

## Michigan Osteopathic Association

2024 MOA Annual Autumn Conference at the L.V. Eberhard Center Grand Valley State University, Pew Campus-Downtown, Grand Rapids

# **Conference Marketing Prospectus**



SHOWCASE YOUR BUSINESS TO MICHIGAN PHYSICIANS

The Michigan Osteopathic Association manages three annual conferences that attract over 1,000 attendees including osteopathic physicians, residents, students, and other healthcare professionals.

2024 MOA Annual Autumn Conference

October 25 - October 27, 2024

## **NEW LOCATION 2024**

L.V. Eberhard Center, Grand Valley State University, 301 West Fulton Street, Grand Rapids, MI 49504 Webpage: <u>www.domoa.org/Autumn</u>

### **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.

### **EXHIBIT DATES & HOURS**

### **MOA Autumn Conference**

L.V. Eberhard Center Friday, October 25 | 8:30 am - 6:00 pm (OPTIONAL) Saturday, October 26 | 7:00 am - 5:45 pm Sunday, October 27 | 8:00 am - 2:15 pm (OPTIONAL)

### **DISPLAY TABLE ONLY**

Spring - \$1,200 Non-Profit - \$600 (verification required)

### **Display Table Includes:**

6' table and two chairs (No displays over 6ft wide/tall are permitted) General security Name recognition in the program

### CONTACT

Cynthia Earles Director, MOA Service Corporation 2112 University Park Drive, Ste 100, Okemos, MI 48864 Email cearles@domoa.org P 517-347-1555 ext. 107 F 517-347-1566

## **ABOUT THE CONFERENCE**

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

The conference is attended by osteopathic physicians, medical students, and healthcare professionals who engage in an 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 layouts at the MOA Conferences offer unparalleled visibility and an opportunity to re-establish old contacts and generate new ones.
- Selling products and taking orders is permitted in the exhibit areas, as it is part of the educational aspect of the conferences, providing information on industry trends pertinent to the field of medicine, services, and products.

## **HOTEL ACCOMMODATIONS**

Special group lodging rates are available, just mention the conference by name when calling the hotel.

For reservations: Contact the J.W. Marriott Grand Rapids (877)901-6632 - book by 10/3/24 at \$229 or Courtyard by Marriott (616) 242-6000 - book by 10/3/24 at \$159. Be sure and mention you are with the MOA Conference.

## **MOA STAFF CONTACTS**

Exhibitors/Sponsorship Cyndi Earles (517) 347-1555 Ext 107 or <u>cearles@domoa.org</u> Speaker Information Melissa Budd (517) 347-1555 or <u>mbudd@domoa.org</u>

# **SPONSORSHIP OPPORTUNITIES**

### Titanium Sponsor Autumn- \$10,000

- Product theater (optional)\*
- · Audiovisual, if required
- · Preferred Display Space location and electricity if needed.
- One full-page advertisement in the program, which is distributed in both print and downloadable PDF.
- Homepage slide two weeks during the conference month on DOMOA.org.
- · Banner Ad in two issues of the PULSE during the conference month
- · PULSE article highlighting the company/product.
- · Logo recognition with hyperlinks on mobile web page and mobile site
- Social Media mention
- · Complimentary list of attendee's pre-conference and post-conference

\*Speaker honorarium and expenses not included

### Bronze Sponsor Autumn - \$7,000

- · Premium table display location.
- · Full page ad in program both print and downloadable PDF
- Homepage slide two weeks during the conference month on DOMOA.org.
- · Banner ad in one issue of the PULSE during conference month
- · Logo recognition with hyperlinks on mobile web page and mobile site

### Gold Sponsor Autumn- \$6,000

- · Table Display
- One half-page advertisement in the program both print and downloadable PDF
- · Banner ad for one week in the conference month on DOMOA.org
- Logo recognition with hyperlinks on mobile web page and mobile site

### Silver Sponsor Autumn - \$5,000

- · Table display
- One half-page advertisement in the program both print & downloadable PDF.
- · Logo recognition with hyperlinks on mobile web page and mobile site 4 | P a g e

## **OTHER SPONSORSHIP OPPORTUNITIES**

### A La Carte Sponsorships:

\*\*Product Theater Morning add \$7,000

- \*\*Product Theater Afternoon add \$8,000
- Co-Sponsor Physician Event \$1,500 Co-Sponsor Student or Resident Event \$1,000
- Evening reception sponsor- \$5,000
- Flier insertion in registration bags \$700
- Break Sponsor \$1,500
- · Lanyard sponsor featuring logo (sponsor provided) \$500
- Registration bag featuring sponsor logo (sponsor provided) \$600
- Water bottles featuring sponsor logo (sponsor provided) \$750

\*\* The cost of product theater is in addition to the sponsorship amount (\$10,000) and is only available to Titanium Sponsors.

MOA will cover all costs of food, beverage (no alcohol), and audiovisual equipment, if needed, for the Product Theater.

Product Theaters are first come, first serve. Due to high demand, a non-refundable deposit of \$1,500 is required to reserve a specific day/time for Product Theaters and will be applied toward the final amount due.

## **EXHIBITOR BRANDING MATERIALS**

Conference sponsor logos, advertisements, etc. will be due 30 days before the event. The MOA strives to accurately present exhibitor's branding material to our attendees, and we will work with you to ensure your organization looks its best!

**Note:** All branding materials provided must be in high-resolution files (PDF for ads, .eps for logos) format for printing. Files for web use may be submitted in .jpg or .png format. Ask for specifications.

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

Submitted branding materials will be reviewed by the MOA and exhibitors will be alerted on any files that may have issues in print or digital production.

Additional questions on advertising specifications to: Crystal Ash Membership and Marketing Coordinator, Michigan Osteopathic Association at 517-347-1555 ext. 108 or cash@domoa.org

## **EXHIBITING SPECIFICS**

### Deadline

Reserve your space early as space is limited! Contract and payment are due 14 days before the event.

### Refunds

Cancellations within 14 days of the conference will be assessed a \$250 fee, no refunds will be issued after. NOTE: This does not apply to the non-refundable Product Theater deposit.

### 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 the exhibitor or for personal injuries to the exhibitor or exhibitor's representatives. Exhibitor expressly releases MOA from any liability for any such loss, damage, or injuries. MOA Is not responsible for overages or Insufficient food counts.

### Parking

Parking varies and is subject to change, please contact the hotel for the most current rates. As of May 2024, Self Parking is \$15/Valet \$20 - overnight guest nightly rate.

### **Exhibitor Credentials**

COMPANY BADGES MAY BE WORN. Up to two (2) badges per table display will be provided if no company badge is available. The two exhibitor badges must be pre-ordered within 14 days of the event. 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 staffing 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.

### **Conference Updates**

For agenda, parking, hotel reservations and updates visit www.domoa.org/autumn

### Electricity

Electricity is not included but can be arranged. Please contact MOA Staff to arrange for electricity.

### **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 a designated time

*Please contact Cyndi Earles at <u>cearles@domoa.org</u> if you are interested in donating a prize for the drawing. The prize must be received 14 days in advance of the program.* 

### Shipping to the event

MOA requests that any packages be shipped no more than 48 hours prior to the show, due to storage limitations. Please contact MOA staff with any questions or requirements regarding shipping.

#### Not allowed

Helium balloons, popcorn, stickers, combustible material, or any displays larger than six-feet tall/wide. If you have any questions regarding your display, feel free to ask.

#### Impact

By becoming an Exhibitor, you gain access to our DO family through in-person exhibits and digital promotion via newsletters, websites, and social media. Contact us today to learn how we can help you connect with prospective customers and build relationships that can impact your business for years to come.



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MICHIGAN OSTEOPATHIC ASSOCIATION AUTUMN CONFERENCE Friday, October 25 – Sunday, October 27, 2024 L. V. Eberhard Center, Grand Rapids	<ul> <li>2112 University Park Dr., Ste 100 Okemos, MI 48864</li> <li><u>cearles@domoa.org</u> <u>www.domoa.org</u></li> <li>P (517) 347-1555 ext. 107</li> <li>F (517) 347-1566</li> </ul>
ORGANIZATION NAME:	
CONTACT NAME & TITLE:	
EMAIL ADDRESS:	
ADDRESS:	
PHONE NUMBER:	AX NUMBER:
Names of all reps on site (for name badges):	
List of products or services you represent:	
List any companies or products you do not wish to ha	ve in proximity:
Purchase Luncheon Ticket(s) (#) of Friday ticket Qty x \$30 = \$ Electricity Needed: Yes c	
SPONSORSHIP OPTIONS MOA Autumn Display Table - \$1,200 Non-Profit Autumn Display table - \$600	<ul> <li>Titanium Sponsor - \$10,000</li> <li>Platinum Sponsor - \$8,000</li> <li>Gold Sponsor - \$7,000</li> <li>Silver Sponsor - \$6,000</li> <li>Titanium w/Breakfast - \$17,000</li> <li>Titanium w/Lunch - \$18,000</li> </ul>
TABLE(S) <u>\$</u> + SPONSORSHIP(S) <u>\$</u> + LUNC	H TICKET(S) \$= TOTAL \$
	iled to: Michigan Osteopathic Association Attn: Exhibitor 2112 University Park Dr., Ste 100   Okemos, MI 4886 (Please make checks payable to the Michigan Osteopathic Association)
ardholder name:	
illing address:C	ityState Zip
ard NumberExp. (	dateCVV (3 digits)

Accept Participation: By completion of this form, I 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: 14 days before event.

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#### Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

e (as shown on your income tax return)	Name is required on this line: do not leave this line blank	

	Michigan Osteopathic Association				
	2 Business name/disregarded entity name, if different from above				
Print or type. Specific Instructions on page 3.	Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.     Individual/sole proprietor or		Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):     Exempt payee code (if any)     Exemption from FATCA reporting code (if any)     Applies to accounts maintained outside the U.S.)		
be		Requester's name a	nd address (optional)		
See	2112 University Park, Suite 100				
S	6 City, state, and ZIP code				
	Okemos, MI 48864				
	List account number(s) here (optional)				
Par	Taxpayer Identification Number (TIN)				
	your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avo		urity number		
reside	IP withholding. For individuals, this is generally your social security number (SSN). However, fo ent alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other es, it is your employer identification number (EIN). If you do not have a number, see <i>How to get</i>				
TIN, la	iter.	or			
	If the account is in more than one name, see the instructions for line 1. Also see What Name a per To Give the Requester for guidelines on whose number to enter.	Ind Employer	dentification number		

#### Part II Certification

Under penalties of perjury, I certify that:

- 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- 3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶ Man a Status	Date ► 06/06/2024
~		a Form 1000 DIV (dividenda, including those from stocks or mutual

#### **General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

#### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

• Form 1099-INT (interest earned or paid)

 Form 1099-DIV (dividends, including those from stocks or mutual funds)

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- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.