

2022 Columbus Medical Association Sponsorship & Advertising Opportunities



WHO WE ARE

At the Columbus Medical Association we empower physicians to do what they do best by giving them what they really want – and need – to be successful in today’s rapidly changing healthcare environment. We are dedicated to supporting physicians, practice managers, and patients. The CMA can help you align your brand with decision-makers who annually purchase millions of dollars of products and services both inside and outside of the healthcare industry. By partnering with the CMA, you can effectively reach these medical practice professionals through powerful advertising, exhibiting, and sponsorship opportunities. With such a solid market and an array of options, CMA is here to help you reach today’s healthcare leaders with what they need to excel in their practices.

OUR MISSION

We are physicians and other experts working together to support physicians and advance the community through professional advocacy, education, and services.

CMA MEMBER SNAPSHOT & MARKETING MIX

6,000+



Physicians

400+



Residents

250+



Practice
Administrators

All Central Ohio Primary Care physicians are members

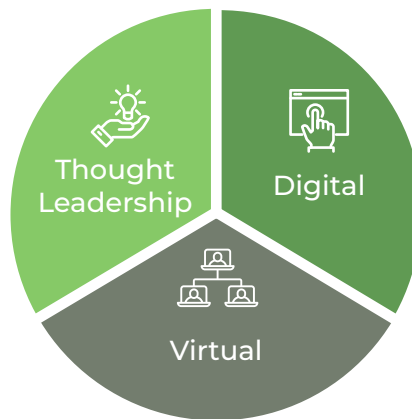
COPC is the largest physician-owned primary care group in the United States.



CMA's diverse opportunities allow you the flexibility to pick and choose the platforms that best suit your message, objectives and budget. Your brand exposure in the following three areas.

Opportunities for Package Sponsors Include:

- CMA Blog Content
- CMA Resources Content
- Quarterly Practice Manager Newsletter



CMA's Digital Advertising Options include:

- CMA Weekly E-News
- CMA Loop Message board
- Website Advertising

CMA's Virtual Programs & Events include:

- 4 Practice Manager Luncheons
- 4 Women in Medicine Events
- Medical Student Specialty Fair



@ColumbusMedicalAssociation



@ColumbusMedAssn



@columbusmedicalassociation



@columbus.medical.association

PACKAGE OPTIONS

CMA Package Options are designed for maximum repeated exposure and value.

YEAR LONG PACKAGE OPTIONS:	 PLATINUM \$5,000	 GOLD \$4,000	 SILVER \$2,500	 BRONZE \$1,500
Practice Managers Luncheons	4	3	2	2
Emerging Trends in Healthcare Series	3 Tickets + Platinum Sponsorship	2 Tickets + Gold Sponsorship	1 Ticket + Silver Sponsorship	<i>Choose either Emerging Trends virtual event Bronze Sponsorship</i> OR <i>Women in Medicine Event</i>
Women in Medicine Event	Choose 4 programs to sponsor	Choose 2 programs to sponsor	Choose 1 program to sponsor	
Medical Student Specialty Fair	Yes	Yes	Yes	No
Weekly E-Newsletter	6	4	3	2
Homepage Website Ad	4 Months	3 Months	1 Month	–
CMA Loop Online Community	4 Posts	3 Posts	2 Posts	2 Posts
Practice Manager Quarterly Newsletter	4 Posts	4 Posts	1 Post	–
CMA Resources Content	Yes	–	–	–
CMA Blog Content	Yes - 4	Yes - 2	Yes - 1	–
Sponsor Spotlight	Yes	Yes	Yes	Yes

Ala Carte Options available on following pages

CMA WEEKLY E-NEWS

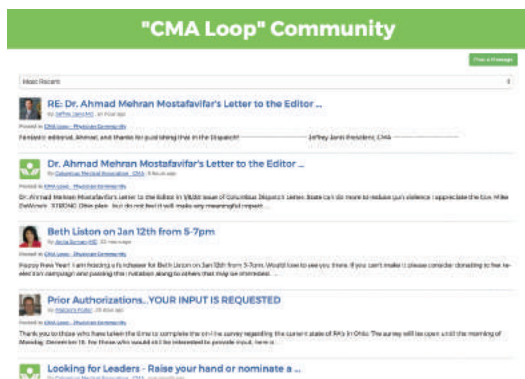
CMA's weekly E-Newsletter is sent to a distribution list of over 6,000 physicians, residents, and practice administrators.



PRICING	
5 Posts	\$1250
3 Posts	\$1000
1 Post	\$350

CMA LOOP: A PHYSICIAN COMMUNITY

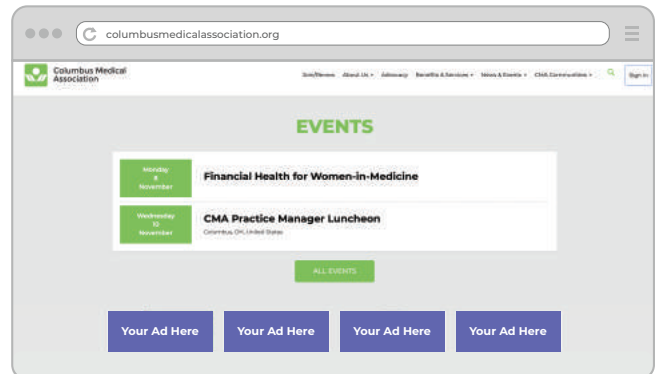
Our online community is designed to connect the central Ohio physician community with one another. The value of placing an ad in the CMA Loop is that your post will be included with the "CMA Loop Digest" along with the post from a physician and/or the CMA.



PRICING	
5 Posts	\$500
3 Posts	\$300
1 Post	\$100

CMA WEBSITE

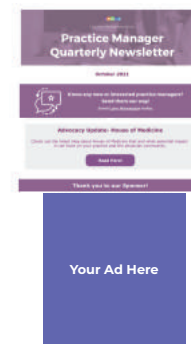
The physician community is often directed to the CMA website for access to resources, our physician directory, the CMA Loop online physician community, calendar information, and CMA|ENGAGE volunteer opportunities. Sponsors have the opportunity to place their logo/ad on the homepage of the CMA website.



PRICING	
3 Months	\$500
1 Month	\$300

PRACTICE MANAGER QUARTERLY NEWSLETTER

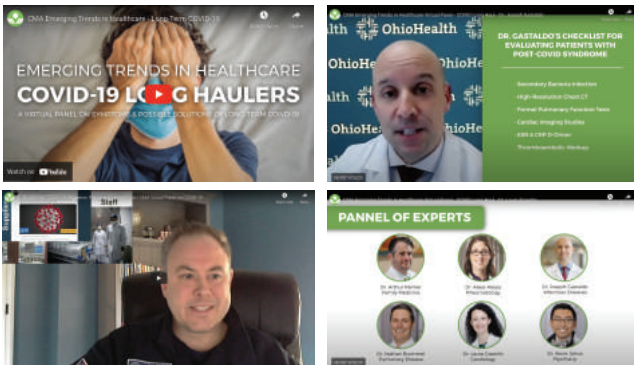
Our new quarterly newsletter offers the chance to connect directly to practice managers and is focused on the hot-button topics that appeal to these front-line decision makers. Sponsors can place an ad/share information about their products and services that reaches directly to the front of office.



PRICING	
3 Posts	\$400
1 Post	\$250

EMERGING TRENDS IN HEALTHCARE

The CMA's Emerging Trends in Healthcare program is developed each year to help physicians stay informed on trends that affect their profession, their patients and the community.



PRICING	
Platinum	\$1,000
Gold	\$800
Silver	\$500
Bronze	\$300

MEDICAL STUDENT SPECIALTY FAIR

Join the next generation of CMA members and physician leaders as Medical Students have an opportunity to visit with multiple physicians to learn more about what life as a "fill in the blank" specialist is really like.



PRICING	
2-Minute Intro & Gift Item - \$500	

CMA'S ANNUAL CELEBRATION

The CMA's flagship event. CMA members and supporters are invited to celebrate in a highly festive-themed social event. Enjoy a night to let loose and socialize with the CMA community, but also serves as an annual ceremony to honor physicians celebrating their 50th year in medicine.



PRICING	
Platinum	\$1,500
Gold	\$1,200
Silver	\$800
Bronze	\$500

PRACTICE MANAGER LUNCHEONS

The CMA regularly welcomes Practice Managers from across Central Ohio throughout the year for a tasty lunch and chance to connect while learning about a specific topic related to their field. Sponsors of these luncheons are invited to attend, give an introduction, draw a door prize, and speak at the event.



PRICING	
2-Minute Intro & Gift Item - \$400	

2022 CMA SPONSORSHIP/ADVERTISING AGREEMENT

COMPANY CONTACT INFORMATION





Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

SPONSORSHIP PACKAGE OPTIONS

 Platinum (\$5,000)  Gold (\$4,000)  Silver (\$2,500)  Bronze (\$1,500)

Ala Carte Options: _____

PAYMENT METHOD

Check Visa Mastercard AMEX

Total Amount: \$ _____

Card Number: _____ Name on Card: _____

Expiration Date: _____ CVC: _____

Contract Terms & Conditions: By signing below, the Company agrees that if selected as a CMA Sponsor, it and all its employees and agents will work in concert with the CMA and its representatives. The CMA reserves the right to reject any advertising in our newsletter or website, or to decline to contract with any sponsor for any reason. CMA also reserves the right to require the word "advertisement" to appear in any ad. Notwithstanding the foregoing, sponsors are solely responsible for the content of, and any claims or assertions made in advertisements. All special event credits must be applied to events occurring during the year of 2022. Sponsorship packages are non-refundable, and cancellation of this contract may result in early termination fees. This sponsorship contract is not binding upon CMA until and unless signed below by a representative of CMA. If accepted, the CMA will fax or mail a signed copy of this contract to the company contact person.

Signature of Company Representative _____ Date _____

Signature of CMA Representative _____ Date _____