

*Treatment-Refractory Mood Disorders:  
Evidence-Based Treatments  
and Future Directions*



**Exhibitor & Supporter Prospectus**

*Annual Psychiatric Update—2012*

**Sunday, March 4**

Hilton Columbus at Easton



**Jointly sponsored by the American Psychiatric Association  
and the Ohio Psychiatric Physicians Association**

# Letter of Invitation



*Dedicated to promoting the highest quality care for people with mental disorders and to serving the professional needs of Ohio's psychiatric physicians.*

November 2011

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Dear Prospective Supporters and Exhibitors:

The Ohio Psychiatric Physicians Association, in joint sponsorship with the American Psychiatric Association, will hold its 2012 Annual Psychiatric Update and we would like to invite you or another member of your company to participate!

This year's program, entitled "***Treatment Refractory Mood Disorders: Evidenced-Based Treatments and Future Directions***" will be held on **Sunday, March 4, 2012** at the Hilton Columbus at Easton. The programming will cover topics of interest to psychiatrists and other practitioners who treat individuals with mental illnesses.

This is an excellent opportunity for your company to interact with and/or make your products and services known to hundreds of psychiatrists, psychologists, social workers and other mental health professionals, including some of Ohio's most prominent psychiatric physicians.

Every effort is made to encourage participants to visit the displays and all scheduled refreshment breaks will be set up in the exhibit area. Please see the attached agenda for details and display hours.

To join us this year, simply complete and return the application. Should you need it for approval purposes, our Federal Tax ID # 34-6558859.

*Opportunities for support and exhibit space are limited and will be made available on a first come, first served basis. We encourage you to respond as soon as possible to get the maximum recognition prior to our event.*

We look forward to your participation! Please contact me with any questions.

Sincerely,

Janet Shaw  
Executive Director

3510 Snouffer Road  
Suite 101  
Columbus, Ohio 43235-4217  
(614) 763-0040  
(614) 481-7559 Fax

E-mail: [ohiopsych@ohiopsych.org](mailto:ohiopsych@ohiopsych.org)

Website:  
[www.ohiopsych.org](http://www.ohiopsych.org)

# Overview

## ABOUT THE OPPA

Founded in 1950, the Ohio Psychiatric Physicians Association is a statewide medical specialty organization whose more than one thousand physician members specialize in the diagnosis, treatment and prevention of mental illnesses, including substance use disorders. Psychiatric physicians utilize a variety of treatment options including psychotherapy and pharmacotherapy to effectively treat the dynamic, social and physical aspects of mental illnesses (brain disorders). The Ohio Psychiatric Physicians Association is a district branch of the American Psychiatric Association, which was founded in 1844 and represents more than 35,000 psychiatric physicians nationally.

## ANNUAL PSYCHIATRIC UPDATE

Each year in the Spring, the OPPA sponsors its annual Psychiatric Update to provide education on a broad spectrum of topics of clinical interest and relevance to psychiatrists, other non-psychiatrist physicians (like primary care physicians and pediatricians) and other mental health professionals. What better way to promote your company and make psychiatrists aware of the products and services than to help advance and support the skills that help make psychiatrists vital medical specialists! We hope you will join us as a supporter, exhibitor or both.

## BENEFITS OF SUPPORTING AND/OR EXHIBITING

- ◆ Interact face-to-face with influential decision makers representing a statewide audience of medical professionals.
- ◆ Build visibility for your company in a competitive marketplace by being included on the OPPA website and handout materials.
- ◆ Develop new and strengthen existing relationships.
- ◆ Introduce new products and services and highlight the value of your products and services.
- ◆ Generate new sales leads and/or leverage new partnerships and build new alliances.

## SUPPORTERS

The OPPA welcomes corporate partners to help support OPPA educational opportunities. Support is an ideal way to gain prime, credible exposure and make a long term impact among attendees, many of whom are leaders in mental health care in Ohio. Supporters will receive:

- ◆ Recognition of support (in various ways, depending upon the level of support - see application for descriptions)
- ◆ Signage with your company name and logo
- ◆ Recognition of support in on-site attendee handout materials
- ◆ Recognition and thanks by the OPPA during the Annual Business Meeting

## EXHIBITORS

As an exhibitor at the OPPA Annual Psychiatric Update, your participation offers a unique opportunity to align your products and services with the needs of psychiatrists and other mental health professionals. Exhibitors will receive:

- ◆ Exhibit space, which includes a six-foot skirted table and two chairs in a high-traffic area
- ◆ Recognition of your company in on-site attendee handout materials
- ◆ Recognition and thanks by the OPPA during the Annual Business Meeting
- ◆ Free continental breakfast and lunch for one representative (additional meal tickets are available)

## GENERAL INFORMATION

The exhibit area will be open from approximately one half hour prior to the opening of registration and will close when the meeting is adjourned. For times of registration, breaks and adjournment, see the detailed Program Brochure. All exhibits are 6 foot table top displays and come without electricity. Should you need electricity for your exhibit please indicate so on the application. Exhibit spaces may or may not be in secured areas of a hotel/meeting space. The OPPA cannot be responsible for the security of items associated with exhibits.

## ACCOMMODATIONS

All exhibitors are responsible for making their own hotel reservations directly with the hotel. See program agenda or detailed brochure for hotel phone number & special rates.

# Supporter & Exhibitor Application

OPPA Annual Psychiatric Update - March 4, 2012  
Hilton Columbus at Easton

**Core Benefits Package** - All Supporters and Exhibitors will receive the following benefits:

- ◆ Exposure to a state-wide audience of psychiatric physicians, other medical and mental health professionals
- ◆ Recognition by name in the on-site program/syllabus
- ◆ A supporter or exhibitor recognition ribbon on your name badge

**Please check appropriate box to indicate your level of support** (available on a first-come, first available basis, including assignment of exhibit locations)

<p><b>General Supporter</b></p> <p><input type="checkbox"/> <b>Platinum:</b> \$750 (core benefits, two complimentary registrations, recognition by name and logo in promotional materials)</p> <p><input type="checkbox"/> <b>Gold:</b> \$500 (core benefits, one complimentary registration, recognition by name and logo in promotional materials)</p> <p><input type="checkbox"/> <b>Silver:</b> \$250 (core benefits package, recognition by name and logo in promotional materials)</p> <p><b>Morning Break Supporter</b> (exclusive) \$1,200</p> <p><input type="checkbox"/> Includes the core benefits package plus two complimentary registrations and a sign with your company name and logo placed next to the refreshment table during the morning break</p> <p><b>Afternoon Break Supporter</b> (exclusive) \$750</p> <p><input type="checkbox"/> Includes the core benefits package plus one complimentary registration, a sign with your company name and logo placed next to the refreshment table during the afternoon break</p>	<p><del><b>Annual Meeting Breakfast Supporter</b></del> <b>No longer available</b> (exclusive) \$2,500</p> <p><input type="checkbox"/> Includes the core benefits package plus two complimentary registrations, verbal recognition, a sign with your company name and logo outside the room, a table tent with your company name and logo on each round table and at each food/beverage area and recognition on the OPPA website</p> <p><del><b>Lunch Supporter</b></del> (exclusive) <del>\$1,500</del> <b>No longer available</b></p> <p><input type="checkbox"/> Includes the core benefits package plus one complimentary registration, verbal recognition, a sign with your company name and logo outside the room, a table tent with your company name and logo on each round table.</p> <p><b>Exhibitor</b> (15 maximum) \$1000 (\$900 prior to Jan. 31) \$500 for non-profits</p> <p><input type="checkbox"/> Includes the core benefits package plus an 6 foot skirted table in a high-traffic area, multiple opportunities for interaction with participants including at lunch and breaks and one meal ticket for lunch (additional meal tickets are available at \$45 each)</p> <p><input type="checkbox"/> We would like to purchase <input type="checkbox"/> additional meal tickets</p> <p><input type="checkbox"/> We will also need electricity</p>
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## CONTACT INFORMATION

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Contact E-mail \_\_\_\_\_

Additional representative(s)

Name/Title \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Name \_\_\_\_\_

## PAYMENT INFORMATION

Check enclosed. Please make payable to: Ohio Psychiatric Physicians Association (OPPA). Federal Tax ID # 34-6558859

Please invoice our company

Please bill our credit card:

Number: \_\_\_\_\_ Security Code \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Billing Address (if other than above): \_\_\_\_\_

**Mail, fax or e-mail application to:**

Ohio Psychiatric Physicians Association

3510 Snouffer Road, Suite 101, Columbus, Ohio 43235-4217

Fax: (614) 481-7559 e-mail: [ohiopsych@ohiopsych.org](mailto:ohiopsych@ohiopsych.org) For questions, contact us at: (614) 763-0040

# Agenda – Sunday, March 4, 2012

- 6:30 – 7 a.m.**      **Exhibitors Set-up** (tables will be assigned by the OPPA office based on receipt of payment)
- 7 – 8 a.m.            *Registration/Visit Exhibits*
- 8 – 9 a.m.            **OPPA Business Meeting with Installation of Officers** (sit-down, buffet breakfast)  
OPPAC Annual Meeting and OPPF Annual Meeting  
(Non-members can register & visit exhibits during this time; continental breakfast will be provided)
- 9 – 9:15 a.m.        **Welcome & Presentation of Distinguished Psychiatrist Awards**  
Stephen F. Pariser, MD, Program Chair & Eileen McGee, MD, President
- 9:15 – 10 a.m.       **Treatment Resistance: Definitions, Assessment & Classifications**  
*Michael E. Thase, MD*  
Professor of Psychiatry  
University of Pennsylvania School of Medicine
- 10 – 10:45 a.m.      **Phenomenology of Treatment-Resistant Bipolar Disorder**  
*Joseph R. Calabrese, MD*  
Co-Director, Bipolar Disorders Research Center  
Director, Mood Disorders Program  
University Hospitals Case Medical Center  
Case Western Reserve University
- 10:45 – 11:15 a.m.   *BREAK and Visit Exhibits*
- 11:15 a.m. – Noon    **Unipolar Depression: The Role of Second Generation Antipsychotics  
and Other Adjunctive Strategies**  
*Michael E. Thase, MD*
- Noon – 12:30 p.m.    **Panel Discussion**
- 12:30 – 1:30 p.m.    *Lunch – “Caucus/Topic” Discussions and Recognition of OPPF Research Award Honorees*
- 1:30 – 2:15 p.m.     **Management of Treatment-Resistant Bipolar Depression**  
*Joseph R. Calabrese, MD*
- 2:15 – 2:30 p.m.     *BREAK and Visit Exhibits*
- 2:30 – 3:15 p.m.     **Recent Advances, Paradigm Shifts and Bold New Vistas of Treatment  
in Depression**  
*Henry A. Nasrallah, MD*  
Professor of Psychiatry and Neuroscience  
Vice Chair for Education  
University of Cincinnati College of Medicine
- 3:15 – 3:45 p.m.     **Panel Discussion**
- 3:45 p.m.             *Adjourn*

## Hotel

A **LIMITED** number of rooms has been set aside until Feb. 11, 2012 at the rate of \$169 single/double plus applicable tax. Phone the Hilton Columbus at Easton **ASAP** at (614) 414-5000 and ask for the OPPA's room block.

Hilton Columbus at Easton  
3900 Chagrin Drive, Columbus, OH 43219  
[www.columbusoh.hilton.com](http://www.columbusoh.hilton.com)