



Michigan Osteopathic Association

2025 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 a year, Spring, Summer and Autumn. All three welcome osteopathic physicians, residents, students, and other healthcare professionals. The MOA Autumn Conference averages 200 – 300 attendees based on last year's numbers.

2025 MOA Annual Autumn Conference

October 24 -October 26, 2025

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 a 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 Exhibiting

L.V. Eberhard Center

Friday, October 24 | 9:00 am - 6:00 pm (OPTIONAL)

Saturday, October 25 | 7:00 am - 6:00 pm

Sunday, October 26 | 7:00 am – 12:00 pm (OPTIONAL)

DISPLAY TABLE ONLY

Spring - \$1,000

Non-Profit - \$500 (verification required)

Display Table Includes:

6' table and two chairs (No displays over 6ft wide/tall are permitted)

Name recognition in the program

CONTACT

Cynthia Earles

Senior Integrative Coordinator

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, and other healthcare professionals, 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 other healthcare professionals who wish to 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: Courtyard Grand Rapids Downtown by Marriott (800) 321-2211 or (616) 242-6000 (PLEASE NOTE THAT THE HOTEL IS NOT CONNECTED TO THE CONFERENCE LOCATION)

MOA STAFF CONTACTS

Exhibitors/Sponsorship

Cyndi Earles (517) 347-1555 Ext 107 or cearles@domoa.org

Advertising

Crystal Ash (517) 347-1555 Ext. 120 or cash@domoa.org

Speaker Information

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

SPONSORSHIP OPPORTUNITIES

Titanium Sponsor

Autumn - \$8,000

- 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 for 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 pages and mobile site
- Social Media mention
- Complimentary list of attendees' pre-conference and post-conference

**Speaker honorarium and expenses not included*

Platinum Sponsor

Autumn - \$6,000

- Premium table display location.
- Full page ad in program both print and downloadable PDF
- Homepage slide for 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 pages and mobile site

Gold Sponsor

Autumn - \$5,000

- 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 pages and mobile site

Silver Sponsor

Autumn - \$4,000

- Table display
- One half-page advertisement in the program both print & downloadable PDF.

OTHER SPONSORSHIP OPPORTUNITIES

A La Carte Sponsorships:

**Product Theater Morning add \$5,000 (\$13,000)

**Product Theater Afternoon add \$5,000 (\$13,000)

- Co-Sponsor Physician Event - \$1,000 Co-Sponsor Student or Resident Event - \$1,000
- Evening reception sponsor- \$5,000
- Flier insertion in registration bags - \$500
- Break Sponsor - \$750
- Lanyard sponsor featuring logo (sponsor provided) \$500
- Registration bag featuring sponsor logo (sponsor provided) \$500
- Water bottles featuring sponsor logo (sponsor provided) \$350

*** The cost of the product theater is in addition to the sponsorship amount (\$8,000) and is only available to Titanium Sponsors.*

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

Product Theaters are reserved on a first come, first serve basis.

EXHIBITOR BRANDING MATERIALS

Conference sponsor logos, advertisements, etc. will be due 30 days before the event. The MOA strives to accurately present the 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 are 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 to any files that may have issues in print or digital production.

Additional questions on advertising specifications to: Crystal Ash, Manager of Communications - Phone at 517-347-1555 ext. 120 or Email at cash@domoa.org

EXHIBITING SPECIFICS

Deadline

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

Refunds

Cancellations within 14 days of the conference will be assessed as a \$300 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 the exhibitor or for personal injuries to the exhibitor or exhibitor's representatives. Exhibitors expressly release 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 current rates.

Exhibitor Credentials

Exhibitors must wear an MOA badge or their company badge. 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 7 days of the event. Badges will be picked up at the event. 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.

Electricity

Electricity is not included but can be arranged through the hotel or resort. Please contact MOA Staff to arrange electricity or wi-fi or internet services prior to the event.

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 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

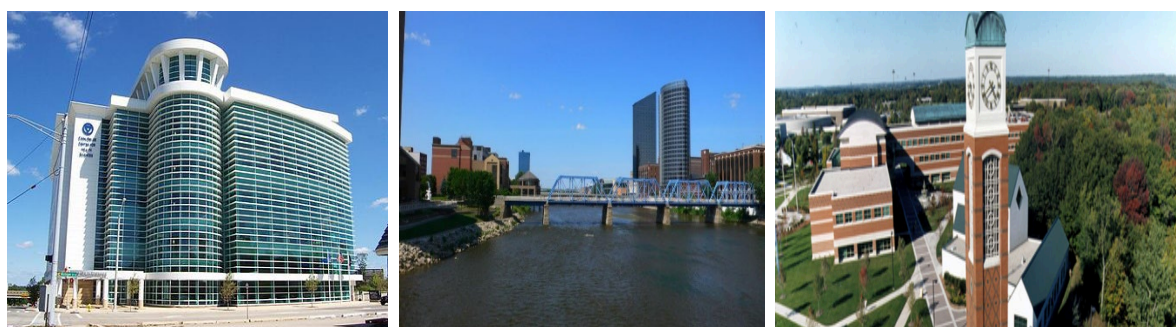
MOA requests that any packages be shipped no more than 48 hours prior to the show, due to storage limitations. Please contact the Director of Catering & Convention Services at the Somerset Inn, Troy with any questions or requirements regarding shipping.

Not allowed

Helium balloons, popcorn, stickers, combustible material, or any display larger than six-feet tall/wide. If you have any questions regarding your display, please speak to MOA Staff before the event.

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 24 – Sunday, October 26, 2025
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 2025 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 - \$1,000
- Non-Profit Autumn Display table - \$500

- Titanium Sponsor - \$8,000
- Platinum Sponsor - \$6,000
- Gold Sponsor - \$5,000
- Silver Sponsor - \$4,000
- Titanium w/Breakfast - \$13,000
- Titanium w/Lunch - \$13,000

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) _____