

# Friends of the Society

## AGREEMENT

Harris County Medical Society (HCMS) established its Friends of the Society program in 2005 as a way for organizations serving physicians to support HCMS and increase their visibility among HCMS members. It's an exciting opportunity to be included in HCMS' information network, enabling companies to bring their value proposition to the forefront of the membership of the largest county medical society in the country. Corporate support of HCMS contributes to its ability to advocate and care for physicians and patients in Harris County.

## HOW TO BECOME A FRIEND

**REGISTRATION:** Friends of the Society (FOS) program registration opens twice a year, June 15-July 15 and December 15-January 15. Membership in the program lasts one year and will start either July 15 or January 15th, depending on the registration date.

**COST:** HCMS offers two levels of participation:

- I. Silver Level: \$5,500
- II. Gold Level: \$7,500

\$250 of either fee, will be applied towards the expanded visibility the company will receive for being a Friend. The remaining amount may be applied towards any of HCMS' marketing opportunities (see page 6. for details).

**BENEFITS:** Membership in the FOS program includes:

- Additional access and visibility to members, not offered outside of the Friends of the Society program;
- Preferred registration to all advertising venues; and
- Limited non-competing environments to market to our members.

Friends of the Society Program		Option: Silver	Option: Gold
Benefits		\$5,500	\$7,500
<b>A.</b>	<b>Expanded Visibility</b>		
1.a	High visibility signage in the HCMS executive offices, positioned outside the Executive Boardroom for all HCMS Boards, Committees and Council members to see.	x	x
1.b	Higher visibility on signage: Company will be listed in the top section in a more prominent manner.		x
2.a	Special recognition on the HCMS homepage, via banner dedicated to Friends, that links to the Friends of the Society webpage that includes a listing, company description and contact information of each Friend.	x	x
2.b	Higher level of recognition on the Society's Friends webpage, by being listed in the top section in a more prominent manner.		x
3.a	Recognition as a Silver Level Friend of the Society on the HCMS online Buyer's Guide.	x	
3.b	Recognition as a Gold Level Friend of the Society on the HCMS online Buyer's Guide with more prominent display.		x
4.a	Recognition as a Friend in Medserv's annual report, distributed to Medserv and HCMS Executive Board.	x	x
4.b	Higher level of recognition, by being listed first, in Medserv's annual report.		x
5.	Signage at each Business Expo.	x	x
6.	Complimentary Stick 15 to Win Expo Sponsorship. Available at each expo, attendees will be required to stop at the booth in order to be eligible to enter the door prize drawings (offered automatically, when a signed Expo Registration contract for booth is submitted).		x
7.a	Recognition in an ad dedicated to Friends of the Society in the Harris County Medical Society Pictorial Roster (circulation over 9,500).	x	x
7.b	Higher level of recognition, by being listed first, in an ad dedicated to Friends of the Society in the Harris County Medical Society Pictorial Roster.		x
8.a	Bi-annual announcement recognizing and thanking Friends of the Society in the Harris County Physician Newsletter (circulation over 9,500).	x	x
8.b	Higher level of recognition, by being listed first in the Physician Newsletter ad, plus the inclusion of a brief company description (limited to a designated number of words/characters).		x
9.a	Special recognition as a Friend on name-badge/s when sponsoring HCMS events.	x	x
9.b	Recognition as a Gold Level Friend on name-badge/s when sponsoring HCMS events.		x
<b>Initials</b> _____			

**AGREEMENT (cont.)**

		Option: Silver \$5,500	Option: Gold \$7,500
<b>A.</b>	<b>Friends of the Society Program Benefits Expanded Visibility - Continued</b>		
10.a	Opportunity to be featured once a year at a HCMS Executive Board Meeting, at no additional cost, via an insert included in the agenda (including company name, contact information, and a short company description).	x	x
10.b	Featured on a quarterly basis at HCMS Executive Board Meetings, at no additional cost, via an insert included in the agenda (including company name, contact information and a short company description).		x
11.	Opportunity for promotional literature, describing the Friends' products and services, to be placed in the HCMS lobby, at no additional cost, for distribution to physicians and other patrons that visit HCMS.	x	x
<b>B.</b>	<b>Preferred Registration offered Exclusively to Friends</b>		
1.	Preferred registration for all advertising venues (expo, meetings, roster, newsletter specialty ads, and website). <u>Exclusive meeting sponsorships:</u> competitors of Friends of the Society will not be allowed to co-sponsor the same meeting. The only exception is the New Member/ Young Physicians Reception.	x	x
2.	Exclusive opportunity to give a 2-minute announcement on products and services offered by your company at the annual Young Physician Organization (YPO) meeting (with a confirmed sponsorship spot).		x
3.	Preferred registration for specialty ads in the Pictorial Roster and Physician Newsletter.	x	x
4.	Exclusive advertising space on the HCMS website homepage.	x	x
5.	Complimentary 2nd Tier website ad featured at least for one month. The 12 spots will be divided equally among Gold Level Friends (currently, the ad will be placed on all the following webpages: HCMS Member Benefits, Member Directories and Young Physician Organization. Placement may be subject to change).		x
6.	Access to the HCMS DocList Program available only to Friends.	x	x
7.	One complimentary set of HCMS DocList mailing labels per year, up to the entire membership database.		x
<b>C.</b>	<b>Additional Benefit Offered to Friends</b>		
1.	Access to the HCMS Concierge Auto Program which eliminates the hassle of purchasing or leasing a vehicle from twenty participating dealerships across the Houston Area.	x	x

**RESTRICTIONS:** It is understood that all Friends of the Society agreements are subject to review by the Medserv Board. It is agreed that the Medserv Board has the right to accept or reject the agreement. A rejection of an agreement will result in its termination without penalty to either party. In such an event, Medserv agrees to return to the organization all monies paid. Medserv may terminate this agreement with cause including, but not limited to, physician complaints. In such case, Medserv will provide written notice to the Friend of Society who will have 30 days to resolve the issue. Failure to resolve any complaint to the satisfaction of the Medserv Board may result in termination of this agreement and participation in the Friends of the Society Program. All monies, less the \$250, that have not been applied towards advertising at termination date will be returned.

**DISCLAIMERS:** Participation in the Friends of the Society program does not constitute an endorsement by Harris County Medical Society of the participating organization or the organization's products or services. The HCMS logo may not be used by Friends of the Society in marketing or branding of any kind, however the organization may indicate that it is a Friend of the Society through the duration of this contract.

**CONTRACT EXECUTION:** It is the responsibility of the Friend of the Society to ensure that the contract is executed and that the advertising allowance (Silver-\$5,250 & Gold-\$7,250) is spent or allocated during the 12 months duration of the contract. All advertising allowance dollars not spent during the duration of the contract, must be allocated for future events/publications prior to the end of the contract period. If the FOS contract is not renewed for the next period, any funds allocated from the previous contract period for the non-renewal period can only be used on non-exclusive FOS benefits. Exclusive FOS benefits allocated from a previous contract period will ONLY be honored if the FOS contract is renewed for the next contract period. The future events should take place within 3 months of contract expiration. Any advertising allowance dollars not used, or allocated for future use, by the last day of the 12 months duration of the contract will be forfeited. Medserv will provide timely updates on upcoming events in which the organization may participate.

**Between Medserv, Inc., subsidiary of the Harris County Medical Society, and \_\_\_\_\_.**

**Authorized Representative's Signature** \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

**Medserv's Authorized Representative:** \_\_\_\_\_

Robbie Morace, Sales & Marketing Manager

**AGREEMENT (cont.)**

**Contract is for program level (select one option):**

- Silver - \$5,500
- Gold - \$7,500

**Contract is effective (select one option):**

- Jan 15, 2019 – Jan 15, 2020
- July 15, 2019 – July 15, 2020

**To execute the contract, please submit:**

- Initialed/Signed copy of pages 1-6
- Electronic copy of company logo and, if applicable, tag line
- Payment for program level selected

**To pay:**

**Via Check:** Make all checks payable to Medserv Inc. 1515 Hermann Drive, Houston, TX 77004

**Via Credit Card:** Amount \$5,500.00 or \$7,500.00 (*Circle one*)

American Express / Discover Card / MasterCard / Visa (*Circle one*)

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card \_\_\_\_\_ Corporate YES or NO (*Circle one*)

Billing Address for card: \_\_\_\_\_

Signature \_\_\_\_\_

**Contact information to be displayed on the HCMS website and in event promotions:**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

**Sixty-five (65) word company description:**

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# Friends of the Society

**ADDENDUM** - For assistance in choosing from these marketing opportunities, please call Robbie Morace at 713.526.7378, ext. 274 or [robbie@medserv-hcms.com](mailto:robbie@medserv-hcms.com)

## Harris County Medical Society Marketing Opportunities Description & Price List (prices are subject to change)

**BUSINESS EXPO:** HCMS sponsors bi-annual business expos for its members in the spring and fall. Each expo draws about 200 attendees. The expos offer a great opportunity to meet physicians, enhance the organization's name recognition and presence in the physician marketplace, generate leads, and develop referring relationships with other exhibitors.

**Pricing:**

8' x 8' booth: \$1,050

8' x 10' booth: \$1,150

10' x10' booth: \$1,250

Sponsorship opportunities range from \$325 - \$2,625. See details at <http://www.hcms.org/advertise/exhibit/>.

**Exclusions:** Only the cost of booth rentals and sponsorships can be applied towards the marketing account (Silver-\$5,250 & Gold-\$7,250). All other expenses including electricity, internet connections, lunches, additional booth furniture, and production of sponsored items such as expo bags, notepads, and pens are outside the scope of this program.

**MEETINGS/EVENTS:** HCMS holds a variety of meetings throughout the year and throughout the city. Co-sponsorships of the meetings range from \$350 to \$675. Sponsors benefit in the following ways:

- Acknowledgement in the invitation
- Two representatives invited to attend and market
- Acknowledgement during meeting
- Display table (if offered)
- List of physician attendees

A meeting schedule will be emailed to you as events are scheduled. Friends may pre-register and close events to competitors.

**HCMS PICTORIAL ROSTER:** The *Pictorial Roster*, published annually, is HCMS' membership directory. It includes a physician directory as well as an index of organizations and businesses serving the needs of medical practices. With circulation of around 9,500, it is an excellent venue to reach physicians, hospitals and organizations serving the health care industry. It is also a great way to ensure your physician prospects never lose your contact information.

All advertisers are also listed on the HCMS website as part of the Buyer's Guide [www.hcms.org/practice-resources/buyers-guide/](http://www.hcms.org/practice-resources/buyers-guide/). The Buyer's Guide contains a short description of the products and services provided by each advertiser, contact information, and a hotlink to each advertiser's website.

**Pricing**

1/2 Page B&W Ad: \$600

Inside Front Cover Color Ad: \$2,600

Full Page B&W Ad (located after page 75): \$950

Inside Front Fly B&W Ad: \$2,150

Full Page B&W Ad (located in the first 75 pages): \$1,200

Inside Back Cover Color Ad: \$2,600

Card Insert Ad: \$1,000

Inside Back Fly B&W Ad: \$2,150

Full Page Color Ad: \$1,750

Back Cover Color Ad: \$3,600

**THE HARRIS COUNTY PHYSICIAN NEWSLETTER:** *The Harris County Physician Newsletter* reaches more than 9,500 Harris County physicians, residents and medical students. The newsletter is published on the 15th of each month; a total of 12 issues a year. The newsletter classified advertising rates range from \$147 to \$995 per ad per issue. Ads inside the newsletter, available only to FOS are \$340 per ad per issue. Ads on the back cover of the newsletter are \$460 per ad per issue. For more information, visit [www.hcms.org/advertise/newsletter/](http://www.hcms.org/advertise/newsletter/).

Initials \_\_\_\_\_

## ADDENDUM (cont.)

### Harris County Medical Society Marketing Opportunities Description & Price List

**THE HARRIS COUNTY PHYSICIAN BUZZ:** *The Harris County Physician BUZZ* is an eNews publication sent out on the first Sunday of each month to 7,000 Harris County physicians to inform them of important issues, benefits and services provided by HCMS. There are two types of opportunities to advertise in the BUZZ.

1. **Ads:** There is space for **two full color feature ads** in each eNews publication. [Click here](#) for the latest BUZZ. The cost per ad is \$350 per publication (with a minimum commitment of 3 ads per contract).
2. **Discounts:** Once a quarter, the BUZZ will include a listing referencing special discounts and promotions given by Friends of the Society. Each listing will include up to 3 discounts. The cost to be included in the listing: \$200 per quarter. Details about the discounts will be featured in [www.hcms.org/membership/discounts/](http://www.hcms.org/membership/discounts/)

### HCMS WEBSITE ADVERTISING

**HOME PAGE:** The HCMS website reaches a targeted audience of Houston physicians, keeping them informed about organized medicine as well as the business of medicine. In 2018, the home page averaged more than 2,100 unique visitors per month.

Limited advertising on the HCMS home page is available at the rates below and available only to FOS:

Contract Duration	6 Months	9 Months	12 Months
Fee Per Month	\$520	\$480	\$420

**MEMBER BENEFITS, DIRECTORIES AND YOUNG PHYSICIAN PAGES:** Three frequently visited pages on the HCMS website. In 2018, the number of unique visitors per month averaged more than 295 for the three pages combined. Limited advertising on these two pages is available at the rates below:

Contract Duration	3 Months	6 Months	12 Months
Fee Per Month	\$350	\$300	\$250

**DOCLIST PROGRAM:** The HCMS DocList program, the Harris County Medical Society's mailing labels and electronic data service, is now being offered exclusively to FOS. Members of the FOS program can now use their Friends funds to order HCMS physician member mailing labels/electronic data by specific specialty, zip code, age preference, practice setting, newly licensed physicians, or the entire HCMS membership database.

3. Promote your organization's products and services
4. Promote special offers, promotions and discounts
5. Increase brand awareness
6. Support your various branding efforts

### Pricing Information

Office Address Labels/Name Pricing *	FOS Members
1-1,000 Labels/Names	\$250.00
1,001 - 2,500 Labels/Names	\$450.00
2,501 Labels/Names and up to complete Membership (approx. 7,400)	\$600.00

\* Pricing includes taxes and regular USPS delivery.

### Shipping Information

Labels can be purchased as:

1. Press-a-Ply Labels (peel and stick). They can be picked up at the HCMS offices on 1515 Hermann Drive, 2nd floor between 9 am - 5 pm, Monday - Friday. They can also be mailed free of charge via standard U.S. Mail.
2. Electronic Data. The data can only be delivered to an approved mail house for one time use.

For more information visit [www.hcms.org/advertise/FOS\\_Doclist/](http://www.hcms.org/advertise/FOS_Doclist/)

Initials \_\_\_\_\_

# Friends *of* the Society

## HOW WILL YOU REACH PHYSICIANS THIS YEAR?

Please use this worksheet to assess your spend for the year. *This does not register you for an event, but it will help you plan your year.*

### Business Expos

EVENT	COST
Spring 2019 Expo – April 13	
Fall 2019 Expo – TBD	

### Meetings (each group meets 3 times per year unless otherwise indicated)

EVENT	COST
North Branch Meetings (\$550 to co-sponsor 1 meeting)	
Northwest Branch Meetings (\$550 to co-sponsor 1 meeting)	
West Branch Meetings (\$650 to co-sponsor 1 meeting)	
Central Branch Meetings (\$650 to co-sponsor 1 meeting)	
East Branch Meetings (\$350 to co-sponsor 1 meeting)	
Southwest Branch Meetings (\$650 to co-sponsor 1 meeting)	
Southeast Branch Meetings (\$575 to co-sponsor 1 meeting)	
Young Physicians Organization – 1 meeting per year (\$600 to co-sponsor this meeting)	
Medical Students Mixer – annual event in August/September (\$425 to co-sponsor this event)	
Council of Hospital Chiefs of Staff – 2 meetings per year (\$400 to sponsor 1 meeting)	
Council of International and Affiliated Medical Societies – 2 meetings per year (\$400 to sponsor 1 meeting)	
New Member/Young Physicians Reception – annual event in August (\$675 to co-sponsor this event)	
Council of Specialty Societies – 2 meetings per year (\$400 to sponsor 1 meeting)	

### HCMS/HAM 2019-2020 Pictorial Roster

EVENT	COST
Ad(s) in the Pictorial Roster and listing in the Online Buyers Guide	

### The Harris County Physician Newsletter & the BUZZ

EVENT	COST
Classified ads	
Inside Block or Back Cover display ads	
The BUZZ ads or discounts	

### HCMS Website Advertising

EVENT	COST
Home Page	
Member Benefits, Directories and Young Physician Pages	

### FOS DocList Program

EVENT	COST
# of Labels/Names	
<b>GRAND - TOTAL</b>	

Initials \_\_\_\_\_