Reach the fastest growing segment of health care professionals: Osteopathic Physicians
ABOUT THE MICHIGAN OSTEOPATHIC ASSOCIATION

The Michigan Osteopathic Association is the statewide association representing osteopathic medicine in Michigan. The association membership includes practicing physicians (D.O.s), residents, interns, retired D.O.s and students from the Michigan State University College of Osteopathic Medicine.

Osteopathic physicians (or D.O.s) are fully licensed physicians who take a whole-person approach to care. In addition to being trained in their specialty area, from family practice to sub-speciality, they are also trained to perform osteopathic manipulative medicine (OMM), a hands-on technique D.O.s use to diagnose and treat patients, not just symptoms.

MAIN OFFICE
2445 Woodlake Circle, Okemos, MI 48864
Phone: (517) 347-1555; Fax: (517) 347-1566
www.mi-osteopathic.org

SE MICHIGAN OFFICE
2365 West Rd., Ste A, Trenton, MI 48183
Phone: (734) 692-5004; Fax: (734) 692-5061
cearles@mi-osteopathic.org

- 78% of D.O.s see more than 100 patients per week; 21% more than M.D.s
- D.O.s are higher prescribers than M.D.s in each of the top 43 therapeutic categories.
- 60% of D.O.s write more than 100 prescriptions per week, compared to 44% of M.D.s
- D.O.s are the fastest growing segment of health care professionals in the U.S. AND Michigan! In fact, licensed D.O.s in Michigan have increased by 56% from 1987-2010.
- 38% of MOA member D.O.s are Family Physicians.
- 69% of MOA member D.O.s are under 55 years of age.

SOURCES: Analytical Resource Data, Deerfield, IL; Preliminary data in preparation for American Association of Colleges of Osteopathic Medicine (AACOM); MemberScope Member Survey, July 2003; and, MDCH, October 2011.
Reach the Fastest Growing Segment of Health Care Professionals

COMMUNICATION TOOLS

**TRIAD**
The award-winning Journal of the Michigan Osteopathic Association

TRIAD, the flagship publication, is MOA’s professional journal targeting all MOA members, including osteopathic physicians, osteopathic hospitals and osteopathic medical students.

If you market to the osteopathic industry in the Michigan region, you owe it to yourself to advertise in TRIAD. And with cost-effective rates and engaging editorial coverage, a schedule in TRIAD is a smart buy!

**AUDIENCE:** Physicians (D.O.s), residents, interns, retired D.O.s and students from the Michigan State University College of Osteopathic Medicine.

**CIRCULATION:** 6,000+

**DISTRIBUTION:** Mailed directly to active members and emailed to interns/residents and students.

**FREQUENCY:** Quarterly

**RATES:**
- **Premium** 1x $1900 4x $1650
- **Inside Front** 1750 1530
- **Inside Back** 1750 1530
- **Display** 1x $1350 4x $1200
- **Full Page** 700 600
- **1/4 Page** 400 300

*All ads are four-color only*

**WEEKLY BLAST**
The weekly e-newsletter of the Michigan Osteopathic Association

**AUDIENCE:** Physicians (D.O.s), residents, interns, retired D.O.s and students from the Michigan State University College of Osteopathic Medicine.

**CIRCULATION:** 4,000

**DISTRIBUTION:** Email

**FREQUENCY:** Weekly

**RATES:**
- 1-3x Billboard $500/each
- 4x $1,500/month

**MI-OSTEOPATHIC.ORG**
The website of the Michigan Osteopathic Association

**AUDIENCE:** Physicians (D.O.s), residents, interns, retired D.O.s, students from the Michigan State University College of Osteopathic Medicine, practice managers and the general public.

**PAGE VIEWS:** 14,000+ average every month

**UNIQUE VISITORS:** 3,700+ average every month

**RATES (MONTHLY):**
- 1x Billboard $500
- 6x 400
- 12x 300

FOR MORE ADVERTISING OPPORTUNITIES, PLEASE VISIT HTTP://MI-OSTEOPATHIC.ORG/ADVERTISE.
SOCIAL MEDIA
Set-up and management of your social media efforts by Michigan Osteopathic Association

For a monthly service fee, the MOA will provide all the technical work of setting up the profiles and pages you need to successfully optimize social media. Facebook and Twitter accounts will be set up on your behalf, linked to your existing website.

Expert Package:
Current MOA members: $250/month
Non MOA members: $500/month

Professional Package:
Current MOA members: $150/month
Non MOA members: $350/month

STUDENTS, INTERNS AND RESIDENTS
Our goal is to provide medical students, interns, residents and fellows with information, economic benefits and financial services that enhance their professional careers and personal lives. The MOA is committed to meeting the needs of our younger members by offering comprehensive, relevant programs while providing courteous informed service by professions, for professionals.

SPONSORSHIP OPPORTUNITIES INCLUDE:
- Intern-Resident Educational Fund. Value $100 and up
- Intern-Resident Committee meetings. Value $300
- Legislative Flu Shot Day. Value $500
- Student Liaison Committee Meetings. Value $300 each.

PRACTICE MANAGERS
Practice Managers are often the “gate keepers” of the physician’s office. They manage all aspects of the medical practice and many times they are the decision makers that keep the physician successful.

Practice Managers provide educational programs in conjunction with the MOA Spring and Autumn Scientific Conventions, and, as a committee hold quarterly meetings. The educational programs offer continuing education credits for those managers that are certified. Sponsorship of their events provide you and your business with direct access to the office decision makers.

SPONSORSHIP OPPORTUNITIES INCLUDE:
- Breakfast and lunch at convention meetings—Signage and presentation available. Value: $1,000.
- Lunch for quarterly committee meetings. Value: $250.
- Co-sponsorship of a convention meeting: signage and advertisement in convention brochure. Value: $750.

BOARD OF TRUSTEES
The 13-member Board of Trustees meets five-times a year. These leaders are an attractive audience since they set policies, procedures and designate business partners for the Michigan Osteopathic Association.

With your investment, you will have the opportunity to speak directly to the Board along with signage and acknowledgement of your sponsorship.

- February meeting. Value $750.
- May (two meetings). Value $750 each.
- July breakfast meeting. Value $3,000
- July dinner meeting. Value $5,000
- October meeting. Value $1,500.
- December meeting. Value $1,000.

Reach the Fastest Growing Segment of Health Care Professionals
ANNUAL AUTUMN
SCIENTIFIC CONVENTION
This annual convention attracts more than 200 physicians, students, interns, residents and health care professionals, including practice managers, who are engaged in a two-day educational and hands-on learning forum.

SPONSORSHIP OPPORTUNITIES INCLUDE:
- Platinum support: Prime booth location, full page advertisement and acknowledgement in onsite convention program, signage, banner ad for October and November on www.mi-osteopathic.org and UPDATE Online, and exhibitor email blast to 5,000 members. Value: $5,000.
- Gold support: Prime booth location, one speaker honorarium, signage and program acknowledgement. Value: $2,500.
- Silver support: Prime booth location, signage and program acknowledgement. Value: $1,000.

The following include signage, program acknowledgement:
- Breakfast sponsor. Value: $1,000.
- Exhibitor booth space. Value: $700.
- Speaker honorarium. Value: $500.

SCIENTIFIC RESEARCH EXHIBIT COMPETITION
- Co-Sponsor competition Display Awards, $100-$1,000.
- SRE Platinum Sponsor, $1,000.
- SRE Gold Sponsor, $750.
- SRE Silver Sponsor, $500.
- SRE Bronze Sponsor, $250.
- SRE Patron Sponsor, $100.

Autumn Practice Manager’s OPPORTUNITIES:
- Co-Sponsor Practice Manager Program. Value: $750.
- Continental breakfast. Includes signage and program acknowledgement. Value: $1,000.

LEADERSHIP DAY
Every fall, the Leadership Retreat provides osteopathic physicians, students, interns, residents and other health care professionals the opportunity to learn how to influence the political process through advocacy. This group includes the leaders - past, present and future - of the MOA.

SPONSORSHIP OPPORTUNITIES INCLUDE:
- Breakfast-Signage and program acknowledgement. Value: $1,000.
- Lunch with speaker honorarium. Includes signage and program acknowledgement. Value: $2,000.
- Evening reception. Includes signage and program acknowledgement. Value: $1,500.
- Dinner. Includes signage and program acknowledgement. Value: $2,500.
- Speaker support: Speakers honorarium, signage and program acknowledgement. Value: $1,000.

NMOA/MOA SUMMER CONFERENCE
The Northern Michigan Osteopathic Association works in conjunction with the MOA to bring this annual June conference to Mackinac Island. Attracting more than 100 physicians, students, interns, residents, and health care professionals engaged in a four-day learning forum.

SPONSORSHIP OPPORTUNITIES INCLUDE:
- Gold support: Prime booth location, one speaker honorarium, signage and program acknowledgement. Value: $2,000.
- Silver support: Prime booth location, signage and program acknowledgement. Value: $1,000.

The following include signage, program acknowledgement:
- Exhibitor booth space. Value: $750.
- Speaker honorarium. Value: $500.
MOA’S ANNUAL SPRING SCIENTIFIC CONVENTION

The MOA Annual Spring Scientific Convention attracts top osteopathic physicians, medical students, interns, residents, health care professionals and practice managers from across the state who are interested in discovering how your products and services will advance and improve their work. The scope and quality of this convention make it the premier educational event in Michigan.

The Convention attracts more than 1,200 physicians, students, interns, residents, and health care professionals who are engaged in a four-day educational and hands-on learning forum.

TOP 10 REASONS TO EXHIBIT

1. As the “gold” standard of osteopathic state association meetings, the MOA Scientific Convention, now in its 115th year, is the best, and most, attended osteopathic meeting in Michigan.

2. Responsive Audience. Our highly responsive audience includes D.O.’s, interns/residents, osteopathic medical students and practice managers eager to learn about your newest product and services.

3. Vendors asked. We answered. Vendors asked for better access to attendees, so, this year, for the first time, our exhibitors will be in the same area as all of our educational sessions and events.

4. Everyone who’s anyone will be there. With a three-day exhibit, the MOA Scientific Convention offers virtually unlimited opportunity to re-establish old contacts and generate new ones. Where else can you network with so many osteopathic professionals who are interested in how YOUR solutions will advance and improve their patient care?

5. The convention offers you an opportunity to meet face-to-face with very active physicians who you may not currently be able to see.

6. Increase your visibility within this rapidly growing and engaging Osteopathic profession by interacting with them LIVE at the 115th Annual Spring Scientific Convention.

7. All exhibitors are added to our online exhibitor listing, which links to your website. This enables our attendees to know who you are, what products and services you offer and where you’re located well before they arrive on site. We also offer heightened visibility through pre-show advertising opportunities.

8. Everyone has the same opportunity, as reservations are taken first-come; first serve with payment of your display fee.

9. The MOA convention educates attendees by providing information, services and products, and presenting industry trends pertinent to the field of medicine. Therefore, taking orders and selling products is permitted.

10. Bottom Line. There is no larger convention in the state that specifically targets osteopathic physicians and health care providers. If you want name recognition in this industry, you must exhibit at this show. It is the single-most cost effective means by which to generate visibility and income-producing leads for your company.
MOA’S ANNUAL SPRING SCIENTIFIC CONVENTION

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR — $8,000
Platinum Sponsorship Benefits include a premium location tabletop display and the following advertising opportunity:

• One Full Page Advertisement in the pre-convention TRIAD edition AND a full page in the program
• Advertising on mobile app
• Banner ad for the month of May on mi-osteopathic.org
• Banner ad for the Weekly Blast during one week of May

GOLD SPONSOR — $7,000
Gold Sponsorship Benefits include a tabletop display space and the following advertising opportunity:

• One Half Page Advertisement in the pre-convention TRIAD edition AND a half page ad in the program
• Advertising on mobile app
• Banner ad for the month of May on mi-osteopathic.org
• Banner ad for the Weekly Blast during one week of May

SILVER SPONSOR — $6,000
Silver Sponsorship Benefits include a tabletop display space and the following advertising opportunity:

• One 1/4 Page Advertisement in the pre-convention TRIAD edition AND a quarter page ad in the program
• Banner ad for the month of May on mi-osteopathic.org

BRONZE SPONSOR — $5,000
Bronze Sponsorship Benefits include a tabletop display and the following advertising opportunity:

• One 1/4 page full color ad in the pre-convention TRIAD and a quarter page ad in the convention program

TABLETOP DISPLAY SPACE — $1,000 - $3,000

• Draped and skirted 6 ft table
• Business advertisement in the program and on the website.
• Display cost includes: One (1) table and two chairs

NOTE: Electrical outlets NOT included except at locations indicated and may not be available to all spaces.

A LA CARTE SPONSORSHIPS

• Insertion of Flyer in Registration Bags (500) $350
• Co-Sponsor Practice Manager Event $750
• Co-Sponsor Student Event $500
• Co-Sponsor Scientific Research Competition Display $350 – $1,000
• House of Delegates Breakfast Sponsor $1,000
• Place Handout at Seats in House of Delegates (250) $200
• Display Table Outside House of Delegates $1,000
• Co-Sponsor Coffee $500
• Lanyards w/ Your Logo (1,000) at cost
• Registration Bags w/ Your Logo (500) at cost

FOR MORE EXHIBIT OPTIONS AT ANY OF OUR OTHER CONVENTIONS, PLEASE VISIT HTTP://MI-OSTEOPATHIC.ORG/EXHIBIT.