

Emerald Coast
MEDICAL ASSOCIATION

2022

PREFERRED PARTNERSHIP ADVERTISING OPPORTUNITIES

"Empowering Physicians to Promote the Highest Quality Patient Care."



About Emerald Coast Medical Association

The Bays Medical Society was established as an organization in 1948 and has been serving the physicians and patients of the Panama City area ever since. Due to growth and expansion, in 2014 the society evolved into the Emerald Coast Medical Association.

Although membership is voluntary, many physicians choose to join because they know they are most effective in attaining quality medical care surrounded by a strong team. We are a professional scientific organization of medical and osteopathic physicians; we are also the local affiliate of the Florida Medical Association (FMA).

We believe our organization would be a great fit for you and hope you will join us as we continue our mission of **“Empowering Physicians to Promote the Highest Quality Patient Care”** for years to come.



CME Beach Retreat


2021's CME Beach Retreat was held in person, conducted safely, met the needs of CME requirements and colleague connection.

The 2022 Winter CME retreat is set to take place January 21-23, 2022 at The Henderson Resort in Destin, Florida.

Other Member Events

While the CME Beach Retreat may be our largest event, we also offer numerous other quality member events. We have a New Member Recognition Social annually, multiple webinars, and “hot topics” Member Meetings, covering 10 counties: Bay, Calhoun, Gulf, Franklin, Liberty, Holmes, Jackson, Okaloosa, Walton and Washington.

To become a partner: Michelle Flaatt 850-784-2090 | michelle@flmedical.org



INVITATION TO EXHIBIT

Exhibitor Registration is NOW open for the CME Beach Retreat and the 2022 Annual Meeting of ECMA

The CME Beach Retreat is the largest gathering of local physicians in the Panhandle!

The CME Beach Retreat is our signature event for the ECMA attracting over 125 physicians and PAs from across the Panhandle. As an exhibitor, you will meet one-on-one with the decision makers for their respective practices.

About ECMA

As a Regional Medical Association, we are the “go to” resource for physicians looking for guidance on both clinical and business issues.

Mission Statement

Empowering Physicians to Promote the Highest Quality Patient Care

What are the benefits of exhibiting with ECMA?

- Over four hours of dedicated display time with the attendees.
- Access to physicians in the Panhandle from all practice settings — hospitals, large groups, solo and small groups.
- Publication of company information on ECMA's email marketing promoting the meeting, sent to over 2,000 physicians.
- Ability to interact with attendees at networking sessions.
- Participation in an incentive raffle program to encourage attendees to stop by your booth.
- A final list of attendees available after the meeting.

How will ECMA promote your presence at the meeting?

- You will be acknowledged on ECMA's website, in the meeting materials, and in a dedicated event page on CMEBeach.com.
- Publication of company name in preliminary program - sent to over 2,500 physicians.
- Publication of company name in final program.
- ECMA will provide attendees with your company name, description, and website address.
- All food and beverage for the breakfasts, coffee breaks, and Friday Night Vendor reception will be served in the exhibit area to encourage attendee interaction.

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PREFERRED PARTNER OPPORTUNITIES

The Emerald Coast Medical Association Preferred Partner program is in place to help connect you with our ever expanding network of physicians. This is more than an event sponsorship, it is designed to help you and our physicians with business needs and connecting the two.

Although the Winter CME Beach Retreat is our main event each year, there are a number of year round opportunities for you and your company to reach our members and conference attendees. Preferred partners gain access to business spotlights in email marketing, social network promotions, and meeting sponsorship opportunities allowing them to easily reach our members. We believe that one of the partnership levels below will be a good match for you.

LIST OF BENEFITS

	EMERALD \$6000	DOLPHIN \$5000	STINGRAY \$4000	SAND DOLLAR \$3000	STARFISH \$1000
CME Dinner Presenting Sponsor	●				
Opportunity to recommend a speaker / topic for CME Beach or Member Meetings	●	●			
ECMA Membership Meeting Sponsor (One per Year)	●	●	●	●	
Logo On CMEBeach.com	●	●	●	●*	●*
Logo On EmeraldCoastMedicalAssociation.com	●	●	●	●	●
Preferred Partner Listing on EmeraldCoastMedicalAssociation.com	●	●	●	●	
Side Bar Advertisement on EmeraldCoastMedicalAssociation.com (Number of Months)	12	12	12	6	
Hero Banner Advertisement on EmeraldCoastMedicalAssosiation.com (Number of Months)	12	6			
Number of times your logo will be highlighted in our email marketing	6	4	3	3	
Number of dedicated Blast Faxes per year	2	1			
Number of E-News Articles per year	2	1	1		
Number of booths at CME Event	2	1	1	1	1

* For Sand Dollar Partnership: Logo will appear on emeraldcoastmedicalassociation.com for 3 months post event.

* For Starfish Partnership: Logo will appear on emeraldcoastmedicalassociation.com for 1 month post event.

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PREFERRED PARTNER OPPORTUNITIES

CME Booth description

- 8'x10' Display
- 6' Skirted Table
- Two Chairs and a Waste Basket

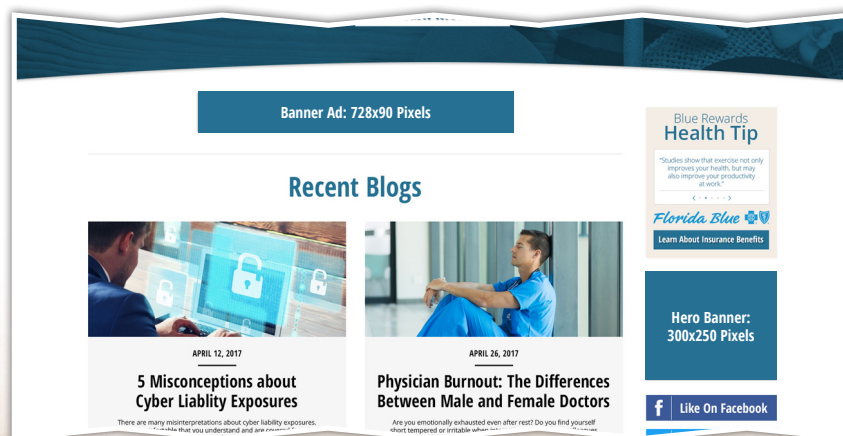


Email Marketing Advertisements

These banner ads are used in e-newsletters, event announcements, and other e-blasts. If sponsored, a custom banner ad (300x100 pixels) will be created to match company branding, message, and placed with a link to your company's website.



Online Advertisements



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PREFERRED PARTNER OPPORTUNITIES

Guest Blogging

Each week the Emerald Coast Medical Association posts a different topic highlighting news, upcoming events, and other medical interests. Submit your content to us and we will work to share it with our large member base and social following.



Event Sponsorships

Emerald, Dolphin, Stingray, and Sand Dollar partners have the opportunity to sponsor one of our member meetings throughout the year. With that sponsorship you will be represented on the flyer, website, social event posts, and will have the opportunity to speak to the members about your business.

*Speaker/topics opportunities may be available.

Recent Blogs



APRIL 12, 2017

5 Misconceptions about Cyber Liability Exposures

There are many misinterpretations about cyber liability exposures. Are you comfortable that you understand and are covered for cyber liability exposure? These five misconceptions are the biggest mistakes organizations can make.

[Read More](#)



APRIL 26, 2017

Physician Burnout: The Differences Between Male and Female Doctors

Are you emotionally exhausted even after rest? Do you find yourself short tempered or irritable when interacting with patients, colleagues or staff? Have you questioned the value of continuing to try when your efforts feel futile? These are all symptoms of burnout.

[Read More](#)

Social Promoting

Social sharing is a huge deal in today's world. With provided content and collaboration, we will partner to help you gain exposure for your business.

PRESENTED BY:



nsists of general tort defense with an emphasis on medical malpr
fr. Suber has handled numerous significant death and injury case
cases, and paralysis and quadriparalysis cases, many of which ha
significant employment discrimination and police liability cases thr

Listing On Preferred Partners Page

All Preferred Partners receive a listing on the Emerald Coast Medical Association's website on the Preferred Partners Page. This page is open to the public and provides users with contact information and your web address linking directly to your site.

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MEMBER DEMOGRAPHICS



**Counties Proudly
Served by ECMA**


Number of ECMA Members

i x 300

**Number of Attendees
at CME Beach 2020**

i x 125

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2021 PREFERRED PARTNERS

Exclusive Program Partners

Emerald Coast Medical Association-Health Insurance Co-op
Gulf Coast Medical Center Medical Staff
Danna-Gracey
MedPro Group

Emerald Partners

Curiosity Marketing Group
Credit Business Services

Dolphin Partners

Hancock Whitney Bank
Vitas Healthcare

Stingray Partner

Panama City Surgery Center

Sand Dollar Partners

KWB Pathology Associates
Gulf Coast Regional Medical Center
Carr, Riggs & Ingram

Starfish Partners

BioSerenity	Torgersen Causey Insurance
NHC Homecare	Biohaven Pharmaceuticals
Dermatology Specialists of Florida	Brain and Spine Center
Sun Dermatology	Jazz Pharmaceuticals
Wes Pittman	

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PREFERRED PARTNER APPLICATION

Business Information

Name: _____

Company Name: _____

Email Address: _____

Office Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Additional Representatives Names: _____

Partner Level

- ☐ Emerald Partner \$6,000
- ☐ Dolphin Partner \$5,000
- ☐ Stingray Partner \$4,000
- ☐ Sand Dollar Partner \$3,000
- ☐ Starfish Partner \$1,000

Emerald Coast Medical Association

2352 Lisenby Ave, Panama City, FL 32405
Michelle Flaar 850-784-2090
michelle@flmedical.org

Tax ID# - 59-1717855 - We will furnish
a signed W9 upon request.

Payment Information

Payment is required before setup begins at the CME Winter retreat. Checks should be payable to Emerald Coast Medical Association. Credit card payment is accepted on our website, or with this form.



Card Holder: _____

Signature: _____

Card Number: _____

CID: _____ Exp: ____ / ____ / ____

Amount to Charge: \$ _____

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