



Michigan Osteopathic Association

**2024 NMOA Annual Summer Conference at Mission Point Resort,  
Mackinac Island, MI**

## **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 Northern Michigan Osteopathic Association (NMOA) Annual Summer Conference**

*Held in conjunction with the  
Michigan Osteopathic Association (MOA)*

Thursday, June 13 – Sunday, June 16, 2024

Mission Point Resort, Mackinac Island, MI

Webpage: [www.domoa.org/NMOA](http://www.domoa.org/NMOA)

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The NMOA and the MOA are pleased to announce the 2024 Annual Summer Conference. The conference will be held June 13 – 16, 2024 at Mission Point Resort on Mackinac Island and will provide you with an exceptional opportunity to engage our members. With a limited number of sponsors and exhibit spaces available, your company will be one of a select group of companies represented, and therefore, you will have special access to attendees.

## EXHIBIT DATES & HOURS

### NMOA Summer Conference Exhibits

Mission Point Resort, Mackinac Island, MI

Thursday, June 13 | 1:00 pm - 6:00 pm

Friday, June 14 | 7:00 am - 6:00 pm

Saturday, June 15 | 7:00 am - 6:00 pm

Sunday, June 16 | 7:00 am – 4:00 pm

## DISPLAY TABLE ONLY

Summer Display Table - \$1,000      Non-Profit - \$500 (verification required)

### Display Table Includes:

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

General security

Name recognition in printed materials

## CONTACT

Cynthia Earles

Director, MOA Service Corporation

2112 University Park Drive, Ste 100,

Okemos, MI 48864

Email [cearles@domoa.org](mailto:cearles@domoa.org)

P 517-347-1555 ext. 107   F 517-347-1566

## ABOUT THE CONFERENCE

The NMOA Summer 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 service(s).
- The layouts at the NMOA 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, mention the conference by name when calling the hotel. For reservations, contact the Mission Point Resort at (800) 833-7711 before May 14, 2024. Be sure to mention the NMOA Conference to receive the reduced rate.

## Event Sponsorship Opportunities

- Welcome Reception – \$750 partial/\$1,500 full
- Afternoon break on Friday - \$500 partial/\$1,000 full
- Ferry cruise Friday evening - \$1,500 partial/\$6,000 full
- Fun Run on Saturday - \$350 partial/\$700 full
  - \*Fun Run water bottle
  - \*Fun Run course sponsor
- Product Theater - \$15,000 morning/\$16,000 afternoon

# SPONSORSHIP OPPORTUNITIES

## Titanium Sponsor

### Spring - \$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 attendees pre- and post-conference

*\*Speaker honorarium and expenses not included*

## Platinum Sponsor

### Spring - \$8,000

- 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

### Spring - \$7,000

- 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

### Spring - \$6,000

- 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 \$5,000

\*\*Product Theater Afternoon add \$6,000

- Flier insertion in registration bags - \$700
- Lanyard sponsor featuring logo (sponsor provided) \$500
- Registration bag featuring sponsor logo (sponsor provided) \$600
- Water bottles featuring sponsor logo (sponsor provided) \$350

*\*\* 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 NMOA and exhibitors will be alerted on any files that may have issues in print or digital production.

### **Please direct additional questions on advertising specifications to:**

Todd Ross, Manager of Communications

Michigan Osteopathic Association

517-347-1555 ext. 120 [tross@domoa.org](mailto:tross@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. This does not apply to the Product Theater deposit.

## **Liability**

Disclaimer of Liability: This agreement between NMOA and the exhibitor is a license to use exhibition space at the event. No bailment is intended or created. NMOA 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. NMOA is not responsible for overages or Insufficient food counts.

## **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 the 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 NMOA assumes no responsibility for lost or stolen items.

## **Electricity**

Electricity is not included but can be arranged through the hotel or resort. Please contact the Director of Catering & Convention Services at the location to arrange electricity or wi-fi or internet.

## **Shipping to the event**

NMOA 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 Mission Point Resort with any questions or requirements regarding shipping.

## Prize Drawing

NMOA holds prize drawings during exhibitor times. Physician registration materials will include one entry slip and an exhibitor room layout. NMOA 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](mailto: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.*

## Not allowed

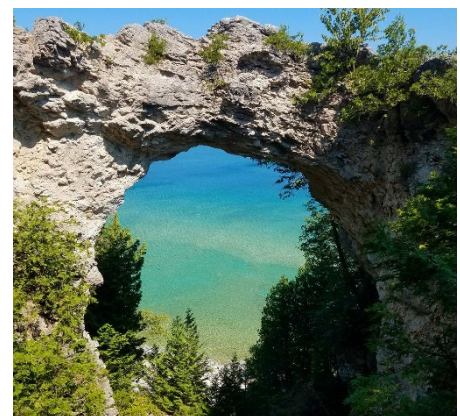
Helium balloons, popcorn, stickers, combustible material, or any displays larger than six-foot tall/wide. If you have any questions regarding your display, feel free to ask.

## 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.

## Exhibitor Reservation Fee

The Exhibit Table fee is \$1,000 per booth and is due by June 1, 2024. Please send payment to: NMOA, 2112 University Park Drive, Ste 100, Okemos, Michigan 48864, Attention: NMOA Summer. The NMOA Tax ID number is 38-2372744. You may pay by check, Visa, MasterCard or Discover or American Express. Please contact Cyndi Earles with any questions at (517) 347-1555 Ext 107 or at [cearles@domoa.org](mailto:cearles@domoa.org)





**Northern Michigan Osteopathic Association**  
**Exhibit/Sponsorship Application Annual Summer Conference**  
**Mission Point Resort, Mackinac Island, Michigan**  
**June 13 - 16, 2024**

SHOW DATES/TIMES: Thursday, June 13 (4 PM – 8:30 PM); Friday, June 14 (7 AM - 5 PM);  
Saturday, June 15 (7 AM - 4 PM); Sunday, June 16 (7 AM – 11 AM)  
NMOA Tax Id# 38-2372744

We are interested in:

- ☐ Titanium Support    ☐ with Product Theater    ☐ without Product Theater  
☐ Platinum Support  
☐ Gold Support  
☐ Silver Support  
☐ Display table ONLY

Event Support:

- ☐ Welcome Reception                      ☐ \$750 partial    ☐ \$1,500 full  
☐ Afternoon break on Friday              ☐ \$500 partial    ☐ \$1,000 full  
☐ Ferry cruise Friday evening              ☐ \$1,500 partial    ☐ \$6,000 full  
☐ Fun Run on Saturday                      ☐ \$350 partial    ☐ \$700 full  
☐ Fun Run water bottle  
☐ Fun Run course sponsor  
☐ Product Theater    Choose Day              ☐ Friday    ☐ Saturday    Choose Time:    ☐ \$15,000 morning    ☐ \$16,000 afternoon

Contact and Payment Information:

Company name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone # of contact person: \_\_\_\_\_ Email: \_\_\_\_\_

Names of other representatives that will be on site: \_\_\_\_\_

Product/service we represent: \_\_\_\_\_ Electrical ☐ Yes ☐ No

Credit card number: \_\_\_\_\_ CVV # \_\_\_\_\_ Expiration date: \_\_\_\_\_

Cardholder \_\_\_\_\_ Total amount \$ \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

No refunds will be issued after June 1, 2024, and any cancellations before that date will be assessed as a \$250 administration fee.



# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Northern Michigan Osteopathic Association

2 Business name/disregarded entity name, if different from above

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 single-member LLC ☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ►

4 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.)

5 Address (number, street, and apt. or suite no.) See instructions.

2112 University Park Dr., Suite 100

Requester's name and address (optional)

6 City, state, and ZIP code

Okemos, MI 48864

7 List account number(s) here (optional)

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

or

Employer identification number

3 8 - 2 3 7 2 7 4 4

## 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 ►

Date ► 11/14/2023

## 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](http://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)
- 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.