

# MICHIGAN PHARMACISTS ASSOCIATION

# 2012

# ANNUAL CONVENTION & EXPOSITION

# EXHIBITOR PROSPECTUS

Feb. 24-26, 2012 | Detroit Marriott at the Renaissance Center

Friday, Feb. 24 | Noon-3 p.m. and 6-8 p.m.

Saturday, Feb. 25 | 10:30 a.m.-1:30 p.m.



MICHIGAN PHARMACISTS ASSOCIATION

Sign up for your booth by June 1, 2011, and receive a FREE one-eighth page add in the 2012 final convention brochure.

Defending the  
PROFESSION,  
Advancing  
PHARMACY



# EXHIBITOR INFORMATION

The Michigan Pharmacists Association (MPA) 2012 Annual Convention & Exposition promotes the professional development of pharmacists through educational sessions, identification of resources, networking and social events. The Exposition provides a forum to meet the pharmacy professionals who purchase the products and secure the services your organization supplies. Last year's convention attracted approximately 1,300 attendees.

## YOUR EXHIBIT BOOTH PACKAGE INCLUDES:

- four (4) complimentary registrations for the convention.
- discounted fees for representatives attending educational programs and earning continuing education credit.
- two (2) chairs.
- one (1) 8' deep x 10' wide booth space.
- one (1) skirted table (8' x 30").
- one (1) standard two-line booth sign (7"x44").
- one (1) wastebasket.
- backwall and side drapes (blue and white).
- pre-show janitor service in aisles and cleaning of exhibit booth.



## REASONS TO EXHIBIT:

- Showcase new products
- Network with pharmacy professionals
- Build brand awareness of your company's products and services
- Establish and develop relationships with new customers
- Maintain and strengthen existing client relationships

When you reach MPA convention attendees, you also reach the pharmacies, hospitals and universities where they are employed and the people they work with every day.

## BREAKDOWN OF 2010 CONVENTION ATTENDEES:

MANAGED CARE	1%
RETIRED	2%
CONSULTANT	3%
TECHNICIAN	5%
ACADEMIA	6%
HEALTH-SYSTEM	14%
STUDENT PHARMACISTS	14%
OTHER	22%
COMMUNITY (chain, independent, etc.)	33%



# 2012 MPA ANNUAL CONVENTION & EXPOSITION PROSPECTUS

## GENERAL INFORMATION

### HOTEL ACCOMMODATIONS

Exhibitors may stay at the Detroit Marriott during the MPA Annual Convention & Exposition at a reduced rate of \$129 for single and double occupancy. Reservations should be made prior to Feb. 9, 2012, to receive the special convention rate and to guarantee availability. Call Marriott reservations directly at (800) 352-0831, and inform the reservation clerk that you are attending the MPA Annual Convention & Exposition to guarantee the convention rate.

### SECURITY

MPA will provide security Thursday and Friday evenings. The Exhibit Hall premises will be completely vacated, including exhibitors, and secured after hours of operation and setup. However, it is to be understood by exhibitors that such service does not guarantee them against loss or theft of any kind.

### FIRE & SAFETY REGULATIONS

Exhibitors are expected to abide by all laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting participation in the exhibit.

### INSURANCE

Exhibitors must adequately insure their materials, goods, wares and exhibits against theft, loss, damage or injury of any kind and must do so at their own expense. Exhibitors are solely responsible for their own actions and all actions of their staff during the convention.

### EXHIBITOR SERVICES

Convention & Show Services has been contracted to manage Exhibit Hall setup. Convention & Show Services may be contacted at: 1250 John A. Papalas Dr., Lincoln Park, MI 48146, (313) 386-5555.

### SERVICE INFORMATION

Application forms for services such as drayage, electrical work, signs, cleaning, etc., will be available on the Convention & Show Services Web site after Jan. 1, 2012. The authorized exhibitor representative will be responsible for distributing pertinent materials to representatives attending the exposition.

### BOOTH DECORATIONS

Decorative carpeting is not included in the booth rental rates. Floor coverings, furniture and other special equipment may be ordered through Convention & Show Services.

### ELECTRICAL CONNECTIONS

The Detroit Marriott is equipped to provide electrical connections to exhibitors for a fee. Convention & Show Services will provide exhibitors with an application to order electrical outlets on the Convention & Show Services Web site after Jan. 1, 2012.

### SHIPPING MATERIALS

Convention & Show Services will receive shipments beginning thirty (30) days prior to the show. Shipments should not be sent directly to the Detroit Marriott. Shipments sent to the Detroit Marriott will be refused or the company will be assessed a fee. Michigan Pharmacists Association will not be responsible for these charges. Further information regarding shipping to Convention & Show Services will be included on the Convention & Show Services Web site after Jan. 1, 2012. **Exhibitors taking booth material to the Detroit Marriott will be guided to the loading docks where laborers will be responsible for transporting such material to the exhibitors assigned booth. Laborer charges will apply.**

### DRAYAGE

Convention & Show Services will charge the following drayage fees. Additional information will be included on the Convention & Show Services Web site after Jan. 1, 2012.

**WAREHOUSE:** \$67 per cwt, with a 200 lb. minimum per shipment, includes thirty (30) days advance storage, receiving at the Detroit Marriott and delivery to booth, removal, storage and return of empties, and loading out at the end of the show.

**DIRECT:** \$62 per cwt, with a 200 lb. minimum per shipment, includes receiving at the Detroit Marriott, delivery to booth, removal and return of empties, and loading out at the end of the show.

Rates are based on straight time move-in and straight time move-out. Overtime rates will be applied prior to 8 a.m. and after 4:30 p.m. Monday through Friday and all day Saturday and Sunday. The charge will be an additional 60 percent per cwt. for move-in and move-out.

### LABOR

Convention & Show Services will provide skilled union labor to set up and dismantle exhibits, remove banners and signs, and any additional labor at the following rates\*. Exhibitors taking booth material to the Detroit Marriott will be guided to the loading docks where laborers will be responsible for transporting such material to the exhibitors assigned booths. Laborer charges will apply.

	Straight Time	Overtime
Teamster/Rigger	\$79.80	\$119.35
Carpenter	\$79.80	\$119.35

\*Rates are man/per hour

**STRAIGHT TIME TEAMSTERS/RIGGERS:** Monday through Friday, 8 a.m.-4:30 p.m.

**STRAIGHT TIME CARPENTERS:** Monday through Friday, 7 a.m.-4:30 p.m.

**OVERTIME TEAMSTERS/RIGGERS:** Monday through Friday, prior to 8 a.m. and after 4:30 p.m., and Saturday the entire shift. At midnight (12 a.m.) the rate of pay remains on overtime.

**OVERTIME CARPENTERS:** Monday through Friday prior to 7 a.m. and from 4:30 to 8:30 p.m. On Saturdays the first 12 hours worked are at overtime. After 12 hours is double time.

### MPA LOGO

Exhibitors may not use the MPA logo or the name of MPA in any manner that associates any exhibit or activity during the convention with MPA, without the expressed written consent of Michigan Pharmacists Association.

### LIMITATION OF LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless Michigan Pharmacists Association, the hotel and its owner, and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims. The authorized representative, acting on behalf of the company, acknowledges that the company is liable for all exhibit-related fees unless the formal cancellation policy, as outlined in the prospectus, is followed. Each exhibiting company, by signing an application to exhibit, expressly understands that it releases MPA and Detroit Marriott from any and all claims for such loss, injury or damage.

### RULES AND REGULATIONS

It is agreed and understood by the applicant that the rules and regulations stated in the Exhibitor Prospectus and on the signed Application for Exhibit Space, as issued or amended by MPA, are part of a contract between the exhibitor and MPA, and that the submission of Application for Exhibit Space constitutes the exhibitor's agreement to abide by these regulations. Please pass this information on to exhibit booth personnel.

### FOR MORE INFORMATION

If you would like additional information on exhibiting at the MPA Annual Convention & Exposition, contact MPA Marketing & Sales Assistant Cynthia Rowe at (517) 377-0222 or [Cynthia@MichiganPharmacists.org](mailto:Cynthia@MichiganPharmacists.org).

# RULES & REGULATIONS

## ASSIGNMENT OF SPACE AND PAYMENT REQUIREMENTS

Companies requesting specific booths must submit a minimum \$500 deposit to reserve a preferred booth location. Deposits are nonrefundable. Full payment for all reserved booths must be received by Feb. 1, 2012. Please make checks payable to Michigan Pharmacists Association. MPA's Tax I.D. number is 38-0830740. Reserved booths will be released if full payment is not received by Feb. 1, 2012, unless arrangements have been made with Cynthia Rowe at (517) 377-0222 or [Cynthia@MichiganPharmacists.org](mailto:Cynthia@MichiganPharmacists.org) prior to Feb. 1, 2012.

## CANCELLATION AND REFUND POLICY

Refunds (less \$150 administrative fee) will be granted for cancellations received in writing (postmark or fax date) prior to Jan. 9, 2012. Cancellations received Jan. 9, 2012, through Feb. 1, 2012, will be assessed an administrative fee equal to one-half of the booth fee. Refunds will not be granted due to inclement weather, cancellations received after Feb. 1, 2012, or no shows.

Every effort will be made to avoid locating competing companies in adjacent spaces. In the event no competitors are listed on the Application for Exhibit Space, MPA will not be held responsible. In the event that competing organizations are placed in adjacent spaces, companies will be allowed to move to another available booth within the same category or a lower booth category with no refund provided for the difference in booth fees.

No exhibitor may sublet, assign or share any part of the space allocated without the consent of MPA.

## MULTIPLE BOOTH DISCOUNT

Any one company that wishes to utilize more than one booth will receive a five percent discount off the total booth fee. Simply check the multiple booth discount option on the Application for Exhibit Space to take advantage of this great offer.

## EXHIBIT INSTALLATION AND DISMANTLING

### SETUP OF EXHIBIT

Thursday, Feb. 23, 12:30–3:30 p.m. • Friday, Feb. 24, 8–10 a.m.

Booth space must be cleared of cartons and packing materials by 10 a.m. on Friday, Feb. 24, for cleaning of the Renaissance Ballroom prior to opening at noon.

### DISMANTLING AND REMOVAL OF EXHIBITS

Saturday, Feb. 25, 1:30–3:30 p.m.

All exhibitors must have their displays dismantled and removed from the Renaissance Ballroom by 3:30 p.m. on Saturday. Michigan Pharmacists Association will not be responsible for any exhibits not removed from the Renaissance Ballroom by 3:30 p.m. on Saturday. Convention & Show Services has the authority, without obtaining consent from exhibitors, to assign carriers to remove displays from the Renaissance Ballroom if the exhibitors' designated carriers do not pick up the materials on time. When necessary to re-route shipments via a common carrier, trucking charges will be assessed to exhibitors concerned. When no disposition is made, materials will be returned to Convention & Show Services' warehouse to await shipping instructions, and the exhibitor will be charged accordingly.

All exhibit and display work is done by union personnel. There are six (6) areas of working personnel: teamsters/riggers, carpenters, electricians, plumbers, stagehands and projectionists. All exhibitors must comply with guidelines to conform to union jurisdictions. Exhibitors are allowed to do the technical work on their machines (e.g., fine-line balancing and programming). In an 8'x10' booth, the exhibitor may erect their own display if it can be done by the exhibitor (one person), without the use of tools and within one-half hour. Exhibitors may carry in small items if these can be easily carried by one man in one trip without the aid of flat trucks, dollies, etc. The Detroit Marriott may direct you to the loading docks. See the "Shipping Materials" section of the Exhibitor Prospectus.

## DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space, as documented in the signed application. If a booth is not occupied by the opening of exhibits for attendees, the Association may repossess exhibit space.

## BOOTH STAFFING AND EXHIBITOR CONDUCT

Exhibit booths must be staffed during all exhibit hours by qualified employees of the exhibitor, who must be able to explain or demonstrate the products or services on display. Products or services displayed must be related to the practice of pharmacy, merchandising or management of the pharmacy and of an educational nature.

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. To ensure adequate staffing while limiting the probability of intruding upon the space of another exhibitor, each booth will be limited to four representatives throughout the convention. MPA reserves the right to restrict exhibits which may be objectionable or to order the removal of any portion of an exhibit which, in the judgment of MPA, is detrimental and detracts from the general order of the exhibits. The restriction includes articles, conduct, dress, printed matter or anything objectionable to the exhibit as a whole. Due to safety and health considerations, no one under 16 years of age will be admitted into the Exhibit Hall.

It is the policy of MPA that the promotion of tobacco and tobacco-related products is banned from the Exhibit Hall. There is absolutely no smoking allowed in the Exhibit Hall at any time.

Canvassing or distributing advertising material outside the exhibitor's own space is not permitted.

## EXHIBITOR BADGES

Convention-issued badges must be worn at all times during exhibit hours. Those not wearing convention badges will be subject to removal from the Exhibit Hall. Onsite changes to badges will be accommodated at no cost upon initial check in only. The number of badges issued will be limited to a total of four for the convention, unless additional representatives are paid for in advance. Representatives are allowed to rotate in and out of the exhibit hall using the four badges issued.

## CONTINUING EDUCATION FOR EXHIBITORS

Exhibitors may attend educational programs and receive continuing education credit at a reduced rate. Please register in advance. A registration fee of \$75 will apply for each person requesting continuing education credit. Exhibitors receiving continuing education credit should pick up their registration packet at the exhibitor registration desk located in the Renaissance Foyer during exhibitor registration and show hours.

## EXHIBITOR REGISTRATION

All exhibitors, whether pre-registered or registering for the first time, must check in at the MPA Exhibitor Registration Desk located in the Renaissance Foyer each day to receive a name badge and exhibitor packet. We recommend checking in on Friday from 8 until 10:30 a.m. and on Saturday from 9 until 10 a.m. MPA staff will verify your registration and provide materials related to the show.

Absolutely no food or beverage may be brought into the Exhibit Hall unless ordered from the hotel's catering department. If an attempt is made to bring food or beverage into the Exhibit Hall, it will be confiscated by security and destroyed.

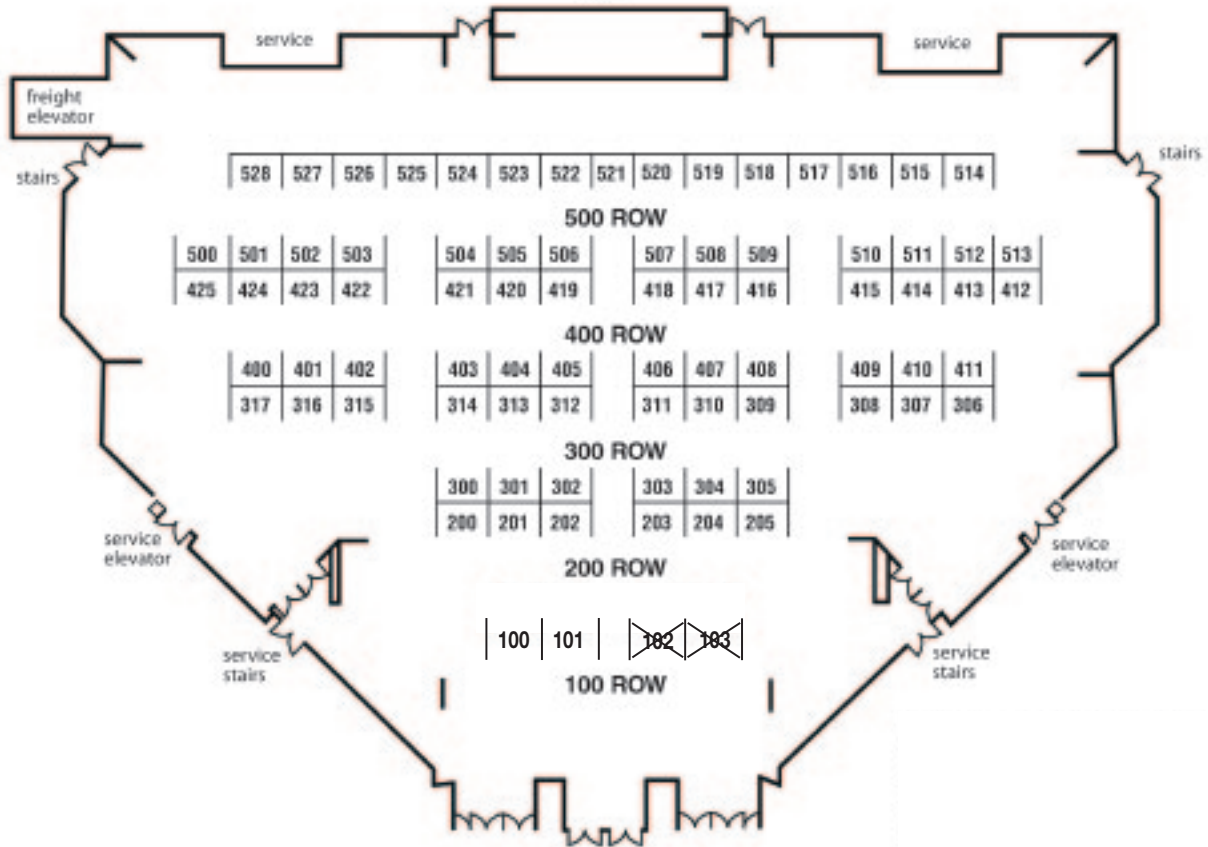
# MAP OF EXHIBIT HALL



MICHIGAN PHARMACISTS ASSOCIATION

Feb. 24-26, 2012

Detroit Marriott at the Renaissance Center • Renaissance Ballroom



# SPONSORSHIP OPPORTUNITIES

Michigan Pharmacists Association would like to extend sponsorship opportunities to your organization for the Annual Convention & Exposition. The convention attracts approximately 1,300 combined health-system, retail, community and consultant pharmacists, as well as pharmacy residents, pharmacy technicians and student pharmacists. Sponsors are approved on a first come, first served basis.

Information about sponsorship opportunities and benefits are outlined below. If you are interested in a specific item or have any questions, please contact MPA Director of Continuing Education Mary Farrington, CMP, at (517) 377-0234 or [Mary@MichiganPharmacists.org](mailto:Mary@MichiganPharmacists.org) to begin the process.

## CONVENTION PORTFOLIOS OR TOTE BAGS \$4,000

Gain high exposure for your company by underwriting portfolios or tote bags for the convention. All attendees will receive a portfolio or tote bag as part of their convention registration to assist them in keeping all of their accumulated convention materials easily accessible. Your company's name and logo (subject to approval) will be imprinted on each portfolio or tote bag.

Sponsorship opportunities available: limited to one organization  
Sponsorship must be confirmed by Nov. 18, 2011.

## SPONSOR-PROVIDED CONVENTION PORTFOLIOS OR TOTE BAGS \$2,000

In lieu of sponsoring conference portfolios, you can provide MPA with 1,300 of your own pre-printed company portfolios or tote bags (subject to approval). All attendees will receive a bag or portfolio as part of their registration for the convention to assist them in keeping all of their accumulated convention materials easily accessible. Your investment will afford your company with the same high exposure.

Sponsorship opportunities available: limited to one organization.  
Sponsorship must be confirmed by Nov. 18, 2011.  
Portfolios or tote bags must be received by Jan. 9, 2012.

## ANNUAL BANQUET AND AWARDS CEREMONY

The formal installation of MPA's president is a dignified ceremony. Sponsors of this event share in the celebration of a grand tradition and a proud heritage, as the newly sworn president presents the inaugural address. Awards are also given to distinguished pharmacy professionals during this event. Attendance is approximately 350 and includes the entire leadership of the association. A complete description of sponsorship benefits is outlined in the following categories:

### PLATINUM \$20,000:

- You will be given 10 banquet tickets and a dedicated table for company representatives or clients to attend the Annual Banquet and Awards Ceremony.
- All company representatives attending the convention will receive a ribbon to wear, displaying your level of contribution.
- Your company will receive recognition on event signage.
- Your company will be recognized from the podium.
- Your company will be acknowledged in a special banquet brochure with your company logo.
- Your company and logo will be acknowledged in the final convention program distributed to approximately 1,300 individuals.
- Your company and logo will be acknowledged in all promotions.
- Your company logo will be projected on the screen during dinner and before the awards ceremony.
- You will be permitted to place company materials on the banquet tables.

Sponsorship opportunities available: limited to one organization  
Sponsorship must be confirmed by Dec. 12, 2011.

### GOLD \$10,000:

- You will be given six banquet tickets and a reserved table for company representatives or clients to attend the Annual Banquet and Awards Ceremony.
- All company representatives attending the convention will receive a ribbon to wear, displaying your level of contribution.
- Your company will receive recognition on event signage.
- Your company will be recognized from the podium.
- Your company will be acknowledged in a special banquet brochure with your company logo.
- Your company and logo will be acknowledged in the final convention program distributed to approximately 1,300 individuals.
- Your company and logo will be acknowledged in all promotions.

Sponsorship opportunities available: unlimited  
Sponsorship must be confirmed by Dec. 12, 2011.

### SILVER \$5,000:

- You will be given four banquet tickets for company representatives or clients to attend the Annual Banquet and Awards Ceremony.
- All company representatives attending the convention will receive a ribbon to wear, displaying your level of contribution.
- Your company will receive recognition on event signage.
- Your company will be recognized from the podium.
- Your company will be acknowledged in a special banquet brochure with your company logo.
- Your company and logo will be acknowledged in the final convention program distributed to approximately 1,300 individuals.

Sponsorship opportunities available: unlimited  
Sponsorship must be confirmed by Dec. 12, 2011.

# 2012 MPA ANNUAL CONVENTION & EXPOSITION PROSPECTUS

## SPONSORSHIP OPPORTUNITIES

### BRONZE \$3,000:

- You will be given two banquet tickets for company representatives or clients to attend the Annual Banquet and Awards Ceremony.
- All company representatives attending the convention will receive a ribbon to wear, displaying your level of contribution.
- Your company will receive recognition on event signage.
- Your company will be recognized from the podium.

Sponsorship opportunities available: unlimited  
Sponsorship must be confirmed by Dec. 12, 2011.

### ADVERTISING IN FINAL CONVENTION PROGRAM

**\$1,000 OUTSIDE BACK COVER**  
**\$800 EACH INSIDE FRONT COVER AND INSIDE BACK COVER**

**\$650 FULL PAGE**  
**\$450 HALF PAGE**

A program containing final educational information and events will be distributed to approximately 1,300 individuals attending the convention. Your investment allows placement of your company's full-page, four-color advertisement in the final convention program. Choose from three prominent locations: the outside back cover, the inside front cover or the inside back cover. Two-color full and half-page advertisements will also be accepted. MPA will determine placement locations for two-color advertisements. Program colors will be at the discretion of MPA. Quality, high-resolution advertisements must be received in PDF format by Jan. 9, 2012.

Sponsorship opportunities available: limited to one organization each for outside back cover, inside front cover and inside back cover; full-page and half-page advertisements unlimited

### REGISTRATION PACKET INSERTS

**\$1,000-2,000**

You may provide MPA with an 8 1/2"x11" or smaller flyer promoting your company's message that will be included in 1,300 convention packets being distributed to all attendees. Registration packet inserts are available for \$1,000 for a one-page insert and \$2,000 for a multi-page brochure/insert. A sample insert/brochure must be received for approval by Jan. 9, 2012. Sponsors are responsible for reproduction and sending inserts/brochures to MPA. All approved inserts/brochures must be received by Feb. 6, 2012.

Sponsorship opportunities available: unlimited

### CONVENTION BULLETINS

**\$500 ONE DAY ONLY OR**  
**\$1,200 FRIDAY-SUNDAY**

Daily bulletins, printed and distributed each morning of the convention, provide convention attendees with the latest updates. Your company logo will be prominently displayed in the convention bulletin on the day(s) that you sponsor.

Sponsorship opportunities available: limited to one organization per day  
Logo must be received by Jan. 9, 2012.

### BADGE LANYARDS

**\$2,000**

All attendees will be given a neck cord with your company message or logo imprinted on it.

Sponsorship opportunities available: limited to one organization  
Sponsorship must be confirmed by Nov. 18, 2011.

### SPONSOR-PROVIDED BADGE LANYARDS

**\$1,000**

In lieu of sponsoring MPA to buy lanyards, you can provide MPA with 1,300 neck cords pre-printed with your company message or logo, and they will be distributed to all attendees as part of registration for the convention.

Sponsorship opportunities available: limited to one organization

Sponsorship must be confirmed by Nov. 18, 2011.

Lanyards must be received by Jan. 9, 2012.

### MORNING REFRESHMENT BREAKS

**\$1,000 ONE DAY OR \$2,500 FRIDAY-SUNDAY**

Attendees will be provided with coffee each morning. Signage acknowledging your support will be placed at the break each day that you sponsor, in addition to your company being listed in the final convention program.

Sponsorship opportunities available: limited to three organizations

Sponsorship must be confirmed by Jan. 9, 2012.

### CONVENTION CLASSIFIEDS

**\$250**

Convention classifieds are an excellent and economical way to provide pharmacy professionals direct access to your product information at the touch of a button. A logo and link will be provided from the Michigan Pharmacists Association Web site (MichiganPharmacists.org) directly to your company Web site or specified URL address. The link will be accessible from Jan. 1, 2012, through Dec. 31, 2012, if information is received by Dec. 12, 2011.

Sponsorship opportunities available: unlimited



2012 MPA ANNUAL CONVENTION & EXPOSITION PROSPECTUS  
**EXHIBIT SPACE APPLICATION**

**2012 MPA ANNUAL CONVENTION & EXPOSITION**

Feb. 24-26, Detroit Marriott at the Renaissance Center

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**BOOTH FEES**

- 100 Row Booths \$1,400     200 Row Booths \$1,325
- 300 Row Booths \$1,250     400 Row Booths \$1,200
- 500 Row Booths \$1,125

**BOOTH LOCATION PREFERENCES**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

*Note: In the event that the space(s) chosen are unavailable, the exhibiting company agrees to accept the booth assigned.*

Please indicate the descriptor that best identifies your company.

- Wholesaler                       Manufacturer
- Recruiter                          Merchandiser
- Technology                       Co-op

Please list any competitors you do not wish to be located near:

\_\_\_\_\_

**EXHIBITOR REGISTRATION**

Please list the names, as they should appear on the badges, of the representatives who will be attending the convention (please print clearly). Booth registrations include four (4) complimentary registrations that are transferable. Representatives may receive continuing education (CE) credit throughout the entire convention at an additional fee of \$75 per exhibitor.

1. \_\_\_\_\_

e-mail \_\_\_\_\_  CE

2. \_\_\_\_\_

e-mail \_\_\_\_\_  CE

3. \_\_\_\_\_

e-mail \_\_\_\_\_  CE

4. \_\_\_\_\_

e-mail \_\_\_\_\_  CE

**EXHIBIT BOOTH SIGN**

A complimentary sign (7"x 44") with your company name and booth number will be provided, if requested two weeks prior to the exposition. Print name of company exactly as it should read on the sign.

No, we will not need a sign.     Yes, we will need a standard sign to read:

(name of company) \_\_\_\_\_

**METHOD OF PAYMENT**

TOTAL EXHIBITION FEES

Booth Fee(s)	\$	_____
Multi-Booth Discount (Booth Fees x .05)	- \$	_____
Exhibitor CE Credit (___reps. x \$75)	+ \$	_____
Additional Representative(s) (___reps. x \$50)	+ \$	_____

TOTAL AMOUNT DUE \$ \_\_\_\_\_

Upon acceptance of this application, all balances must be paid in full no later than Feb. 1, 2012, unless other arrangements have been made prior to Feb. 1, 2012.

Check enclosed for \$ \_\_\_\_\_     Visa/MasterCard/AMEX Account No.

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Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Authorized signature of credit card holder

\_\_\_\_\_

\$500 deposit only                       Full payment

Make checks payable to Michigan Pharmacists Association  
 (Tax I.D. 38-0830740).

We hereby apply for exhibit space(s) for our use at the Michigan Pharmacists Association (MPA) Annual Convention & Exposition to be held at the Detroit Marriott, 24-26, 2012. We agree to comply with the exhibit rules and regulations as herein set forth on this application and in the Exhibitor Prospectus, including the withdrawal clause as set forth. We further agree that if, in the judgment of MPA, it becomes necessary to change the original allocation of space, MPA may do so either by verbal or written notification to the authorized representative listed above. We understand upon acceptance of the application by MPA, a contract consisting of this application, all terms incorporated by reference herein and the space assignment will be in full force and effect.

**CANCELLATION & REFUND POLICY**

Refunds (less \$150 administrative fee) will be granted for cancellations received in writing (postmark or fax date) prior to Jan. 9, 2012. Cancellations received Jan. 9, 2012, through Feb. 1, 2012, will be assessed an administrative fee equal to one-half of the booth fee. Refunds will not be granted due to inclement weather, cancellations received after Feb. 1, 2012, or no shows.

The authorized representative, acting on behalf of the company, acknowledges that the company is liable for all related exhibit fees unless the formal cancellation policy, as outlined in the prospectus, is followed. I hereby accept and will comply with all conditions as stated on both the application and in the Exhibitor Prospectus herein.

Printed Name of Authorized Representative

\_\_\_\_\_

Signature of Authorized Representative

\_\_\_\_\_ Date \_\_\_\_\_

Return to: Michigan Pharmacists Association | 408 Kalamazoo Plaza | Lansing, MI 48933 | Fax to (517) 484-4893  
 or e-mail Cynthia@MichiganPharmacists.org