

Mental Illness – Helping Ourselves, Our Colleagues and Our Patients



Exhibitor & Supporter Prospectus

OPPA Annual Psychiatric Update March 12, 2017

Hilton Columbus at Easton

3900 Chagrin Drive, Columbus, OH 43219

www.columbusoh.hilton.com

Letter of Invitation



Dedicated to promoting the highest quality care for people with mental disorders and to serving the professional needs of Ohio's psychiatric physicians.

Dear Prospective Supporters and Exhibitors:

The Ohio Psychiatric Physicians Association, in joint sponsorship with the American Psychiatric Association, will hold its 2017 Annual Psychiatric Update and we would like to invite you or another member of your company to join us!

The program is entitled ***Mental Illness—Helping Ourselves, Our Colleagues and Our Patients*** and will be held on **Sunday, March 12, 2017** at the Hilton Columbus at Easton. The programming will cover topics of interest to psychiatrists and other practitioners who treat individuals with mental illnesses.

This is an excellent opportunity for your company to interact with and/or make your products and services known to hundreds of psychiatrists, advanced practice nurses, physician assistants, psychologists, social workers and other mental health professionals, including some of Ohio's most prominent psychiatric physicians.

Every effort is made to encourage participants to visit the displays and all scheduled refreshment breaks will be set up in the exhibit area. Please see the attached agenda for details and display hours.

To join us this year, simply register online or complete and return the application. To exhibit only, the cost is \$1,000 (\$900 if you secure your space prior to Dec. 31, 2016). Opportunities for support of a break or the overall program are an additional amount and begin at \$250 (see the application for details). Should you need it for approval purposes, our Federal Tax ID is: 34-6558859.

*Opportunities for support and exhibit space are limited and will be made available on a first come, first served basis. **We completely sold out early last year for exhibits, so we encourage you to respond as soon as possible to secure your space and to get the maximum recognition prior to our event.***

We look forward to your participation! Please contact me with any questions.

Sincerely,

Janet Shaw
Executive Director

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Overview

ABOUT THE OPPA

Founded in 1950, the Ohio Psychiatric Physicians Association is a statewide medical specialty organization whose more than one thousand physician members specialize in the diagnosis, treatment and prevention of mental illnesses, including substance use disorders. Psychiatric physicians utilize a variety of treatment options including psychotherapy and pharmacotherapy to effectively treat the dynamic, social and physical aspects of mental illnesses (brain disorders). The Ohio Psychiatric Physicians Association is a district branch of the American Psychiatric Association, which was founded in 1844 and represents more than 35,000 psychiatric physicians nationally.

ANNUAL PSYCHIATRIC UPDATE

Each year in the Spring, the OPPA sponsors its annual Psychiatric Update to provide education on a broad spectrum of topics of clinical interest and relevance to psychiatrists, other non-psychiatrist physicians (like primary care physicians and pediatricians) and other mental health professionals. What better way to promote your company and make psychiatrists aware of the products and services than to help advance and support the skills that help make psychiatrists vital medical specialists! We hope you will join us as a supporter, exhibitor or both.

BENEFITS OF SUPPORTING AND/OR EXHIBITING

- ♦ Interact face-to-face with influential decision makers representing a statewide audience of medical professionals.
- ♦ Build visibility for your company in a competitive marketplace by being included on the OPPA website and handout materials.
- ♦ Develop new and strengthen existing relationships.
- ♦ Introduce new products and services and highlight the value of your products and services.
- ♦ Generate new sales leads and/or leverage new partnerships and build new alliances.

SUPPORTERS

The OPPA welcomes corporate partners to help support OPPA educational opportunities. Support is an ideal way to gain prime, credible exposure and make a long term impact among attendees, many of whom are leaders in mental health care in Ohio. Supporters will receive:

- ♦ Recognition of support (in various ways, depending upon the level of support - see application for descriptions)
- ♦ Signage with your company name and logo
- ♦ Recognition of support in on-site attendee handout materials
- ♦ Recognition and thanks by the OPPA during the Annual Business Meeting

EXHIBITORS

As an exhibitor at the OPPA Annual Psychiatric Update, your participation offers a unique opportunity to align your products and services with the needs of psychiatrists and other mental health professionals. Exhibitors will receive:

- ♦ Exhibit space, which includes a six-foot skirted table and two chairs in a high-traffic area
- ♦ Recognition of your company in on-site attendee handout materials
- ♦ Recognition and thanks by the OPPA during the Annual Business Meeting
- ♦ Free continental breakfast and lunch for up to two representatives (additional meal tickets are available)

GENERAL INFORMATION

The exhibit area will be open from approximately one half hour prior to the opening of registration and will close when the meeting is adjourned. For times of registration, breaks and adjournment, see the detailed Program Brochure. All exhibits are 6 foot table top displays and come without electricity. Should you need electricity for your exhibit please indicate so on the application. Exhibit spaces may or may not be in secured areas of a hotel/meeting space. The OPPA cannot be responsible for the security of items associated with exhibits. In addition, the OPPA will not be responsible for receiving or returning shipped materials for exhibit - these type of arrangements will need to be made directly with the hotel.

ACCOMMODATIONS

All exhibitors are responsible for making their own hotel reservations directly with the hotel. A limited number of rooms have been set aside until **Feb. 9** at the rate of \$177 single/double, plus applicable tax at the Hilton Columbus at Easton, 3900 Chagrin Drive, Columbus, OH 43219. Phone the Hilton Columbus at Easton **ASAP** at (614) 414-5000 and ask for the OPPA's room block.

Supporter & Exhibitor Application

OPPA Annual Psychiatric Update - March 12, 2017

Core Benefits Package - All Supporters and Exhibitors will receive the following benefits:

- ◆ Exposure to a state-wide audience of psychiatric physicians, other medical and mental health professionals
- ◆ Recognition by name in the on-site program/syllabus (and on-line depending upon when the application is received)
- ◆ A supporter or exhibitor recognition ribbon on your name badge

Please check appropriate box(es) to indicate your level of support (available on a first-come, first available basis, including assignment of exhibit locations unless otherwise agreed upon; exhibit and support opportunities are priced separately - so, for example, if you want to exhibit and support the morning break, the total cost would be \$1,750.)

General Supporter

- ☐ **Platinum:** \$600 (core benefits, two complimentary registrations, recognition by name and logo in promotional materials, link on website)
- ☐ **Gold:** \$400 (core benefits, one complimentary registration, recognition by name and logo in promotional materials)
- ☐ **Silver:** \$250 (core benefits package, recognition by name and logo in promotional materials)

Morning Break Supporter (exclusive) \$750

☐ Includes the core benefits package plus one complimentary registration and a sign with your company name and logo placed next to the refreshment table during the morning break. Plus recognition on the OPPA website with your logo and link to your company.

Afternoon Break Supporter (exclusive) \$750 **SOLD**

☐ Includes the core benefits package plus one complimentary registration and a sign with your company name and logo placed next to the refreshment table during the afternoon break. Plus recognition on the OPPA website with your logo and link to your company.

Breakfast Supporter (exclusive) \$1,750 **SOLD**

☐ Includes the core benefits package plus two complimentary registrations, verbal recognition, a sign with your company name and logo outside the room, a table tent with your company name and logo on each round table and at each food/beverage area and recognition with your logo and link to your company on the OPPA website.

Annual Meeting Lunch Supporter (exclusive) \$1,750 **SOLD**

☐ Includes the core benefits package plus two complimentary registrations, verbal recognition, a sign with your company name and logo outside the room, a table tent with your company name and logo on each round table and at each food/beverage area and recognition with your logo and link to your company on the OPPA website.

Exhibitor (14 maximum) \$1000 (\$500 for non-profits)

☐ Includes the core benefits package plus a 6 foot skirted table in a high-traffic area, multiple opportunities for interaction with participants including at lunch and breaks and two meal tickets for lunch (additional meal tickets are available at \$50 each)

- ☐ We would like to purchase additional meal tickets
- ☐ We will also need electricity

CONTACT INFORMATION

Company Name

Address

City/State/Zip

Phone Fax Website

Contact Name/Title

E-mail Will you be staffing the on-site exhibit? ☐ Yes ☐ No

Additional Representative(s) who will be staffing on-site exhibit:

Name/Title E-mail

Name/Title E-mail

PAYMENT INFORMATION

☐ Check enclosed. Please make payable to: Ohio Psychiatric Physicians Association (OPPA). Federal Tax ID # 34-6558859

☐ Please invoice our company

☐ Please bill our credit card:

Number: Security Code

Expiration Date: Signature

Name (as it appears on card):

Billing Address (if other than above):

Mail, fax or e-mail application to:

Ohio Psychiatric Physicians Association

3510 Snouffer Road, Suite 101, Columbus, Ohio 43235-4217

Fax: (614) 481-7559 e-mail: oppa@ohiopsychiatry.org For questions, contact us at: (614) 763-0040