

**SEPT 6-8**

Michigan Society of Anesthesiologists

# 2024 ANNUAL CONFERENCE

**PARK PLACE HOTEL | TRAVERSE CITY**

EXHIBITOR & MARKETING PROSPECTUS

# 2024 ANNUAL CONFERENCE

September 6-8, 2024  
Park Place Hotel  
Traverse City, MI



>> Join us in beautiful  
Traverse City for our  
2024 Conference!

**MICHIGAN SOCIETY OF  
ANESTHESIOLOGISTS**  
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# EXHIBIT OPPORTUNITIES

The MSA is excited to head to beautiful northern Michigan for our 2024 Annual Conference! We have structured the conference to allow maximum exposure for our exhibitors and partners.

## EXHIBIT FEES

### PRIORITY BOOTH - \$2,000

*Booths located at entrance, on corners, or adjacent to food stations*

### STANDARD BOOTH - \$1,500

## EXHIBIT DESCRIPTION

Booth packages include:

- One 6 ft. draped table
- Two chairs
- One identification sign
- Two representative name badges

*NOTE: Exhibit floor is carpeted.*

**To apply to exhibit, please use the following link:**  
**[mymisahq.org/annual-conference/#!/form/ConfVendor24](https://mymisahq.org/annual-conference/#!/form/ConfVendor24)**

# SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

The MSA welcomes the opportunity to create marketing and visibility opportunities that meet your individual needs and we are committed to making this conference a success for each vendor! We look forward to seeing you in Detroit!

All Sponsorship & Promotional Opportunities include:

- Recognition on MSA Website
- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at Annual Conference
- Recognition and signage at sponsored event

Recognition begins the moment of your commitment. Commit early and receive maximum exposure for your organization!

# SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

## WELCOME RECEPTION SPONSORSHIP \$2,000

Join members and guests as we kick off the weekend with a casual meet and greet.

## LUNCHEON SPONSORSHIP \$5,000

Spotlight your company front and center during the luncheon on Saturday, September 7th. Sponsorship also includes upgrade to a premier placement for Exhibit Booth to highlight event sponsorship.

## BREAKFAST SPONSORSHIPS SATURDAY BREAKFAST \$2,500 SUNDAY BREAKFAST \$1,500

Be the exclusive sponsor of breakfast on Saturday, September 7th or Sunday, September 8th.

## REFRESHMENT BREAK SPONSORSHIP \$1,000

Sponsor one of our refreshment breaks on Saturday, September 7th. All Saturday breaks are located in the Exhibit Hall.

## MSA STROLLING DINNER SPONSORSHIPS

Join attendees and guests for an informal reception and dinner on Saturday, September 7th. Sponsorships include pre and post event recognition on the MSA website and social media, on-site signage, and guest tickets.

### PLATINUM \$7,500

Includes 8 tickets

### GOLD \$5,000

Includes 6 tickets

### SILVER \$2,500

Includes 4 tickets

### BRONZE \$1,000

Includes 2 tickets

## EXHIBIT SCHEDULE

*Subject to change*

### EXHIBITOR SET-UP

Friday, September 6, 2024

6:00 – 8:00 pm

Saturday, September 7, 2024

6:00 – 7:30 am

### EXHIBIT HOURS

Saturday, September 7, 2024

**EXHIBITS OPEN: 7:30 am - 4:00 pm**

10:45 – 11:15 am Break with Exhibitors

2:30 – 2:45 pm Break with Exhibitors

### DISMANTLING & REMOVAL OF EXHIBITS

Saturday, September 7, 2024

4:00 – 5:00 pm



# RULES & REGULATIONS

- **CONTRACT:** The following rules and regulations become binding upon acceptance of this contract between the applicant and his/her employees, and the Michigan Society of Anesthesiologists (MSA), the meeting sponsor.
- **SPACE ASSIGNMENT:** Booth locations will be assigned at the sole discretion of exhibit management. Placement will be made based on date of reservation and separation of competitive products.
- **BOOTH PACKAGE DESCRIPTION:** Booth packages include one 6 ft. draped table, two chairs, one identification sign, and four representative badges. Total individual exhibit floor space is limited to contracted space unless requested and approved in writing. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle," or with other exhibits.
- **DELIVERY & REMOVAL DURING SHOW:** Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during exhibit hours. All booths must remain intact until the close of the exhibits. Installation may occur only during the installation times designated. All booths must be properly installed no later than 7:30 am on Saturday, September 7, 2024 for the final inspection of the exhibit hall by exhibit management. Tear down may not begin until 2:45 pm on Saturday, September 7, 2024 and must be completed by 5:00 pm. Early dismantle and/or removal of an exhibit may result in the financial penalty of \$500 and/or loss of exhibit privileges for future meetings. It is the responsibility of the Exhibitor Personnel to ensure Delivery and Removal of all materials, products, and machinery utilized at the Exhibit Booth.
  - Move-in: Friday, September 6, 2024, 6:00 – 8:00 pm
  - Move-out: Saturday, September 7, 2024, 2:00 pm – 6:00 pm
  - EXHIBITOR HOURS (Tentative)
    - Saturday, September 7, 2024, 7:30 am – 4:00 pm
- **FAILURE TO OCCUPY SPACE:** Space not occupied by 7:30 am on Saturday, September 7, 2024 will be forfeited and the space may be resold, reassigned or used by exhibit management without refund.
- **PAYMENTS & REFUNDS:** The total amount for exhibit space is due upon the reserving of space and signing of the contract. In the event an exhibitor cancels a contract, MSA must be notified in writing and approve all refund requests. A cancellation fee of \$500.00 per booth will be assessed on all approved refunds. No refunds will be issued for written cancellation requests received on or after August 1, 2024. No exceptions. Failure to submit full payment 30 days prior to the start of the meeting (deadline: August 6, 2024) will result in forfeiture of your booth assignment.
- **FOOD SERVICE:** MSA reserves the right to provide food and beverage service during certain hours in the exhibit area.
- **NOISY EQUIPMENT:** The operation of whistles or any objectionable device will not be allowed. After the exhibits open, noisy and unsightly work will not be permitted.
- **SECURITY:** Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor and the exhibitor only.
- **FIRE & SAFETY REGULATIONS:** All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.
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- **LIABILITY & INSURANCE:** The hotel management and MSA will take all reasonable precautions to avoid loss of exhibitors' property by theft or fire, but under no circumstances shall the hotel management or MSA be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulations, the decision of the society is final.
- **DAMAGE TO PROPERTY:** Exhibitors are liable for any damage caused by the exhibitor to the building, floor, walls, columns, or to standard booth equipment, or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors or the standard booth equipment.
- **PUBLIC POLICY:** Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.
- **ELIGIBLE EXHIBITS & RESTRICTIONS:** MSA reserves the right to determine the eligibility of any company or its products for inclusion in the show, and reserves the right to reject, evict or prohibit any exhibit, in whole or in part, or any exhibitor and its representatives, with or without giving cause. MSA reserves the right to deny the exhibition of inappropriate items and products.
  - Drugs, chemicals, or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with MSA headquarters.
  - New, unlisted and/or initial display items must be submitted for clearance prior to opening of the meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to the opening date of the meeting.
  - The same restrictions apply to all medical journal advertisements or other displayed publications and all promotional literature.
- **EXHIBIT FLOOR ACCESS:** MSA reserves the right to limit access to the exhibit floor to anyone during times the exhibit hall is not officially open.
- **USE OF BOOTH SPACE:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booths during exhibit hours. No exhibitor shall assign, sublet or share booth space without the permission of the Society.
- **EXHIBITION SALES POLICY:** Exhibitors may not accept payments in cash or checks or deliver merchandise in the exhibit hall.
- **IRREGULAR CANVASSING & ADVERTISING DISTRIBUTION:** Solicitation of business or meetings in the interest of business except that of exhibiting firms is prohibited. Exhibitors are urged to report to MSA any violations of this rule. Canvassing by exhibitors outside their booths is also forbidden, except by hosts of specially-hosted events.