

# 2025 Exhibitor Prospectus and Support Opportunities

## In-Person Conferences

Conference	Date	Time	Location
House of Delegates	May 3	8:00 am – 4:00 pm	Crowne Plaza Lansing
Board of Medicine Conference	May 16	8:30 am – 4:45 pm	Holiday Inn & Suites Troy
Board of Medicine Conference	September 19	8:30 am – 4:45 pm	DoubleTree by Hilton Bay City
Board of Medicine Conference	November 7	8:30 am – 4:45 pm	Ann Arbor
Conference on Bioethics	November 8	8:30 am – 3:30 pm	Ann Arbor

### Platinum - \$3,000

- Exhibitor Table
- Company listing and 35-word description on conference website and learning management system.
- Recognition as a Platinum Sponsor across all conference materials.
- Recognition signage at the event.
- One full page ad in conference program.
- Social media recognition.
- Ads in weekly email blast the month before the conference (four ads total).
- Complementary virtual or on-demand exhibitor for up to three courses.
- Continental breakfast and lunch provided.

### Gold - \$2,000

- Exhibitor Table
- Company listing and 35-word description on conference website and learning management system.
- Recognition as a Gold Sponsor across all conference materials.
- Recognition signage at the event.
- Half page ad in conference program.
- Social media recognition.
- Continental breakfast and lunch provided.

### Silver - \$1,000

- Exhibitor Table
- Company listing and 35-word description on conference website and learning management system.
- Recognition as a Silver Sponsor across all conference materials.
- Continental breakfast and lunch provided.

## A'la Carte Sponsorship/Marketing Opportunities

Increase the value and presence of your company by adding an a'la carte opportunity. All options have limited availability and are on a first-come, first-served basis.

<b>Lunch Box Sponsor</b>	House of Delegates – <b>SOLD</b> Board of Medicine	\$1,000	Prominent signage in lunch area, your branded sticker on lunch box, company-provided napkins in lunch box.
<b>Lunch Sponsor (plated lunch)</b>	Bioethics	\$1,000	Prominent signage and recognition in conference materials.
<b>Refreshment Breaks</b>	Each Conference	\$500	<b>Who doesn't love refreshments?</b> Make sure attendees are reenergized by sponsoring a refreshment break. Prominent signage in break area.
<b>President's Reception</b>	House of Delegates	\$2,500	Prominent signage inside and outside the room. Half page ad in handbook. Reserved cocktail table at the reception.
<b>Charging Stations</b>	Each Conference	\$1,000	Charging stations are the new "water cooler" when attendees are looking for a spot to network or collaborate. Prominent signage will be displayed by each station.
<b>Social Media Posts</b>	Each Conference	\$2,000	This opportunity allows your company to have two posts placed on the MSMS LinkedIn, Facebook, and Twitter accounts. These posts are available not only to the MSMS membership and meeting attendees, but also to the general public.
<b>Grab-n-Go Exhibit</b>	Each Conference	\$750	Can't attend in person, but want to make sure your company is represented? Companies CANNOT send representatives to staff these booths. Remaining materials will be recycled.
<b>Product Theater</b>		\$1,500	Present your products/services to all attendees virtually or in-person.
<b>Ad in Weekly Email Blast</b>	NA	Contact us for pricing	Weekly email blast featuring our education offerings sent to more than 50,000 health care professionals

**Effective December 2, 2024, MSMS is now offering FREE CME to all active members. This includes in-person events, live virtual events, and on-demand webinars.**

For a full calendar of all MSMS Foundation live and on-demand content, please click [here](#).

## Virtual Courses and On-Demand Webinars

Exhibitor Premier - \$500	Exhibitor Plus - \$400	Exhibitor - \$200
<ul style="list-style-type: none"><li>• Company listing and 35-word description on MSMS website and learning management system.</li><li>• Contact information including a link to the email of your choice. Please limit to three.</li><li>• Verbal recognition by moderator (virtual only).</li><li>• Two 30-90 second videos to further explain organization and/or product on conference website. Vendor responsible for recording, editing, and uploading to Dropbox.</li><li>• On-demand webinars – listing to remain on website for 12 months.</li></ul>	<ul style="list-style-type: none"><li>• Company listing and 35-word description on MSMS website and learning management system.</li><li>• Contact information including a link to the email of your choice. Please limit to two.</li><li>• Verbal recognition by moderator (virtual only).</li><li>• One 30-90 second video to further explain organization and/or product on conference website. Vendor responsible for recording, editing, and uploading to Dropbox.</li><li>• On-demand webinars – listing to remain on website for 12 months.</li></ul>	<ul style="list-style-type: none"><li>• Company listing and 35-word description on MSMS website and learning management system.</li><li>• Contact information including a link to the email of your choice. Please limit to one.</li><li>• Verbal recognition by moderator (virtual only).</li><li>• On-demand webinars – listing to remain on website for 12 months.</li></ul>

***Don't see the options you are looking for?***

***Contact the MSMS Foundation to customize your company's support.***

---

## Why Should You Exhibit?

- Showcase new and cutting-edge products.**
  - Generate leads and enhance customer relationships.**
  - Position your company as a leader in your field.**
  - Build brand awareness in a competitive market.**
-



## 2025 Exhibitor/Sponsor Registration

**Name of Event:** \_\_\_\_\_

**Exhibitor Course/Sponsor Selection:** \_\_\_\_\_

### Exhibitor/Sponsor Information:

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

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

\_\_\_\_\_  
Street Address / City / State / Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

### Payment information:

Please submit payment with this agreement. For additional payment options, please contact Beth Elliott at 517-336-5789. No refunds will be made for cancellations 15 days prior to the event.

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

Pay via credit card:

Visa  MasterCard  American Express  Discover

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

Exp. Date: \_\_\_\_\_

Authorized Signature:  
\_\_\_\_\_

Print name:  
\_\_\_\_\_

**Please return completed form to:**

**Beth Elliott, Meeting Planner**

**Email:** [bellott@msms.org](mailto:bellott@msms.org)

**Phone and Fax:** 517-336-5789