

Emerald Coast
MEDICAL ASSOCIATION



2019 **Preferred Partnership 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 with a strong team surrounding them. We are a professional and scientific organization of medical and osteopathic physicians and the local affiliate of the Florida Medical Association (FMA).

Thank you for taking the time to read this information. We believe this would be a great fit for you and hope you will join us as we continue our mission of "Helping Our Physicians Help Patients" for a very long time.



CME Beach Retreat

With the CME Beach retreat going on for years, 2018's conference brought in an overwhelming response and attendance. With approximately 150 in attendance, 100 being physicians, and a weekend of high quality seminars, it was a very productive year. 2018's conference looks to be even more productive than years past.

The 2019 Winter CME retreat is set to take place January 18-20, 2019 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 Meeting annually, multiple Live CMEs, and five Member meetings a year.



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

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. From business spotlights in E-Newsletters, to social network promotions, and to meeting sponsorship opportunities, we make the ability to reach our membership readily available. 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	•	•			
ECMA Membership Meeting Sponsor	•	•	•	•	
Logo On CMEBeach.com	•	•	•	•	•
Logo On EmeraldCoastMedicalAssociation.com	•	•	•	• *	• *
Preferred Partner Listing on EmeraldCoastMedicalAssociation.com	•	•	•	•	
Side Bar Advertisement on EmeraldCoastMedicalAssociation.com (# of Months)	12	12	12	6	
Hero Banner Advertisement on EmeraldCoastMedicalAssociation.com (# of Months)	12	6			
Number of times your logo will be in the E-Newsletter per year	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.

CME Booth description

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



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Preferred Partner Opportunities

Newsletter Advertisements (1)

This banner ad is used for event announcements or available for newsletter sponsorship. If sponsored a custom banner ad (600x100 pixels) will be created to match company branding, message, and link to company website.

Partnership Spotlight (2)

Each month the newsletter highlights our preferred partners (Emerald-Sand Dollar Levels). Each listing includes company logo, brief bio, and link to company 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, except for the CME Beach Retreat, throughout the year. With that sponsorship you will be represented on the flyer, website, social event posts, and will have the opportunity to be a guest speaker at the event.

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 exposures? 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.



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

Number Of Members

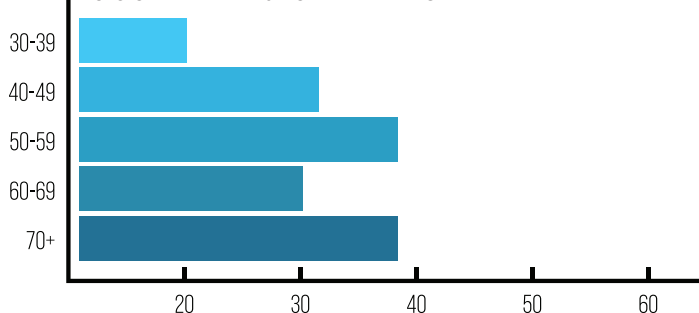
275



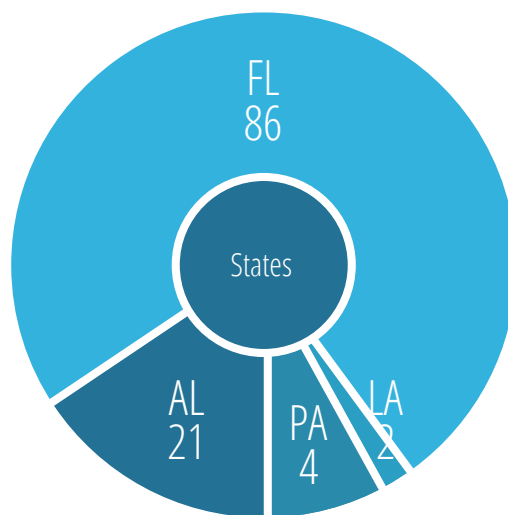
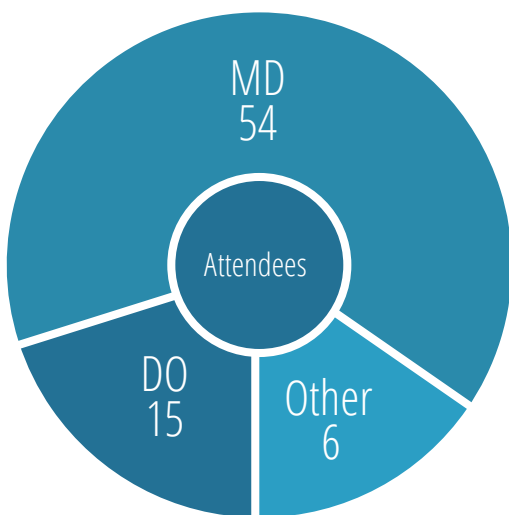
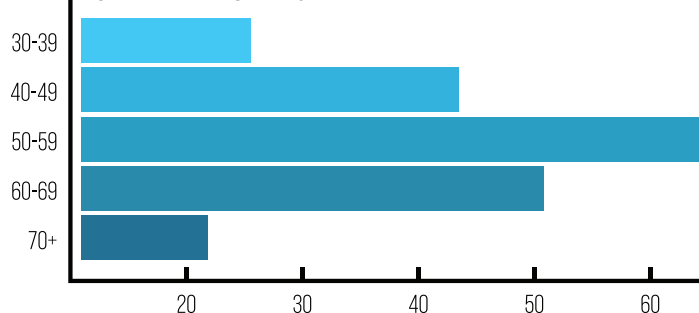
Top 10 Specialties

1. Family Medicine
2. Internal Medicine
3. Radiology/Diagnostics
4. Anesthesiology
5. Obstetrics
6. Gynecology
7. Dermatology
8. General Surgery
9. Ophthalmology
10. Otolaryngology

2018 CME EVENT AGE OF ATTENDEES



ECMA MEMBERS BY AGE



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2017-2018 Preferred Partners

Benefits Program Partners

Medical Protective

Danna Gracey

Marion County Group Health Trust

Gulf Coast Medical Center Medical Staff

Emerald Partner

Credit Business Services, Inc

Dolphin Partners

Hancock Whitney Bank

Curiosity Marketing Group

Stingray Partner

Panama City Surgery Center

Sand Dollar Partners

Affiniti Health

Myriad

BioReference Laboratories Inc.

Gulf Coast Regional Medical

Carr, Riggs and Ingram

Starfish Partners

Covenant Care

Emerald Coast Dental Sleep Medicine

GarnerIT

Relypsa

Boston Scientific

Florida Blue

Bay Medical Center

Dermatology Specialist of Florida

Mallinckrodt Pharmaceuticals

KWB Pathology Associates

Carr, Riggs and Ingram



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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
- ☐ Dolphin Partner
- ☐ Stingray Partner
- ☐ Sand Dollar Partner
- ☐ Starfish Partner

Emerald Coast Medical Association

2352 Lisenby Ave, Panama City, FL 32405
Michelle Flaata 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: _____

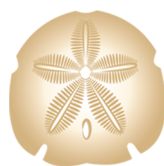
Card Number: _____

CID: _____ Exp: ____ / ____ / ____

Amount to Charge: \$ _____



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Emerald Coast
MEDICAL ASSOCIATION

2019 **Physician Directory**



This is the
PERFECT OPPORTUNITY
to place your company
in front of the decision makers.

The Emerald Coast Medical Association lists every doctor member in the yearly published directory. One thousand copies are printed annually and distributed to every member, many local clinics, and all hospitals in the area. It is spiral bound and 5 1/2" wide by 8 1/2" tall for accessibility and easy placement on the Member's desk and public locations.



Emerald Coast MEDICAL ASSOCIATION

RATES

Full Page	\$700
1/2 Page	400
1/4 Page	250
1/8 Page	175
Back Page	1500
Inside Front Page	1000
Inside Back Page	1000
Page Three	1000

Full Page
4.5x7.5"

1/2 Page
4.5x3.675"

1/4 Pg.
2.2 x
3.675"

1/8 Pg.
2.2x1.8"

1/8 Pg.
2.2x1.8"

RATES: Rates are Agency Commissionable to authorized agencies where placement originates.

COMPOSITION: Ad composition fee of \$50/hr (One hour minimum).

SUBMISSIONS: Please submit your high resolution PDF for Graphics@CuriosityMG.com **Commitment Deadline:** November 1, 2017

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisement in Emerald Coast Medical Association Membership Directory

Advertiser (Corporate) Name

Advertising Agency

Date

Billing Address

Telephone

E-Mail Address

Credit Card ☐ Visa ☐ Mastercard ☐ Amex ☐ Discover

Card Number _____

Expiration _____ CVC Code: _____

Signature _____

Ad Size

Ad Composition

Agency/Discount

Contract Total

Terms: It is agreed that Emerald Coast Medical Association may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. SHORTRATE: If a cancellation must be made by the advertiser, a letter of cancellation must be received by ECMA 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in MEMBERSHIP DIRECTORY the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All camera-ready materials submitted to ECMA are accepted upon the express condition that the advertiser agrees to hold ECMA harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days. If print-ready ads or ad materials are not received by the deadline, Emerald Coast Medical Association assumes no liability or responsibility for ad errors and payment for the ad must still be made. Emerald Coast Medical Association will do its best to avoid such errors, but late ads or materials cannot go through a thorough proofing process.

Advertiser Authorized Signature

Advertiser Authorized Name (Printed)

Date