



Advocating for Physicians and the Health of all Nebraskans

233 South 13th Street, Ste. 1200 | Lincoln, NE 68508 | Phone (402) 474-4472 | Fax (402) 474-2198

www.nebmed.org

Dear Commercial Supporter,

The Nebraska Medical Association's 2017 Annual Session is scheduled to take place **Friday, September 8, 2017 in Lincoln, NE at the Embassy Suites Hotel.**

I and the NMA Board of Directors cordially invite you to consider providing commercial support for this event. It is through past supporters like you that the Nebraska Medical Association has been able to offer their meeting at little to no cost to our member attendees.

Meeting Agenda: (**agenda is subject to change)

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|--------------------|--|
| 7:00 am | Bleed and Feed Blood Draw
Registration/Continental Breakfast
Commercial Supporter Exhibit Set-Up |
| 7:15 am – 8:00 am | Foster Group Breakfast Presentation |
| 7:30 am – 9:00 am | GNMC Caucus Meeting |
| 8:00 am – 9:00 am | NOMA Meeting |
| 8:45 am | Break / Visit Supporter Booths |
| 9:00 am – 12:00 am | <u>CME Programming</u> |
| 9:00 – 10:00 | Keynote: “Transforming Healthcare by Improving Physician Leadership”
Lt. General Mark Hertling – Senior VP Florida Hospital
Former US Army Officer/CNN National Security/Military Analyst |
| 10:00 – 10:15 | Break / Visit Exhibits |
| 10:15 – 11:15 | “Transforming Healthcare by Improving Physician Leadership Part II”
Lt. General Mark Hertling |
| 11:15 – 11:30 | Break / Visit Exhibits |
| 11:30 – 12:30 | “Transforming Healthcare by Improving Physician Leadership Part III”
Lt. General Mark Hertling |
| 12:30 pm – 1:15 pm | Buffet Lunch / Visit Exhibits
“Healthcare Transformation”
Joann Schaefer, MD, Blue Cross Blue Shield of NE |
| 1:30 pm – 3:30 pm | House of Delegates Meeting |
| 1:30–2:30 pm | “Lawsuits 101” |

Alan Gassman, JD–Florida, Gassman, Crotty & Denicolo, P.A.

2:30 – 3:15 pm	House Business/Resolutions Jeff Gold, MD –UNMC Chancellor/ Cliff Robertson , MD, MBA –CHI CEO Resolutions
3:15 pm– 3:30 pm	Break/Visit Supporter Booths
3:30 – 4:30	“Sex/Human Trafficking Trends in NE” Glen Parks, JD NE Attorney General’s Office
4:30 – 5:30	“Top 10 mistakes physicians make with investments/business” Alan Gassman, JD–Florida, Gassman, Crotty & Denicolo, P.A.
4:45 pm	Commercial Supporter Tear-Down
5:30 – 6:30 pm	Award Photos Scholarship Photos President Inaugural Photos
6:00 pm – 6:45 pm	Commercial Supporter Social Reception Entertainment: Joe Brogie, Walk Around Magic Show
6:45 – 7:15 pm	Inaugural Dinner Seating / Dinner
7:15 pm – 8:00 pm	Inaugural Awards Presentations – MC: TBD <ul style="list-style-type: none">• Scholarship Winners• 50 Year Practitioners Recognition• Young Physician of the Year Award• Physician of the Year Award• Distinguished Service to Medicine Award• Advocacy Award• Friend of Medicine Award• COPIC Williamson Award• Commercial Support Recognition• Installation of Rob Rhodes, MD Incoming President
8:00 pm – 9:00 pm	Entertainment – Joe Brogie, Magic Show

[Attendee Packet Giveaways/Booth/Social Reception/Inaugural Dinner](#)

- ✓ Meeting supporters will be given the opportunity to include informational materials as part of the packet that meeting attendees will receive (deadline to provide for inclusion is September 1, 2017).
- ✓ Meeting supporters have the opportunity to set up a display booth from 7:00 am – 4:45 pm (Supporters will not be required to have a booth during this time if they choose not to).
- ✓ The “Commercial Supporter Social Reception” will be held prior to the inaugural dinner at the conclusion of the final CME program. This is a great time to mingle with guests.
- ✓ Meeting supporters are invited to attend the Inaugural Dinner, which will take place following the Social Reception. Supporters will be seated intermingled amongst the guest’s tables during the dinner to further enhance your exposure to members.

As a Commercial Supporter the following are the levels of support available for the meeting:

Platinum Level - \$10,000+

- Company logo included on meeting website and on all marketing/registration materials*
- A full-page ad in the onsite program (7 ½ inches wide x 10 inches tall, no bleeds, color)*
- Half-page ads in Nebraska Medicine Magazine, a quarterly publication, for a year.
This magazine is distributed to over 3,000 Nebraska physicians (7 ½ inches wide x 5 inches tall, no bleeds, color)*
- Prominent signage during event / Display table during the afternoon break service and cocktail reception
- Attendance at the President's Inaugural/Awards Banquet Friday evening (up to 10 tickets)*
- Inclusion of marketing materials in the attendee on-site meeting packets*
- Mailing list of our membership for pre- and post-conference marketing

Gold Level: \$7,500 - \$9,999

- Company logo included on meeting website and on all marketing/registration materials*
- A full-page ad in the onsite program (7 ½ inches wide x 10 inches tall, no bleeds, color)*
- Half-page ads in Nebraska Medicine Magazine, a quarterly publication, for a year.
This magazine is distributed to over 3,000 Nebraska physicians (7 ½ inches wide by 5 inches tall, no bleeds, color)*
- Prominent signage during event / Display table during the meeting
- Attendance at the President's Inaugural/Awards Banquet Friday evening (up to 8 tickets)*
- Inclusion of marketing materials in the attendee on-site meeting packets*
- Mailing list of our membership for pre- and post-conference marketing

Silver Level - \$4,500 - \$7,499

- Company logo included on meeting website and on all marketing/registration materials*
- A full-page ad in the onsite program (7 ½ inches wide x 10 inches tall, no bleeds, color)*
- Quarter-page ads in Nebraska Medicine Magazine, a quarterly publication, for a year.
This magazine is distributed to over 3,000 Nebraska physicians (3 ¾ inches wide x 5 inches tall, no bleeds, color)*
- Prominent signage during event / Display table during the meeting
- Attendance at the President's Inaugural/Awards Banquet Friday evening (up to 4 tickets)*
- Inclusion of marketing materials in the attendee on-site meeting packets*
- Mailing list of our membership for pre- and post-conference marketing

Bronze Level - \$3,000 - \$4,499

- Company logo included on meeting website and on all marketing/registration materials*
- A half-page ad in the onsite program (7 ½ inches x 5 inches tall, no bleeds, color)*
- Quarter-page ads in Nebraska Medicine Magazine for a year (3 ¾ inches wide x 5 inches tall, no bleeds, color)*
- Prominent signage during event / Display table during the meeting
- Attendance at the President's Inaugural/Awards Banquet Friday evening (up to 2 tickets)*
- Inclusion of marketing materials in the attendee on-site meeting packets*
- Mailing list of our membership for pre- and post-conference marketing

Commercial Supporter - \$1,500 - \$2,999

- Company logo included on meeting website and on all marketing/registration materials*
- Prominent signage during event / Display table during the meeting
- Attendance at the President's Inaugural/Awards Banquet Friday evening (1 ticket)*
- Inclusion of marketing materials (flyers/brochures, etc.) in the attendee on-site meeting packets*
- Mailing list of our membership for pre- and post-conference marketing

Submission Deadlines:

***Logos** – Submit to Carole at caroleb@nebmed.org by **June 1, 2017**

***Ads** – Submit to Carole at caroleb@nebmed.org by **June 1, 2017**

***Attendee Packet Marketing Materials** – Submit to NMA office by **September 1, 2017**

If you would like to provide a commercial support donation to the Nebraska Medical Association, please complete, sign, and return [by May 5, 2017](#) the following forms:
[NMA Commercial Support Written Agreement](#) (form attached)
[BryanHealth CME Agreement](#) (form attached)

Forms may be returned to:

Sam Stinson

Nebraska Medical Association
233 S. 13th Street, Suite 1200
Lincoln, NE 68508

Telephone: 402-474-4472
Email: samuels@nebmed.org
Fax: 402-474-2198

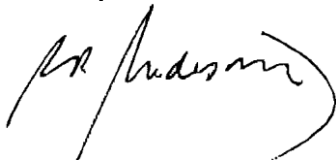
Hotel Reservations:

Hotel reservations have been made with the **Embassy Suites Hotel – Lincoln**. Reservations must be made directly with the Embassy Suites Hotel, Lincoln at **402-474-1111 no later than August 17, 2017** and asking for the NMA Annual Session rate of **\$129.00**. A block of rooms will be reserved for meeting attendees, speakers, and commercial sponsors.

Additional details regarding the booth set-up and meeting information will be sent prior to the meeting. For further information or questions, please contact Sam Stinson, (402-474-4472) (samuels@nebmed.org).

Thank you for your ongoing support and we look forward to your participation in making the Nebraska Medical Association's 2017 Annual Session another successful event.

Sincerely,



Rob Rhodes, MD
President-Elect