

Emerald Coast
MEDICAL ASSOCIATION

2024

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


2023's CME Beach Retreat was held in person, conducted safely, met the needs of CME requirements and colleague connection.

The 2024 Winter CME retreat is set to take place January 19-21, 2024 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 2024 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.
- 2 people included in the meals and refreshments for the weekend. Excluding the Friday dinner CME program.

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 \$6500	DOLPHIN \$5500	STINGRAY \$4500	SAND DOLLAR \$3500	STARFISH \$1500
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	•	•	•	•	•
Provide Video of Member Offerings	•	•	•	•	•
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 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.

* Each booth receives 2 people included in the meals and refreshments for the weekend. Excluding the Friday dinner CME program.

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PREFERRED PARTNER OPPORTUNITIES

CME Booth Description

- 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.

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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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.



MEMBER DEMOGRAPHICS



**Counties Proudly
Served by ECMA**


Number of ECMA Members

i x 300

**Number of Attendees
at CME Beach 2022**

i x 125

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A decorative image of ocean waves with white foam crashing onto a sandy beach, located at the bottom of the page.

2023 PREFERRED PARTNERS

Exclusive Program Partners

Emerald Coast Medical Association-Health Insurance Co-op

Gulf Coast Medical Center Medical Staff

Risk Strategies

MedPro Group

Emerald Partners

Curiosity Marketing Group

Castle Biosciences

David Scott Fine Jewelry

Emerald Coast Hospice

Tech Eagles

Dolphin Partners

KWB Pathology Associates

The Hancock Whitney Bank

Stingray Partner

Panama City Surgery Center

Sand Dollar Partners

Abyde

Carr, Riggs & Ingram

Privia Health

Regeneron

Investors Gone Wild & Teaching Tax Flow

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2023 PREFERRED PARTNERS

Starfish Partners

Alabama College of Osteopathic Medicine

AMGEN

Baycares

Brain and Spine Center

Dermatology Specialists of Florida

Dhvanit Vijapura

Emerald Coast OB GYN Clinical Research

Florida Blue

Ged Lawyers, LLP

Janssen Pharmaceuticals/Johnson & Johnson

Jazz Pharmaceuticals, Inc

NHC Homecare

Novonordisk, Inc

**Otsuka Pharmaceutical Development and
Commercialization, Inc.**

Philips

Proteus Genomics

The Clemons Company

Torgersen Causey

UF Health, University of Florida Health

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PREFERRED PARTNER APPLICATION

Effective date - From _____ to _____

Business Information

Name: _____

Company Name: _____

Email Address: _____

Office Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Additional Representatives Names: _____

Partner Level

- ☐ Emerald Partner \$6,500
- ☐ Dolphin Partner \$5,500
- ☐ Stingray Partner \$4,500
- ☐ Sand Dollar Partner \$3,500
- ☐ Starfish Partner \$1,500

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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