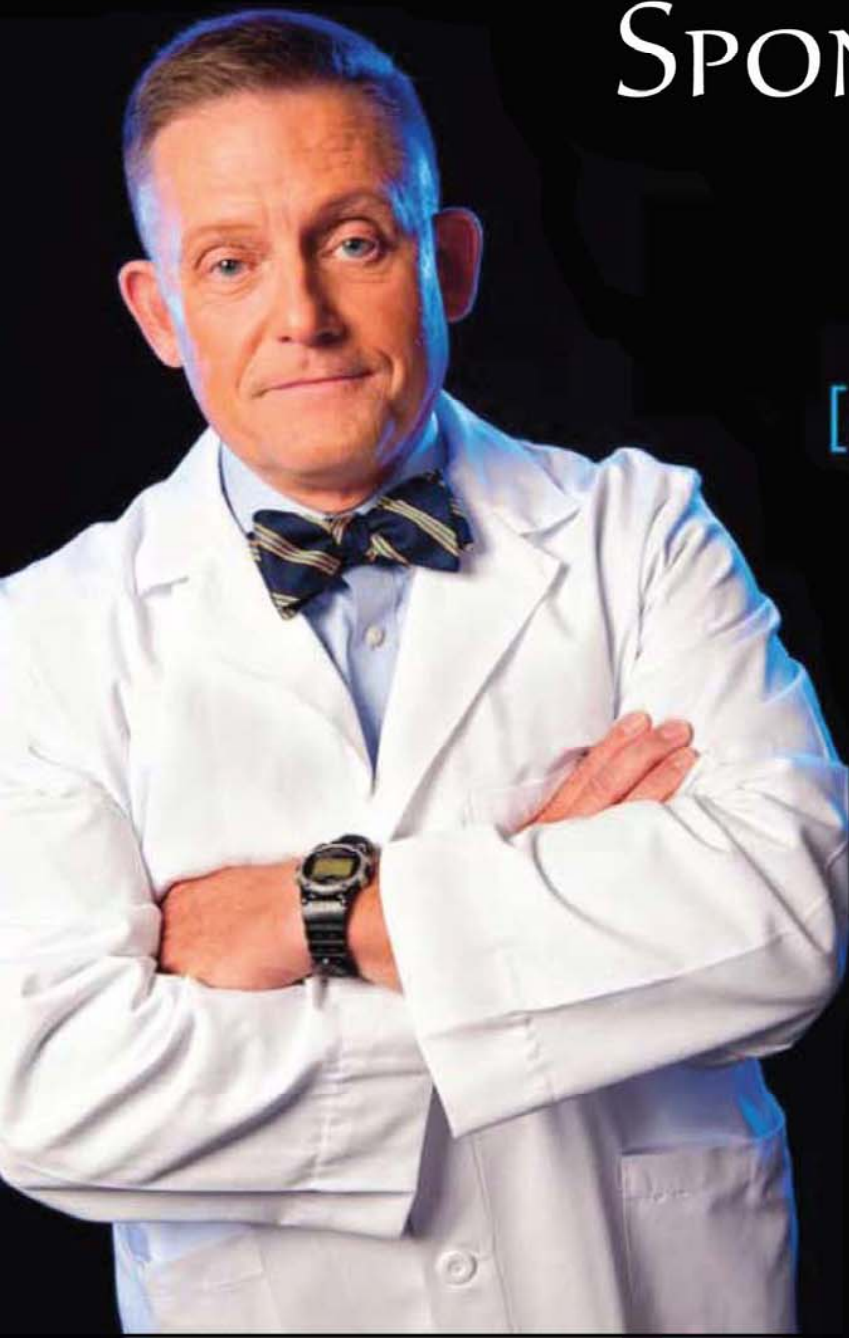


# 2012 CORPORATE PARTNER & SPONSOR PROFILE



[Joe Costabile, MD]

- > Captain, US Naval Reserves Medical Corps
- > Surgeon
- > MSNJ Member

*MSNJ – Leaders in healthcare, leaders in life*

[www.msnj.org](http://www.msnj.org)

### **About the Medical Society of New Jersey, *established 1766***

Founded in 1766, the Medical Society of New Jersey is the oldest professional society in the United States. The organization and its dues-paying members comprised of physicians and practice administrators are dedicated to a healthy New Jersey, working to ensure the sanctity of the physician–patient relationship. In representing all medical disciplines, MSNJ advocates for the rights of patients and physicians alike, for the delivery of the highest quality medical care. This allows response to the patients’ individual, varied needs, in an ethical and compassionate environment, in order to create and healthy citizens in the Garden State.

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### **Partnership Opportunities**

You can reach your target audience through the largest physician association in the state of New Jersey through MSNJ Corporate Partner and Sponsorship opportunities. MSNJ provides exposure opportunities to participating vendors in exchange for monetary support. The financial support helps MSNJ keep membership dues affordable and continue developing high quality programming. In return, businesses receive visibility, awareness and exposure to some of the most sought after professionals in the world.

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## Corporate Partner Program

MSNJ designed the Corporate Partner Program to provide members with a resource/buying guide for both their professional and personal needs. The program provides exposure opportunities to participating vendors through five different levels of participation: Sapphire, Platinum, Gold, Silver, and Bronze. Corporate Partner Program products/services must accommodate a business or personal need of the MSNJ members and must have the capability of servicing the entire state of New Jersey. Customized corporate partner levels can be designed if businesses have an interest in participation above the sapphire level (i.e. Titanium, \$100k+).

### Sapphire Level - \$50,000

- Unlimited access to MSNJ membership list for promotional purpose
- Use of MSNJ Sapphire Partner Logo
- Exposure to MSNJ Practice Managers Section
  - Complimentary Exhibit Booth at educational meetings
  - Unlimited access to Practice Managers Section membership list for promotional purpose
- Premier placement at MSNJ Annual Meeting
  - Banner in House of Delegates  
*(2 full days above the stage of officers)*
  - Logo on Delegate name badges
  - Complimentary Exhibit booth
  - Tickets to attend MSNJ events during the weekend
  - Gold Full-page ad in Ad Journal
  - Logo in meeting program and acknowledgement/correspondence  
"Sponsored in part by"
  - Right of first refusal for sponsorships and other social opportunities
- Speaking opportunities for MSNJ Day programs (Spring/Fall)
- MSNJ webinar series
- Corporate Partner Media feature
  - On MSNJ's home page for one week with direct links to partner's website
  - On MSNJ's social media (i.e. blog, Twitter, Facebook, etc.) for one week with direct links to partner's website
- Four – 750 word articles for the Member Resource Guide
- Corporate Listing in the Member Resource Guide
- 25% discount on sponsorship opportunities at MSNJ events
- Placement on MSNJ membership cards with phone#
- Up to 750-word article in two issues of *Physician Advocate*
- ½-page, full-color ad in two issues of *Physician Advocate*
- Sponsorship of twelve (12) issues of *e-News* (weekly electronic newsletter) with a link to your website
- Posting of articles on MSNJ's on-line library
- Logo and description listing in the MSNJ Membership Calendar
- Promotional opportunity with MSNJ dues invoice
- Prominent Placement on MSNJ Website with a direct link
- Speaking opportunities at MSNJ-sponsored seminars
- Co-Marketing various conferences where MSNJ presents
- Signage and listing at MSNJ Annual Golf Outing
- Promotion at all MSNJ Events
- Promotion in MSNJ Annual Membership Packet

### Platinum Level - \$25,000

- Access to MSNJ membership list for promotional purpose up to 4x per year
- Exposure to MSNJ Practice Managers Section
  - Booth at Educational Meeting
  - 4x access to Practice Managers Section membership list for promotional purpose
- Use of MSNJ Platinum Partner Logo
- Exposure at MSNJ Annual Meeting
  - 50%-off Exhibitor Rate
  - 2 Tickets to MSNJ Inaugural Gala
  - ½ Page Ad in Ad Journal
  - Listing in MSNJ Annual Meeting Program
  - Promotional Materials Distributed to Delegates with Annual Meeting Package
- 10% discount on exhibitor booth/sponsorship opportunities at MSNJ events
- Speaking opportunities for two (2) MSNJ Day programs (Spring/Fall)
- MSNJ webinar series
- Corporate Partner Media feature
  - On MSNJ's home page for one week with direct links to partner's website
  - On MSNJ's social media (i.e. blog, Twitter, Facebook, etc.)
- Four – 750 word articles for the Member Resource Guide
- Corporate Listing in the Member Resource Guide
- 750-word article in one issue of *Physician Advocate*
- ¼-page, full-color ad in one issue of *Physician Advocate*
- Sponsorship of six issues of *e-News* (weekly electronic newsletter) with a link to your website
- Posting of three articles on MSNJ's on-line library
- Logo and description listing in the MSNJ Membership Calendar

- Promotional opportunity with MSNJ dues invoice
- Placement on MSNJ Website with a direct link
- Speaking opportunities at MSNJ-sponsored seminars
- Co-Marketing various conferences where MSNJ presents
- Signage and listing at MSNJ Annual Golf Outing
- Promotion at all MSNJ Events
- Promotion in MSNJ Annual Membership Packet

### Gold Level - \$10,000

- Access to MSNJ membership list for promotional purpose up to 3x per year
- Access to Practice Managers Section membership list for promotional purpose up to 3x per year
- Use of MSNJ Gold Partner Logo
- Discounted exhibitor fees at Practice Managers Section educational meetings
- Speaking opportunities for one (1) MSNJ Day programs (Spring/Fall)
- MSNJ webinar series
- Corporate Partner Media feature
  - On MSNJ's home page for one week with direct links to partner's website
  - On MSNJ's social media (i.e. blog, Twitter, Facebook, etc.)
- Four – 750 word articles for the Member Resource Guide
- Corporate Listing in the Member Resource Guide
- ¼-page, B&W ad in one issue of *Physician Advocate*
- Sponsorship of 3 issues of *e-News* (weekly electronic newsletter) with a link to your website
- Posting of two articles on MSNJ's on-line library

### Gold Level - \$10,000 (continued)

- Logo and description listing in the MSNJ Membership Calendar
- Promotional opportunity with MSNJ dues invoice
- Placement on MSNJ Website with a direct link
- Speaking opportunities at MSNJ-sponsored events
- Co-Marketing various conferences where MSNJ presents
- Signage and listing at MSNJ Annual Golf Outing
- Promotion at MSNJ Events
- Promotion in MSNJ Annual Membership Packet

### Silver Level - \$5,000

- Access to MSNJ membership list for promotional purpose 2x per year
- Access to Practice Managers Section membership list for promotional purpose 2x per year
- Use of MSNJ Silver Partner Logo
- Discounted ads in *Physician Advocate*
- Sponsorship of one issue of *e-News* (weekly electronic newsletter)
- Posting of one article on MSNJ's on-line library
- Listing in the MSNJ Membership Calendar
- Promotional opportunity with MSNJ dues invoice
- Listing in the Member Resource Guide
- Placement on MSNJ Website with a direct link

- Listing at the MSNJ Annual Golf Outing
- Promotion at select MSNJ Events
- Promotion in MSNJ Annual Membership Packet
- Corporate Partner Media feature
  - On MSNJ's home page for one week with direct links to partner's website
  - On MSNJ's social media (i.e. blog, Twitter, Facebook, etc.)

### Bronze Level - \$2,500

- Access to MSNJ membership list for promotional purpose 1x per year
- Access to Practice Managers Section membership list for promotional purpose 1x per year
- Use of MSNJ Bronze Partner Logo
- Discounted advertising in *Physician Advocate*
- Listing in the MSNJ Membership Calendar
- Promotional opportunity with MSNJ dues invoice
- Listing in the Member Resource Guide
- Placement on MSNJ Website
- Listing at the MSNJ Annual Golf Outing
- Promotion at select MSNJ Events
- Promotion in MSNJ Annual Membership Packet
- Corporate Partner Media feature
  - On MSNJ's home page for one week with direct links to partner's website
  - On MSNJ's social media (i.e. blog, Twitter, Facebook, etc.)

## 2011 MSNJ Corporate Partners

### Titanium

NJ Pure

### Sapphire

QualCare, Inc.

Sun National Bank

### Platinum

PNC Bank

### Gold

Bank of America

DeCotiis, FitzPatrick & Cole, LLP

I.C. System, Inc.

Mercedes-Benz

Verizon Wireless

Weber Gallagher Simpson Stapleton Fires & Newby, LLP.

### Silver

Coverys (formerly known as ProMutual Group)

Giordano, O'Halleran & Ciesla

Liberty Mutual Group

Mandelbaum Salsberg

### Bronze

Advanced Data Systems

Athenahealth, Inc.

BrachEichler

Cintas Document Shredding

MD-Online

MEDET-Community Computer Service, Inc.

Nixon Uniform Service & Medical Wear

Sage Software

Shiriak and Timins

STI Computer Services

Total Financial Concepts

Two River Community Bank

## Medical Practice Managers' Section

The fastest growing section of membership in the Medical Society of New Jersey, the Medical Practice Managers' Section (MPMS) holds a wide variety of events from on-site seminars and webinars to educational programs as well as an annual Electronic Medical Records Event. Membership consists of practice managers and other office staff of physician-members of MSNJ. In less than two years, MPMS membership has doubled.

- Educational Seminars
  - Event sponsor \$1000
  - Exhibitor \$250
  - Food & Beverage (breakfast or lunch)
    - Breakfast \$300
    - Lunch \$500

*\*Pricing for individual or packaged sponsorships may vary depending on the popularity on the popularity of the event. If interested, contact MSNJ at 609.896.1766 x203.*

## **MSNJ Foundation, *The Institute of Medicine & Public Health of New Jersey***

The MSNJ Foundation (IOMPHNJ) works to improve the health status of New Jersey residents through innovative public health practices and high quality medical care. IOMPHNJ seeks to achieve these goals by developing solutions to the public health and healthcare challenges facing New Jersey through continuing medical education, partnerships, policy development, research, and law. IOMPHNJ works collaboratively with partners in public health and medicine in all areas of government, academia, and the private sector.

- **Sixth Annual Golf Outing, (Fall 2012)**

- Breakfast sponsor - \$3,500
- Putting contest - \$2,500
- Cocktail Reception - \$3,500
- Golf Cart Sponsor - \$3,500
- Hospitality Cart sponsor - \$3,500
- Driving Range or Putting Green - \$2,000
- Hole Sponsor - \$500
- Prize Sponsor - \$250
- Individual Golfer - \$385
- Dinner Guest - \$150

**2012 MSNJ Annual Meeting  
May 4-5, 2012  
Mt. Laurel Westin  
Mt. Laurel, NJ**

Held annually over a weekend in May, MSNJ's Annual Meeting combines practical application seminars, guest lectures, the business of the Medical Society, a social event and the installation and inauguration of the MSNJ President. The Annual Meeting provides exhibitors and sponsors time with two different audiences on different days (practice managers and physicians), maximizing their exposure and offering additional opportunities for networking.

**Exhibitors**

**6' draped exhibit table\*:**

**MSNJ Corporate Partner Rates:**

- \$700 – one day (before Sat., Feb. 4)
- \$1,100 – two days (before Sat., Feb. 4)
- \$900 – one day days (after Sat., Feb. 4)
- \$1,300 – two days (after Sat., Feb. 4)

**Non-Partner Rates:**

- \$900 – one day (before Sat., Feb. 4)
- \$1,500 – two days (before Sat., Feb. 4)
- \$1,100 – one day (after Sat., Feb. 4)
- \$1,700 – two days (after Sat., Feb. 4)

\*Call if you need a different set up

**2012 MSNJ Annual Meeting  
May 4-5, 2012  
Mt. Laurel Westin  
Mt. Laurel, NJ**

**Friday**

Practice Managers Breakfast- \$2,500  
Practice Managers Lunch - \$3,500

**MSNJ Social Event – Call for Rates**

**Saturday**

House of Delegates/Physician Member Breakfast -\$3,500  
House of Delegates/ Physician Member Lunch - \$4,500

**MSNJ President's Inaugural Dinner honoring Mary F. Campagnolo, MD, 220<sup>th</sup> President (Tickets \$250)**

**Event Sponsor \$15,000**

Includes: Table of 10 at gala; banner at gala, 1st gold page in ad journal; and program recognition

**Cocktail Reception Sponsor \$10,000**

Includes: Table of 10 at gala; gold page in ad journal; thank-you poster at cocktail reception; and program recognition

**Wine Sponsor \$3,000**

Includes: 2 tickets to gala; full page in ad journal; and program recognition

**Photography Sponsor \$3,000**

Includes: 2 tickets to gala; full page in ad journal; and program recognition

**Floral Sponsor \$2,000**

Includes: 1 ticket to gala; half page in ad journal; and program recognition

**Favor Sponsor \$1,000**

Includes: 1 ticket to gala; half page in ad journal; and program recognition.

**2012 MSNJ Annual Meeting  
May 4-5, 2012  
Mt. Laurel Westin  
Mt. Laurel, NJ**

**Annual Meeting Packages**

**Food & Beverage**

- 2-day Coffee Breaks - \$2,000
- 2-day Breakfast Sponsor - \$4,000
- 2-day Lunch Sponsor - \$6,000
- Annual Meeting Food & Beverage Package - \$15,000

**Meeting Items**

- Pads/Pens - \$2,000
- Notebooks - \$2,500
- Totebags - \$2,500
- Key Cards - \$1,000
- Lanyards - \$2,500
- Internet - \$5,000
- Room Drop - \$5,000

**Conference Packages**

- Notebooks, Totebags, and Lanyards - \$6,500
- Internet, Room Drop, and Key Cards - \$7,500
- Complete Conference Package - \$15,000

## MSNJ Publications

MSNJ communicates with its members in various forms including a weekly electronic newsletter, a quarterly, four-color glossy publication, inclusion into our newsletter as well as opportunities for exclusive features packaged together with MSNJ mailings.

- *Physician Advocate*
  - Advertising (2012)

	1x	2x	3x	4x
Full page, 4-color process	\$1,944	\$1,685	\$1,426	\$1,296
1/2 page color	\$1,166	\$972	\$842	\$778
<i>MSNJ corp. partner rate</i>	<i>\$1,037</i>	<i>\$842</i>	<i>\$713</i>	<i>\$648</i>
1/2 page b & w	\$778	\$648	\$518	\$389
<i>MSNJ corp. partner rate</i>	<i>\$680</i>	<i>\$551</i>	<i>\$421</i>	<i>\$324</i>
1/4 page color	\$518	\$454	\$421	\$389
<i>MSNJ corp. partner rate</i>	<i>\$421</i>	<i>\$389</i>	<i>\$356</i>	<i>\$324</i>
1/4 page b & w	\$389	\$356	\$324	\$292
<i>MSNJ corp. partner rate</i>	<i>\$324</i>	<i>\$292</i>	<i>\$259</i>	<i>\$227</i>

Additional sponsorship opportunities:

- Promotional insert – call for rates
- Corporate Partner article booklet\*
  - A yearly publication with a theme selected by MSNJ where select Corporate Partners pen articles
- Supplement
  - Sponsorship to be inserted, polybagged and mailed with one (1) edition of *Physician Advocate*

\*Included with certain Corporate Partner levels.

## Website & Electronic Media\*

MSNJ's official website contains a wealth of knowledge pertaining to the organization as well as legislative and regulatory issues that affect physicians in New Jersey. Member benefits, educational articles, event postings, classified ads and physician resources all have places within [www.msnj.org](http://www.msnj.org). MSNJ is engaged in the social media realm utilizing such outreach tools such as Twitter, Facebook and the official MSNJ blog at [msnj.wordpress.com](http://msnj.wordpress.com)

- Sectional Article (i.e. Practice Management article in PM tab)
  - Articles for members, password-protected
  - Articles for physicians
  
- Classified ads
  
- Social media
  
- Blog article
  - Use of the [wordpress.msnj.com](http://wordpress.msnj.com) for corporate partners or relevant commercial articles
  
- Practice manager helpful hints
  - Articles that offer practical advice to practice managers and physicians

*\*Some pricing may vary for online content or online sponsorship packages. If interested, contact MSNJ at 609.896.1766 x203.*

## **Special Events**

*(or other ideas for annual events)\**

Opportunities exist within the Medical Society of New Jersey for corporate partners or sponsors to approach us with ideas for programs or events that are a benefit to physicians and/or practice managers. Below are some of the programs, events and contests that MSNJ conducts on a yearly basis. If you are interested in sponsoring one of these events or if you have an idea for an MSNJ event, please contact MSNJ at [info@msnj.org](mailto:info@msnj.org) or 609.896.1766 x203. Please inquire for rates.

- **Student/Resident Section events and lectures – throughout the year**
- **MSNJ 35<sup>th</sup> Annual Sports Medicine Seminar**
- **Student Lobbying Day - TBD**
  - Food & Beverage sponsor
  - Transportation sponsor
- **MSNJ Calendar Contest - \$10,000 (Fall 2012)**
  - name/logo recognition on all pages of the calendar given to all dues-paying members of MSNJ
- **MSNJ Health Fair – TBD**
- **MSNJ 5k - TBD**



## APPLICATION FOR CORPORATE PARTNER PROGRAM

The Medical Society of New Jersey (MSNJ) corporate partner program provides members with a resource guide for products and services that meet both their business and personal needs. Companies interested in participating in this program must be able to meet the following criteria:

### General Criteria for Corporate Partner Program

1. Product/service must accommodate a business or personal need of the MSNJ members.
2. Vendor must be able to service the entire state of New Jersey.

### Partner Acceptance Procedures

- Upon receipt of the application and payment, you will receive a letter and one-year contract.
- The MSNJ reserves the right to approve or reject any application for participation. If the application is rejected, the designated contact will receive written response to the application.
- Participation is designated on an annual basis and is subject to review and payment of participation fees each year.

Please complete the following information and return the completed application to:

Medical Society of New Jersey  
Corporate Partner Program  
2 Princess Road  
Lawrenceville, NJ 08648

Applicant Company: \_\_\_\_\_

Contact for Application: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_

Company Website: \_\_\_\_\_

### Marketing Copy

Please provide or attach marketing copy that describes your products/services, including contact information for members. Please be as brief as possible. This information will be posted on our website and printed in the Member Buying Guide. Also indicate how you would like to be classified in our marketing materials. Example: "insurance products"

Please provide a minimum of three client references of those who are currently using your product/service and who we may contact.

- 1.
- 2.
- 3.

### Additional Information Requested

1. Number of years in business: \_\_\_\_\_

2. Description of client base – primary focus:

3. Corporate Philosophy – customer guarantee/quality statement:

4. Benefits and value of product/service to MSNJ members:

5. Overview of discount provided to MSNJ members (will your services be offered to MSNJ members at preferential rates?). Please provide an example:

6. Has any owner, partner, officer, or director of your company ever been convicted of, or currently charged with, committing a crime, whether or not adjudication was withheld? "Crime" includes a felony or military offense. "Convicted" includes, but is not limited to, having been found guilty by verdict of a judge or jury, having entered a plea of guilty or nolo contendere, or having been given probation, a suspended sentence, or a fine.

Yes

No



If you answered yes, please attach a written statement explaining the circumstances of each incident.

7. Has your company or any owner, partner, officer, or director ever been involved in an administrative proceeding by any agency of a state or the federal government? "Involved" means having a license censured, suspended, revoked, canceled, terminated, or being assessed a fine, placed on probation or surrendering a license to resolve an administrative action. "Involved" also means being named as a party to an administrative or arbitration proceeding which is related to a professional or occupational license. "Involved" also means having a license application denied or the act of withdrawing an application to avoid denial.

Yes No

If you answered yes, please attach a written statement identifying the type of license and explaining the circumstances of each incident.

8. Has the company filed for bankruptcy protection with the last 10 years?

Yes No

If you answer yes, please submit a statement summarizing the type and location of bankruptcy.

9. Are you currently a party to, or have you ever been found liable in, any lawsuit or arbitration proceeding involving allegations of fraud, misappropriation, or conversion of funds, misrepresentation, or breach of fiduciary duty? (If you answer yes, please attach a written statement summarizing the details of each incident.)

Yes No

Name of person completing this application: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

\*\*\*\*\*

Please select your participation level: (please enclose check/credit card for that amount with application)

Sapphire	(\$50,000)	Silver	(\$5,000)
Platinum	(\$25,000)	Bronze	(\$2,500)
Gold	(\$10,000)	Other	

Check Enclosed

Credit Card Type: VISA MASTERCARD AMEX

Card #: \_\_\_\_\_

Name as it appears on the credit card: \_\_\_\_\_ (please print)

Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_



**Medical Society of New Jersey  
2012 Annual Meeting  
Exhibitor Application**

Friday, May 4<sup>th</sup> & Saturday, May 5<sup>th</sup>  
Mt. Laurel Westin  
Mt. Laurel, New Jersey

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

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

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

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

Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

6' draped exhibit table*:  *Call if you need something different	MSNJ Corporate Partners	\$700 – one day	\$1,100 – two days (before Sat., Feb. 4)
		\$900 – one day	\$1,300 – two days (after Sat., Feb. 4)
	Non-Partners	\$900 – one day	\$1,500 – two days (before Sat., Feb. 4)
		\$1,100 – one day	\$1,700 – two days (before Sat., Feb. 4)

Products/Services to be exhibited: \_\_\_\_\_

Days Exhibiting:      Friday, May 4                  Saturday, May 5                  Both days

Do you need electrical service:      Yes                                  No

Enclosed is a check for \$ \_\_\_\_\_ made payable to Medical Society of New Jersey

Bill \$ \_\_\_\_\_ to a credit card      American Express                  MasterCard                  Visa

Name on credit card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Please return to **Sharon Kakas-Cosma, Event Manager**  
**Phone:** 609-896-1766 ext. 201 **Fax:** 609.896.1347 **E-Mail:** [scosma@msnj.org](mailto:scosma@msnj.org)

**Medical Society of New Jersey  
2012 Event Sponsorship Application**



**PLEASE PRINT**

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

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

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

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

Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

Products/Services to be exhibited: \_\_\_\_\_

1. Name of Event: \_\_\_\_\_

Sponsorship Opportunity: \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_

2. Name of Event: \_\_\_\_\_

Sponsorship Opportunity: \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_

**Total Amount:** \_\_\_\_\_

Enclosed is a check for \$\_\_\_\_\_ made payable to Medical Society of New Jersey

Bill \$\_\_\_\_\_ to a credit card      American Express      MasterCard      Visa

Name on credit card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_