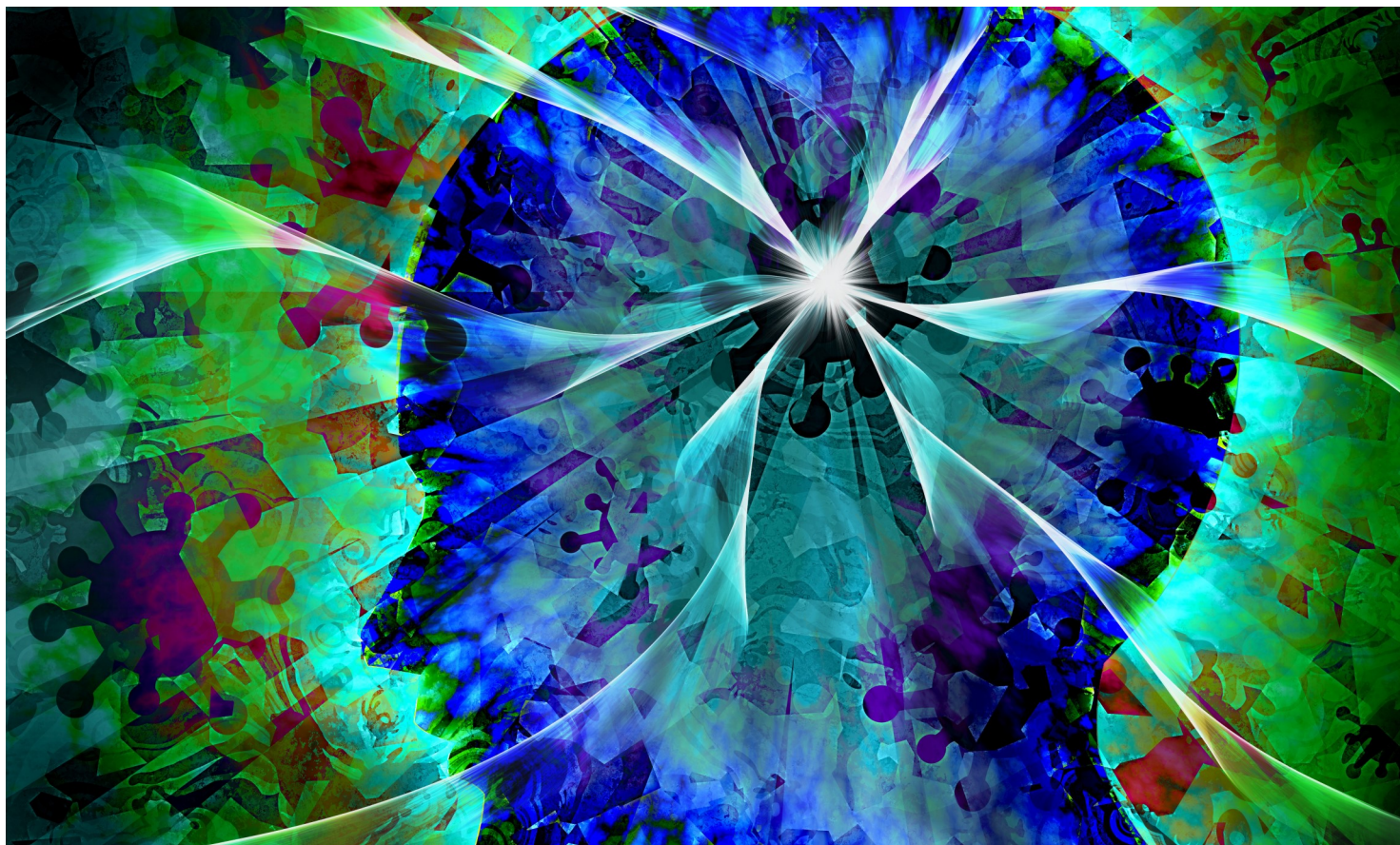


Ohio Psychiatric Physicians Association Annual Psychiatric Update

# ***Hot Topics in Psychiatry: Advancing Clinical Care While Surviving the Pandemic's Impact***

Virtual Meeting

Saturday, April 2, 7:30 a.m.-5 p.m.



***Exhibitor & Supporter Prospectus***

# 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 2022 Annual Psychiatric Update — **Virtually** — on **April 2, 2022** we invite you or another member of your company to join us!

This year's virtual event entitled: ***Hot Topics in Psychiatry: Advancing Clinical Care While Surviving the Pandemic's 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 event 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.

As always, OPPA will work to maximize your success as an exhibitor and supporter. Based on feedback from our 2021 meeting, we have made changes to continually increase attendee interaction with exhibitors. **The 2022 meeting agenda allows for 30 minute timeframes after each speaker, for participants to engage with exhibitors! There is even an opportunity for 25 minute product theaters to those who may be interested!**

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

\* 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.

President  
**Brian Evans, DO**  
Cincinnati

Immediate Past-President  
**Megan Testa, MD**  
Cleveland

President-Elect  
**Christina Weston, MD**  
Dayton

Secretary  
Alyse Stolling, MD  
Toledo

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  
**Victoria Kelly, MD**  
Toledo

Newsletter Editor  
**Awais Aftab, MD**  
Cleveland

Executive Director  
**Janet Shaw, MBA**

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**Michelle Mazza**

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[oppa@oppa.org](mailto:oppa@oppa.org)

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

# Overview

## ABOUT THE OPPIA

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, OPPIA 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 OPPIA 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.

## BENEFITS OF VIRTUAL EVENTS

- ◆ Virtual events allow your company to save money on valuable resources, including travel, lodging, promotional items, shipping costs, and other costly expenses.
- ◆ Typically, virtual events result in more attendee participants because they, too, save money on travel expenses and time away is significantly reduced. Plus, during this time of COVID and its variants, virtual events make it safe for everyone to attend.

OPPIA 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 OPPIA welcomes the opportunity to work with you to customize a package that fits your specific needs and budget.

## SUPPORTER/EXHIBIT LEVELS

### Bronze Level \$3,000

- Recognition of company's support: OPPIA website, electronic communications, meeting program, newsletter and special social media posts on Twitter and Facebook
- Verbal recognition by President during the event
- One virtual exhibitor table/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 OPPIA website as a Supporter — for a period of one calendar year
- One full page (or two half page) color display ads in OPPIA's quarterly electronic newsletter, *Insight Matters*
- Opportunity for contact with OPPIA Executive Director to discuss product information

# Levels of Support

## SUPPORTER/EXHIBIT LEVELS (continued)

### Silver Level      \$5,000

Everything included in the Bronze Level, with the following changes and additions:

- 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

### Gold Level      \$7,500

Everything included in the Bronze Level, with the following changes and additions:

- Up to three representatives to attend the event
- 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
- Opportunity for one 25-minute Product Theater during one of the breaks between speakers **NEW**

### Platinum Level      \$10,000

Everything included in the Bronze Level, with the following changes and additions:

- 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
- Opportunity for two 25-min. Product Theater events during the breaks between speakers! **NEW**
- Potential for additional exposure of company for other OPPA educational events
- Additional benefits as mutually agreed upon

# Exhibitors

## Exhibitor—Standard      \$500

- Exhibitor space in the virtual Exhibit Hall
- Real-time interaction with attendees (up to six), seated at your exhibit table(s)
- Two exhibitor staff member registrations with option to add-on additional personnel (as mutually agreed upon between company and OPPA)
- Name of company listed on OPPA website as an exhibitor

# Product Theaters

## Cost: \$1,500

As part of the OPPA 2022 meeting, commercial organizations will be given the opportunity to present a 25-minute disease specific and product information to psychiatrists and other mental health professionals participating in the virtual event. These presentations are promotional and while they may occur immediately prior to, during breaks or following the conclusion of the event, they are not considered a part of the programming for CME.

The OPPA uses the following guidelines for product theaters activities:

- ◆ The proposed program must be submitted by the exhibitor/company to the Executive Director for review by the Program Chair and/or the Executive Committee of the OPPA to assure there are no conflicts with the Scientific Program. If approved, no changes to content or faculty may be made without additional approval.
- ◆ Companies must exhibit at the conference to be eligible to present a Product Theater.
- ◆ Product Theaters are considered promotional activities and must be conducted in accordance with the ACCME Standards for Commercial Support. OPPA does not provide accreditation, and no reference to sponsorship or endorsement by OPPA is acceptable.
- ◆ The company presenting the Product Theater is responsible for all aspects associated with the planning, promotion, and management of the Product Theater and for payment of all additional costs related to the Product Theater.
- ◆ No inducements may be offered to attendees, such as honoraria, per diem, travel or hotel.
- ◆ OPPA requires officers, board members, and committee chairs to refrain from participating as moderators, speakers, or discussants for industry sponsored product theaters.

## 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 - April 2, 2022

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 Standard - \$500  
(includes two staff member registrations)

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

\_\_\_\_\_ PRODUCT THEATER (25-min.) - \$1,500

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: OPPA  
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

For questions, contact us at: (614) 763-0040