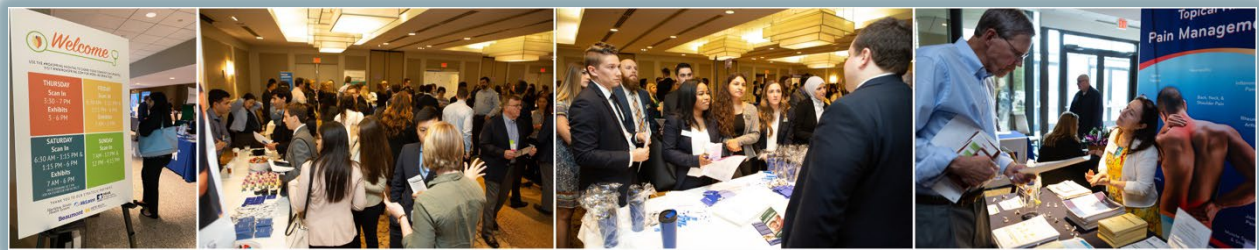




Michigan Osteopathic Association

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: www.domoa.org/Autumn

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 cearles@domoa.org

Speaker Information

Melissa Budd (517) 347-1555 or mbudd@domoa.org

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

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 cearles@domoa.org 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-foot 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.



**MICHIGAN OSTEOPATHIC ASSOCIATION
AUTUMN CONFERENCE**

Friday, October 25 – Sunday, October 27, 2024
L. V. Eberhard Center, Grand Rapids

2112 University Park Dr., Ste 100
Okemos, MI 48864

E cearles@domoa.org www.domoa.org

P (517) 347-1555 ext. 107

F (517) 347-1566

ORGANIZATION NAME: _____

CONTACT NAME & TITLE: _____

EMAIL ADDRESS: _____

ADDRESS: _____

PHONE NUMBER: _____ FAX 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 have in proximity: _____

I PLAN TO EXHIBIT AT THE 2024 MOA Autumn Conference MOA TAX ID# 38-1207655

Purchase Luncheon Ticket(s) (#) _____ of Friday ticket(s) (○) # of _____ Saturday ticket(s) (\$30 each)

Qty _____ x \$30 = \$ _____ Electricity Needed: Yes or No

SPONSORSHIP OPTIONS

- MOA Autumn Display Table - \$1,200
- Non-Profit Autumn Display table - \$600

- Titanium Sponsor - \$10,000
- Platinum Sponsor - \$8,000
- Gold Sponsor - \$7,000
- Silver Sponsor - \$6,000
- Titanium w/Breakfast - \$17,000
- Titanium w/Lunch - \$18,000

TABLE(S) \$ _____ + SPONSORSHIP(S) \$ _____ + LUNCH TICKET(S) \$ _____ = TOTAL \$ _____

Check # _____ IF Check enclosed OR Check will be mailed to: Michigan Osteopathic Association Attn: Exhibitor
2112 University Park Dr., Ste 100 | Okemos, MI 48864
(Please make checks payable to the Michigan Osteopathic Association)

Credit card:

Cardholder name: _____

Billing address: _____ City _____ State _____ Zip _____

Card Number _____ Exp. date _____ CVV (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.

