2020 ANNUAL CONVENTION & EXPOSITION
SPONSORSHIP OPPORTUNITIES

Showcase  |  Network  |  Brand
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 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
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.

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”

SPONSORSHIP OPPORTUNITIES AVAILABLE: AS SPACE ALLOWS

**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”

SPONSORSHIP OPPORTUNITIES AVAILABLE: AS SPACE ALLOWS

**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)

**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

**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

Total Amount Due $ _______________________

☐ Check payable to MPA enclosed for $ _____________

☐ Visa  ☐ Mastercard  ☐ American Express

Account No. ________________________________
Exp. Date ______________________ CVV ____________

Signature ___________________________________

Contact Name __________________________________
Organization ___________________________________
Address _______________________________________
City _________________________________________
State ___________  Zip _________________________
Phone ______________________________________
Fax ________________________________________
Email _______________________________________

RETURN COMPLETED FORM TO THE
MICHIGAN PHARMACISTS ASSOCIATION

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