

Ohio Psychiatric Physicians Association
2023 Annual Psychiatric Update

***Putting the Unique Needs of our Patients First:
Compassion, Controversies & Crucial Conversations***

Exhibitor & Supporter Prospectus



April 22-23, 2023

In-Person

Marriott University

Columbus, OH

2023 Annual Psychiatric Update

The Ohio Psychiatric Physicians Association's Annual Psychiatric Update brings together psychiatrists and other mental health clinicians from all over Ohio to examine a broad array of topics of clinical interest and relevance to those who want to provide the best, evidence-based care possible for individuals with a mental illness, including substance use disorders. The objective is to educate and provide information on current research, cutting edge treatment options, advances in treatment in the area of psychopharmacology and more.

Saturday-Sunday, April 22-23, Marriott University, Columbus Ohio



About Us

The Ohio Psychiatric Physicians Association (OPPA) was founded in 1950 as the third district branch of the American Psychiatric Association (APA), whose more than 1,000 physician members specialize in the diagnosis, treatment and prevention of mental illnesses, including substance use disorders. The OPPA is incorporated under the State of Ohio as a not-for-profit, 501(c)6, scientific, medical specialty organization.



Benefits of Supporting and Exhibiting

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, clinical counselors and other mental health professionals, including some of Ohio's most prominent psychiatric physicians in leadership roles and academia.

Schedule At a Glance

Saturday, April 22, 2023

7 am	Set-up
7-9	Visit Exhibits
9-11	CME Lectures
11-11:30	Visit Exhibits
11:30-12:30 pm	CME Lecture
12:30-1:30	Lunch
1:30-3:30	CME Lectures
3:30-3:45	Visit Exhibits
3:45-4:45	CME Lecture
4:45-7:30	"Premium Opportunity"

Sunday, April 23, 2023

8-9 am	Visit Exhibits
9-10	CME Lecture
10-10:30	Visit Exhibits
10:30-12:30 pm	CME Lectures

Exhibitors and Supporters

Become an Exhibitor

Exhibiting at the annual OPPA Psychiatric Update is an excellent way to get exposure for your company, share information about your products and services, meet (and reconnect) with Ohio's psychiatric physicians as well as other behavioral health clinicians. **Table-top exhibits are available for a maximum of 20 companies, to maximize attendee/vendor interaction.** To encourage attendees to visit each exhibit, they will be given game cards to complete in order to be entered into a raffle drawing.

Exhibitor Benefits

- ♦ A draped, six-foot table with chair (electricity available upon request)
- ♦ Recognition on event signage
- ♦ Reference in post-event article in OPPA's quarterly newsletter, *Insight Matters*
- ♦ Reference in pre and post-event biweekly electronic newsletter
- ♦ Company name on website event page



Before Jan. 31, 2023	After Jan. 31, 2023
1,250	\$1,500



Become a Supporter

The Ohio Psychiatric Physicians Association (OPPA) is seeking organizations to help support OPPA's Annual Psychiatric Update. The **OPPA will work with you to create a custom marketing package** to further your brand and increase your exposure to psychiatrists and other mental health clinicians.

Supporter Benefits

Everything included in the Exhibitor Benefits, plus:

- ♦ Company logo and link on website event page
- ♦ Logo on the front page of OPPA's website in the banner ads
- ♦ Announcement of support multiple times throughout event

Supporter packages are fully customizable and pricing is determined by the specific, agreed upon needs of the company. Pricing begins at \$1,500 and goes up to \$10,000.

Levels of Support

If you don't see a level that fits your needs or budget, we will customize a package

The sooner we receive an application, the more exposure your company will receive in various OPPA methods of marketing!

Benefits to Company

Platinum	Gold	Silver	Bronze	Exhibit
\$10,000	\$7,500	\$5,000	\$3,000	\$1,500

Prior to Annual Psychiatric Update Event

• Color logo with link to company and up to 200-word description with links on OPPA website as a Supporter (for one year)	✓				
• Four full page color display ads in OPPA's quarterly electronic newsletter, <i>Insight Matters</i>	✓				
• Listed four times in weekly/bi-weekly electronic news, <i>e-Insight Update</i> as an advertiser	✓				
• Recognition of company's support: OPPA website, electronic communications, newsletter and special social media posts on Twitter and Facebook	✓	✓	✓	✓	
• Pre-registration attendee list (name, city, state only) for participants who opt-in to having their contact information shared	✓	✓	✓	✓	
• Color logo with link to company and up to 150-word product description (with links) on OPPA website as a Supporter (for one year)		✓			
• Three full page color display ads in OPPA's quarterly electronic newsletter, <i>Insight Matters</i>		✓			
• Color logo with link to company and up to 100-word product description (with links) on OPPA website as a Supporter (for one year)			✓		
• Two full page (or four half page) color display ads in OPPA's quarterly electronic newsletter, <i>Insight Matters</i>			✓		
• Color logo with link to company and up to 50-word product description on OPPA website as a Supporter (for one year)				✓	
• One full page (or two half page) color display ads in OPPA's quarterly electronic newsletter, <i>Insight Matters</i>				✓	

During the Event

• Opportunity to provide insert/flyer (or other agreed upon materials to be provided at the time of registration)	✓				
• Complimentary registration for representatives (number varies based on level of support with four reps at Platinum level)	✓	3 reps	2 reps	2 reps	
• Verbal recognition by President during the event	✓	✓	✓		
• One exhibitor table/space	✓	✓	✓	✓	✓

After the Event

• Final attendee list (name, city, state only) for participants who opt-in to having their contact information shared	✓	✓	✓	✓	✓
• Opportunity for contact with OPPA Executive Director and/or contact with President to discuss new services/product information (frequency of contact varies based on level of support)	✓	✓	✓		



Opportunities for Add-ons

Premier Exhibitor

This year, OPPA is offering an opportunity for **up to three exhibitors/supporters** to step it up a notch by joining members on Saturday evening, April 22, for a fun and engaging social event to benefit the Ohio Psychiatric Physicians Foundation (OPPA's charitable organization).

Participating in the evening event is an excellent way to get additional exposure for your company by mingling with Ohio's psychiatric physicians as well as other behavioral health clinicians.

Premier Exhibitor Benefits

- ◆ Your company's exhibit table will be moved from the hallway exhibit area into the ballroom, where you can continue to make your products known to participants who, possibly didn't have an opportunity to interact with you during the day-time educational event. You can choose to be near your table, however, we encourage you to mingle if you so desire
- ◆ Two tickets to attend the event, which will include heavy hors-d'oeuvres, dessert station and cash bar
- ◆ Recognition in promotional materials for the social event
- ◆ Recognized verbally during the event
- ◆ Company logo on signage
- ◆ Item for the silent auction will be purchased on your behalf by OPPA (valued at \$250) - suggestions for the item are welcome

Break Sponsor

Signage and recognition will provide your company with an additional marketing opportunity by sponsoring one or more of the breaks:

- ◆ Saturday morning, April 22, morning break
- ◆ Saturday afternoon, April 22, afternoon break
- ◆ Sunday morning, April 23, morning break



Exhibitor & Supporter Agreement

OPPA Annual Psychiatric Update - April 22-23, 2023

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

SUPPORTER LEVEL

_____ **PLATINUM SUPPORTER**—\$10,000

_____ **GOLD SUPPORTER** - \$7,500

_____ **SILVER SUPPORTOR** - \$5,000

_____ **BRONZE SUPPORTER** - \$3,000

EXHIBITOR LEVEL

_____ **EXHIBITOR** - \$1,500 (\$1,250 prior to Jan. 31)
(includes two representative registrations)

_____ Additional representative add-on - \$45 each

ADD ONS

_____ **PREMIER EXHIBITOR** (max. 3) \$3,000
Saturday Evening Social Event (includes silent auction item) **1 of 3 sold**

5 p.m.—8 p.m. - (for two registered representatives)

_____ **SILENT ACUTION CONTRIBUTOR** - \$100
Gift card - or OPPIA staff can purchase gift, with recognition of the company

_____ **FOOD/BEVERAGE SPONSOR** - \$500

_____ Sat. a.m. break

_____ Sat. p.m. break

_____ Sun. a.m. break

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

CONTACT INFORMATION

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Contact Name/Title _____

Email _____

EXHIBITOR STAFF INFORMATION

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Additional Representative(s) \$45 each:

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

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

PAYMENT INFORMATION

_____ Check enclosed. Please make payable to: OPPIA
Federal Tax ID # 34-6558859
Copy of W-9

_____ Please invoice our company

Mail, fax or email application to:

Ohio Psychiatric Physicians Association
PO Box 400
Dublin, OH 43017

Fax: (614) 481-7559 Email: oppi@oppi.org

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