

OMGMA CONFERENCE 2022

Together Again



September 21 to 23
Hilton Mississauga
Meadowvale

*Supporting health care leaders
in clinic management*



Exhibitor Info Package and Sponsor Prospectus

Highlights:

- The Ontario Medical Group Management Association has 200 members, all in leadership roles in group medical practices. They represent more than 3,000 physicians.
- Exhibitor setup is Wednesday morning, September 21. Takedown is late afternoon, Thursday, September 22.
- Your exhibitor package includes refreshments, meals, and evening activities for one company representative, from Wednesday mid-morning through Friday breakfast. You may add extra representatives during registration. Your involvement beyond the Exhibitor Showcase is important – for you and for us!
- Stand out and extend your reach with affordable sponsorship opportunities.
- See Appendix 1 (RFP) if you are interested in presenting a 30-minute educational session.

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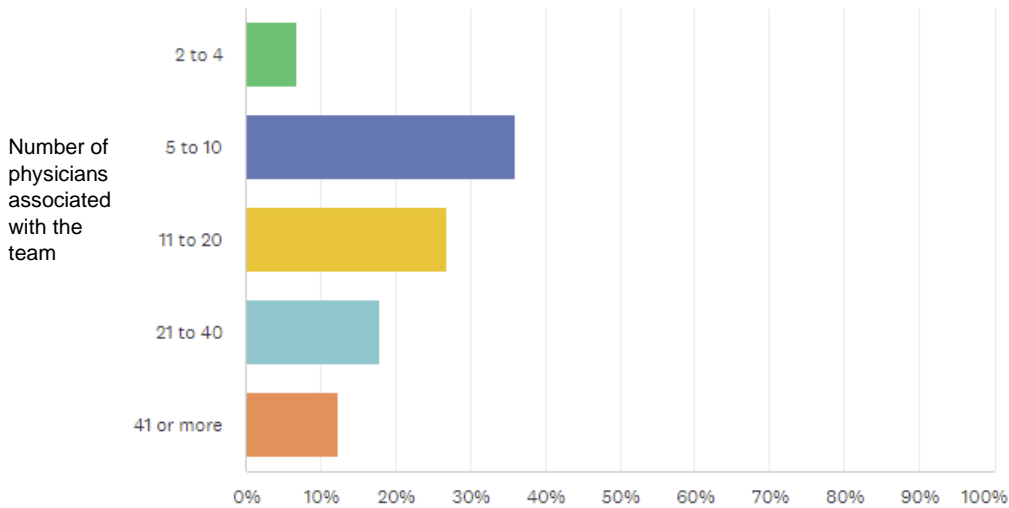
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PROSPECTUS

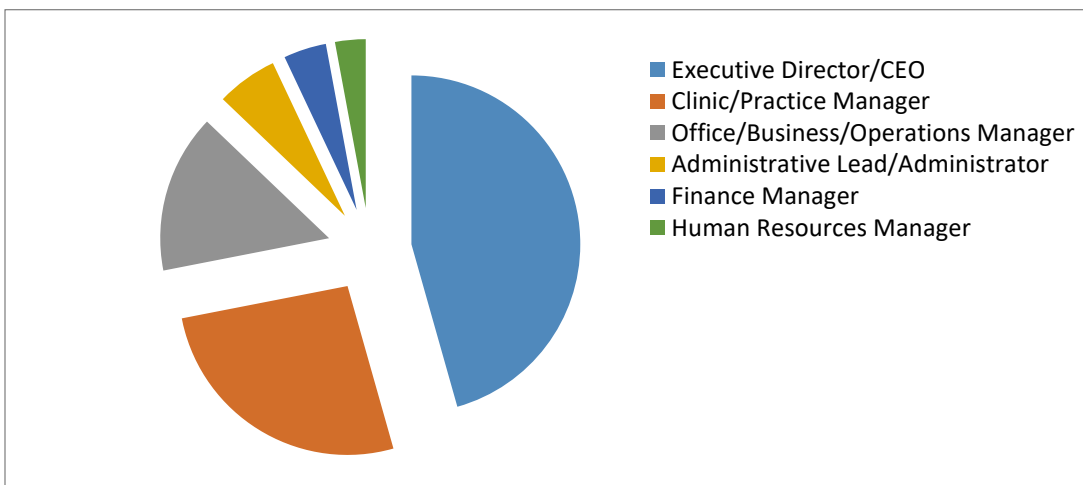
The OMGMA fall conference is **the premier event for making direct, one-on-one connections with the people who make decisions about your products or services.** In past years, between 80 and 100 medical group managers from around Ontario have convened for our event. The conference is not too big to be 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 custom mobile app for the conference gives you creative ways to reach our members.

Reach: The 200 members of the OMGMA lead clinics representing **more than 3,000 physicians across Ontario.** More than 60% manage groups of five to 20 physicians, and about 30% lead groups with more than 21.



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: Enjoy **unique access and insight into the profession.**

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.

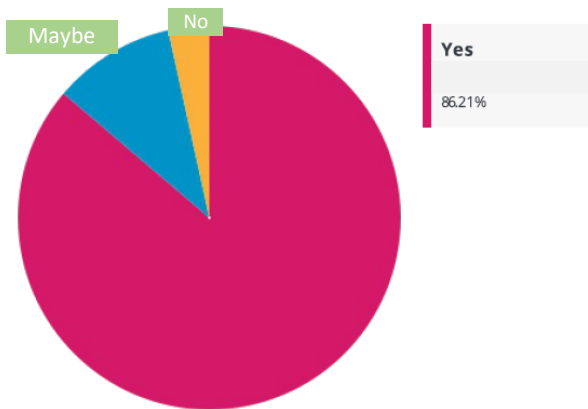
Don't miss out on your chance to talk to managers and directors in person!

Action: From our 2019 conference feedback survey:

OMGMA OTTAWA CONFERENCE 2019: LIVE WELL – WORK WELL
OVERALL EVENT FEEDBACK SURVEY FOR OMGMA 2019

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



EXHIBITOR PACKAGE INCLUSIONS, SPONSORSHIP ADD-ONS, AND FEES

	<p>Exhibitor package Early bird (register and pay before end of day July 20, 2022) \$1,525 + HST Those who register on or after July 21, 2022 will pay the regular rate of \$1,695 + HST.</p>
Exhibit space	
<p>Your booth Most spaces will be 8 feet wide and 8 feet deep Some 10-foot-wide spaces may be available for those who indicate that they have large backdrops Your space will include a six-foot table draped in linen; chair(s); and wireless internet in conference space (Room layout will be available closer to conference date)</p>	<p>Location assigned to you.</p> <p>Requests considered – please ask during online registration</p>
Electrical outlet at your booth	<p>\$30 + HST Select during registration</p>
Double the width of your floor space in the exhibitor showcase	<p>3 available \$550 + HST Select during registration</p>
Meals and evening events	
<p>Exhibitor package includes one representative’s meals and activities throughout: lunch, dinner, evening entertainment on Wed Sept 21; breakfast, lunch, dinner, and evening entertainment on Thurs Sept 22; breakfast on Fri Sept 23; all break refreshments throughout</p>	<p>Package includes one representative Select flexible options for your additional representatives during online registration \$209 + HST pp for all of Wed, including dinner event \$119 + HST pp for Thurs daytime only \$139 + HST pp to add Thurs dinner event + Fri breakfast</p>
Recognition opportunities included in your package	
<p>Virtual booth Company name/logo/description/contact info in your exhibitor profile in our custom mobile app used by all conference attendees; you can also upload promotional material</p>	<p>✓ included</p>
<p>Logo placement Logo (+ link) on supporter page on omgma.ca; recognition on site in slide show (runs on loop during breaks) and signage Sponsors will be prominently featured</p>	<p>✓ included</p>
Conference delegate list , including name, title, clinic name, and city/town	<p>✓ included</p>
Participation in delegate challenge game (delegates will get game points for visiting your booth and entering your unique secret passcode in the app)	<p>✓ included</p>
Participation in prize draw with delegates Thurs aft	<p>✓ included</p>
Social media support via Twitter	<p>✓ included</p>

<p>Extend your reach and support for OMGMA with these special opportunities Tell us your ideas not listed here. We can discuss a custom sponsorship based on your needs and budget.</p>	<p>Select these during online registration First come, first-served (where applicable)</p>
<p>Opportunity to send one email blast to ALL OMGMA members before (or after) the conference (company introduction/promo); prepared by you, sent by OMGMA</p>	<p>Unlimited availability \$300 + HST</p>
<p>Sponsor our opening keynote session on Wednesday; includes opportunity to welcome delegates, show a promotional video for your business or do a short talk (max three minutes) and introduce kick-off speaker</p>	<p>One available \$1,250 + HST</p>
<p>Sponsor Wednesday evening dinner and entertainment and address delegates for a few minutes; we'll discuss creative ideas to maximize your participation and exposure</p>	<p>One available \$1,750 + HST</p>
<p>Sponsor Thursday evening dinner and entertainment and address delegates for a few minutes; we'll discuss creative ideas to maximize your participation and exposure</p>	<p>One available \$1,750 + HST</p>
<p>Sponsor Friday breakfast followed by presentation; includes opportunity to welcome delegates, show a promotional video for your business or do a short talk (max three minutes) and introduce speaker</p>	<p>One available \$1,250 + HST</p>
<p>Sponsor ALL coffee breaks; includes signage; we'll discuss creative ideas to maximize your exposure</p>	<p>One available \$1,000 + HST</p>
<p>Digital opportunities via mobile app (details/samples on page 12)</p>	
<p>Rotating banner ad</p>	<p>7 available \$300 + HST</p>
<p>Home screen sponsorship</p>	<p>1 available \$500 + HST</p>
<p>Sponsored survey</p>	<p>3 available \$200 + HST</p>
<p>Sponsored news alert</p>	<p>3 available \$200 + HST</p>
<p>Extra recognition for sponsors who invest beyond the Exhibitor package</p>	
<p>Coloured "ribbon" attached to your profile in our mobile app</p>	<p>✓ included for sponsors</p>
<p>Highlighted in on-site slide show</p>	<p>✓ included for sponsors</p>
<p>Special mention of your support in OMGMA's pre-conference emails to ALL members</p>	<p>✓ included for sponsors</p>

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

CONFERENCE LOCATION

Hilton Mississauga Meadowvale: 6750 Mississauga Road, Mississauga, ON L5N 2L3

<https://www.hilton.com/en/hotels/yyzmohh-hilton-mississauga-meadowvale/>

<https://www.hilton.com/en/hotels/yyzmohh-hilton-mississauga-meadowvale/hotel-location/>

ACCOMMODATIONS

IMPORTANT: Choose and book your own accommodations. [Use this custom link to book](#) or call the Hilton Mississauga Meadowvale directly at 905 821 1981 and request the special group rate for the OMGMA conference.

Our rates include free parking (value of \$14 per day). **Reserve by August 29, 2022** to qualify for group rates.

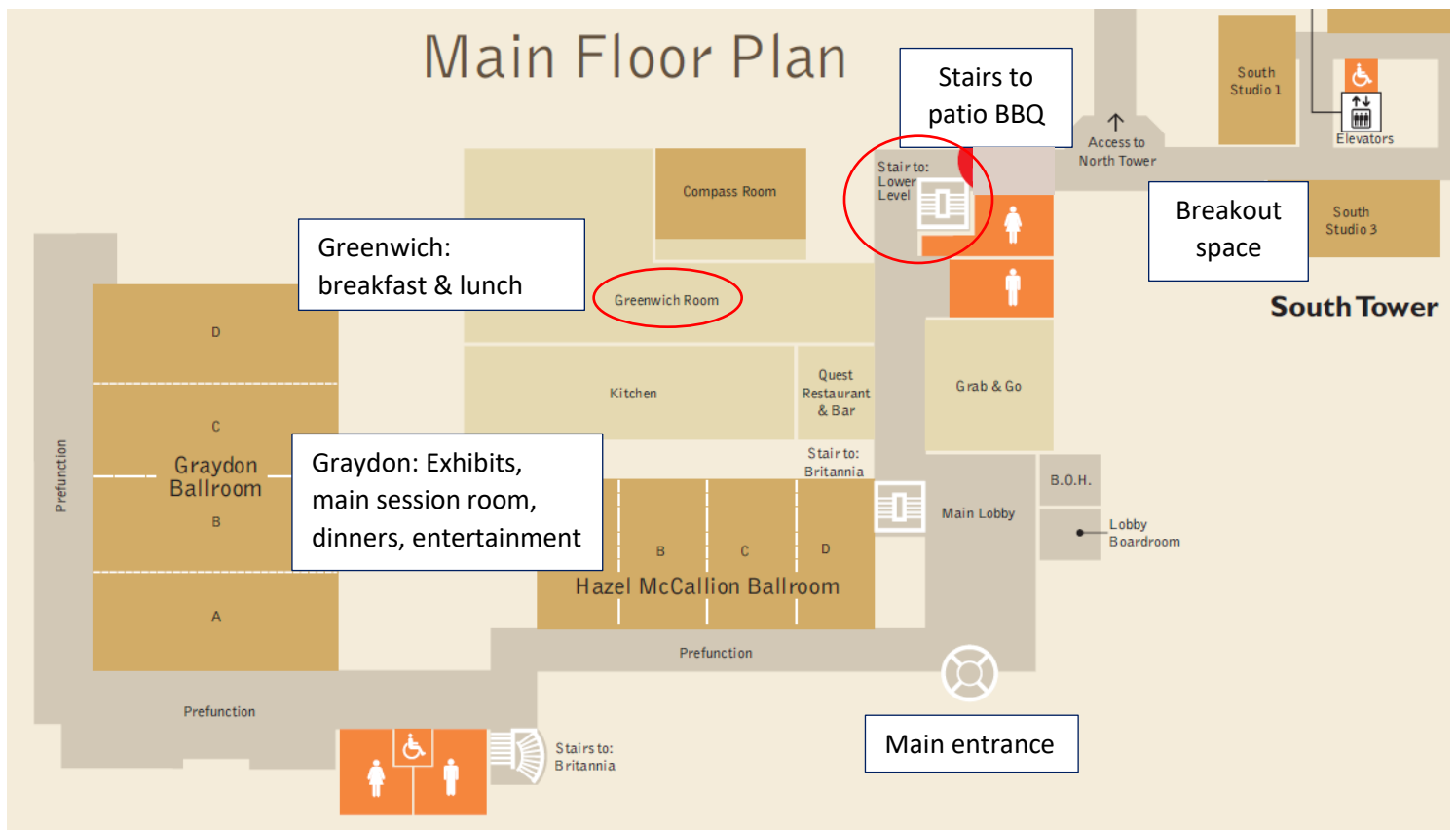
OMGMA group rates:

2 Queens or 1 King: **\$180**

Premium rooms may be available: \$200

- 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.
- Cancellation must be made 48 hours prior to day of arrival to avoid a fee of one night's room and tax.
- An early departure fee of \$50 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 3 p.m. Check-out time is noon on the day of departure.

FLOOR PLAN



- Booths are expected to be approximately 8' wide x 8' deep.
- Space may be doubled subject to availability and payment of an additional fee.
- Organizers will decide on final placement based on order of registration, special requests, type of business, etc.
- Depending on the number of booths, **we may place exhibitors in the prefunction space as well as inside the ballroom**
- You may make special requests during registration

EXHIBITOR SETUP & SHOWCASE TIMES

You will have a six-foot table draped with linen and chairs. The cost of running power around the room has increased and this year we have to ask you to pay a fee of \$30 + HST for access to electrical at your booth.

Confirmed setup time is 7:45 to 9:15 a.m. on Wednesday, September 21.

Upon arrival, check in at the OMGMA registration table.

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

As of the publish date of this info package, the detailed conference agenda is not yet finalized. On Wednesday, we will direct delegates to the Exhibitor Showcase as they are arriving, after lunch, and at the end of the day's learning program. On Thursday, we'll do the same during the mid-morning and mid-afternoon breaks.

Our Exhibitor Showcase time blocks are 30 to 45 minutes long so delegates have time to connect with you!

Please watch our website for the final agenda to be posted.

EXHIBITOR TAKEDOWN

You will take down your exhibit **late afternoon Thursday, September 22**. Exact time to be determined.

Prize draw follows.

PRIZE DRAW: optional but recommended

If you offer a prize for our draw, **join us late afternoon on Thursday, September 22** 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 (or collect info electronically) 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 if you are collecting business cards.

PARKING

Our group will receive complimentary parking.

INTERNET ACCESS

Guest rooms: free Wi-Fi

Meeting rooms: free Wi-Fi throughout

SHIPPING ITEMS

All questions about shipping should go to our Event Manager, Trelyn King:

905 542 6738

trelyn.king@hilton.com

Hotel policies and procedures

Packages for meetings may be delivered to the Hotel three (3) working days prior to the date of the function.

The following information must be included on all packages to ensure proper delivery:

- Attention: Trelyn King, Catering/Conference Services
- Name of your organization and contact person's name
- Function name: OMGMA conference
- Function date: September 20 to 23, 2022

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

- Package handling fee of \$5 per package will be assessed. If packaging requires excessive unloading or moving within the building, a handling fee will be applicable. The fee is based upon the number of boxes, weight, and labour involved.
- All out of country materials should be shipped via a Custom Broker arranged by the client. The hotel will not become responsible for materials held in customs.
- The hotel will not accept any shipment sent C.O.D (cash on delivery). Special mailing services are available through the Business Centre at a nominal fee.
- For your convenience and safety, we ask that all deliveries made on your behalf be made through our loading and unloading area. Prices are provided for guidance in budget development only and are subject to increase.

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. The on-site provider is Encore Global.

Post-conference

- All items brought into the hotel are to be removed within 24 hours of the end of the event.
- All hotel property must be returned to the state it was found in.
- Hotel and conference organizers are not responsible for any items left behind on the premises.
- If you are leaving boxes to be shipped, please ensure that all paperwork is properly prepared, courier pickup is arranged, and you have advised a hotel representative.

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

Your Exhibitor Package includes a business profile (virtual booth) in the app, including the ability to attach documents (save on printing!). See below (and inclusions and pricing on pages 5 & 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

Rotating banner ads. Powerful and dynamic, banner ads link to a sponsor's profile and use a custom-designed image and message.

Every page is a point of contact! **7 spots available**

sample, viewed on web



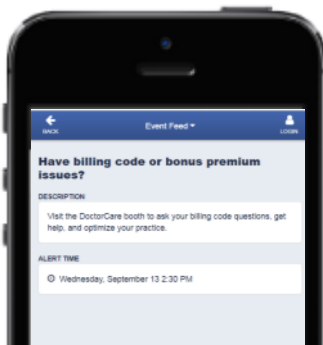
The home screen ad.

First impressions are lasting impressions! Every delegate starts every mobile experience here.

The home screen is the introduction to the app featuring core details like the agenda and speaker bios. **One spot available.**

Sponsored survey

Send a survey to delegates so you can gather data about their interests and needs. Make it fun with a contest or game!



Sponsored alert

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

Delegates are guaranteed to see your alert pop up!

The Fine Print: General Terms

The term “Exhibitor” means the company and its representatives. The terms “sponsor” or “vendor” also fall under these guidelines.

1. OMGMA reserves the **right of final approval** of all Exhibitors and the right to refuse or terminate any relationship. Exhibitors whose products, services, or policies are incompatible with OMGMA’s mission and values will not be accepted.
2. **Participation as an Exhibitor does not constitute membership**, nor does it include member privileges or access to the members-only pages at omgma.ca.
3. Exhibitors **will not determine or influence OMGMA policy** or content.
4. Exhibitors should be **organizations and companies**, not individuals.
5. OMGMA **does not provide exclusive partnerships** or arrangements.
6. Exhibitors 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.

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. Organizers will decide on final placement based on order of registration, special requests, type of business, etc.
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, September 21, 2022 (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 22, 2022, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after August 23, 2022 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):

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. ENCORE GLOBAL is the official audio/visual partner of the hotel and has the exclusive rights to the rigging of all event and public spaces. 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

Please visit omgma.ca

Select: **[FOR EXHIBITORS] OMGMA Conference 2022: Together Again**

Thank you!

Questions?

Contact Karen Majerly at info@omgma.ca

Or leave a voice mail at 289 266 1686

If your call is urgent, call Karen's mobile at 905 630 8384

Keep reading if you are interested in submitting a proposal to present an educational session.

REQUEST FOR PROPOSAL

OMGMA invites conference exhibitors to submit proposals to present a **30-minute educational session** to members.

NOTE: **EMR providers** have been invited to participate separately and do not need to use this form.

- Two or three spots will be available (to be determined).
- Presentations should be educational and cannot be sales pitches.
- No speaker fees will be paid.
- Knowledge of the topic and speaking skills should be strong.

Sessions should:

- Enhance a clinic manager's ability to perform his or her job.
- Be tailored to an advanced audience.
- Offer practical tips and tools and sources for further learning/support.
- Cover a timely topic, such as in one of these two areas:
 - Fostering a productive work environment: human resources, performance, culture, collaboration, innovation, change
 - Effective clinic operations: finance, facilities, technology, communications, process, policies, documentation

One suggestion is to present with a clinic manager you work with (best practices, lessons learned, etc.)

Please provide:

Contact information for all potential speakers.

Name:

Title:

Organization:

Email:

Phone:

Website:

A brief bio on the speaker(s) (max 75 words):

Video: If available, provide a link to a video of the speaker presenting to an audience.

Session title:

Session description (max 100 words):

Tell us why this session is important for clinic managers (max 100 words):

List takeaway 1:

List takeaway 2:

How will you engage the audience? (max 75 words)

DEADLINE FOR SUBMISSIONS: Wednesday, July 20, 2022.

Please submit your proposal to Karen Majerly at info@omgma.ca

Potential presenters may be invited to discuss their submission with the committee.

Final selection of speakers will be made (based on criteria outlined above) on or before Friday, August 5, 2022.