

# Medical

*Making a Difference*



# Assistants

## Sponsorship Prospectus



## NW REGIONAL VIRTUAL CONFERENCE

Hosted by Oregon Society (OSMA) and Washington State Society (WSSMA) of  
Medical Assistants  
May 15, 2021

The Oregon Society of Medical Assistants (OSMA) and Washington State Society of Medical Assistants (WSSMA) are co-hosting a **NW Regional Virtual Conference on May 15, 2021.**

We are not-for-profit mutual benefit membership organizations and affiliates of the American Association of Medical Assistants (AAMA). Attendees of the conference may include administrative and clinical medical assistants, students, educators, supervisors, and some managers from Oregon, Washington, and other northwestern states.

We are offering sponsorship, and or donations to help offset the cost of providing this education and continuing education credit hours to the **250+ medical assistants** whom we expect to be attending. We would appreciate any assistance you can give.

Our two state Societies are hoping that you will consider our organization a worthwhile cause and support us in offering outstanding education and opportunities to the medical assistants who attend this conference. In order for many medical assistants to obtain CEUs, credentialing organizations require anywhere from 14-60 CEUs within one to five years. By attending a conference such as this, a medical assistant can earn 8.0 CEUs in one day.

Please complete the form in its entirety and return it with a check **no later than April 16, 2021.** Sponsorship is limited and will be awarded on a first come, first served basis.

We thank you in advance for your consideration of this request for support of our organizations, our members and this event.

Best Regards,

Paula Purdy, CMA  
(AAMA) Exhibiting  
Committee Chair, 2021  
Regional Conference  
W: 503 922-1393 | E: [paula@trustmedx.com](mailto:paula@trustmedx.com)  
F: 503 345-6696



Sponsorship questions to: [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com) | (678) 523-5915

## General Information

**Date:** Saturday, May 15, 2021

**Time:** 7:45 AM – 6:00 PM

**Location:** Virtual Platform

We are thrilled to invite you to participate in the **Northwest Regional Virtual Conference**.

Make a statement by aligning your company with this event and reach a network of healthcare professionals from across the Northwest while showing your support of their education.

We recognize the value and importance of your marketing dollar. We realize the virtual environment can't quite replace the face-to-face conference atmosphere. However, until it is deemed safe to gather again we are committed to providing our members the education and credit hours they need via a virtual format. Our members and Associations would greatly appreciate your financial support.

We anticipate over 250 medical assistants to participate and have developed a variety of sponsorship opportunities with you in mind.

***Sponsorship is EXTREMELY limited, please reserve your sponsorship as soon as possible.***

### FORMAT

The NW Regional Conference will feature a virtual main stage with general sessions. We've built in time for breaks, games and giveaways with our professional, virtual Emcee to make this conference an educational and entertaining day.

### SPONSOR DEADLINES

Deadline to apply for your sponsorship is **April 16, 2021** or sellout of a particular sponsorship, whichever occurs first.

- :30 commercials - should be sent in an MP4 format to [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com) no later than **April 30**
- Organization logos should be sent in a .jpeg file format to [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com) no later **April 30** - Note: the sooner you send, the longer it will be displayed and included on attendee marketing emails.
- Full page and half page advertisements should be sent in a .pdf file format and emailed to [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com) no later than **April 30**
  - **AD SIZES:**
  - Full Page Ad 8"w x 10.5"h
  - Half Page Ad 8"w x 4.75"h

### CANCELLATION / SUBSTITUTION POLICY

Any sponsor desiring to cancel their agreement for the Virtual Conference shall notify Virtual Conference management in writing either by mail or email sent to [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com). An administrative fee of \$200.00 is withheld on refunds plus the cost of any collateral materials already purchased. No refunds will be issued for cancellations after April 16, 2021.



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## Sponsorship Options – Page 1

### Attendee Swag Gift Box Co-Sponsor – 1 available | 1 SOLD to Med-X Staffing Services \$2,000

An opportunity for your company to have the greatest exposure throughout the virtual conference including a physical touchpoint with attendees and support of their education:

- Co-Sponsor of attendee “swag gift box”, branded with your company logo and your targeted letter mailed to attendees
- Full page ad, organization listing and URL-link in digital sponsors directory
- :30 commercial during live conference opening session
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- Four (4) registrations for staff or customers

### Coffee Break Sponsor – SOLD to Tri-Cities Community Health \$1,700

A memorable treat, sponsor this digital touchpoint for attendees while supporting their education:

- \$5.00 Starbucks "coffee break" digital gift card branded with your organization logo gifted to attendees
- One-time opportunity to send targeted e-mail with content of your choice to attendees along with the "coffee break" digital gift card and redemption instructions
- Full page ad, organization listing and URL-link in digital sponsors directory
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- Three (3) registrations for staff or customers

### Presenting Sponsor – 4 available | 1 SOLD \$1,200

Make impressions during the live conference with this sponsorship and let attendees know you support their education:

- Sponsorship of one (1) general session
- Half page ad, organization listing and URL-link in digital sponsorship directory.
- :30 commercial during sponsored educational session
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- Two (2) registrations for staff or customers



## Sponsorship Options – Page 2

### Main Stage Game Sponsor – 2 available \$800

Provide attendees a break and bring the fun during the virtual conference by sponsoring live-conference gamification with prizes for the winners:

- Gamification sponsor with prizes awarded to winners
- Logo, Organization listing and URL-link in digital sponsorship directory
- Logo included in electronic attendee collateral
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- One (1) registration for staff or customers

### General Sponsor \$600

Provide financial support for this virtual conference and let attendees know you care about their education:

- Logo, Organization listing and URL-link in digital sponsorship directory
- Pre and post attendee contact list (excel file)
- Inclusion in live sponsor announcements during conference
- One (1) registration for staff or customers

### Education Grant \$500

Advertise your organization to attendees while providing financial support for this virtual conference:

- Logo, Organization listing and URL-link in digital sponsorship directory
- One (1) registration for staff or customers



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**complete this registration page and payment to secure your desired sponsorship option**

### Statement of agreement:

By sending in registration and payment, your organization and all organization representatives participating in the event agree to comply with Sponsor Terms, Conditions and Policies as provided by Host Association(s) and/or Virtual Conference management. Your organization understands that all sponsorships have been assigned on a first-come, first-served basis, submitted with payment in full. Your organization understands that Host Association(s) and/or Virtual Conference management reserves the right to remove or refuse any registered organization or its personnel from the Virtual Conference or any event associated with the Virtual Conference, for failure to act in a professional or responsible manner at the sole discretion of Host Association(s) and/or Virtual Conference management, or deemed to be out of compliance with our guidelines and policies.

### Point of Contact:

All information, including but not limited to: conference updates, requests for materials, advertising deadlines and attendee lists, **will be sent to the organization point of contact noted on your registration form.** The organization point of contact is responsible for distributing information to your organization representatives and ensuring deadlines are met. The organization is responsible to notify conference management if this point of contact changes. Email [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com) with point of contact changes.

Organization Name (for digital sponsor listing): \_\_\_\_\_

Organization Point of Contact Name: \_\_\_\_\_

Organization Point of Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization website or URL-link (for digital sponsor listing): \_\_\_\_\_

Contact Name (for digital sponsor listing): \_\_\_\_\_

Contact Email & Phone (for digital sponsor listing): \_\_\_\_\_

Organization Description or Product/Service Description (for digital sponsor listing) not to exceed 30 word. Descriptions exceeding 30 words subject to editing by conference management:

### Select Sponsorship Option(s):

Swag Gift Box Co-Sponsor, \$2,000

Coffee Break Sponsor, SOLD

Presenting Sponsor, \$1,200

Main Stage Game Sponsor, \$800

General Sponsor, \$600

Education Grant, \$500

Please return completed sponsor registration and payment, payable to:

**OSMA WSSMA Conference**

**Attn: Conference Manager: Mindy Zaubi**

**P.O. Box 790**

**Sherwood, OR 97140**



Sponsorship questions to: [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com) | (678) 523-5915

## Sponsor Terms, Condition and Policies

Host Association and Virtual Conference management reserve the right to restrict sponsorships, without refund, that have been falsely submitted, and to terminate this agreement if payment is not received within 14 days of receipt of registration or by the opening day of the Virtual Conference. A late charge of \$100 will be imposed for any late payments.

**Terms of Use:** No exhibitor shall sublet, assign, or share its sponsorship with another company or individual. Sponsor representatives must be employees or designated agents of the sponsoring company. Sponsor representatives may not represent companies other than the company contracting for the sponsorship.

**Brand Use:** Use of the name Oregon Society (OSMA) & Washington State Society (WSSMA) Medical Assistants or that of any officer of said association, in recommendation or endorsement of a product or service, is expressly prohibited.

**Behavior:** It is understood that all sponsor representatives, staff and guests will maintain professional behavior throughout the Virtual Conference and all associated “pre” and “post” activities. Host Association(s) and Virtual Conference management reserves the right to expel or refuse admittance to any sponsor representative, staff and guests whose conduct is, at Host Association(s) and Virtual Conference management’s sole discretion, not in keeping with the character and/or spirit of the Virtual Conference.

**Deadlines:** It is understood that the sponsor is responsible to meet all material deadlines communicated by Virtual Conference management, in order to produce and develop sponsorship collateral. Missed deadlines may result in unfulfilled sponsorship items. Host Association(s) and Virtual Conference management shall be responsible nor shall any refunds be provided for any unfulfilled sponsorship collateral due to failure by sponsor to meet communicated material deadlines.

**Virtual Conference Cancellation or Postponement:** In the event the Virtual Conference is postponed due to any occurrence not occasioned by the conduct of OSMA/WSSMA or that such occurrence be an act of God or the result of pandemic outbreak, war, riot, civil commotion, sovereign conduct, government mandates, electrical systems, electrical supply, technology failure or the act or conduct of any person or persons not party or privy to this agreement, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Virtual Conference, each party hereby releases the other from all obligations under this contract.

**Sponsor Cancellation:** Any sponsor desiring to cancel their agreement for the Virtual Conference shall notify Virtual Conference management in writing either by mail or email sent to [mindy@m3solutionsllc.com](mailto:mindy@m3solutionsllc.com). An administrative fee of \$200.00 is withheld on refunds plus the cost of any collateral materials already purchased. No refunds will be issued for cancellations after April 16, 2021.

**Consent to Record.** By participating in the Virtual Event, Sponsor, Sponsor representatives, staff and guests agree that its name, photograph, voice, biographical information, likeness, name, comments, voice, persona, writings and/or personal property recordings, children (if applicable), testimonial, endorsement and any intellectual





property rights on all elements contained in or resulting from participation in the Virtual Event (collectively the “Likeness”) shall be captured, displayed, and may be used in any and all media or forms by Host Association(s) or third parties without compensation or notice, including for promotional or advertising purposes. Sponsor, Sponsor representatives, staff and guests further agree to release and hold harmless Host Associations and its affiliates, and the officers, directors, agents, and employees of such companies, from any and all damages, injuries, claims (specifically including but not limited to any claim that content used in any media using or displaying the Likeness infringes the intellectual property rights of a third party or violates the laws and regulations governing the use and exchange of protected health information), causes of action, or losses of any kind resulting from use of the Likeness. Sponsor, Sponsor representatives, staff and guests further grant Host Association(s) and third parties a royalty-free, perpetual, irrevocable license to reproduce, distribute, publicly perform, and publicly display the Likeness, including any associated intellectual property, such as images, text and materials included or depicted therein, in whole or in part, in any manner or medium now or hereafter known or devised, to prepare derivative works based upon the Likeness, and to grant sublicenses to third parties to exercise these licensed rights. Sponsor, Sponsor representatives, staff and guests understand and agree this permission signifies that photographic or video recordings and Sponsor representatives, staff and guests may be electronically displayed, reproduced, recreated, recorded, performed, exhibited, distributed, copied, edited, changed, modified, added to, subtracted from, re-titled and adapted, and otherwise used and exploited without having to give any compensation or attribution to Sponsor representatives, staff and guests or any third party via the Internet or in other public settings without notice.

**No Recording.** Sponsor, Sponsor representatives, staff and guests further agree they shall not use any audio or video recording technology (including devices with digital camera functionality, such as smartphones or tablets, and recording software, such as screen capture or similar software) during a presentation and shall not record or photograph any speakers or any presentation at the Virtual Event, unless expressly permitted by Host Association(s). Sponsor, Sponsor representatives, staff and guests shall not make any part of the materials presented at the Virtual Event (any “Materials”) public.

**Compliance with Laws.** If you upload or create any materials, images, or content (any “Materials”) for use during the Virtual Event, you shall be solely responsible for securing and maintaining compliance with any necessary permits, clearances, licenses, royalties, permissions, or other use restrictions associated with or required by the Materials, and for ensuring that no part of the Materials violates any federal, state, or local law, rule, or regulation, including but not limited to any licensing rules and regulations, or trademark or copyright rules and regulations.

**No Warranty.** Sponsor, Sponsor representatives, staff and guests acknowledge that the Virtual Conference involves participation online, and such online platforms and services are provided “AS IS”, “AS-AVAILABLE” and “WITH ALL FAULTS.” Host Association(s) make no representations or warranties as to the websites or other online platforms used for the Virtual Conference. Sponsor, Sponsor representative, staff and guest’s access and participation at the Virtual Conference is at its own risk. Host Association(s) DO NOT WARRANT THAT SUCH ONLINE PLATFORMS WILL BE UNINTERRUPTED, SECURE, OR ERROR- FREE, THAT DEFECTS WILL BE CORRECTED, OR THAT THE ONLINE PLATFORMS OR THE SERVER THAT MAKES THEM AVAILABLE ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THIS PROVISION SHALL SURVIVE TERMINATION OF THIS AGREEMENT.

