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.

**EXHIBITOR PROSPECTUS 2019**

**SHOWCASE YOUR BUSINESS TO MICHIGAN 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.

**EXHIBIT DATES & HOURS**

*Exhibit all three days or just one, it is up to you.*

- **Thursday, May 16** | 3 pm - 6 pm
- **Friday, May 17** | 7 am - 6 pm
- **Saturday, May 18** | 7 am - 6 pm

**Set up:**
- Thursday, May 16 | 2 pm

**Tear down:**
- Saturday, May 18 | 6 pm

**Table Display Includes:**
- 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 ceearles@domoa.org

P 517-512-4307  
F 517-347-1566
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.

**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.

**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 are available at a special convention rate if booked by April 26, 2019.

**SAVÉ THE DATE!**

MOA 15th Annual Autumn Convention
November 8 - 10, 2019
Amway Grand Plaza - Grand Rapids, MI
Contact Janna Ruedisale for more information at jruealisale@domoa.org
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.
- Logo recognition in onsite signage.

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

Silver Sponsor - $7,000
- Table display.
- One half page advertisement in program.
- Banner advertisement in MOA Pulse during the month of May, sent to all members.
- 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 - $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

INCREASED ACCESS:
- Designated breaks during CME sessions to visit with exhibitors
- Saturday & Sunday breakfasts served in exhibit area
- Prize drawing offered for visiting multiple exhibitors
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 8, 2019
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 26, 2019
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 26, 2019
980 pixels W x 245 pixels H

Banner ad in MOA Pulse – Deadline April 26, 2019
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. Friday, March 8, 2019.
- All other convention sponsor logos, advertisements, etc. Friday, April 26, 2019.

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: _____________________________________________ APT/STE. _______________________

CITY __________________________ STATE ______ ZIP __________ FAX #: _______________________

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

Days table will be used (see cover page for times):
☐ Thursday ☐ Friday ☐ Saturday

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

Choice of vendor space (layout on pg 6): 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 3)

Spring Scientific Convention; Level ________________________________ $ ______________

A la Carte Option __________________________________________ $ ______________

Spring Scientific Research Competition; Level __________________________ $ ______________

TOTAL = $ ___________________ Payment due April 30, 2019

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

☐ CREDIT CARD: ☐ MasterCard ☐ Visa ☐ Discover *We do not accept American Express

Cardholder name: __________________________________________________________________

Billing address: ___________________________________________________________ City _______________ State ______ Zip ________

Card number __________________________________________ Exp. date __________ CVV __________


SIGNATURE __________________________________________________ DATE __________________________
For a list of additional items including electricity, internet & shipping provided by the Westin, see page 8.
DEADLINE
Reserve your space early as space is limited! Contract and payment due by April 30, 2019.

REFUNDS
Cancellations before May 1, 2019 will be assessed a $100 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 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 6).
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, 2019. 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.
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: _______________________________________________________________________