



Michigan Osteopathic Association

**2025 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 whose attendees include osteopathic physicians, residents, students, and other healthcare professionals from around the state of Michigan.

**2025 Northern Michigan Osteopathic Association (NMOA)
Annual Summer Conference
*Held in conjunction with the
Michigan Osteopathic Association (MOA)***

Thursday, June 12 – Sunday, June 15, 2025
Mission Point Resort, Mackinac Island, MI

Webpage: www.domoa.org/NMOA

The NMOA and the MOA are pleased to announce the 2025 Annual Summer Conference. The conference will be held June 12 – 15, 2025 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 the select groups of companies represented, and therefore, you will have special access to our attendees.

EXHIBIT DATES & HOURS

NMOA Summer Conference Exhibiting

Mission Point Resort, Mackinac Island, Michigan

Thursday, June 12 | 3:30 pm – 7:00 pm (NO EXHIBITING)

Friday, June 13 | 7:00 am - 5:00 pm

Saturday, June 14 | 7:00 am - 3:00 pm

Sunday, June 15 | 7:00 am – 10:00 am (EXHIBITING OPTIONAL)

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)

Name recognition in printed materials

MOA STAFF 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 NMOA Summer 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 want 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 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, 2025.

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 - \$13,000 morning/\$13,000 afternoon

SPONSORSHIP OPPORTUNITIES

Titanium Sponsor

Summer - \$8,000

- Product theater (optional)*
- Audiovisual, if required
- Preferred Display Space location and electricity if needed.
- One full-page advertisement which is distributed in print.
- 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- and post-conference

**Speaker honorarium and expenses not included*

Platinum Sponsor

Summer - \$5,000

- Premium table display location.
- Full page ad in 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

Summer - \$4,000

- Table Display
- One half-page advertisement in 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

Summer - \$3,000

- Table display
- One half-page advertisement in both print & downloadable PDF.
- Logo recognition with hyperlinks on mobile web pages and mobile site

OTHER SPONSORSHIP OPPORTUNITIES

A La Carte Sponsorships:

**Product Theater Morning add \$5,000

**Product Theater Afternoon add \$5,000

- Flier insertion in registration bags - \$400
- 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 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 NMOA, and exhibitors will be alerted to any files that may have issues in print or digital production.

Please direct additional questions on advertising specifications to:

Crystal Ash, Michigan Osteopathic Association Membership & Marketing Coordinator

Michigan Osteopathic Association

517-347-1555 ext. 120 cash@domoa.org

EXHIBITING SPECIFICS

Deadline

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

Refunds

No refunds will be issued after June 1, 2025, and any cancellations before that date will be assessed a \$300 administration fee before refunding.

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 for 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 NMOA/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 NMOA 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 NMOA Staff person. There may be an additional charge.

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.

Not allowed

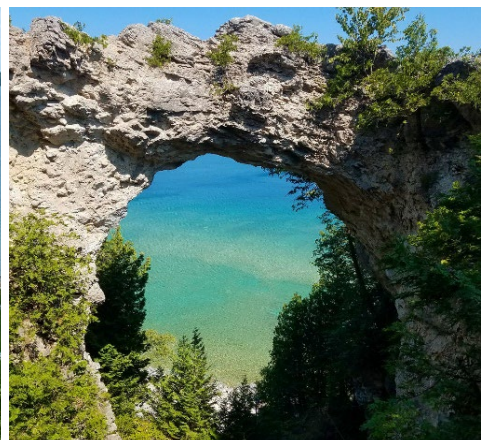
Helium balloons, popcorn, stickers, combustible material, or any display larger than six-feet tall/wide. If you have any questions regarding your display, feel free to ask.

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 Display Fee

The Exhibit Display fee is \$1,000 per table and is due by June 1, 2025. 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 regarding payment at (517) 347-1555 Ext 107 or at cearles@domoa.org



**Northern Michigan Osteopathic Association
Exhibit/Sponsorship Application Annual Summer Conference
Mission Point Resort, Mackinac Island, Michigan
June 12 - 15, 2025**

SHOW DATES/TIMES: Thursday, June 12 (3:30 PM – 7:00 PM); Friday, June 13 (7 AM - 5 PM);
Saturday, June 14 (7 AM - 3 PM); Sunday, June 15 (7 AM – 10 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: \$13,000 morning \$13,000 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, 2025, and any cancellations before that date will be assessed a \$300 administration fee.