EXHIBITOR PROSPECTUS 2018

EXHIBIT DATES & HOURS
Exhibit all four days or just exhibit one, it is up to you.
Thursday, May 17 | 3 - 6 pm
Friday, May 18 | 7 am - 6 pm
Saturday, May 19 | 7 am - 6 pm
Sunday, May 20 | 7 am - 3:30 pm

Set up:
Thursday, May 17 | 2 pm

Tear down:
Sunday, May 20 | 4 pm

Table Display Includes:
Pricing on page 4.
6’ table draped and skirted
(2) Chairs
General security
Name recognition in onsite collateral
Badges for staff if no company badge

CONTACT
Cyndi Earles
Director, MOA Service Corporation
E cearles@domoa.org
P 517-512-4307
F 517-347-1566

SHOWCASE YOUR BUSINESS TO MICHIGAN OSTEOPATHIC PHYSICIANS
The MOA Spring Convention attracts more than 800 osteopathic physicians, students, interns, residents and health care professionals who are engaged in an educational and hands-on learning forum. Visit with physicians during scheduled breaks throughout the day.

MICHIGAN OSTEOPATHIC ASSOCIATION
www.DOMOA.org
2445 Woodlake Circle, Okemos, MI 48864
Since 1986, the number of DOs has increased by 276%. At the current rate of growth, it is estimated that more than 100,000 osteopathic physicians will be in active medical practice by the year 2020.

Osteopathic medicine (OMM), a hands-on technique DOs use to diagnose and treat patients, not just symptoms.

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.

Recently, the MOA has also acquired new affiliate members of the medical field including the Michigan Health & Hospital Association (MHA), to better represent and collaborate with the healthcare network in Michigan.

Osteopathic physicians (or DOs) are fully licensed physicians who take a whole-person approach to care. In addition to being trained in their specialty area, from family practice to sub-specialty, they are also trained to perform osteopathic manipulative medicine (OMM), a hands-on technique DOs use to diagnose and treat patients, not just symptoms.

About the Convention
The MOA Scientific Convention attracts top osteopathic physicians, medical students, health care professionals and other focused buyers who are interested in discovering how your products and services will advance and improve their work.

The Spring convention is attended by over 800 osteopathic physicians, medical students and health care professionals engaged in a four-day 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 new layout at the MOA Scientific Convention offers an unparalleled visibility and an opportunity to re-establish old contacts and generate new ones.
- Selling products and taking orders is permitted in the exhibit hall, as it is part of the educational aspect of the convention; providing information on industry trends pertinent to the field of medicine, services and products.

Hotel Accommodations:
For reservations, contact the Westin Southfield Detroit at 888-627-8558. Rooms at $125/night if booked by April 24, 2018.

Save the Date!
MOA 14th Annual Autumn Convention
November 16 - 18, 2018
Amway Grand Plaza - Grand Rapids, MI
Contact Janna Ruedisale for more information at jruedisale@domoa.org
EXHIBITING SPECIFICS

DEADLINE
Reserve your space early as space is limited! Contract and payment due by April 30, 2018.

REFUNDS
No refunds will be issued after May 16, 2018. Any cancellations before that date will be assessed a $50 administration fee.

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 exhibitor or for personal injuries to exhibitor or exhibitor’s representatives. Exhibitor expressly releases MOA from any liability for any such loss, damage or injuries.

PARKING
Complimentary self-parking (closest hotel entrance is from the 1000 Tower - see map on page 7). Valet is available $12 day/$25 overnight.

EXHIBITOR CREDENTIALS
Up to two (2) badges per table display if no company badge. The two exhibitor badges may be pre-ordered through April 30, 2018. After that time, 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 working in 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 Westin, using form on page 8. Contact Director, Catering & Convention Services with questions at (248) 728-6544.

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 designated times.

Please contact Cyndi Earles at cearles@domoa.org if you are interested in donating a prize for the drawing.

SHIPPING TO THE WESTIN
The hotel requests that any packages be shipped no more than 48 hours prior to the show, due to storage limitations. See page 8 for details. Contact Director, Catering & Convention Services with questions at (248) 728-6544.

NOT ALLOWED
Helium balloons, popcorn, stickers, combustible material or any displays larger than a six-foot table.
SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - $10,000
• Premium table display location.
• One full page advertisement in the TRIAD.
• One full page advertisement in program.
• Advertisement on Convention mobile site.
• Homepage slide during the month of May on DOMOA.org
• Banner advertisement in MOA Pulse during the month of May, sent to all members.
• Logo recognition on convention webpage.

Gold Sponsor - $8,000
• Premium table display location.
• One half page advertisement in program.
• One half page advertisement in the TRIAD.
• Web banner advertisement for the month of May on MOA homepage.
• Banner advertisement in MOA Pulse during the month of May, sent to all members.
• Logo recognition on convention webpage.

Silver Sponsor - $7,000
• Table display.
• One quarter page advertisement in program.
• Web banner advertisement for a week in May on MOA homepage.
• Logo recognition in convention communications to attendees.
• Logo recognition on convention web page.

Bronze Sponsor - $6,000
• Table display.
• One quarter page advertisement in program.
• Logo recognition in convention communications to attendees.
• Logo recognition on convention web page.

Supporting Sponsor - $2,500
• Logo recognition in program.
• Logo recognition in convention communications to attendees.
• Logo recognition on convention web page.

Table Sponsor
• $2,700 — Two tables
• $1,500 — One table
• $500 — Non profit rate (verification required), one table.

A La Carte Sponsorships:
• House of Delegates Breakfast Sponsor - $1,500
• Co-Sponsor Student Event - $750
• Flier insertion in registration bags (800) - $500
• Coffee co-sponsor - $750
• Flier placement on seats at House of Delegates (250) - $350
• Lanyard sponsor featuring logo (QTY 800) - sponsor provided
• Registration bag featuring sponsor logo (QTY 800) - sponsor provided
• Water bottles featuring sponsor logo (QTY 800) - sponsor provided

Spring Scientific Research Competition Sponsorship Levels:
• Platinum Sponsor - $1,250
• Gold Sponsor - $900
• Silver Sponsor - $750
• Bronze Sponsor - $500
• Patron Sponsor - $250
AD SPECIFICATIONS

Failing to provide the appropriate materials by the indicated deadlines may result in lack of sponsorship recognition. See Exhibitor Prospectus for sponsorship details.

TRIAD (Digital) – Deadline March 28, 2018
Full color
Full page:
No bleed: 7.125 W x 9.75” H
Bleed: 8.25 W x 11” H
(live image area 7.125” x 9.75”)

Half Page: 7.25 W x 4.75” H
Quarter Page: 3.44”W x 4.75” H

Event program – Deadline April 24, 2018
Full color
Full page (with .125 bleed): 5.5 W x 8.5” H
Half Page: 4.5 W x 3.5” H
Quarter Page: 2.25 W x 3.5” H

Homepage slide – Deadline April 24, 2018
574 pixels W x 180 pixels H

Banner ad on website – Deadline April 24, 2018
570 W x 70 px H

Banner ad in MOA Pulse – Deadline April 24, 2018
Size: 468 W x 60 px H
File formats: JPG (preferred), PNG or GIF

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

Please direct additional questions on advertising specifications to:
Todd Ross
Manager of Communications
Michigan Osteopathic Association
517-347-555 ext. 120
tross@domoa.org

DEADLINES:
- TRIAD logos, advertisements, etc. Wednesday, March 24, 2018.
- All other convention sponsor logos, advertisements, etc. Tuesday, April 24, 2018.

Note: all materials provided must be in a high-resolution (PDF for ads, .eps for logos) format for print. Files for web use maybe submitted as .jpg or .png format. Ask for specifications.
EXHIBITOR CONTRACT

ORGANIZATION NAME: ________________________________________________________________

CONTACT NAME & TITLE: ______________________________________________________________

EMAIL ADDRESS: ______________________________________ PHONE # ___________________

ADDRESS: ________________________________________________________________________

CITY ______________________________________ STATE ____ ZIP _____________ FAX #: __________

TABLE SPONSORSHIP

☐ Two Tables - $2,700  ☐ One table - $1,500  ☐ Non-profit rate for table display - $500

List days/times you plan to use table (see cover page for details): __________________________________________________________

________________________________________________________________________________________________________

Names of all reps on site (for name badges): ________________________________________________________________

________________________________________________________________________________________________________________________________

Choice of vendor space (layout on pg 7): 1st choice, # _______ 2nd choice, # _______

For a list of additional items including electricity, internet & shipping provided by the Westin, see page 8.

OTHER SPONSORSHIP OPPORTUNITIES (page 4)

Spring Scientific Convention; Level ________________________________ $ ____________

A la Carte Option ____________________________________________ $ ____________

Spring Scientific Research Competition; Level ____________________________ $ ____________

TOTAL = $ ________________ Payment due April 30, 2018

☐ CHECK ENCLOSED Check # __________ (Please make checks payable to Michigan Osteopathic Association)

☐ CREDIT CARD: ☐ MasterCard ☐ Visa ☐ Discover

Cardholder name: _____________________________________________________________________________

Billing address: _______________________________________________ City __________________________ State ____ Zip ________

Card number ___________________________________________ Exp. date ________ CVV (3 digits) ______


SIGNATURE __________________________________________________________________ DATE ________________
For a list of additional items including electricity, internet & shipping provided by the Westin, see page 8.
EXHIBIT INFORMATION FORM

Fax this form to: **Attention** – Director, Catering & Convention Services   Fax # (248) 827-4002   Phone # (248) 728- (6544)

Please type or print:

Company Name: ___________________________________________________________

Name: ______________ ________________________ ____________________________

Address: ___________________ ______________ _______________________________

City: _________________ _____________   State: _________ _ Zip: __________________

Office Phone: _________________ _______        Office Fax: __________________________

Please mark the following requests:

_____ 32” Monitor @ $250.00++  (Daily, includes power)
_____ 60” Monitor @ $625.00   (Daily, includes power)
_____ Electricity @ $45.00++  (Daily, includes power cord and strip, if needed)
_____ Power Strip @ $15.00++   (Daily)
_____ Extension Cord @ $15.00++ (Daily)
_____ Internet Wi-Fi Connection @ $150.00++ (Daily)
_____ My company will be sending boxes – Handling & Storage fee $1.00 per box / per day
   (Note: Pallets and boxes weighing more than 50 pounds billed at additional rate of $150.00 / 50 lbs.)

Approximately _______ boxes will be sent to my attention on _______________ _________

They will be sent by the following Carrier: (ie: UPS, FedEx, Airborne) ____________________

Send all Boxes to: **Westin Southfield**

1500 Town Center
Southfield, MI 48075
Attention: Hotel Contact
Event Name, Event Date

Additional Requests: ____________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

**Westin Southfield** requires your credit card number to reserve and charge the above equipment.

Email Address to send Credit Card Authorization: ____________________________ ________________

Signature: __________________________________________________________________________