

Ohio Psychiatric Physicians Association Annual Psychiatric Update

# *Social Justice in Psychiatry* *From Awareness to Clinical Impact*

## Virtual Meeting

Friday, March 26, 11 a.m.-5:30 p.m. and Saturday, March 27, 7:30 a.m.-5 p.m.



## Supporter & Exhibitor Prospectus

2021

# Letter of Invitation



Winter 2021

Dear Prospective Virtual Supporters and Exhibitors:

The Ohio Psychiatric Physicians Association, in joint sponsorship with the American Psychiatric Association, will hold its 2021 Annual Psychiatric Update — **Virtually** — on **March 26-27, 2021** we invite you or another member of your company to join us! We will be utilizing the Pheedloop Event platform (which some of you may be familiar with).

This year's virtual event entitled: ***Social Justice in Psychiatry — From Awareness to Clinical Impact*** will highlight a wide variety of topics of interest to psychiatrists and other practitioners who treat individuals with mental illnesses (including addiction disorder).

Although the coronavirus pandemic has changed the way many of us do business, participating in this virtual opportunity will continue to be 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.

To join us this year, simply register online or complete and return the agreement found on the last page of this prospectus.

Should you need it for approval purposes, our Federal Tax ID is: 34-6558859. Click [here](#) to obtain a copy of our W-9.

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

Sincerely,

Janet Shaw  
Executive Director

President  
**Megan Testa, MD**  
Cleveland

Immediate Past-President  
**Victoria Kelly, MD**  
Toledo

President-Elect  
**Brian Evans, DO**  
Cincinnati

Secretary  
**Christina Weston, MD**  
Dayton

Treasurer  
**Ryan Peirson, MD**  
Dayton

APA Representatives  
**Karen Jacobs, DO**  
Cleveland

**Eileen McGee, MD**  
Cleveland

**Suzanne Sampang, MD**  
Cincinnati

**James Wasserman, MD**  
Columbus

Past President-Councilor-at-large  
**William Resch, DO**  
Columbus

Newsletter Editor  
**Henry Nasrallah, MD**  
Cincinnati

Executive Director  
**Janet Shaw, MBA**

Administrative Assistant  
**Michelle Mazza**

3510 Snouffer Road  
Suite 101  
Columbus, Ohio 43235-4217  
(614) 763-0040  
(614) 481-7559 Fax

E-mail:  
oppa@oppa.org

Website:  
[www.oppa.org](http://www.oppa.org)

\* This meeting is a private meeting for District Branch members and exhibitors whose products are in line with the district branch's mission. We will consider all applications for exhibit space but reserve the right to reject any application which the district branch in its sole discretion determines is not consistent with our mission.

# 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 Spring, 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.

## SUPPORTER AND EXHIBITOR BENEFITS

- ◆ Direct and targeted access and visibility to physicians who specialize in psychiatry and decision makers from across Ohio.
- ◆ 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 with Ohio's psychiatrists, many of whom are in a leadership role.
- ◆ 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.

OPPA offers a number of different levels of support opportunities in addition to being able to exhibit at its annual event, to fit the specific needs of the companies/organizations with whom we collaborate. Listed below are general support levels, however, the OPPA welcomes the opportunity to work with you to customize a package that fits your specific needs and budget.

## SUPPORTER/EXHIBIT LEVELS

### Platinum Level      \$10,000

- Recognition of company's support: OPPA website, electronic communications, meeting program, newsletter and special social media posts on Twitter and Facebook
- Verbal recognition by President during the event
- One premium virtual exhibitor space
- Opportunity to provide bag insert - include flyer (or other agreed upon materials) to be provided to attendees in advance of the event
- Up to four representatives to attend the event
- Pre-registration and final attendee list (name, city, state only)
- Color logo with link to company and up to 200-word product description (with links) on OPPA website as a Supporter — for a period of one calendar year
- Four full page color display ads in OPPA's quarterly electronic newsletter, *Insight Matters*
- Listed four times in weekly/bi-weekly electronic news, *e-Insight Update* as an advertiser
- Opportunity for quarterly contact with OPPA Executive Director and semi-annual contact with President to discuss new services/ product information
- Potential for additional exposure of company for miscellaneous OPPA educational events
- Additional benefits as mutually agreed upon

# Overview

## SUPPORTER/EXHIBIT LEVELS (continued)

### Gold Level \$7,500

- Recognition of company's support: OPPA website, electronic communications, meeting program, newsletter and special social media posts on Twitter and Facebook
- Verbal recognition by President during the event
- One premium virtual exhibitor space
- Up to three representatives to attend the event
- Pre-registration and final attendee list (name, city, state only)
- Color logo with link to company and up to 150-word product description (with links) on OPPA website as a Supporter — for a period of one calendar year
- Three full page color display ads in OPPA's quarterly electronic newsletter, *Insight Matters*; included three times in weekly/bi-weekly electronic news, *e-Insight Update* as an advertiser
- Opportunity for contact with OPPA Executive Director and semi-annual contact with President to discuss new services/product information

### Silver Level \$5,000

- Recognition of company's support: OPPA website, electronic communications, meeting program, newsletter and special social media posts on Twitter and Facebook
- Verbal recognition by President during the event
- One premium virtual exhibitor space
- Up to two representatives to attend the event
- Pre-registration and final attendee list (name, city, state only)
- Color logo with link to company and up to 100-word product description (with links) on OPPA website as a Supporter — for a period of one calendar year
- Two full page (or four half page) color display ads in OPPA's quarterly electronic newsletter, *Insight Matters*
- Opportunity for contact with OPPA Executive Director and President to discuss new services/product information

### Bronze Level \$3,000

- Recognition of company's support: OPPA website, electronic communications, meeting program, newsletter and special social media posts on Twitter and Facebook
- Verbal recognition by President during the event
- One premium virtual exhibitor space
- Two representatives to attend the event
- Pre-registration and final attendee list (name, city, state only)
- Color logo with link to company and up to 50-word product description on OPPA website as a Supporter — for a period of one calendar year
- One full page (or two half page) color display ads in OPPA's quarterly electronic newsletter, *Insight Matters*
- Opportunity for contact with OPPA Executive Director and President to discuss product information

# Exhibitors

The OPPA will be utilizing [Pheedloop](#) as our Virtual Platform, which offers a wide range of benefits to exhibitors:

## **Exhibitor—Premium** **\$850**

- **Exhibitor portal (booth in Exhibit Hall)**, pre-loaded with your basic company profile information
- **Opportunity to design your own virtual meeting page** – customize your page with your graphics. Include your own description, tagline, links, images (logo, thumbnail and banner), documents, and videos
- **Real-time Lead Retrieval and Video Booth Upgrade:**
  - Live Visitor Tracking – know exactly who visits your booth with real-time presence detection
  - Live Face-to-Face Video Connection – engage in a real-time text chat with a group of visitors at your booth and then invite them into live chat or video connection for one-on-one dialogue
- **Screen Sharing** – share your screens with attendees in video calls to conduct product demonstrations or presentations
- **Business Cards** – allow attendees to “drop their business card” in your booth
- **Reports and Insights** – receive lists of booth visitors at the end of the meeting
- **Two exhibitor staff member registrations with option to add-on** additional personnel (up to five) for \$25 each
- **Name of company listed on OPPA website** as a premium exhibitor



## **Exhibitor—Standard** **\$750**

- **Exhibitor portal (booth in Exhibit Hall)**, pre-loaded with your basic company profile information
- **Opportunity to design your own virtual meeting page** – customize your page with your graphics. Include your own description, tagline, links, images (logo, thumbnail and banner), documents, and videos
- **Real-time Chat** (without video) with visitors at your booth
- **Reports and Insights** – receive lists of booth visitors at the end of the meeting
- **Two exhibitor staff member registrations with option to add-on** additional personnel (up to five) for \$25 each
- **Name of company listed on OPPA website** as an exhibitor

### **Benefits of a Virtual Exhibit** **Simple and More of Everything!**

- |   |  |
|---|--|
| 1. <b>Saves money!</b>                      | There are no costs associated with travel, lodging, meals, shipping, etc.!   |
| 2. <b>Saves time!</b>                       | Again, without travel, there is little to no time away from home!  |
| 3. <b>Increases interaction!</b>            | You can interact personally with more people via chat or one-on-one videos—rather than simply having traffic walk by your booth! |
| 4. <b>Increased exposure!</b>               | Virtual educational events tend to have more attendees (especially during this time of the coronavirus)!                         |
| 5. <b>Better reporting &amp; analytics!</b> | You have access to so much more information than simply who attended the event!  |

# Exhibitor & Supporter Agreement

OPPA Virtual Annual Psychiatric Update - March 26-27, 2021

Please check appropriate box(es) to indicate your level of support:

## SUPPORTER LEVEL (INCLUDES PREMIUM EXHIBIT)

\_\_\_\_\_ PLATINUM SUPPORTER—\$10,000

\_\_\_\_\_ GOLD SUPPORTER - \$7,500

\_\_\_\_\_ SILVER SUPPORTOR - \$5,000

\_\_\_\_\_ BRONZE SUPPORTER - \$3,000

## EXHIBITOR LEVEL

\_\_\_\_\_ EXHIBITOR Premium - \$850  
(includes two staff member registrations)

\_\_\_\_\_ EXHIBITOR Standard - \$750  
(includes two staff member registrations)

\_\_\_\_\_ Additional personnel add-on \$25 each

Please complete below or register online at <http://www.oppa.org/annualpsychupdate>

### CONTACT INFORMATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Email \_\_\_\_\_

### EXHIBITOR STAFF INFORMATION

Will you be staffing the on-site exhibit? \_\_\_\_ Yes \_\_\_\_ No

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Additional Representative(s) \$25 each:

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

### PAYMENT INFORMATION

\_\_\_\_\_ Check enclosed. Please make payable to: OP  
Federal Tax ID # 34-6558859  
Copy of W-9

\_\_\_\_\_ Please invoice our company

### Mail, fax or email application to:

Ohio Psychiatric Physicians Association

3510 Snouffer Road, Suite 101

Columbus, Ohio 43235-4217

Fax: (614) 481-7559 Email: [oppa@oppa.org](mailto:oppa@oppa.org)