

# EXHIBITOR INFORMATION

## Fall 2024 Exhibitor Prospectus and Support Opportunities

Conferences	Date	Time	Location
Board of Medicine Conference	November 8	8:30 am – 4:45 pm	DoubleTree by Hilton Ann Arbor North
28th Annual Conference on Bioethics	November 9	8:30 am – 3:30 pm	DoubleTree by Hilton Ann Arbor North
Board of Medicine Conference	November 22	8:30 am – 4:40 pm	Holiday Inn & Suites Detroit Troy

### Platinum - \$5,000

- Exhibitor table (skirted), two chairs, waste basket.
- 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 - \$3,000

- Exhibitor table (skirted), two chairs, waste basket.
- 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 (skirted), two chairs, waste basket.
- 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.

## Why Should You Exhibit?

*Showcase new and cutting-edge products.*

*Generate quality leads and enhance customer relationships.*

*Position your company as a leader in your field.*

*Build brand awareness in a competitive market.*

## 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 available on a first-come, first-served basis.

<b>Wireless Internet</b>	All Conferences	\$2,500	Recognition as internet sponsor across all conference materials.
<b>Lunch Box Sponsor</b>	House of Delegates	\$2,000	Prominent signage in lunch area, your branded sticker on lunch box, company-provided napkins in lunch box.
<b>Lunch Box Sponsor</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 on tables in lunch room, recognition in conference materials.
<b>Refreshment Breaks</b>	House of Delegates Board of Medicine Bioethics	\$1,000 \$500 \$500	<b>Who doesn't love refreshments?</b> Make sure attendees are reenergized by sponsoring a refreshment break. Prominent signage in break area.
<b>Presidents Reception Reserved Table</b>	House of Delegates	\$2,500	Secure a reserved cocktail table for the President's Reception. A sign with your company name will be placed on the table.
<b>Presidents Reception</b>	House of Delegates	\$5,000	Prominent signage inside and outside the room. Half page ad in handbook. Reserved cocktail table at the reception.
<b>Charging Stations</b>	All Conferences	\$2,000	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>	All Conferences	\$2,000	This opportunity allows your company to have two posts placed on the MSMS LinkedIn, Facebook, and Twitter accounts. These posts are available to not only the MSMS membership and meeting attendees, but also to the general public.
<b>Grab-n-Go Exhibit</b>	All Conferences	\$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>Publishers Row Table</b>	All Conferences	\$750	Discounted exhibit space for publishing companies and book vendors.
<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.

## Don't see the in-person options you are looking for?

Contact the Michigan State Medical Society Foundation to customize your company's support.

## Virtual Courses

### Virtual Exhibitor Premier – \$500

- Company listing and 35-word description on conference website and learning management system.
- Contact information including a link to the email of your choice. Please limit to three.
- Verbal recognition by moderator.
- Recognition in post conference materials.
- Two 30-90 second videos to further explain organization and/or product on conference website. Vendor responsible for recording, editing, and uploading to Dropbox.

### Virtual Exhibitor Plus – \$400

- Company listing and 35-word description on conference website and learning management system.
- Contact information including a link to the email of your choice. Please limit to two.
- Verbal recognition by moderator.
- Recognition in post conference materials.
- One 30-90 second video to further explain organization and/or product on conference website. Vendor responsible for recording, editing, and uploading to Dropbox.

### Virtual Exhibitor – \$200

- Company listing and 35-word description on conference website and learning management system.
- Contact information including a link to the email of your choice. Please limit to one.
- Verbal recognition by moderator.
- Recognition in post conference materials.

## On-Demand Webinars

### On-Demand Exhibitor Premier – \$1,000

- Company listing and 35-word description on the on-demand webinar page and learning management system.
- Contact information including a link to the email of your choice. Please limit to three.
- Two 30-90 second videos to further explain organization and/or product on conference website. Vendor responsible for recording, editing, and uploading to Dropbox.
- Listing to remain on webinar page for 12 months.

### On-Demand Exhibitor Plus – \$800

- Company listing and 35-word description on the on-demand webinar page and learning management system.
- Contact information including a link to the email of your choice. Please limit to two.
- One 30-90 second video to further explain organization and/or product on conference website. Vendor responsible for recording, editing, and uploading to Dropbox.
- Listing to remain on webinar page for 12 months.

### On-Demand Exhibitor – \$400

- Company listing and 35-word description on the on-demand webinar page and learning management system.
- Contact information including a link to the email of your choice. Please limit to one.
- Listing to remain on webinar page for 12 months.

## Don't see the virtual options you are looking for?

Contact the Michigan State Medical Society Foundation to customize your company's support. We can package webinar sponsorships based on subject content (i.e. implicit bias, clinical, medical ethics, license requirements, etc.)

### Mission Statement:

The mission of the Michigan State Medical Society Foundation is to promote a health care environment that supports physicians in caring for and enhancing the health of Michigan citizens through science, quality, best practices, and ethics in the practice of medicine.

### Diversity, Equity, and Inclusion Statement:

To promote and foster a culture that values diversity, equity, and inclusion throughout the Michigan State Medical Society and the diverse membership we serve in order to achieve our highest potential.

# 2024 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:** [belliot@msms.org](mailto:belliot@msms.org)

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

