



# *From inspiration* **TO ACTION**

The 53rd conference of the Ontario Medical Group Management Association

Wednesday, September 20 to Friday, September 22, 2023

Casino Rama Resort

*For medical clinic managers and directors and the suppliers who support them*

## **Exhibitor Info Package and Sponsor Prospectus**

### **Highlights:**

- The Ontario Medical Group Management Association has **230 members**, all in leadership roles in group medical practices. They represent more than 3,000 physicians.
- Exhibitor **setup is Wednesday morning, September 20**. Takedown is late afternoon, Thursday, September 21.
- 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 participation beyond the Exhibitor Showcase is strongly encouraged!
- Stand out and extend your reach with **affordable sponsorship opportunities**.
- **Early bird savings** are available through July 24.

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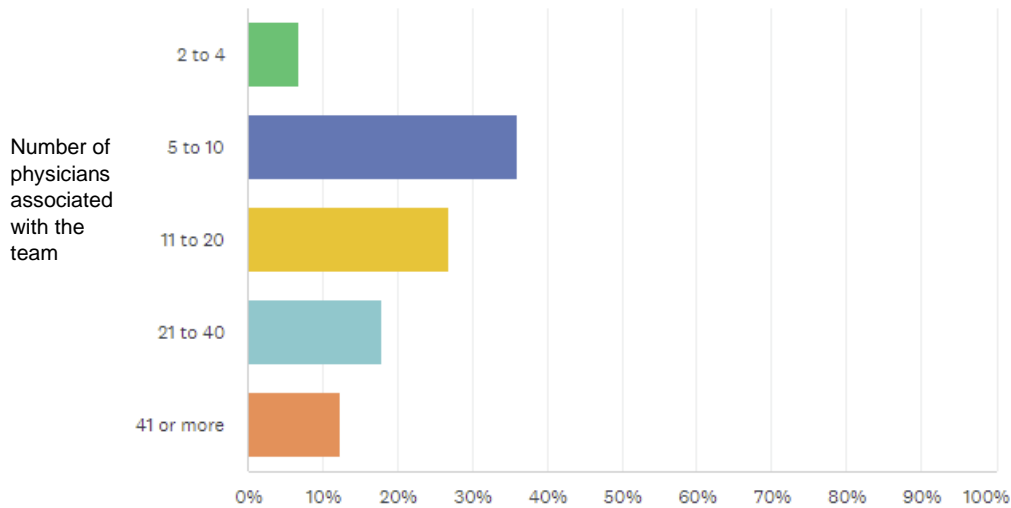
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# PROSPECTUS

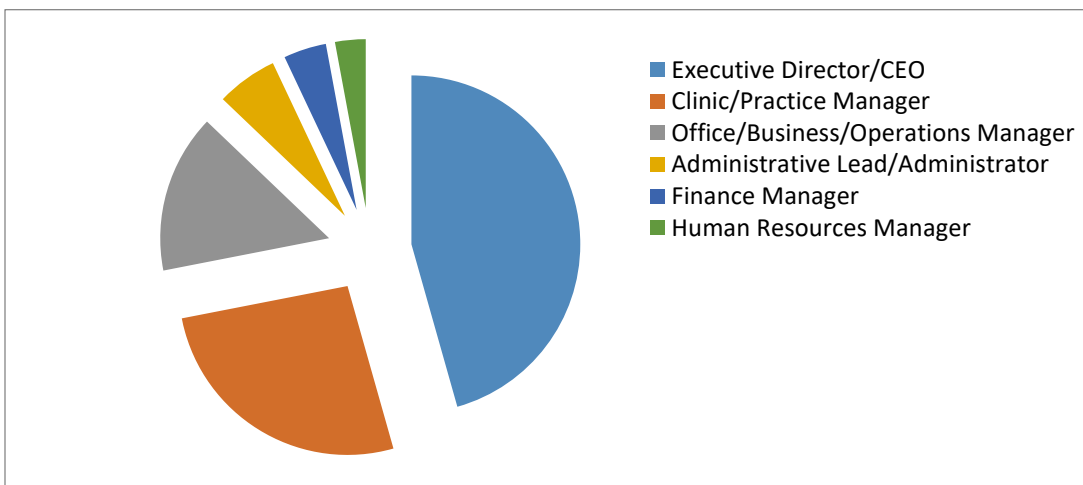
The OMGMA fall conference is **the premier event for making direct, one-on-one connections with the people who make decisions about your products or services.** In past years, between 85 and 100 medical group managers from around Ontario have convened for our event. The conference is not too big to be 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 230 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 physicians.



**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.

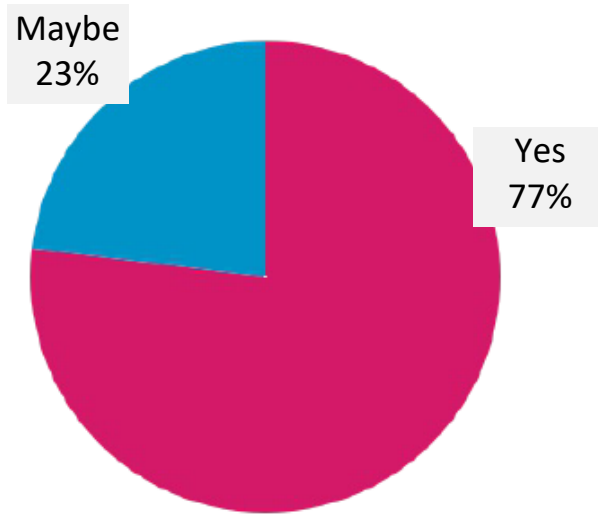
Don't miss your chance to talk to managers and directors in person!

**Action:** **Our members take action** following our conference. Check out these results from our 2022 conference feedback survey.

OMGMA CONFERENCE 2022: TOGETHER AGAIN  
**OVERALL EVENT FEEDBACK SURVEY FOR OMGMA 2022**

**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><b>Exhibitor fees do not include accommodation.</b> See page 7.</p>	<p><b>Exhibitor package</b> Early bird (register before end of day July 24, 2023) <b>\$1,525 + HST</b> Those who register on or after July 25, 2023 will pay the regular rate of \$1,695 + HST.</p>
<p><b>Exhibit space</b></p>	
<p><b>Your booth</b> Spaces will be at least 8 feet wide and 8 feet deep Some 10-foot-wide spaces should be available for those who indicate that they have large backdrops Your space will include a six-foot (or possibly 8-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.  Requests considered – please ask during online registration</p>
<p><b>Electrical outlet</b> at your booth</p>	<p>\$20 + HST Select during registration</p>
<p><b>Double the width of your floor space</b> in the exhibitor showcase</p>	<p>4 available \$550 + HST Select during registration</p>
<p><b>Meals and evening events</b></p>	
<p>Exhibitor package includes one representative’s meals and evening activities: lunch plus dinner event at Tailwinds on Wed Sept 20; breakfast, lunch, dinner, and entertainment (Jamie Williams one-man band) on Thurs Sept 21; breakfast on Fri Sept 22; all break refreshments throughout</p>	<p><b>Package includes one representative</b> Select <b>flexible options</b> for your additional representatives during online registration \$175 + HST pp for all of Wed, including dinner event \$120 + HST pp for Thurs daytime only \$140 + HST pp to add Thurs dinner event + Fri breakfast <i>(i.e., total for an extra person throughout is \$435 + HST)</i></p>
<p><b>Recognition opportunities included in your package</b></p>	
<p><b>Virtual booth</b> 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><b>Logo placement</b> 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>
<p><b>Conference delegate list</b>, including name, title, clinic name, and city/town</p>	<p>✓ included</p>
<p><b>Participation in delegate challenge game</b> (delegates will get game points for visiting your booth and entering your unique secret passcode in the app)</p>	<p>✓ included</p>
<p><b>Participation in prize draw with delegates</b> Thurs aft</p>	<p>✓ included</p>
<p><b>Social media</b> support via Twitter</p>	<p>✓ included</p>

<p><b>Extend your reach and support for OMGMA with these special opportunities</b>  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)  Register early!</p>
<p><b>Opportunity to send one email blast to ALL OMGMA members</b> before or after the conference (company introduction/promo); prepared by you, sent by OMGMA</p>	<p>Unlimited availability  \$300 + HST</p>
<p><b>Opportunity to support a bursary for a member to attend the conference</b>  OMGMA will advertise to the membership the opportunity to apply for a bursary to have their conference registration package paid for (including 2 nights in the hotel). We will manage submissions from members who do not have the funds to attend the conference and haven't attended a conference before. We'll promote your company's support of this (NEW!) program and discuss creative ways to maximize your exposure.</p>	<p>Two available  \$500 + HST</p>
<p><b>Sponsor our opening keynote session on Wednesday</b></p> <ul style="list-style-type: none"> <li>• Includes five-minute welcome/infomercial or show video</li> <li>• Introduce our presenter, Kate Davis</li> <li>• Your support noted in final agenda</li> <li>• On-site thank you signage</li> </ul> <p>We'll discuss creative ideas to maximize your participation and exposure (e.g., put up your banner, place promotional material on tables, etc.)</p>	<p>One available  \$1,250 + HST</p>
<p><b>Sponsor Wednesday evening dinner event</b> (outdoor waterfront dining accompanied by singing group The Jazz Beans at Tailwinds Bar &amp; Grill at the Orillia Rama Airport, sightseeing flights)</p> <ul style="list-style-type: none"> <li>• Your support noted in agenda</li> <li>• On-site thank you signage</li> </ul> <p>We'll discuss creative ideas to maximize your participation and exposure (e.g., put up your banner, place promotional material on tables, order special food and beverage, create branded drink tickets, etc.)</p>	<p>One available  \$1,750 + HST</p>
<p><b>Sponsor Thursday evening dinner and entertainment</b> (Jamie Williams one-man band) at Casino Rama Resort; we'll discuss creative ideas to maximize your participation and exposure</p> <ul style="list-style-type: none"> <li>• Company representative may address the group for a few minutes</li> <li>• Your support noted in agenda</li> <li>• On-site thank you signage</li> </ul> <p>We'll discuss creative ideas to maximize your participation and exposure (e.g., put up your banner, place promotional material on tables, order special food and beverage, create branded drink tickets, etc.)</p>	<p>One available  \$1,750 + HST</p>
<p><b>Sponsor ALL coffee breaks;</b> includes on-site thank you signage  We'll discuss creative ideas to maximize your exposure</p>	<p>One available  \$1,000 + HST</p>

<p><b>Sponsor reusable bag used for delegate welcome gifts</b>  Provide keepsake bag branded with your logo (and the OMGMA logo if possible) plus the chance to put your promotional item(s) in the bag. (Bag also includes snacks/gifts for delegates, no promotional items from other exhibitors.)  Approximately 80 to 100 bags required.</p>	<p>One available  \$500 + HST  + bags</p>
<p><b>Provide your branded lanyards or neck wallets for members to wear</b>  Approximately 85-100 required.</p>	<p>One available  \$300 + HST  +provide lanyards and holders or neck wallets</p>
<p><b>Digital opportunities via mobile app (details/samples on page 12)</b></p>	
<p><b>Rotating banner ad</b></p>	<p>7 available  \$300 + HST</p>
<p><b>Home screen sponsorship</b></p>	<p>1 available  \$500 + HST</p>
<p><b>Sponsored survey</b></p>	<p>3 available  \$200 + HST</p>
<p><b>Sponsored news alert</b></p>	<p>3 available  \$200 + HST</p>
<p><b>Extra recognition for sponsors who invest beyond the Exhibitor package</b></p>	
<p>Sponsor tag 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>

## CONFERENCE LOCATION

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<https://www.casinorama.com/contact-us/>

## ACCOMMODATIONS

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

Call Casino Rama Resort at **1 800 832 7529** and quote booking code: **o m g i 2 3 a**

*No online booking option is available due to an ongoing system outage.*

**Reserve by September 8, 2023** to get our group rates: 2 Doubles or 1 King: \$149 + \$15 resort fee + taxes

- Casino Rama is an all-suites resort.
- Rates are quoted in Canadian funds and are subject to 13% HST.
- Record of your reservation will be shared with OMGMA's conference organizers.
- Reservations will need to be guaranteed with a major credit card.
- All guests must have a valid credit card and photo I.D. to check-in.
- Check-in time is 4 p.m. Check-out time is 11 a.m.
- Maximum occupancy per room is five persons. Room rates are based on single or double occupancy. Charges will apply for each additional adult.
- **Cancellations** must be received by 4 p.m. Eastern on the day prior to arrival. For any changes or cancellations, please call 1 800 832 7529.



## FLOOR PLAN



- Booths are expected to be at least 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 pre-function space (Rama Hall) as well as inside the ballroom
- You may make special requests during registration

## EXHIBITOR SETUP & SHOWCASE TIMES

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You will have a six-foot (or possibly 8-foot) table draped with linen and chairs. We must ask you to pay a fee of \$20 + HST for access to electrical at your booth.

**Confirmed setup time is 7:45 to 9:15 a.m. on Wednesday, September 20.**

We will advise you closer to the date if a setup time is available the evening of Tuesday, September 19.

There will be an informal meet & greet on Tuesday evening before the conference begins Wednesday morning.

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 to visit 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 breaks.

Our Exhibitor Showcase time blocks are between 30 and 60 minutes long, so delegates have time to connect with you!

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

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](mailto:info@omgma.ca).

## EXHIBITOR TAKEDOWN

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You will take down your exhibit **late afternoon Thursday, September 21**. Exact time to be determined.

Prize draw follows.

## PRIZE DRAW: optional but recommended

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If you offer a prize for our draw, **join us late afternoon on Thursday, September 21** 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.

Bring a basket or bowl if you are collecting business cards.

## PARKING

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Self-parking is free at Casino Rama Resort. Valet parking is available for an extra charge.

## SHIPPING ITEMS

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Exhibitor packages may be delivered to Casino Rama Resort **24 hours prior** to the conference start date. No shipments will be accepted prior to 24 hours before the setup date due to space limitations. The Hotel reserves the right to refuse delivery for materials shipped without prior consent from the Conference Services Manager. Should prior consent be given, the Hotel will not accept any liability for goods while in storage. The Hotel will not be liable for any additional costs for shipment that are refused due to lack of prior approval.

Questions about shipping? Contact our event manager: [Melanie.Montroy@gatewaycasinos.ca](mailto:Melanie.Montroy@gatewaycasinos.ca) Mobile: 705 345 1929

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

[Your name]

[Your phone number]

[Your company name]

Casino Rama Resort - Casino Loading Dock

Attention: Banquet Manager

HOLD FOR OMGMA CONFERENCE SEPT 20 TO 22

5899 Rama Road

Rama, ON L3V 6H6

705 329 5164

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

**Return address** should state the name of the representative who will be attending the conference, full mailing address, and phone number.

- All shipments should be PREPAID. Any packages sent from outside Canada must be cleared through customs before delivery. The exhibitor is responsible for prepaying any duties and taxes on such shipments. The Hotel reserves the right to refuse any shipments that arrive with duties and taxes outstanding.
- Any package received after the departure date of OMGMA will not be accepted. Any returns will be sent collect.
- The Hotel will accept no responsibility for the condition of any goods received or for any damage sustained in transit.
- The Hotel will not be held responsible for failure to receive packages.
- **All deliveries must be made via the receiving dock** and not through the resort lobby.

### Post-conference

- 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.
- All exhibitor shipments leaving from the Hotel must be arranged prior to departure with banquet personnel. All shipments must be prepaid and be accompanied by proper documentation required for international packages (including clearance through qualified customs brokers).

## 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. Many are open to exhibitors.

## 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

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.**

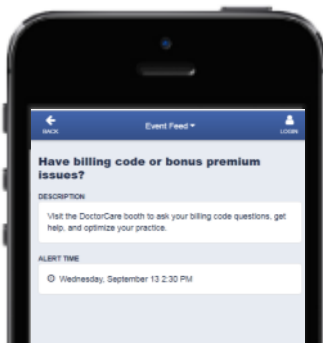
## Sponsored survey

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 20, 2023 (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 25, 2023, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after August 26, 2023 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. **In-house transportation of exhibit materials must be on rubber wheeled dollies, which are not supplied by the Hotel.**
4. Dismantling, loading and departure of displays and exhibits must be accomplished immediately following the conclusion of the Event. If exhibits have not been removed from the Resort at the time agreed upon, the Hotel will have them removed at the expense of the Client, and the Hotel will not be responsible for any damage done during the removal.
5. The official audio/visual partner of the hotel 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

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Please visit [omgma.ca](http://omgma.ca)

Select: **[FOR EXHIBITORS] OMGMA Conference 2023: From Inspiration to Action**

Thank you!

Questions?

Contact Karen Majerly at [info@omgma.ca](mailto: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