

2018



CORPORATE PARTNERSHIP

Package



The State's Largest Professional Association for Physicians

MAXIMIZE Your Company's Exposure

Benefits	Retail	Corporate Partnership Value
Four full-page ads	\$7,000	\$5,600
One online video introduction	\$2,500	\$2,000
12 months of exposure to TMA members at tnmed.org • Includes logo, link and description of services or special member offer	\$6,000	\$4,800
Attend all live TMA events as our guest	\$12,000	\$9,600
	\$27,500	\$22,000

Savings of 20% Across the Board!

PLUS:

- Use of TMA Corporate Partner Seal (requires prior approval)
- Attend the 2018 TMA House of Delegates
- Attend TMA's annual Day on the Hill
- Attend one TMA Board of Trustees meeting
- Recognition as a TMA Corporate Partner in print, online and in person!

Communication Methods

PRINT

Full-page, four-color ad in Tennessee Medicine, TMA's medical journal delivered quarterly to 4,000+ members in 700 practices throughout the state

Direct mail marketing opportunities to all physicians in Tennessee (inquire about details)

List your special offers within TMA marketing materials to new members in print and online.

ONLINE

Feature your products and services within the TMA Marketplace at tnmed.org/marketplace

Participate in a quarterly benefits utilization email sent to every TMA member. Averages 20% open rate (1,800 opens, 100+ clicks)

Submit promotional videos to be featured on TMA's website and within TMA member communications.

2018 Events

DAY ON THE HILL

March 6 | Legislative Plaza, Nashville

TMA'S HOUSE OF DELEGATES

May 4-6 | Nashville Airport Marriott

TRIMED HEALTHCARE EDUCATION SUMMIT

Sept. 14-15 | Music City Center Nashville

38TH ANNUAL INSURANCE WORKSHOPS

October/November | Multiple Locations Across the State

Opportunities Included at Events:

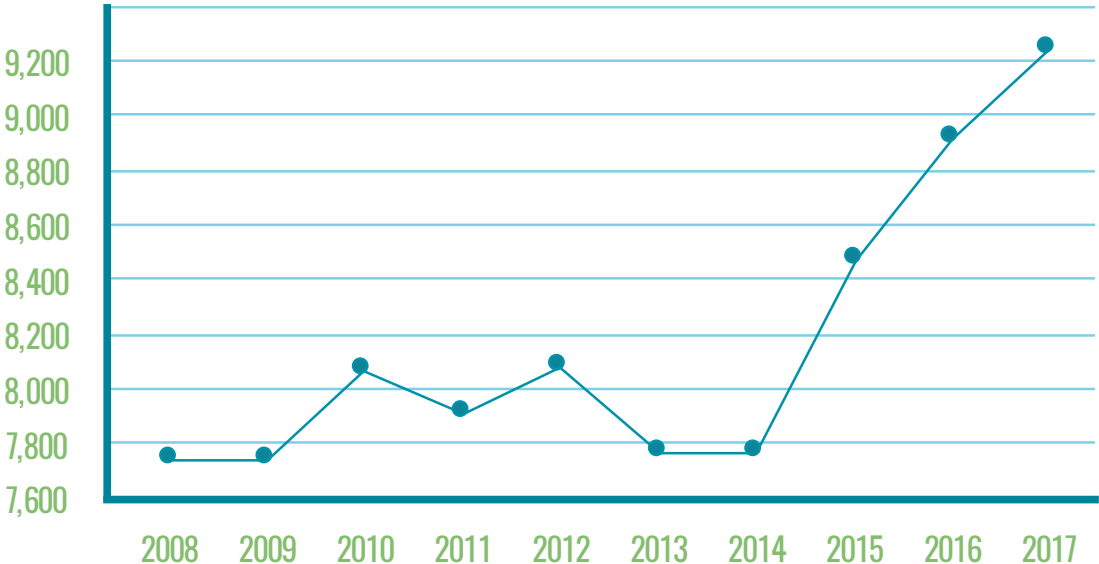
- Booth space (venue permitting)
- Potential stage time to address crowds
- Inclusion of company information (services, offers) within programs and TMA marketing materials
- Direct personal introductions to Tennessee physicians
- First opportunity to market at TMA events
- Lock out competitors



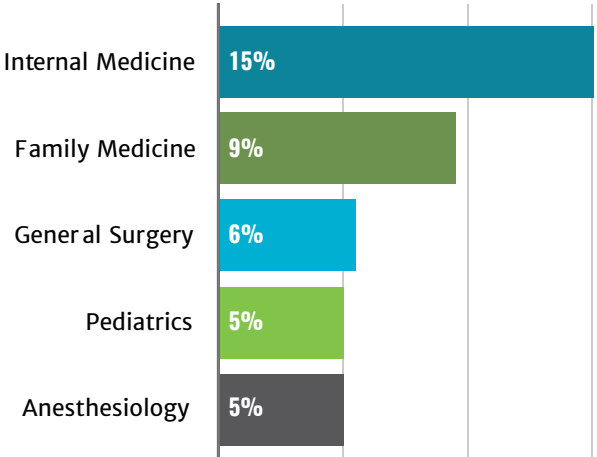
TMA membership is approaching 9,500 members
in 2,600+ medical practices across the state.

Deliver your company's message to them!

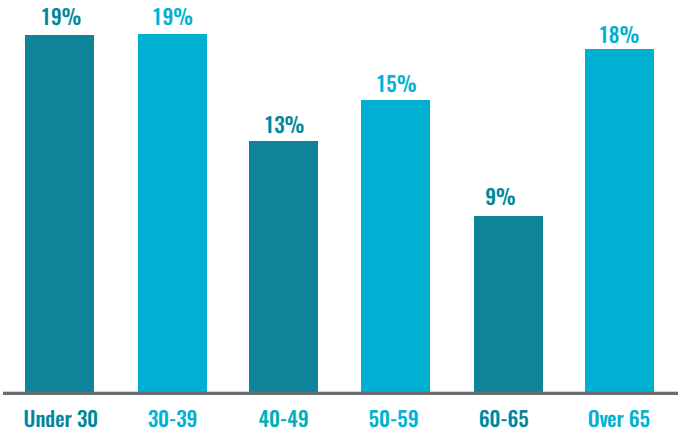
Total Members



Top-5 Member Representation Among Specialties



Ages



Testimonials



“We find TMA to be the premier provider of medical education and legislative advocacy to Tennessee’s physicians. Their team goes above and beyond to support and promote its corporate partners in person and via multiple platforms. We greatly value the many connections we have garnered as a result of our partnership.”

Blake Wilson

Insbank, Division Head of TMA Medical Banking



“Working with the TMA has been wonderful! Their staff is fantastic and they do everything they can to make sure our partnership is mutually beneficial. They truly are focused on bringing more value to their members and their corporate partners. We are happy to be working with them.”

NATALIE MEYER,

Program Director | Tennessee Drug Card

Contact



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