

MICHIGAN OSTEOPATHIC ASSOCIATION



123rd Annual Spring

SCIENTIFIC CONVENTION

May 19, 2022 - May 22, 2022
The Westin Southfield Detroit
1500 Town Center, Southfield, MI

EXHIBITOR PROSPECTUS

SHOWCASE YOUR BUSINESS TO MICHIGAN PHYSICIANS

The MOA Spring Convention attracts more than 700 osteopathic physicians, students, interns, residents and health care professionals who are engaged in an educational and hands-on learning forum. Visit with physicians during scheduled breaks throughout the day.

EXHIBIT DATES & HOURS

Exhibit all three days or just one, it is up to you.

Thursday, May 19 | 3 pm - 6 pm

Friday, May 20 | 7 am - 6 pm

Saturday, May 21 | 7 am - 6 pm

Set up:

Thursday, May 19 | 2 pm

Tear down:

Saturday, May 21 | 6 pm

Table Display Includes:

6' table and two chairs

General security

Name recognition in on-site collateral

Badges for staff if no company name badge

CONTACT

Cyndi Earles

Director, MOA Service Corporation

Email cearles@domoa.org

P 517-347-1555 ext. 107

F 517-347-1566

Michigan Osteopathic Association
www.domoa.org
2112 University Park Drive, Ste 100,
Okemos, MI 48864



OSTEOPATHIC MEDICINE IS ONE OF THE FASTEST GROWING HEALTH CARE PROFESSIONS IN THE UNITED STATES.

Since 1986, the number of DOs has increased by 276%. At the current rate of growth, it is estimated that more than 100,000 osteopathic physicians will be in active medical practice by the year 2022.

ABOUT THE MOA

The Michigan Osteopathic Association (MOA) is the statewide organization representing osteopathic medicine. The association membership includes practicing physicians (DOs), residents, interns, retired DOs and students from the Michigan State University College of Osteopathic Medicine.

ABOUT THE CONVENTION

The MOA Scientific Convention attracts top osteopathic physicians, medical students, health care professionals and other focused buyers who are interested in discovering how your products and services will advance and improve their work.

The Spring convention is attended by over 700 osteopathic physicians, medical students and health care professionals engaged in a four-day educational and hands-on learning forum.

- Our highly responsive audience includes DOs, MDs, nurses, physician assistants and practice managers eager to learn about your newest product(s) and /or service(s).
- The layout at the MOA Scientific Convention offers an unparalleled visibility and an opportunity to re-establish old contacts and generate new ones.
- Selling products and taking orders is permitted in the exhibit hall, as it is part of the educational aspect of the convention; providing information on industry trends pertinent to the field of medicine, services and products.

Hotel Accommodations:

For reservations, contact the Westin Southfield Detroit at 888-627-8558. Rooms are available at a special convention rate if booked by April 18, 2022

SAVE THE DATE!

MOA 18th Annual Autumn Convention
October 28-30, 2022
Amway Grand Plaza - Grand Rapids, MI

Contact Cyndi Earles for more information at cearles@DOMOA.org



INCREASED ACCESS:

- Designated breaks during CME sessions to visit with exhibitors
- Saturday breakfast served in exhibit area
- Prize drawing offered for visiting multiple exhibitors

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - \$10,000

- 2 tickets, both Friday & Saturday to join physicians for lunch.
- Premium display table location.
- One full page advertisement in program.
- Advertisement on Convention mobile site.
- Homepage slide during the month of May on DOMOA.org
- Banner advertisement in MOA Pulse during the month of May, sent to all members.
- Logo recognition on convention web page.
- Logo recognition in on-site signage.

Gold Sponsor - \$8,000

- 2 tickets to join physicians for lunch on Friday.
- Premium display table location.
- One half page advertisement in program.
- Banner advertisement in MOA Pulse during the month of May, sent to all members.
- Logo recognition on convention web page.
- Logo recognition in on-site signage.

Silver Sponsor - \$7,000

- Display table.
- One half page advertisement in program.
- Banner advertisement in MOA Pulse during the month of May, sent to all members.
- Logo recognition in convention communications to attendees.
- Logo recognition on convention web page.

Bronze Sponsor - \$5,000

- Table display.
- One quarter page advertisement in program.
- Logo recognition in convention communications to attendees.
- Logo recognition on convention web page.

Table Sponsor

- \$3,000— Two tables
- \$1,600— One table
- \$600— Non profit rate (verification required), one table.

A La Carte Sponsorships:

- Breakfast, Lunch or Product Theater Sponsorship - \$5,000 - \$10,000 (Works directly with hotel on food/drink cost)
- Co-Sponsor Student Event - \$1,000
- Flier insertion in registration bags - \$600
- Break Sponsor - \$1,000
- Lanyard sponsor featuring logo (QTY 500) - sponsor provided
- Registration bag featuring sponsor logo (QTY 500) - sponsor provided
- Water bottles featuring sponsor logo (QTY 500) - sponsor provided

Spring Scientific Research Competition Sponsorship Levels:

- Platinum Sponsor - \$1,250
- Gold Sponsor - \$900
- Silver Sponsor - \$750
- Bronze Sponsor - \$500
- Patron Sponsor - \$250

DEADLINES:

Convention sponsor logos, advertisements, etc. Due by Monday, April 18, 2022.

Note: all materials provided must be in a high-resolution (PDF for ads, .eps for logos) format for print. Files for web use maybe submitted as .jpg or .png format. Ask for specifications.

AD SPECIFICATIONS

Failing to provide the appropriate materials by the indicated deadlines may result in lack of sponsorship recognition. See Exhibitor Prospectus for sponsorship details.

Event program – Deadline April 18, 2022

Full color

Full page (with .125 bleed): 5.5 W x 8.5” H

Half Page: 4.5 W x 3.5” H

Quarter Page: 2.25 W x 3.5” H

Homepage slide – Deadline April 18, 2022

980 pixels W x 245 pixels H

Banner ad in MOA Pulse – Deadline April 18, 2022

Size: 468 W x 60 px H

File formats: JPG (preferred), PNG or GIF

Color Mode - RGB colors best for web. CMYK colors best for print. Turn off any color management settings in your image editor to help prevent colors from changing when viewed online.

Please direct additional questions on advertising specifications to:

Todd Ross

Manager of Communications

Michigan Osteopathic Association

517-347-1555 ext. 120 TRoss@DOMOA.org

EXHIBITOR CONTRACT

123rd Annual Spring

MICHIGAN OSTEOPATHIC ASSOCIATION SCIENTIFIC CONVENTION

RETURN WITH PAYMENT TO:

Michigan Osteopathic Association
PO Box 112, Rockwood, MI 48173

E cearles@domoa.org

P 517-347-1555 ext 107

F 517-347-1566

ORGANIZATION NAME: _____

CONTACT NAME & TITLE: _____

EMAIL ADDRESS: _____ PHONE # _____

ADDRESS: _____ APT/STE. _____

CITY _____ STATE _____ ZIP _____ FAX #: _____

TABLE SPONSORSHIP

Two Tables - \$3,000 One table - \$1,600 Non-profit rate for table display - \$600

Days table will be used (see cover page for times):

Thursday Friday Saturday

Names of all reps on site (for name badges): _____

Choice of vendor space (layout on pg 6): 1st choice, # _____ 2nd choice, # _____

For a list of additional items including electricity, internet & shipping provided by the Westin, see page 8.

OTHER SPONSORSHIP OPPORTUNITIES (page 3)

Spring Scientific Convention; Level _____ \$ _____

A la Carte Option _____ \$ _____

Spring Scientific Research Competition; Level _____ \$ _____

TOTAL = \$ _____ Payment due April 29, 2022

CHECK ENCLOSED Check # _____ (Please make checks payable to Michigan Osteopathic Association)

CREDIT CARD: MasterCard Visa Discover American Express

Cardholder name: _____

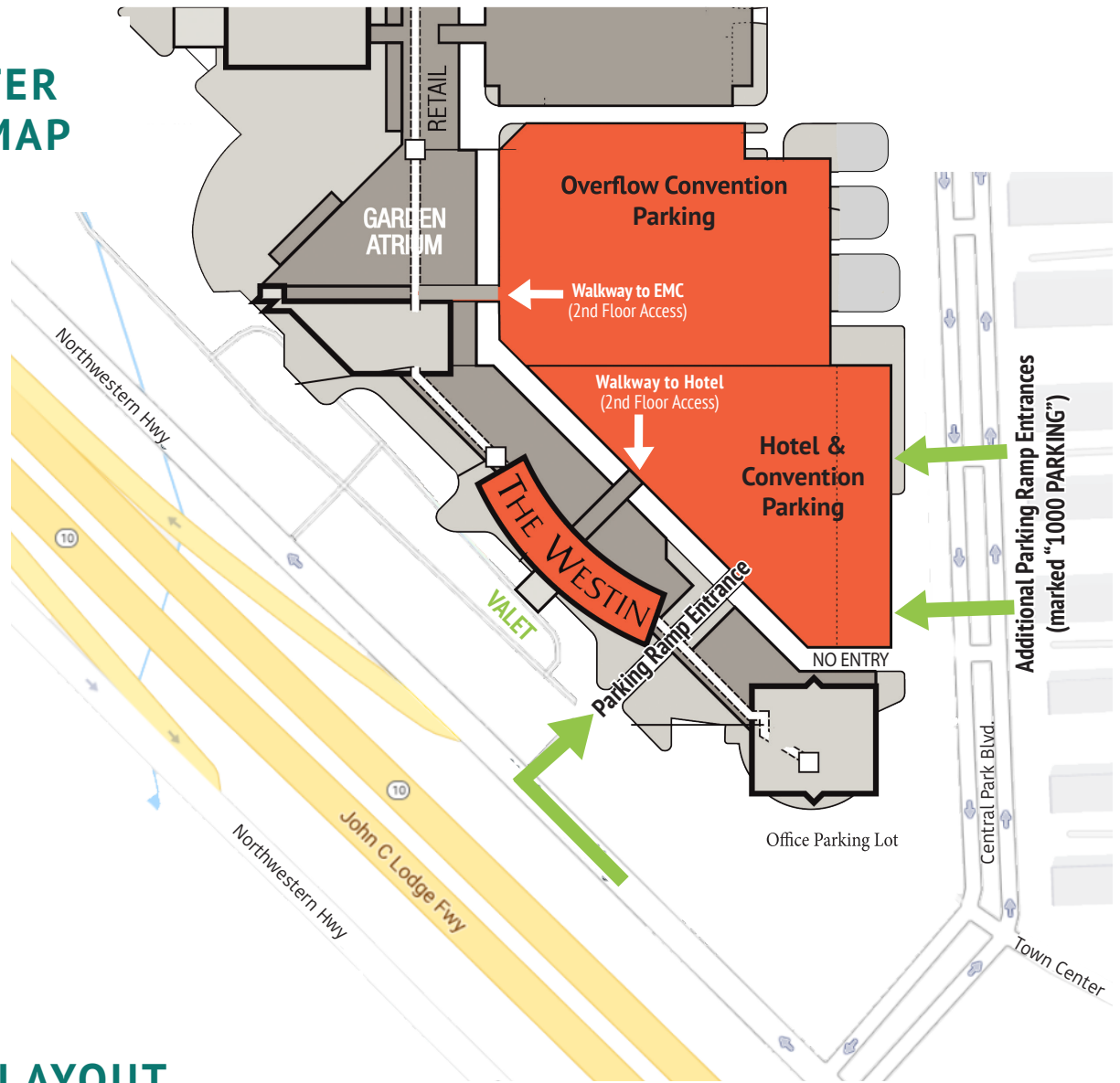
Billing address: _____ City _____ State _____ Zip _____

Card number _____ Exp. date _____ CW _____

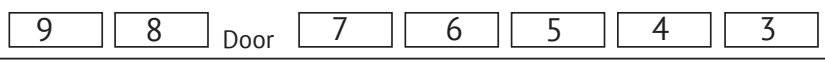
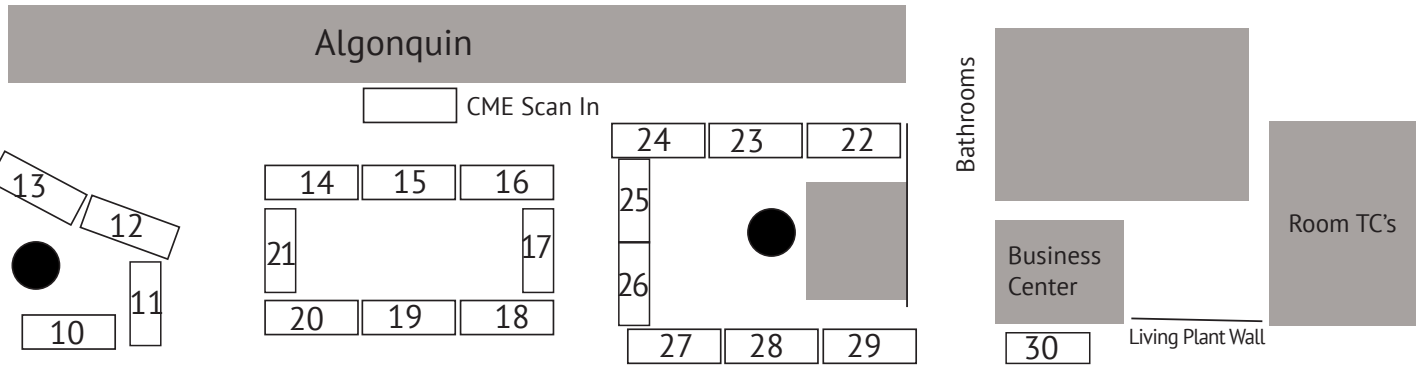
Accept Participation: I, the undersigned, am authorized and agree to participate in the indicated activity of the Michigan Osteopathic Association. I commit my company to the above financial obligation. **Payment due: April 29, 2022.**

SIGNATURE _____ DATE _____

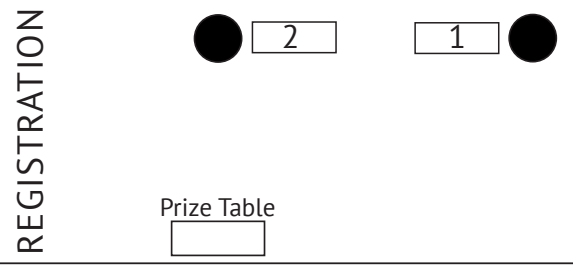
TOWNCENTER EXTERIOR MAP



EXHIBITOR LAYOUT



● = Pillars



For a list of additional items including electricity, internet & shipping provided by the Westin, see page 8.

EXHIBITING SPECIFICS

DEADLINE

Reserve your space early as space is limited! Contract and payment due by April 29, 2022.

REFUNDS

Cancellations before May 1, 2022 will be assessed a \$150 fee, no refunds will be issued after.

LIABILITY

Disclaimer of liability: This agreement between MOA and the exhibitor is a license to use exhibition space at the event. No bailment is intended or created. MOA shall not be responsible or liable for any lost, stolen or damaged property of exhibitor or for personal injuries to exhibitor or exhibitor's representatives. Exhibitor expressly releases MOA from any liability for any such loss, damage or injuries.

PARKING

Complimentary self-parking (closest hotel entrance is from the 1000 Tower - see map on page 6). Valet is available daily and overnight, contact hotel for current rates.

EXHIBITOR CREDENTIALS

Up to two (2) badges per table display if no company badge. The two exhibitor badges may be pre-ordered through April 29, 2022. After that time, badges may be picked up at the event.

Exhibitors must wear an MOA badge or their company badge. Badges may only be worn by individuals working in an exhibit.

SECURITY

General security is provided in the exhibit areas during the show. After hours, and as always, we recommend that nothing of value be left out after show hours since MOA assumes no responsibility for lost or stolen items.

ELECTRICITY

Electricity is not included but can be arranged through the Westin, using form on page 8. Contact Director, Catering & Convention Services with questions at (248) 728-6544.

PRIZE DRAWING

MOA is holding prize drawings during exhibitor times. Physician registration materials will include one entry slip and an exhibitor room layout. MOA will provide exhibitors with unique identifying stickers. Physicians will collect these stickers as proof of visiting with exhibitors. Physicians will turn in the completed slips to be entered in prize drawings with winners announced at designated times.

Please contact Cyndi Earles at cearles@domoa.org if you are interested in donating a prize for the drawing.

SHIPPING TO THE WESTIN

The hotel requests that any packages be shipped no more than 48 hours prior to the show, due to storage limitations. See page 8 for details. Contact Director, Catering & Convention Services with questions at (248) 728-6544.

NOT ALLOWED

Helium balloons, popcorn, stickers, combustible material or any displays larger than a six-foot table.

THE WESTIN

SOUTHFIELD
DETROIT

EXHIBIT INFORMATION FORM

Fax this form to: **Attention** – Director, Catering & Convention Services Fax # (248) 827-4002 Phone # (248) 728- (6544)

Please type or print:

Company Name: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Office Fax: _____

Please mark the following requests:

- _____ 32" Monitor @ \$250.00++ (Daily, includes power)
- _____ 60" Monitor @ \$625.00 (Daily, includes power)
- _____ Electricity @ \$45.00++ (Daily, includes power cord and strip, if needed)
- _____ Power Strip @ \$15.00++ (Daily)
- _____ Extension Cord @ \$15.00++ (Daily)
- _____ Internet Wi-Fi Connection @ \$150.00++ (Daily)
- _____ My company will be sending boxes – Handling & Storage fee \$1.00 per box / per day
(Note: Pallets and boxes weighing more than 50 pounds billed at additional rate of \$150.00 / 50 lbs.)

Approximately _____ boxes will be sent to my attention on _____

They will be sent by the following Carrier: (ie: UPS, FedEx, Airborne) _____

Send all Boxes to: **Westin Southfield**
1500 Town Center
Southfield, MI 48075
Attention: **Hotel Contact**
Event Name, Event Date

Additional Requests: _____

Westin Southfield requires your credit card number to reserve and charge the above equipment.

Email Address to send Credit Card Authorization: _____

Signature: _____