



2012 Sponsorship Opportunities

OAHP Member Health Plans:

- Aetna
- Anthem BlueCross/BlueShield
- AMERIGROUP Community Care
- AultCare
- Buckeye Community Health Plan
- CareSource
- Celtic
- CIGNA
- Coventry
- Delta Dental
- Humana
- Molina Healthcare of Ohio
- Mount Carmel Health Plan
- The Ohio State University Health Plan
- Paramount Health Care
- SummaCare
- The Health Plan
- UnitedHealthcare Community Plan
- UnitedHealthcare of Ohio
- WellCare of Ohio

The Ohio Association of Health Plans represents 20 member health plans providing insurance coverage to more than 7.5 million Ohioans. As the statewide trade association for the health insurance industry, the OAHP is a leading organization that actively promotes and advocates **for quality health care for Ohioans and access to affordable health care benefits for all consumers in Ohio.**

Partner with the Ohio Association of Health Plans to support our industry and mission or present your product and services to the leading health insurers in Ohio and beyond.

- **2012 Annual Convention & Trade Show ~ \$1,000 - \$12,000**
 - ★ *Two-day educational event with 200 attendees from health insurance companies*
- **2012 Executive Forum ~ \$5,000**
 - ★ *Two-day meeting venue with 40 top health insurance executives in Ohio*
- **2012 Delegates Meetings ~ \$5,000**
 - ★ *Meeting venue with 20-35 top health insurance executives in Ohio*
- **2012 Medical Director Meetings ~ \$5,000**
 - ★ *Quarterly events for 8-10 health insurance plan Medical Directors*
- **2012 Quarterly Webinars ~ \$3,000**
 - ★ *Internet-based education events for staff of health insurance companies*
- **2012 Daily E-News Clip Sponsorship ~ \$2,500 - \$4,500**
 - ★ *Daily news service updates to more than 200 individuals*
- **2012 Supporting Sponsorship ~ \$2,500**
 - ★ *OAHP membership for industry partners*



Why sponsor with OAHP?



Now is the time to heighten your company's visibility, prestige and maximize your impact by partnering with the OAHP. You will gain exclusive networking opportunities and interaction with the decision makers of the top health plans in Ohio.



On the average, 300 professionals from around the state take advantage of the educational events sponsored by OAHP. These professionals include:

- CEOs
- CFOs
- COOs
- Medical Directors
- Government Relations
- Provider Relations
- Pharmacy Directors
- Member Services
- Compliance
- Sales and Marketing



The OAHP promotes its events and educational opportunities to more than 1,000 health plan professionals through E-News Clips, OAHP's monthly newsletters, and direct mailings. OAHP health plans cover 83 percent of individuals enrolled in health insuring corporations (HICs) and 65 percent of all insured individuals.



Ohio Association of Health Plans
230 East Town Street, Suite 200 | Columbus, Ohio 43215-3842 | 614/228-4662 | 614/228-5816 FAX
www.oahp.org

2012 OAHP Annual Convention Sponsorship Levels

Does your company want to reach the top decision makers from Ohio's leading health plans? If so, you need to be a part of the 2012 Ohio Association of Health Plans' Annual Convention and Trade Show May 22-23, 2012.

This two-day event brings together the top executives of Ohio's health plans in the state capital to learn the latest information about policy, regulation, trends and ideas effecting health care coverage.

By becoming an event sponsor, your company will be entitled to a Standard Booth Elite package and may also preview the additional sponsorship opportunities following:

Diamond Level Sponsor ~ \$12,000

Exclusive Diamond Level benefits include: Meet and greet opportunity with health plan CEOs and OAHP President and CEO. Personal introductions to top health plan decision makers. In addition, Diamond Level includes: Logo on convention journal/notebook, full-page ad in convention journal/notebook, logo on name badge, recognition signs throughout the entire event, special acknowledgement during luncheon.

Standard Booth Elite Package with 2 additional complimentary registrations, opportunities to host a breakout session speaker, opportunities to moderate breakout sessions, opportunity to host a general session speaker. Acknowledgement in promotional brochure, post-event mailing list of attendees, a one-year complimentary OAHP associate membership and recognition in OAHP E-News Clips.

Platinum Level Sponsor ~ \$10,000

Exclusive Platinum Level benefits include: Logo on convention notebook, full-page ad in convention journal/notebook, logo on name badge, recognition signs throughout the entire event, special acknowledgement during luncheon.

Also included is a Standard Booth Elite Package with 2 additional complimentary registrations, opportunities to host breakout session speaker, opportunities to moderate breakout sessions, opportunity to host a general session speaker. Acknowledgement in promotional brochure, post-event mailing list of attendees, a one-year complimentary OAHP associate membership and recognition in OAHP E-News Clips.



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Gold Level Sponsor ~ \$8,000

Gold Level benefits include: A Standard Booth Elite package, ½ page ad in convention journal/notebook, opportunities to host breakout session speaker, opportunity to moderate breakout sessions. Acknowledgement in promotional brochure, post-event mailing list of attendees, a one-year complimentary OAHP associate membership, recognition in OAHP E-News Clips and acknowledgement in promotional brochure.

Silver Level Sponsor ~ \$5,000

Silver Level Benefits include: A Standard Booth Elite Package, ½ page ad in convention journal/notebook, post-event mailing list of attendees, logo on registration page, recognition in OAHP E-News Clips and acknowledgement in promotional brochure.

Bronze Level Sponsor ~ \$3,000

Bronze Level Benefits include: A Standard Booth Elite Package, ¼ page ad in convention journal/notebook, post-event mailing list of attendees, recognition in OAHP E-News Clips and acknowledgement in promotional brochure.

Booth and Table Display Opportunities

The 2012 Ohio Association of Health Plans' Convention and Trade Show's extensive Exhibit Area is the place for you to display your company's latest products and services. During the convention's scheduled breaks, you will have opportunities to visit one-on-one with health plan executives and high-level staff. The OAHP has four options for exhibitors to choose from.

Standard Booth Elite ~ \$2,000

An 8x10 booth with electric with a 6' skirted table and pipe and drape background. Three complimentary registrations and 2 chairs, logo displayed in the convention brochure. Recognition in OAHP E-News Clips.

Standard Booth ~ \$1,500

An 8x10 booth with electric with a 6' skirted table and pipe and drape background. Two complimentary registrations and 2 chairs, logo displayed in the convention brochure.

Table Elite ~ \$1,250

A 6-foot skirted table with electric. Two complimentary registrations and 2 chairs. Logo displayed in convention brochure.

Table ~ \$1,000

A 6-foot skirted table with electric. One complimentary registration and 1 chair. Logo displayed in convention brochure.



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2012 OAHP Sponsorship Contract

All sponsorship dates and topics will be determined in conjunction with confirmed sponsors.

Name of Company:			
Name of Contact:			
Mailing Address:			
City:	State:	Zip:	
Phone:			
Fax:			
Email:			
Website:			
Name of Person Presenting:			
Title of Presentation:			

Company Profile Logo/Description:

Please submit an electronic sponsor logo **if applicable** and/or outline of your presentation along with a 50 word or less description of your organization to Stacy Gilliam at sgilliam@oahp.org.

Sponsorship Opportunities:

- | | |
|---|---|
| <input type="checkbox"/> \$1,000-\$12,000 Annual Convention | <input type="checkbox"/> Daily Newsclip/Website Sponsorship |
| <input type="checkbox"/> \$ 5,000 Delegates Meeting | \$ 2,500 6 Month Term <input type="checkbox"/> |
| <input type="checkbox"/> \$ 5,000 Executive Forum | \$ 4,500 1 Year Term <input type="checkbox"/> |
| <input type="checkbox"/> \$ 5,000 Medical Director Meeting | <input type="checkbox"/> \$ 2,500 Supporting Sponsorship |
| <input type="checkbox"/> \$ 3,000 Webinar: each is 60 minutes in length | |

Payment Method (check one)

- Check - Mail to: OAHP, 230 E. Town St., Suite 200, Columbus, Ohio 43215
- Credit Card _____ Visa _____ Mastercard _____ American Express _____

Card Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address: _____ City, State, Zip: _____

OAHP has the authority to charge this account, signature: _____

Contract authorized by: _____ Date: _____

Please complete this form and return by FAX to: OAHP at (614) 228-5816

Or by mail to: OAHP, 230 E. Town St., Ste. 200, Columbus, Ohio 43215

Any cancellations MUST be received in writing by OAHP 30 days prior to scheduled event to receive a refund less an administrative fee of 6% (six percent.)



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