2020 ANNUAL CONVENTION & EXPOSITION
EXHIBITOR PROSPECTUS
FRIDAY, FEBRUARY 21 - SATURDAY, FEBRUARY 22
Times - Friday 3:30-6 P.M. | Saturday 11 A.M.-1 P.M.

Showcase  |  Network  |  Brand

Photo credit: Vito Palmisano
The Michigan Pharmacists Association (MPA) 2020 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 that your organization supplies. Last year’s Convention attracted over 1,000 attendees. When you reach MPA Annual Convention attendees, you also reach the pharmacies, hospitals and universities where they are employed and the people they work with every day.

EXHIBIT BOOTH PACKAGES INCLUDES:

- Four (4) complimentary registrations for the Convention
- Discounted fees for representatives attending education programs and earning CE credit
- Two (2) chairs
- One (1) 8’ deep x 10’ wide booth space
- One (1) skirted table (8’ x 30’)
- One (1) 7” x 44” exhibit ID sign to include company name and booth number
- One (1) wastebasket
- Back wall and side drapes
- Pre-show janitor service in aisles and cleaning of exhibit booth

REASONS TO EXHIBIT:

- Showcase new products
- Network with pharmacy professionals
- Build brand awareness
- Establish and develop relationships with new customers
- Maintain and strengthen existing client relationships

MPA strives to make your exhibiting experience valuable. Therefore, attendees will be provided with an exhibitor challenge card to visit with exhibitors to have their card signed to earn entry into a prize drawing. Exhibit Hall hours will be Friday, Feb. 21 from 3:30 - 6 P.M. and Saturday, Feb. 22 from 11 A.M. - 1 P.M.
Nonprofit Organizations

Nonprofit organizations can exhibit at the MPA Annual Convention & Exposition at a discounted rate. Please contact MPA Education Planning Assistant Chelsea Bouchá at Chelsea@MichiganPharmacists.org or (517) 377-0225 for availability and placement.

2019 Pharmacy Professional Attendees

- Community 25%
- Consultant 8%
- Health-System 13%
- Other/Industry 4%
- Retired 3%
- Student 36%
- Technician 7%
- Academia 4%
HOTEL ACCOMMODATIONS
Exhibitors may stay at the Detroit Marriott during the MPA Annual Convention & Exposition at a special group rate by visiting the Marriott website at https://book.passkey.com/event/49947565/owner/437/home or by calling Marriott reservations directly at (800) 352-0831 before 5 p.m. on Feb. 10, 2020. Be sure to mention that you are attending the MPA Annual Convention to receive the special rate of $154 per night plus tax. The hotel will not extend the group rate for reservations made after 5 p.m. on Feb. 10.

SECURITY
MPA will provide security Friday evening. 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 this service does not guarantee them against loss or theft of any kind.

FIRE AND 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, www.convshow.com.

SERVICE INFORMATION
All forms for services such as drayage, electrical work, signs, cleaning, etc., can be ordered on Convention & Show Services’s website, www.convshow.com after Jan. 1, 2020. Convention & Show Services will also notify exhibitors electronically when the service kit is available. 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.

SHIPPING MATERIALS AND LABOR
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 their website after Jan. 1, 2020. 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 exhibitor’s assigned booth. Laborer charges will apply.

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.*

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<thead>
<tr>
<th></th>
<th>Straight Time</th>
<th>Overtime</th>
<th>Double time</th>
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<tr>
<td>Carpenter</td>
<td>$98</td>
<td>$150</td>
<td>$170</td>
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*Rates are per man, per hour with a four (4) hour minimum

STRAIGHT TIME: Monday through Friday, 8 a.m.-4:30 p.m.
OVERTIME: Monday through Friday, prior to 8 a.m. and from 4:30-8:30 p.m. On Saturdays, 8 a.m.-8:30 p.m.
DOUBLE TIME: Before 8 a.m. and after 8:30 p.m. on Saturday and all day Sunday.
DRAYAGE
Convention & Show Services will charge drayage fees. Additional information will be included on the Convention & Show Services website after Jan. 1, 2020.

WAREHOUSE: $79 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: $99 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.

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, Convention & Show Services and the Detroit Marriott from any and all claims for such loss, injury or damage.

CONVENTION ATTENDEE LIST
Convention supporters can purchase contact information for event attendees. For only $95, 2020 Convention exhibitors will receive a pre-Convention registrant list that will be distributed on Jan. 24, 2020, as well as a post-Convention list, including on-site registrants, on March 30, 2020. Organizations not exhibiting at the 2020 Convention may obtain the post-Convention list for $1,000. Attendee lists will contain information that has been provided to MPA, including business and home information as well as email addresses (when available). Exhibitors requesting the registrant list after Jan. 24 and organizations not exhibiting at the 2020 Convention will only receive the post-Convention list. Sign up for this feature on the registration form.

CONVENTION SPECIAL EVENTS
Exhibitor representatives who wish to attend special events at the Convention, such Friday’s PAC luncheon, and Saturday’s Annual Banquet, may register online at www.MichiganPharmacists.org.
ASSIGNMENT OF SPACE AND PAYMENT REQUIREMENTS
Companies requesting specific booths must submit a minimum $350 deposit to reserve a preferred booth location. Deposits are nonrefundable. Full payment for all reserved booths must be received by Jan. 24, 2020. 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 Jan. 24, 2020, unless arrangements have been made with Chelsea Bouchâ at (517) 377-0225 or Chelsea@MichiganPharmacists.org prior to Jan. 24, 2020.

CANCELLATION AND REFUND POLICY
Refunds (minus a $350 administrative fee) will be granted for cancellations received in writing (postmark or fax date) prior to Jan. 3, 2020. Cancellations received Jan. 3, 2020, through Jan. 31, 2020, 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 Jan. 31, 2020, or no shows.

Every effort will be made to avoid locating competing companies in adjacent spaces. In the event that no competitors are listed on the Exhibit Space Application, 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 Exhibit Space Application to take advantage of this great offer.

EXHIBIT SETUP, DISMANTLING AND REMOVAL
SETUP: FRIDAY, FEB. 21, 10 A.M.-1:30 P.M.
Booth space must be cleared of cartons and packing materials by 1:30 p.m. on Friday, Feb. 21, for cleaning of the Renaissance Ballroom prior to opening at 3:30 p.m.

DISMANTLING AND REMOVAL: SATURDAY, FEB. 22, 1-4 P.M.
All exhibitors must have their displays dismantled and removed from the Renaissance Ballroom by 4 p.m. on Saturday. Michigan Pharmacists Association will not be responsible for any exhibits not removed from the Renaissance Ballroom by 4 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 reroute 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’s 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’ x 10’ 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 and Labor” 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. On-site 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 (4) 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 (limited to four people per company). Exhibitors receiving continuing education credit should pick up their registration packet at the MPA 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 to receive a name badge and exhibitor packet. Check-in is from 10 a.m. until 3:30 p.m. on Friday. We recommend checking in by 12:30 p.m. to allow yourself enough time to be set-up and your space cleared of cartons and packing materials for cleaning of the Renaissance Ballroom at 1:30 p.m. On Saturday, exhibitors may access the Exhibit Hall at 9:30 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.

**FOR MORE INFORMATION**

If you would like additional information on exhibiting at the MPA Annual Convention & Exposition, contact MPA Education Planning Assistant Chelsea Bouchá, at (517) 377-0225 or Chelsea@MichiganPharmacists.org.
Exhibit Space Application

MPA ANNUAL CONVENTION & EXPOSITION | FEBRUARY 21-22, 2020

Organization ________________________________
Address ________________________________
City ________________________________ Zip ________________
State ________________________________
Authorized Representative ________________________________
Phone ________________________________ Fax ________________________________
Email ________________________________

BOOTH FEES
☐ Coral Booth ........................................... $1,750
☐ Green Booth ........................................... $1,500
☐ Gray Booth ........................................... $1,375
☐ Nonprofit Booth ........................................... $500

NONPROFIT ORGANIZATION: PLEASE CONTACT Chelsea Bouchá FOR AVAILABILITY AND PLACEMENT

BOOTH LOCATION PREFERENCES
Please indicate your preferred booth location.

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 list 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 registration 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 if the CE box is checked below.

1. ________________________________ ☐ CE
2. ________________________________ ☐ CE
3. ________________________________ ☐ CE
4. ________________________________ ☐ 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 the name of your company exactly as it should read on the sign.

☐ No sign is needed
☐ Yes, we need a standard sign to read:

Company ________________________________

METHOD OF PAYMENT
Booth Fee(s) ........................................... $_______
Multi-Booth Discount (Booth Fees x 0.05)........ - $_______
Exhibitor CE Credit (___ reps. x $75, limit 4) ....+ $_______
Additional Reps. (___ reps. x $50) ...............+ $_______
Saturday Annual Banquet (___ tickets x $100)....+ $_______
Convention Attendee List - $95 ...............+ $_______

TOTAL AMOUNT DUE $_______

Upon acceptance of this application, all balances must be paid in full no later than Jan. 24, 2020, unless other arrangements have been made prior to Jan. 24, 2020.

☐ $350 deposit only  ☐ Full payment

☐ Check payable to MPA enclosed for $_______
☐ Visa ☐ Mastercard ☐ American Express TAX I.D. 38-0830740

Account No. ________________________________
Exp. Date ________________________________ CVV ________________
Signature ________________________________

CONFIRMATION
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, with Exhibit Hall hours on Feb. 21 and Feb. 22, 2020. We agree to comply with the exhibit rules and regulation 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 that 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. The authorized representative, acting on behalf of the company, acknowledges that this 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.

Authorized Rep. (PRINT) ________________________________
Signature ________________________________
Date ________________________________

RETURN COMPLETED APPLICATION TO THE MICHIGAN PHARMACISTS ASSOCIATION

MPA | 2020 Annual Convention & Exposition
Michigan Pharmacists Association (MPA) would like to extend sponsorship opportunities to your organization for the Annual Convention & Exposition. The Convention attracts over 1,000 combined health-system, retail, community and consultant pharmacists as well as pharmacy residents, pharmacy technicians and student pharmacists. Sponsors will be recognized in the Convention brochure and on signage at the event. 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, please complete the sponsorship commitment form, or contact MPA Education Planning Assistant Chelsea Bouchá, at (517) 377-0225 or at Chelsea@MichiganPharmacists.org.

ANNUAL BANQUET AND AWARDS CEREMONY

The formal installation of MPA’s president is a dignified ceremony on Saturday evening. Sponsors of this event share in the celebration of a grand tradition as the newly-sworn in president presents their inaugural address. Awards are also given to distinguished pharmacy professionals during this event. Attendance is approximately 400 and includes the entire leadership of the Association. A complete description of sponsorship benefits is outlined in the following categories.


PLATINUM - $6,500
- 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 be recognized from the podium.
- Your company will receive recognition on event signage.
- 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 brochure distributed to approximately 1,300 individuals.
- Your company and logo will be acknowledged in Convention 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.
- Your company logo and link to your website will be available on MPA’s website from Jan. 31, 2020, through Jan. 29, 2021.
- Your company will receive a complimentary full-page color advertisement in the final Convention brochure (if received by Jan. 27, 2020).

GOLD - $4,000
- You will be given six 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 be recognized from the podium.
- Your company will receive recognition on event signage.
- 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 brochure distributed to approximately 1,300 individuals.
- Your company and logo will be acknowledged in Convention promotions.
- Your company will receive a complimentary half-page color advertisement in the final Convention brochure (if received by Jan. 27, 2020).

SILVER - $2,500
- 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 be recognized from the podium.
- Your company will receive recognition on event signage.
- 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 brochure distributed to approximately 1,300 individuals.
- Your company will receive a complimentary quarter-page color advertisement in the final Convention brochure (if received by Jan. 27, 2020).

BRONZE - $1,000
- 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 be recognized from the podium.
- Your company will receive recognition on event signage.
- Your company will be acknowledged in a special banquet brochure with your company logo.

www.MichiganPharmacists.org
Sponsorship Opportunities

EXHIBIT HALL GRAND OPENING RECEPTION - $4,000
Sponsor a cocktail reception for all convention attendees at the Exhibit Hall grand opening on Friday. Drive Convention attendees to your booth by distributing drink tickets that they can turn in for a complimentary beverage of their choice, including cocktails, beer, wine, soft drinks and bottled water. Only valid during the Exhibit Hall Grand Opening Reception on Friday from 3:30-6 p.m. Sponsor will receive 175 drink tickets to distribute.

PRE-BANQUET RECEPTION - $5,000
Be visible amongst MPA’s leaders and members (approximately 400 in attendance) by sponsoring the president’s reception that occurs prior to the Annual Banquet on Saturday evening.

LUNCH IN THE EXHIBIT HALL - $4,000
A pizza lunch will be provided to Convention attendees in the Exhibit Hall on Saturday from Noon-1 p.m.

REFRESHMENT BREAK - $4,000
Sponsor an afternoon refreshment break for all Convention attendees. Break choice at MPA’s discretion.

IN-ROOM INTERNET SERVICE - $3,000
Sponsor in-room Internet service for Convention attendees staying at the Detroit Marriott. A welcome letter from your company acknowledging your sponsorship of the Internet service will be distributed upon hotel check-in.
SPONSORSHIP OPPORTUNITIES AVAILABLE: LIMITED TO ONE ORGANIZATION SPONSORSHIP MUST BE CONFIRMED BY JAN. 3, 2020.

Advertising Opportunities

CONVENTION TOTE BAGS
$4,500 FOR FULL-COLOR LOGO, ONE SIDE IMPRINT BAGS ORDERED BY MPA
$2,500 FOR ONE-COLOR LOGO, ONE SIDE IMPRINT BAGS ORDERED BY MPA
$1,250 FOR SPONSOR TO PROVIDE BAGS
All attendees will receive a tote bag to assist them in keeping all of their accumulated Convention materials easily accessible. Provide your own tote bags for a nominal sponsor fee, or let MPA order them (bag style, color and logo color, if not providing a full-color logo, to be chosen at MPA’s discretion).
SPONSORSHIP OPPORTUNITIES AVAILABLE: LIMITED TO ONE ORGANIZATION SPONSORSHIP MUST BE CONFIRMED BY JAN. 3, 2020.
SPONSOR-PROVIDED TOTE BAGS MUST BE RECEIVED BY FEB. 7, 2020

PRODUCT THEATER SESSIONS - $2,500
Product theater sessions provide an opportunity for industry to provide educational programs about new pharmaceutical products and services as well as the latest in data and research findings. These sessions will not be accredited for continuing education credit due to the specificity of program content.
SPONSORSHIP OPPORTUNITIES AVAILABLE: LIMITED TO TWO SESSIONS SPONSORSHIP MUST BE CONFIRMED BY JAN. 3, 2020.

EDUCATION SESSIONS - $2,500
Expert speakers selected by MPA will present on a variety of healthcare topics and issues. A list of confirmed speakers and topics will be available in early January.
Advertising Opportunities

FLOOR CLINGS - $3,000
Promote your company or drive traffic to your booth with an interesting floor cling advertisement placed prominently in the meeting space area for all to see. Includes three clings, printing and installation. Maximum size of each cling: 44”x44”

EXPO FLOOR CLINGS - $950 each
Help attendees in the exhibition hall find your booth while staying top of mind with your logo and a directional arrow or “Visit Booth # XX” message leading to your booth. This is a great opportunity to visually remind attendees they need to come and visit your booth. Includes printing and installation. Maximum size of each cling: 24”x24”

HOTEL KEY CARDS AND SLEEVES
$2,500 FOR KEY CARDS
$2,500 FOR CARD SLEEVES
Sponsor the hotel room key cards and/or card sleeves of attendees staying at the Detroit Marriott and communicate your company message each time the attendees enter their hotel room.
SPONSORSHIP OPPORTUNITIES AVAILABLE: LIMITED TO TWO ORGANIZATIONS (ONE ORGANIZATION PER CARD AND SLEEVE) SPONSORSHIP MUST BE CONFIRMED BY JAN. 3, 2020.

BADGE LANYARDS
$2,000 FOR FULL-COLOR LOGO, ONE SIDE IMPRINT LANYARDS ORDERED BY MPA
$1,500 FOR ONE-COLOR LOGO, ONE SIDE IMPRINT LANYARDS ORDERED BY MPA
$1,250 FOR SPONSOR TO PROVIDE LANYARDS
All attendees will be given a neck cord with your company message or logo imprinted on it. Provide your own lanyards for a nominal sponsor fee, or let MPA order them (lanyard style, color and logo color, if not providing a full-color logo, to be chosen at MPA’s discretion).
SPONSORSHIP OPPORTUNITIES AVAILABLE: LIMITED TO ONE ORGANIZATION SPONSORSHIP MUST BE CONFIRMED BY JAN. 3, 2020.

CONVENTION BROCHURE
$1,000 – BACK COVER $750 – FULL PAGE $550 – HALF PAGE $350 – QUARTER PAGE
Distributed to approximately 1,000 Convention attendees. MPA will determine brochure placement. Four-color quality, high-resolution advertisements must be received in PDF and native formats by Jan. 27, 2020.

DAILY CONVENTION NEWSLETTERS
$500 – FRIDAY, SATURDAY AND SUNDAY OR $250 – ONE DAY ONLY (FRIDAY, SATURDAY OR SUNDAY)
Daily newsletters, printed and distributed each morning of the Convention, provide attendees with the latest updates. Your company logo will be prominently displayed in the Convention newsletter on the day(s) that you sponsor. Company logo must be received by Feb. 3, 2020.

MPA JOURNAL
$1,575 – BACK COVER $1,440 – INSIDE BACK OR INSIDE FRONT COVERS $1,080 – FULL PAGE
$720 – HALF PAGE $427.50 – QUARTER
Distributed to approximately 3,200 MPA members. MPA will determine placement locations for advertisements. Four-color quality, high-resolution advertisements must be received in PDF and native formats by Dec. 13, 2019. Includes placement in Jan./Feb./March 2020 issue only.
Sponsorship and Advertising Commitment

SPONSORSHIP OPPORTUNITIES
☐ Exhibit Hall Grand Opening ................ $4,000
☐ Pre-Banquet Reception ....................... $5,000
☐ Lunch in the Exhibit Hall .................... $4,000
☐ Refreshment Break ............................ $4,000
☐ In-Room Internet Service .................... $3,000

ANNUAL BANQUET AND AWARDS CEREMONY
☐ Platinum ........................................ $6,500
☐ Gold .............................................. $4,000
☐ Silver ............................................ $2,500
☐ Bronze .......................................... $1,000

ADVERTISING OPPORTUNITIES
☐ Convention Tote Bags
  ☐ MPA-provided (full-color logo) ........ $4,500
  ☐ MPA-provided (one-color logo) ....... $2,500
  ☐ Sponsor-provided ......................... $1,250
☐ Product Theater Sessions ................. $2,500
☐ Education Sessions ........................ $2,500
☐ Floor Clings .................................. $3,000
☐ Expo Floor Clings ............................ $950
☐ Hotel Key Cards And Sleeves
  ☐ Key Cards .................................. $2,500
  ☐ Card Sleeves ............................... $2,500
☐ Badge Lanyards
  ☐ MPA-provided (full-color logo) ....... $2,000
  ☐ MPA-provided (one-color logo) ....... $1,500
  ☐ Sponsor-provided ......................... $1,250

CONVENTION BROCHURE
☐ Back Cover .................................... $1,000
☐ Full page ...................................... $750
☐ Half page .................................... $550
☐ Quarter Page .................................. $350

DAILY CONVENTION NEWSLETTERS
☐ Three Days .................................... $500
☐ One Day ....................................... $250
  ☐ Friday  ☐ Saturday  ☐ Sunday

MPA JOURNAL
☐ Back Cover .................................... $1,575
☐ Inside Back Cover ............................ $1,440
☐ Inside Front Cover .......................... $1,440
☐ Full Page ..................................... $1,080
☐ Half Page .................................... $720
☐ Quarter Page .................................. $427.50

Contact Name ________________________________
Organization _________________________________
Address ______________________________________
City _________________________________________
State ___________  Zip ________________
Phone _______________________________________
Fax _________________________________________
Email _________________________________________

METHOD OF PAYMENT
Total Amount Due $ ____________________________
☐ Check payable to MPA enclosed for $ __________
☐ Visa  ☐ Mastercard  ☐ American Express
Account No. ________________________________
Exp. Date _______________  CVV _______________
Signature _____________________________________

RETURN COMPLETED FORM TO THE MICHIGAN PHARMACISTS ASSOCIATION

MPA
408 Kalamazoo Plaza
Lansing, MI 48933

ph: (517) 377-0225
fx: (517) 484-4893

Chelsea Bouchá
MPA Education Planning Assistant
Chelsea@MichiganPharamacists.org