



**Michigan Osteopathic Association  
BUSINESS MEMBER Program**

**Concept**

The MOA offers Business Member packages to vendors for a flat rate depending on the level of service provided by the MOA. All packages are for 12 months of service.

**Levels of BUSINESS MEMBER Packages**

**Level One – Bronze Business Membership Cost \$1,500**

- **BUSINESS MEMBER Certificate**
- **BUSINESS MEMBER Pin**
- **Use of Black and White BUSINESS MEMBER logo on approved mailings and paid ads**
- **Receipt of Excel membership mailing list once a year**
- **Copy of MOA membership directory**
- **Contact Information listing on our MOA website under *physicians* and *office managers* sections**
- **Subscription to MOA newsletter, “UPDATE” and MOA magazine, “TRIAD”**

**Level Two – Silver Business Membership Cost: \$2,500**

- **BUSINESS MEMBER Certificate**
- **BUSINESS MEMBER pin(s)**
- **Use of Black and White BUSINESS MEMBER logo on approved mailings and on paid ads**
- **Receipt of Excel membership mailing list up to twice a year, upon request**
- **Copy of MOA membership directory**
- **Contact information and descriptive paragraph listing on our MOA website under *physicians* and *office managers* sections**
- **Descriptive paragraph (150 words) provided by Business Member, announcing new Business Member in “UPDATE”**
- **Listed in convention program, directory and December “UPDATE”**
- **Subscription to MOA newsletter, “UPDATE” and MOA magazine, “TRIAD”**
- **Upon payment of exhibitor space fee (\$1,325), guarantee of premium space placement**
- **Upon payment of exhibitor space *PLUS* fee (\$1,500), additional display table can be set up outside of MOA House of Delegates**

**Level Three – Gold Business Membership Cost: \$3,500**

- **BUSINESS MEMBER Certificate**
- **BUSINESS MEMBER pin(s)**
- **Use of color BUSINESS MEMBER logo on approved mailings and paid ads**

- Excel mailing list up to four times a year, upon request
- One (1) fax blast with wording provided by Business Member, compiled by MOA
- Up to 3 copies of MOA membership directory
- Descriptive paragraph (250 words) provided by BUSINESS MEMBER, announcing membership placed in “UPDATE”
- Insertion of “payroll stuffer” provided by BUSINESS MEMBER, once a year in an MOA mailing
- Contact Information, descriptive paragraph and web link to BUSINESS Member’s site on MOA website under *physicians* and *office managers* sections
- Listed in convention program, directory and December “UPDATE”
- Subscription to MOA newsletter, “UPDATE” and MOA magazine, “TRIAD”
- Upon payment of exhibitor space fee (\$1,325), guarantee of premium space
- Upon payment of exhibitor space fee (\$1,500), additional display table can be set up outside of MOA House of Delegates
- Placement of Business Member’s flyer or brochure at each seat at the MOA House of Delegates, provided by vendor

**Additional Benefits available to only BUSINESS MEMBER**

- Distribution of marketing materials at assorted meetings by MOA Staff
- Opportunity to display at Tri-county meetings for additional \$300 to cover costs
- Opportunity to display at MOA Leadership Conference for an additional \$500 fee
- Opportunity to display at MOA Fall Conference for an additional \$600 fee
- Opportunity to host Office Manager Group meeting at own cost

MOA member request calls will be directed to a BUSINESS MEMBER employee as designated by BUSINESS MEMBER.

No required reporting.

**How to become a BUSINESS MEMBER**

- 1) Vendor reviews options and chooses participation level
- 2) Vendor completes and returns BUSINESS MEMBER application form
- 3) If Technology related, demonstration to MOA I/T Committee for recommendation.
- 4) MOA Service Corporation Board reviews and approves BUSINESS MEMBER.
- 5) Vendor is notified and submits BUSINESS MEMBER fee