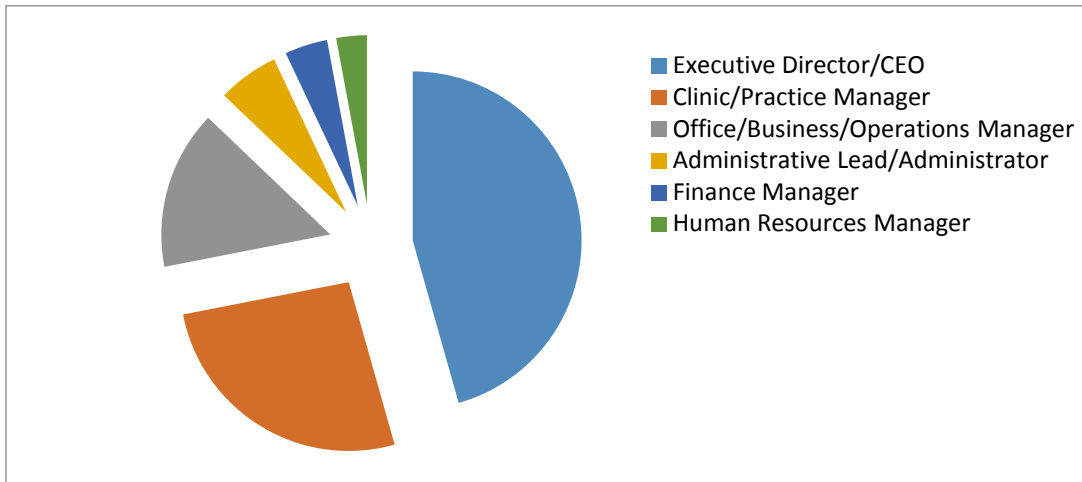
You will appreciate our commitment to involving you in networking opportunities and ensuring that delegates have plenty of time and reason to visit exhibit booths. And our mobile app for the conference gives you creative ways to reach our members.

## Why become a Business Partner?

**Reach:** The 195 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	<b>Exhibitor only</b> BASIC conference package Early bird* (register and pay before end of day June 12, 2017) <b>\$1,250 + HST</b>	<b>Business Partner</b> Annual fee (pay before end of day June 30, 2017, renewable July 1, 2017) <b>\$2,400 + HST</b>
<b>Year-round promotional opportunities</b>		
<b>Welcome announcement</b> to members upon becoming Business Partner		✓
<b>Two opportunities to send an email to ALL OMGMA members</b> (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		✓
<b>Social media sharing</b> and support via Twitter	✓	✓
<b>A listing on our Business Partners' page</b> on omgma.ca (business logo, link to your website, 50-word description of your business, and contact name/email/phone)		✓
<b>Mention of your "Member Perk"</b> on omgma.ca, where you share special deals and discounts exclusive to OMGMA members (e.g., special pricing, promo codes)		✓
<b>Ability to use a pre-approved OMGMA Business Partner logo</b> to highlight relationship with OMGMA		✓
<b>Fall conference: exhibit space</b>		
<b>Exhibit space</b> (approx 8' x 10') 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.)
<b>Double the width of your floor space</b> in the vendor showcase	\$550 + HST	\$550 + HST
<b>Fall conference: company representatives</b>		
<b>Meals and events:</b> Lunch, reception, dinner, and group activity on Wed Sept 13; breakfast, lunch, BBQ dinner, beach party on Thurs Sept 14; all break refreshments throughout; breakfast on Fri Sept 15	✓ <b>Includes one representative</b> Extra representatives \$160 + HST per day (Wed or Thu)**	✓ <b>Includes one representative</b> Extra representatives \$160 + HST per day (Wed or Thu)**
<b>Free parking</b>	✓	✓

<b>Fall conference: recognition opportunities</b>		
<b>Company logo on thank-you page</b> on omgma.ca, in slide show, and on on-site signage Business Partners will be highlighted	✓	✓
<b>Recognition in “Parade of Stars” to recognize vendor support at beginning of conference</b> Business Partners will be highlighted	✓	✓
<b>Fall conference: promotional opportunities</b>		
<b>Conference delegate list</b> , including name, title, clinic name, and city/town	✓	✓
<b>Opportunity to send one email to ALL OMGMA members</b> before the conference (company introduction/promo); prepared by you, sent by OMGMA	✓	✓
<b>Participation in prize draw</b>	✓	✓
<b>Fall conference: Gain more exposure at events**</b> (Business name listed with your sponsored event in final agenda, and displayed at event itself. One sponsorship available per event, first-come, first-served.)		
<b>Sponsor Wednesday morning pre-conference networking</b> and refreshments	\$500 + HST	\$500 + HST
<b>Sponsor Wednesday evening reception and dinner and address delegates</b> for three to five minutes	\$2,000 + HST	\$2,000 + HST
Thursday evening sponsorship SOLD OUT		
<b>Conference mobile app exposure opportunities** (see page 13 for more info)</b>		
<b>Company name/logo/description/contact info in exhibitor profile</b> in our custom mobile app used by conference attendees (attach promotional documents and save on printing costs)	✓	✓
<b>Participation in delegate challenge game</b> (delegates will get points for visiting your booth and entering your secret booth passcode in the app)	✓	✓
<b>Rotating banner ad</b> in mobile app	\$350 + HST	✓
<b>Mobile app home screen sponsorship</b> (One available, first-come, first-served)	\$550 + HST	\$550 + HST
<b>One news blast or sponsored survey</b> via direct message to delegates during conference	\$550 + HST	✓

\*Those who submit conference payment on or after June 13, 2017 will pay \$1,425 + HST.

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

**Note: Exhibitor fees do not include accommodation.**

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



# 2017 Conference Information for Business Partners and Exhibitors

## CONFERENCE LOCATION

### Deerhurst Resort

1235 Deerhurst Drive

Huntsville, ON P1H 2E8

Reservations: 1-800-461-4393

[info@deerhurstresort.com](mailto:info@deerhurstresort.com)

### DIRECTIONS

### Map of Deerhurst resort



## ACCOMMODATIONS

**IMPORTANT:** Choose and book your own accommodations.

To reserve, **call Deerhurst at 1 800 461 4393.**

Choose the option for “group reservations.” Provide our group name “**Ontario Medical Group Management Association (OMGMA).**”

We have reserved three different types of rooms in our block. You may choose any type, based on availability.

**Note: conference facilities are in the Pavilion building.**

### **1. Pavilion Rooms (\$199 per unit per night + HST; also add 6% resort fee)**

Located in the Pavilion, a 10-minute walk from the lake. Two queen beds, complete with a work desk, mini desktop fridge, and separate vanity area. Most have a balcony or terrace.

### **2. Lakeside Rooms (\$199 per unit per night + HST; also add 6% resort fee)**

Located right at the beach offering an excellent view of the lake, steps from the waterfront activities and a 10-minute walk to the Pavilion. Two queen beds, a sitting area, work desk, mini desktop fridge.

### **3. Summit Lodge 1-Bedroom Suites (\$209 per unit per night + HST; also add 6% resort fee)**

Close to the Pavilion and just a 10-minute walk from the lake with a balcony view. Separate bedroom with TV and two double beds. Kitchenette includes a two-burner stovetop, microwave, mini-fridge, dishwasher, toaster, kettle, coffee maker, pots, pans, dishes, and cutlery. Separate living area with fireplace, stereo, TV, and DVD player.

**NO daily housekeeping.** [See Housekeeping Services provided here](#) **Access by staircase only.**

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

Policies:

- Reservations must be made by Tuesday, August 15, 2017 in order to qualify for OMGMA group rates. Book early to have a better chance of getting your first choice of room type.
- All reservations must be accompanied by a one night's room and tax deposit, in the form of a cheque or major credit card. The balance of the attendee's full stay total is required at the time of check out.
- If the reservation is cancelled within seven days of arrival or the guest's stay is shortened, all amounts paid to Deerhurst will be non-refundable.
- Record of your reservation will be shared with OMGMA's conference organizers.



# PAVILION FLOOR PLANS



## EXHIBITOR SETUP

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

**Setup time is from 8:15 a.m. to 10:15 a.m. on Wednesday, September 13.** Newbie networking begins in the Vendor Showcase area at 10:30 a.m.

Upon arrival, check in at the OMGMA registration table in the hallway. **Exhibit booths will be set up in Legacy Hall.**

The program begins at 11:30 a.m. with lunch in the Peninsula Room. Exhibitors and delegates will have lunch together. **Join us for opening remarks at 12:30 p.m., followed by our “Parade of Stars” to recognize our exhibitors.**

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

## PARKING

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Parking is complimentary for our group.

**You may drop off large items at the conference centre** (please respect fire routes).

## EXHIBITOR TAKEDOWN

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Take down your exhibit **between 3 and 4 p.m. on Thursday, September 14.** Prize draw follows.

## PRIZE DRAW: optional but recommended

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If you offer a prize for our draw, **join us at 4 p.m. on Thursday, September 14** in the Peninsula 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

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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.**

## PRE-SHIPPING ITEMS

For questions about shipping items, our Conference Services Manager is Deborah Hill.  
t: 705.789.7113 x 4271 | c: 705.571.2041 | f: 705.789.8099 | dhill@deerhurstresort.com

### Receiving

Courier service to/from Deerhurst is not available on Saturdays, Sundays, or holidays. Deerhurst will not be liable for inspecting deliveries upon arrival or for any damage to the contents of such deliveries unless caused by the negligence of Deerhurst, or any of its authorized representatives. Deerhurst has limited storage available onsite.

**The following information needs to be provided in advance to our conference services manager Deborah Hill to ensure acceptance of items** and delivery to Deerhurst and your function rooms: Courier company, number of items, delivery date, delivery location onsite, and tracking numbers for all items. Deerhurst keeps a detailed log of all shipments received and will require you to sign for your packages.

### How to address your shipping labels

Conference Manager: Deborah Hill tel: 705.789.7113 x 4271

Conference Name: OMGMA

Conference Dates: Sept 13 to 15, 2017

Number of Boxes/Items: \_\_\_\_\_

Name of Contact Shipping Items: \_\_\_\_\_

Company of Shipment: \_\_\_\_\_

Final Delivery Location: Legacy Hall

Deerhurst Resort: via Receiving Dock

1235 Deerhurst Drive, Huntsville, ON P1H 2E8

Deliveries must be made to the receiving/loading dock of the Hotel. The Hotel reserves the right to administer additional fees for handling and storage of items both prior to the event and after the group has departed.

### Outgoing Shipments

All outgoing items must be properly sealed, courier waybills completed, and the items clearly addressed, including your courier billing account number or alternate billing information (Deerhurst is not able to bill for any courier/shipping charges). It is against custom/courier policies for hotel staff to pack client boxes. All outgoing items cannot exceed a total weight (per item) of 70 lbs. Deerhurst keeps a detailed log of all outgoing shipments and will require you to sign indicating your intention to ship packages. Any boxes left in function rooms after departure without shipping instructions will be delivered to the Deerhurst Lost and Found Department. All outgoing freight pickups are to be scheduled for the day after the event.

### Shipping and Receiving Charges

Box storage/delivery to function space	\$4 per unit per day
Outgoing box handling fee	\$4 per unit
Staff assistance	\$40 per staff member per hour

## CONFERENCE SESSIONS

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

## LOGO REQUIREMENTS

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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](mailto:info@omgma.ca).

## MOBILE APP

The 2017 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

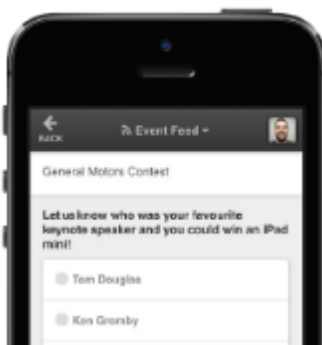
Sample rotating banner ads. Powerful and dynamic, banner ads link to a sponsor's profile, website, or promotions, along with a custom-designed image and message. Business Partners receive a free banner ad.



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 13, 2017 (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 11, 2017, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after August 12, 2017 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](http://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](mailto:info@omgma.ca)

Or call 1-855-55 OMGMA (66462)