2016 MAPA FALL CONFERENCE EXHIBITOR PROSPECTUS

OCTOBER 13-16, 2016 GRAND TRAVERSE RESORT & SPA • ACME, MI
You’re Invited…

Don’t be left out and miss this opportunity to showcase your company or organization.

Our registrants come to this annual Fall CME Conference to expand their knowledge base and to find tools and products that will assist them to perform better at their jobs.

The Michigan Academy of Physician Assistants 41st Annual Fall CME Conference is the largest meeting for physician assistants, PA students and PA educators in Michigan and in the upper Midwestern states. Our attendance continues to increase year after year with more than 650 registrants expected to attend the 2016 Fall CME Conference.

As an Exhibitor/Sponsor, your PA target audience practices medicine in hospitals, community health centers and group practices with specialties of:

- Family and Internal Medicine
- Emergency Medicine
- Surgery
- Pediatrics
- and in over 60 mixed specialties

PAs are trained to diagnosis, treat and manage both acute and chronic medical conditions in all fields of medicine.

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

The U.S. Labor and Statistics projects that the PA profession will be the third fastest growing profession of this decade and is expected to continue this growth into the next decade.

Expose your business or organization to a rapidly expanding medical profession. Market your products and services to end-users, physician assistants, who are an integral part of the health care team. Increase your image and demonstrate your support for MAPA.

October 13-16, 2016
GRAND TRAVERSE RESORT & SPA • ACME, MI
Sponsorship & Exhibitor Opportunities:

‘ULTRA’ EXHIBITOR - $5,000

- Includes double booth space (8’ x 20’)
- Company name/logo in registration materials
- Recognition at MAPA’s Reception as an ‘ULTRA’ sponsor
- Prominent signage at the conference
- Free mailing labels of entire MAPA membership
- Option to include one promotional ‘stuffer’
- Recognition as an ‘ULTRA’ sponsor with ad for four months on MAPA’s website, CME page only
- Full-page ad in September newsletter, upon request (Ad due August 1, 2016)

‘ELITE’ EXHIBITOR - $3,500

- Includes double booth space (8’ x 20’)
- Company name/logo in registration materials
- Free mailing labels of entire MAPA membership
- Half-page ad in September newsletter, upon request (Ad due August 1, 2016)
- Recognition as an ‘ELITE’ sponsor with ad for 3 months on MAPA’s website, CME page only

‘PREMIUM’ EXHIBITOR - $2,000

- Includes ‘Classic’ Exhibitor package, as below
- MAPA membership mailing labels, upon request
- Quarter-page ad in September newsletter, upon request (Ad due August 1, 2016)

‘CLASSIC’ EXHIBITOR - $1,500

- 8’ x 10’ exhibit space with pipe and drape
- 6’ table with two chairs and waste basket
- Conference attendee list, upon request
- Booth sign of your company

*’ALLIED HEALTH’ (NON-PROFIT) - $1,000

- This package includes the ‘Classic’ Exhibitor level only. This is for state agencies and other non-profit entities only.

We invite you to choose the Exhibitor Opportunity Level that best suits your company or organizations needs. Your generosity will not go unnoticed. Thank you for your support and we look forward to seeing you in October at MAPA’s 2016 Fall CME Conference in Traverse City, Michigan.

A survey of exhibitors from MAPA’s 2015 Fall CME Conference stated that the conference attendees were receptive and attentive to exhibitor products/services. Over 95% of conference registrants surveyed said they learned about new medical products and services by visiting the Exhibit Hall. In addition, over 90% of exhibitors at the 2015 Fall CME Conference stated that they would return next year.
Exhibitor Information

Eligibility for Exhibiting:
Exhibits should be staffed during all exhibit hours by qualified persons who are able to explain or demonstrate the displayed items/services. Removal or dismantling of a booth during open show hours is strictly prohibited.

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.

Booth Description:
• Exhibit booth draping has 8’ high hacks and 3’ high sides.
• One (1) 6’ covered and skirted display table.
• Placement of two (2) hotel chairs.
• One (1) waste basket.
• Booth ID number.
• A 7” x 44” one-line black/white booth ID sign with no logo, hardware/installation provided.

Hotel Reservation:
If you need hotel accommodations for your stay during the 2016 MAPA Fall CME Conference in Acme, MI. Please contact the hotel directly at 231-534-6000 or www.grandtraverseresort.com. Be sure to mention you are part of the MAPA group.

Electrical Needs:
• Electrical outlets will be provided at $10-20 per booth throughout the exhibit hall.
• Any additional electrical or A/V needs must be arranged for through MAPA.
• If applicable, please bring your own extension cords.

Hotel Contact:
Amanda Engler, Conference Services Manager at (231) 534-6201.

Sales Policy:
Sales are allowed in the exhibit area.

Liability Insurance:
MAPA assumes no responsibility for any loss, injury or damage occurring to an exhibitor or to his/her property. If so desired, exhibitors should have their materials insured against theft, damage, loss or injury.

Exhibitor Registration:
All exhibitors should check-in at MAPA’s Conference Registration Desk before setting up their exhibit. Badges will be issued for identification purposes.

Cancellations & Refunds:
MAPA has a No Refund policy.

Questions?
Please contact MAPA at 734-353-4752 or Maureen Kelley at mapa@michiganpa.org.

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 7th at:
3140 Three Mile Rd, NW
Grand Rapids, MI 49534

Can You Afford To Ignore The PA Market?
• More than 4200 medical professionals who practice in the state of Michigan
• PAs write more than 12 million prescriptions each year in Michigan
• PAs make thousands of OTC recommendations a year
• PAs are represented by a single state academy

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Can You Afford To Ignore The PA Market?

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Exhibit Space (8’ x 10’): Each space will have one table and two chairs. Each booth will be allowed two (2) workers.

**Exhibit Set-Up:**
- Wednesday, October 12, 2016
  - 3:00 pm – 8:00 pm
- Thursday, October 13, 2016
  - 8:00am – 12:00pm

**Exhibit Show Hours:**
- Thursday, October 13, 2016
  - 1:00pm – 7:00pm
- Friday, October 14, 2016
  - 9:00am - 4:00pm

**Exhibit Tear Down:**
- Friday, October 14, 2016
  - after 4:00pm

**New this Year!**

Be a part of the MAPA Welcome Reception Wine & Stein event inside the exhibit hall. Dedicated exhibit hours while tasting local beer and wine.*

*New sponsorship opportunities available.

Exhibit Hall Incentive

Due to pharmaceutical guidelines, we have an incentive program to bring attendees into the exhibit hall. This program combines exhibit booth bingo, door prizes and raffles. It requires attendees to visit exhibitors for a door prize and if they visit all booths, they are entered into a ‘Grand Prize’ raffle. We will have set times and breaks to allow attendees an opportunity to visit all exhibit booths and we will limit the number of lectures at the opening of the exhibit hall to encourage traffic by the booths. Instructions will be provided to you upon check-in at the MAPA registration desk on-site.

To reserve space in MAPA’s exhibit hall, please complete and return the enclosed application with payment to the MAPA office.
Sponsorship Opportunities

In addition to a booth in the MAPA Exhibit Hall, there are a wide variety of sponsor and promotional opportunities that can help increase awareness of your company, organization and/or product(s). This is an ideal way to stand out from other exhibitors and show your support to MAPA.

There are several ideas mentioned below which can maximize your visibility with this fast-growing profession and are available at many levels of financial and visual support.

Sponsorship Opportunities:

More detailed descriptions on these sponsorship opportunities can be found on the MAPA website at www.michiganpa.org

Meals

- Breakfast (Thursday, Saturday) ............................................................... $4000 ea.
- Daily PM Break (Thursday, Friday, Saturday)** ........................................ $2500 ea.
- Lunch (Thursday, Friday, Saturday) ........................................................... $6500 ea.
- Thursday Evening ‘Wines/Steins Welcome Reception’
  (*NEW several available) .............................................................................. $600 ea.
- Saturday Evening ‘MAPA’s Reception’ (partial support) .......................... $2500
- Sunday’s Continental Breakfast ................................................................. $3000
- Hospitality Suite/Space (F & B Not Included) ........................................... $500
  (** all Breaks sponsored will have signs with company logo on food table)

Extras

- Conference Registration Giveaway .......................................................... $4000
- Conference Bag Insert* .............................................................................. $500
- Conference Lanyards ................................................................................ $500
- Evening Itinerary Card and gift delivery to
  MAPA hotel guests* (Available Thursday, Friday, Saturday) .... $1500 ea.
- Promotional Notepad/pen* ......................................................................... $500
- Exhibitor Board Game Prize Sponsor* ....................................................... $500
- Audio/Visual Sponsor ............................................................................... $500/Day
- Mobile App/Text Message Alerts* ............................................................. $500/Day
- Other suggestions entertained
  (*Send company logo to MAPA 60 days prior for placement on promotional item)

Other Activities

- Charging Station .......................................................................................... $500
- 5K Fun Run ................................................................................................... $250 ea.

ADVERTISING RATES FOR MAPA NEWSLETTER

September Edition Only*

- Full page ad (8” x 10¾”) ............................................................................. $550
- Half page ad (4¾” x 7”) ................................................................................. $300
- Quarter page ad (4¼” x 3½”) ....................................................................... $225
- Banner ad (8” width x 2” height) ................................................................. $200
- Company logo only (3½” x 2”) ................................................................. $175

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 8/1/2016.

*Sent to all PAs in the state of Michigan.
Show Inquiries

For more information about the show, please contact:
Maureen Kelley at mapa@michiganpa.org
1390 Eisenhower Place, Ann Arbor, MI 48108
734-353-4752, Fax: 734-677-2407

Security

Security will not be provided in the exhibit hall area. It is your responsibility to remove all valuable items when your booth is not being attended. The doors will be locked at night.

Rules and Regulations

Cancellations
In the event of cancellation by the exhibitor at any time, or if the rental space is unoccupied on opening day, the Exhibits Manager shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign, or apportion a whole of any part of the space assigned.

Booths and Decorations
The rental plan for space is as shown in this packet. Each booth has dimension of 8’ wide by 10’ deep. The height of the back wall shall be 8’ and side rails 3’. No construction in the exhibit space shall be in excess of 8’ in height. Any construction in excess of 4’ in height must be kept within 4’ of the rear of the booth. Display board and other tall exhibits shall not be placed in a manner that will interfere with other exhibits.

Dismantling
The Exhibitor agrees not to dismantle the booth or do any packing before 4:00pm, Friday, October 14, 2016 and further agrees to have all material removed by 5:00pm, Friday, October 14, 2016.

Compliance with Fire Regulations
Fire-hose cabinets must be left accessible and be in full viewing at all times. THIS EXHIBIT HALL IS A SMOKE FREE ENVIRONMENT.

Insurance
In all cases, Exhibitors wishing to insure their goods must do so at their own expense.

Liability
Neither Michigan Academy of Physician Assistants, the Exhibits Manager, Grand Traverse Resort & 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, and exhibitors are respectfully requested to cooperate in observance of them.
We hereby apply for sponsorship/exhibit space for our use at the Grand Traverse Resort & Spa in 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 a first-come, first-served basis based on the exhibit guidelines and the date received by the MAPA office. Payment, in full, must accompany this application. Receipt of payment NO LATER THAN September 13, 2016 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

Product or Service to be exhibited: ____________________________________________________________

Mailing Address: _________________________________________________________________________

City/State/Zip: ___________________________________________________________________________

Phone: ___________________________ Fax: ___________________________

E-mail: ___________________________________________________________________________________

Contact Person: ___________________________________________ Signature: _______________________

Website: __________________________________________________________________________________

Exhibit Representatives: (included with booth)

Name: ___________________________________________ email: ________________________________

Name: ___________________________________________ email: ________________________________

(Booth Representatives will be responsible for their own meals)

Additional Exhibit Representatives: ($25 per additional representative)

Name: ___________________________________________ email: ________________________________

Name: ___________________________________________ email: ________________________________

(Booth Representatives will be responsible for their own meals)

continued on next page...
### Exhibitor/Sponsorship/Promotional Choices:

<table>
<thead>
<tr>
<th>Item(s) Available</th>
<th>Costs</th>
<th>Number of Items</th>
<th>Total Costs</th>
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</thead>
<tbody>
<tr>
<td>‘ULTRA’ Exhibitor</td>
<td>$5,000</td>
<td></td>
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<td>‘ELITE’ Exhibitor</td>
<td>$3,500</td>
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<td>‘Premium’ Exhibitor</td>
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<td>‘Classic’ Exhibitor</td>
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<td><em>Allied Health</em> Exhibitor</td>
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<tr>
<td>Additional Representatives</td>
<td>$25/each</td>
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<td>Conference Registration Give Away</td>
<td>$4,000</td>
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<td>Lunch (Please check TH, FR, SA)</td>
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<td>Charging Station</td>
<td>$500</td>
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<td>5K Fun Run</td>
<td>$250/each</td>
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<tr>
<td>MAPA Newsletter Ad- Full Page</td>
<td>$550</td>
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<td>MAPA Newsletter Ad- Half Page</td>
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<td>MAPA Newsletter Ad- Quarter Page</td>
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<tr>
<td>MAPA Newsletter Ad- Banner Ad</td>
<td>$200</td>
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<tr>
<td>MAPA Newsletter Ad- Company Logo only</td>
<td>$175</td>
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**TOTAL Cost of Sponsorship Commitment:** $__________
## PAST MAPA FALL CME CONFERENCE EXHIBITORS

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<thead>
<tr>
<th>Company</th>
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<tr>
<td>Abbvie</td>
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<tr>
<td>Alcon Laboratories, Inc</td>
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<td>Amgen Cardiovascular</td>
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<td>AstraZeneca</td>
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<td>BioMed Specialty Pharmacy</td>
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<td>Blumark</td>
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<td>Boehringer Ingelheim</td>
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<td>BSN Medical Inc - Cutimed Advanced Wound Care</td>
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<td>BSN Medical Inc - JOBST</td>
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<td>Capital Urological Associates - Compass</td>
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<td>CSL Behring</td>
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<td>Depomed, Inc</td>
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<td>Detroit Medical Center</td>
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<td>Eli Lilly and Company</td>
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<td>Forefront Dermatology</td>
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<td>Forest Pharmaceuticals, Inc</td>
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<td>Gilead Science</td>
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<td>Halyard Health</td>
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<td>Hantz Group</td>
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<td>Henry Ford Health System</td>
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<td>Janssen Biotech, Inc.</td>
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<td>Janssen Pharmaceuticals, Inc</td>
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<td>Laboratory Corporation of America</td>
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<td>Mallinckrodt Pharmaceuticals</td>
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<td>Mary Free Bed Rehabilitation Hospital</td>
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<td>McLaren</td>
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<td>Medtronic</td>
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<td>Merck</td>
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<td>MSU Department of Medicine Occupational &amp; Environmental</td>
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<td>Otsuka - Medical Device Division</td>
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<td>Pfizer, Inc</td>
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<td>Purdue Pharma, LP</td>
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<td>Sanofi</td>
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<td>Sanofi Biosurgery</td>
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<td>Sanofi</td>
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<td>Spectrum Health</td>
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<td>St Joseph Mercy Hospital</td>
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<td>Team Rehabilitation</td>
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<td>Teva Respiratory</td>
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<td>University of Michigan Health System</td>
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<td>XenoPort, Inc</td>
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## MARK YOUR CALENDAR FOR FUTURE MAPA FALL CME CONFERENCE DATES

- **2017 October 5-8**
  - Amway Grand Hotel, Grand Rapids
- **2018 October 4-7**
  - Grand Traverse Resort & Spa
- **2019 October 10-13**
  - Grand Traverse Resort & Spa
- **2020 October 8-11**
  - Grand Traverse Resort & Spa

Thank you and we look forward to seeing you again at MAPA’s 2016 Fall CME Conference at Grand Traverse Resort & Spa in Acme, MI.