



2020 FALL CME CONFERENCE

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

OCTOBER 8-11, 2020



ACME, MI



2020 Fall CME Conference

Opportunities to connect with practice medicine in hospitals, community health centers and group practices with specialties of:

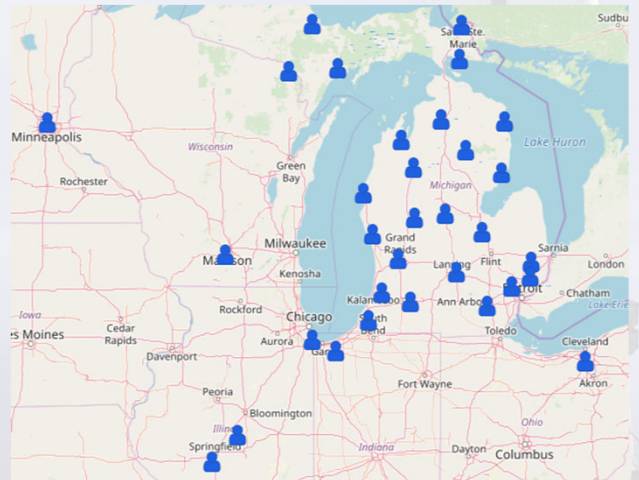
- Family and Internal Medicine
- Pediatrics
- Emergency Medicine
- Over 60 mixed specialties
- Surgery

PAs are responsible for seeing over 300 million patients and write over 350 million prescriptions per year.

Your Opportunities

Opportunities exist for health related organizations and those who support health educational programs to become involved with MAPA. Michigan Academy of Physician Assistants work collaboratively with the health care community and stakeholders.

Partners will have a chance to inform, contribute to, and communicate with PA professionals from all over the Mid-West. The map to the right illustrates the CME Conference reach. Our attendees traveled from all over the region in 2019.



710+

2019 attendees

750+

Expected in 2020

5,440+

Newsletter Subscribers

28k

Michiganpa.org
visitors annually

CME Conference Details



October 8-11, 2020

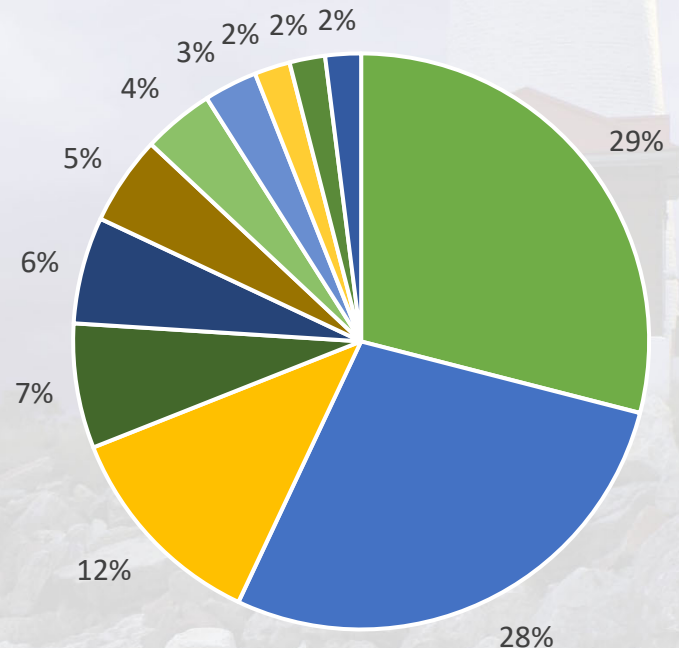
100 Grand Traverse Village Blvd., Acme MI

Michigan Academy of Physician Assistants Fall CME Conference is an annual event that draws PAs from Michigan as well as the Mid-west region. The CME conference is PA's source for continuing medical education. PAs are trained to diagnosis, treat and manage both acute and chronic medical conditions in all fields of medicine.

If you have questions regarding this event or its content, please call or email, 517.318.0511 or email MAPA@MichiganPA.org.

2019 Attendee Details

Various Specialties	29%
Students	28%
Family Medicine	12%
Surgery	7%
Internal Medicine	6%
Emergency Medicine	5%
Urgent Care	4%
Orthopedics	3%
Cardiology	2%
Hospital Medicine	2%
Primary Care	2%



Questions?

MAPA@MichiganPA.org
517.318.0511



Connection Opportunities - Exhibitor

GOLD

\$7,500

One Available

- Double Booth
- Logo in Program
- Signage
- Social Media Exposure
- MAPA membership list, upon request
- Promotional stuffer in welcome packet
- Logo on CME website - four months
- Full Page Ad in August Newsletter

SILVER

\$5,000

Two Available

- Double Booth
- Logo in Program
- Social Media Exposure
- MAPA membership list, upon request
- Logo on CME website – three months
- Half Page Ad in August Newsletter

BRONZE

\$2,000

Unlimited

- Booth
- Name in Program
- Conference Attendee list, upon request
- Logo on CME website – one month

ALLIED HEALTH

\$1,000

Unlimited

- Booth
- This is for state agencies and other non-profit entities only.

Exhibit Booth - Each booth is 8' x 10' with one table, two chairs, Booth ID sign-no logo.

Exhibit Set-Up: Thursday, October 8, 2020 9:00am – 12:00pm

Exhibit Show Hours: Thursday, October 8, 2020 1:00pm – 7:00pm
Friday, October 9, 2020 9:00am – 4:00pm
Saturday, October 10, 2020 9:00am – 3:00pm

Exhibit Tear Down: Saturday, October 10, 2020 3:00pm – 5:00pm

Sponsorship Opportunities

Maximize your visibility with promotional opportunities to increase awareness of your organization and/or product(s).



Breakfast (Friday)
Daily PM Break (Thursday, Friday, Saturday)**
Lunch

\$ 4,000 each
\$ 1,500 a day
\$ 7,500 each

(** all sponsored meals and breaks will have signs with company logo)



Celebrate PA / Networking Event (4 available)
Welcome Reception (2 available)
Student PA QuizBowl (3 available)

\$ 500
\$ 750
\$ 750



Conference Registration Giveaway
Conference Bag Insert
Conference Lanyards with name or logo
Professional Head Shots
Scanner Technology Sponsor
Mobile App/Text Message and Banner Ads
Future Leaders / Mentors Sponsor, includes signage

\$ 4,000
\$ 750
\$ 1,500
\$ 2,000
\$ 2,500
\$ 175 per day
\$ 500



Advertising Rates For MAPA Newsletter

August Edition Only*

Full page ad (8" x 10³/₄")
Half page ad (4¹/₂" x 7")
Quarter page ad (4³/₄" x 3¹/₄")
Banner ad (8" width x 2" height)

\$ 750
\$ 500
\$ 300
\$ 200

Advertisers will provide MAPA a high resolution PDF ad/logo for the newsletter. MAPA will not edit or proof ads. Deadline for ad/logo submission is July 15, 2020. Newsletter sent to all PAs in the state of Michigan.

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PAST MAPA FALL CME CONFERENCE EXHIBITORS/SPONSORS

Amgen Cardiovascular
Blumark Advisors
Dermira, Inc.
Ferring Pharmaceuticals
Flexion Therapeutics
Gilead Sciences
Health Pro pharmacy
Henry Ford Health System
Horizon Therapeutics
Ironshore Pharmaceuticals
Janssen Pharmaceuticals, Inc.
Kaczmarek Hearing Services
Lupin Pharmaceuticals
Merck
Mid-Michigan Health

Michigan Medicine, University of Michigan
Michigan State University – PPEPI Project
Novartis Pharmaceuticals Corporation
Novo Nordisk - Diabetes
Novo Nordisk - Obesity Division Physician Peer
Otsuka pharmaceutical Development &
Commercialization
Physician Peer Education Project on Immunization
Plurex
Raco Comfort Enterprises, LLC
Takeda Pharmaceuticals America, Inc.
Team Rehabilitation
Tempus
Ultragenyx
US WorldMeds

Other Conference Information

Assignment of Space:

Assignment of space is on a first-come, first-served basis and preference is extended to loyal vendors. Space is limited and will be allocated at the discretion of MAPA.

Electrical Needs:

•Electrical outlets will be provided at \$35 per booth throughout the exhibit hall..

Liability Insurance:

MAPA assumes no responsibility for any loss, injury or damage occurring to an exhibitor or to his/her property.

Sales Policy:

Sales are not allowed in the exhibit area.

Security:

Security will not be provided in the exhibit area. It is your responsibility for all valuable items when your booth is not attended.

Cancellations & Refunds:

MAPA has a No Refund policy. In the event of cancellation at any time, or if the rental space is unoccupied on opening day, MAPA will retain the exhibit fee. Exhibitors may not sublease, reassign, or apportion a whole or any part of the space assigned.

Hotel Reservation:

If you need hotel accommodations, please contact the hotel directly at 231-534-6000 or www.grandtraverseresort.com. Be sure to mention you are part of the MAPA group.

Shipping:

Exhibit material and informational handouts (boxes to be labeled 1 of 3, 2 of 3, etc.) can be shipped directly to Artcraft by noon, October 2nd at:

3140 Three Mile Rd, NW
Grand Rapids, MI 49534

MARK YOUR CALENDAR FOR FUTURE
MAPA CME CONFERENCE DATES

2021 October 7-10
2022 October 5-8

Grand Traverse Resort & Spa
Amway Grand, Grand Rapids



2425 E. Grand River Ave., Ste. 1
Lansing, MI 48912

Fall CME Conference

October 8-11, 2020

Exhibitor/Sponsor Application

We hereby apply for sponsorship/exhibit space for our use at the **Grand Traverse Resort and Spa, Acme, MI**. We understand that, upon acceptance of this application by MAPA, a contract consisting of this application, all terms incorporated by reference herein, and the space assignment will be in full force and effect. Booths will be assigned on at the discretion of MAPA. **Payment, in full, must accompany this application. Receipt of payment NO LATER THAN September 30, 2020 is necessary to secure a booth space.**

(Please Type or Print Clearly)

(The information provided here will be printed in the onsite program, on event signage and on the MAPA website)

Sponsor/Exhibitor Company:

Check if Allied Health (non-profit) entity

Mailing Address:

City/State/Zip:

Phone:

Contact Person:

E-mail:

Website:

Product or Service:

Exhibit Representatives: (included with booth)

Name:

E-mail:

Name:

E-mail:

(Booth Representatives will be responsible for their own meals)

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Exhibitor/Sponsor Application, Page 2

Opportunities Available	Price	Total
GOLD Exhibitor	\$7,500	
SILVER Exhibitor	\$5,000	
BRONZE Exhibitor	\$2,000	
Allied Health Exhibitor	\$1,000	
Additional Representatives (two included in packages above)	\$25/each	
Electrical Outlet	\$35	
Conference Registration Give Away	\$4,000	
Conference Bag Insert	\$750	
Conference Lanyards	\$1,500	
Professional Head Shots	\$2,000	
Scanner Technology Sponsor	\$2,500	
Future Leaders / Mentors Sponsor, includes Signage	\$500	
Mobile App/Text Message Alerts (Please check <input type="checkbox"/> TH, <input type="checkbox"/> FR, <input type="checkbox"/> SA)	\$175/Day	
Breakfast (Friday only)	\$4,000	
Daily PM Break (Please check <input type="checkbox"/> TH, <input type="checkbox"/> FR, <input type="checkbox"/> SA)	\$1,500/Day	
Lunch (Please check <input type="checkbox"/> TH, <input type="checkbox"/> FR, <input type="checkbox"/> SA)	\$7,500/Day	
Celebrate PA / Networking Event (4 available)	\$500	
Welcome Reception (2 available)	\$750	
Student PA QuizBowl (3 available)	\$750	
MAPA Newsletter Ad- Full Page	\$750	
MAPA Newsletter Ad- Half Page	\$500	
MAPA Newsletter Ad- Quarter Page	\$300	
MAPA Newsletter Ad- Banner Ad	\$200	
TOTAL Cost of Commitment:		

Check Enclosed (Made payable to: MAPA)

Payment by Credit Card: VISA MasterCard AmEx Discover

Credit Card #: _____ Exp. Date: _____ CVV: _____

Name on Card: _____ Card Billing Address: _____

Signature: _____ Email: _____

Mail, E-mail, or Fax Completed form with payment to: **MAPA@MichiganPA.org**
MAPA • 2425 E. Grand River Ste. 1 • Lansing, MI 48912-3291 | Fax 517-318-0441

Liability: Neither Michigan Academy of Physician Assistants, the Exhibits Manager, Grand Traverse Resort and Spa, the Decorator, nor others associated with the management of the Conference, will assume responsibility for the safety of the property of the exhibitor, its officials, agents, or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect against such loss.

General: These Rules are subject by Michigan Academy of Physician Assistants, and all points not covered herein are subject to its decision. These rules have been formulated for the best interest of the Exhibitors, as well as Michigan Academy of Physician Assistants, exhibitors are respectfully requested to cooperate in observance of them.