Michigan Chapter American Academy of Pediatrics

2020 Annual Conference
September 24-26, 2020
Amway Grand Plaza, Grand Rapids, MI

EXHIBITOR & SPONSOR OPPORTUNITIES
Purpose of Exhibits
Our exhibitors are an integral part of our educational activities. They complement the professional clinical sessions by enabling registrants to see, hear, examine, question and evaluate the latest developments in equipment, supplies and services that are recommended for use in the field of pediatrics.

There are several levels of participation to choose from; all designed to maximize your return on investment. Our intention is to provide an environment in which you can cultivate mutually beneficial relationships with our members.

Eligibility
The Michigan Chapter American Academy of Pediatrics reserves the right to determine the eligibility of any company, product and promotion, or part thereof, that, in their opinion, is not in keeping with the character and purpose of the conference.

Exhibitor Set-Up and Breakdown*

<table>
<thead>
<tr>
<th>Set-Up:</th>
<th>Thursday, September 24, 2020 12:00 p.m.- 9:00 p.m.</th>
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<tbody>
<tr>
<td></td>
<td>Friday, September 25, 2020 6:00 a.m. - 7:00 a.m.</td>
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| Breakdown:       | Saturday, September 26, 2020 11:05 a.m.—12:00 p.m. |

Exhibit space includes an 8ft skirted table, 2 chairs and a waste basket.

Exhibit Schedule - NEW! - 2.5 hours of designated exhibitor time.

Friday, September 25
7:00 a.m. - 7:45 a.m. Breakfast in the Exhibitor Area
10:35 a.m. - 11:20 a.m. Exhibitor Break (45 minutes)
3:30 p.m. - 4:30 p.m. Exhibitor Break (60 minutes)

Saturday, September 26
7:00 a.m. - 7:45 a.m. Breakfast in the Exhibitor Area
10:05 a.m. -10:50 a.m. Exhibitor Break (45 minutes)

* Schedule is tentative and is subject to change.

Amway Grand Plaza
Discover historic charm and modern comforts at Amway Grand Plaza, Curio Collection by Hilton, nestled downtown in the Hotel District by the Grand River for nearly a century and boasting original iron and woodwork, English Adams architecture and a 29-story glass tower.

This Grand Rapids, MI hotel is home to The Kitchen by Wolfgang Puck, where made-from-scratch comfort food meets authentic global classics. Savor steaks and desserts at Ruth’s Chris Steakhouse. Unwind in GP Sports or grab a cocktail in Rendezvous or the Lumber Baron Bar.

Indulge at the Spa and Salon. Take a dip in the heated indoor pool or two whirlpools. Relax on the sundeck overlooking the city, fitness center, or indoor/rooftop sport courts.
Annual Conference Partnerships

Exhibiting with MIAAP is a partnership. It’s important and necessary for us to make exhibiting at our annual conference beneficial to your organization. We count on you to provide the equipment, supplies and services that will complement the professional clinical sessions by enabling attendees to see, hear, examine, question and evaluate the latest developments and strides in patient care and the practice of pediatrics.

Each year, we use your feedback to develop a stronger program for both our exhibitors and our attendees. For 2020, we’ve extended our designated exhibitor breaks for a total of 2.5 hours, added a Premier sponsorship level, and added a few innovative ways that your organization can partner with MIAAP and reap some great promotional benefits.

All partners will receive the following:
- Acknowledgement on partner/sponsor signage at the Annual Conference
- Recognition in meeting marketing materials and the MIAAP Annual Conference page of the website
- Breakfast on both Friday and Saturday.

<table>
<thead>
<tr>
<th></th>
<th>Bronze (non-profit only)</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Space, 8 ft. Table, 2 Chairs</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Breakfast Both Days</td>
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<td>Recognition in all MIAAP Conference Media Promotions</td>
<td>X</td>
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<tr>
<td>Color Logo in Attendee Packet</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Lunch on Friday with Introduction</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Logo on Sponsorship Placemat at Every Meal</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>1/4 Page Advertisement in One MIAAP E-newsletter</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Logo on MIAAP Annual Conference Web Page with Link</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Introduce Speaker During General Session</td>
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<td>X</td>
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<tr>
<td>Half-Page Color Ad in Attendee Packet</td>
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<td>X</td>
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<tr>
<td>Two Complimentary Conference Registrations.</td>
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<td>X</td>
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<tr>
<td>Banner Advertisement on the MIAAP Webpage for One Month with Link to Your Company’s Website.</td>
<td></td>
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<td>X</td>
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</tbody>
</table>
Annual Conference Sponsorships

Exhibiting with MIAAP is a partnership. It’s important and necessary for us to make exhibiting at our annual conference beneficial to your organization. We’ve created some new and innovative ways that you can partner with MIAAP while reaping some great promotional benefits. Logos are due by July 1, 2020.

**Friday/Saturday Breakfast - $2,300**
Breakfast is served in the exhibitor area each morning from 7:00 to 7:45 a.m.

**Benefits include:**
- Recognized as the sponsor of breakfast in all conference communications
- Logo prominently displayed in breakfast area during the designated day
- Large logo in center of placemat, placed at every seat.

**Morning/Afternoon Snack Breaks - $850**
(4 available)
During the MIAAP conference, attendees are offered four snack breaks in the exhibitor area.

**Benefits include:**
- Recognized as a sponsor of a snack break in conference communications
- Logo prominently displayed in break area during the designated break
- Small logo on placemat, placed at every seat during breakfast and lunch

**Friday/Saturday Lunch - $3,000**
Our working lunch on Friday focuses on MIAAP Chapter and District updates. Our Saturday lunch addresses current advocacy issues.

**Benefits include:**
- Invitation to join us for lunch with an introduction
- Recognized as a Sponsor of preferred lunch
- Logo prominently displayed during the designated lunch
- Large logo on placemat, placed at every seat at your sponsored lunch

**President’s Reception - $5,000**
The President’s Reception is a prime networking event. The Sponsor will be allotted 10 minutes for a presentation during the reception and a “swag” table set up in the room.

**Benefits include:**
- Recognized as a Sponsor of President’s Reception in conference communications
- Logo prominently displayed at reception
- Invitation to lunch on Friday and Saturday
- Introduce a presenter during General Session
- 1/4 page advertisement in one MIAAP e-newsletters

**Additional Sponsorship Opportunities**

**Photo Booth—$1,500**
Our attendees will have a blast with a photo booth. Help us bring some fun to our 70th Annual Conference with a fun photo session for attendees. Every picture will have the name and/or logo of our sponsor.

**Visor Frames —$1,500**
Every attendee will receive this gift in their attendee packet to commemorate our 70th Annual Conference. The visor frame will contain YOUR logo and MIAAP’s logo.

**Badge-Holders/Lanyards—$500**
Each attendee is required to wear a badge at all times for access to educational sessions and the exhibit hall. Your logo will be on every lanyard given to each attendee at registration. Sponsor must provide lanyards to MIAAP by August 1, 2020.

**Conference Attendee Packet Ads—$450**
Maximize your marketing effort by inserting a flyer in each attendee registration packet. Ads cannot be larger than 8 1/2” x 11” and no more than one page, double sided. MIAAP reserves the right to refuse materials deemed inappropriate and will pre-approve submissions. Submissions due by July 1. Upon approval, you will be notified of the quantity needed. No limit.

**Notepads with Sponsor Logo—$250**
Your brand will be front and center with your logo featured on a notepad given to every conference attendee. This take-away piece will be utilized by attendees long after the conference ends. Notepads are to be provided by vendor and shipped to MIAAP no later than August 1, 2020. Limit two.
## Exhibitor Information
This information will appear in conference publications exactly as you provide it. Please print legibly.

- **Company:** ____________________________________________________________
- **Address:** ______________________________________________________________
- **City, State, Zip:** ________________________________________________________
- **Phone:** ___________________________ **Fax:** ____________________
- **E-mail:** ________________________________________________________________
- **Website/URL:** __________________________________________________________

## Primary Contact
This person will be the primary point of communication and will be sent all information related to your participation.

- **Contact Name & Title:** ________________________________________________
- **Contact Phone:** ___________________________ **Contact E-mail:** ______________

### Exhibit & Partnership Packages:

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Premium*</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Platinum</td>
<td>$2,400.00</td>
</tr>
<tr>
<td>Gold</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Silver</td>
<td>$900.00</td>
</tr>
<tr>
<td>Bronze (Nonprofit Only)</td>
<td>$500.00</td>
</tr>
<tr>
<td>Additional Exhibitors</td>
<td>$75.00 EA.</td>
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### Sponsorship Opportunities

**Thank you for your support!**

- **Friday Breakfast** $2,300
- **Friday Break** $850
- **Friday Lunch** $3,000
- **President’s Reception** $5,000
- **Saturday Breakfast** $2,300
- **Saturday Break** $850
- **Saturday Lunch** $3,000
- **Board of Directors Meeting** $500
- **Partial Sponsorship** $_______
- **Exhibitor Bingo Prize Donation ($75 Value)**
  
  (See Page 3 of Commitment Form)

### Additional Sponsorship Opportunities

- **Photo Booth (Limit one)** $1,500
- **Visor Frames (attendee gifts) (Limit one)** $1,500
- **Badge-Holders/Lanyards (Limit one)** $500
- **Conference Attendee Packet Ads (No limit)** $450
- **Notepads with Sponsor Logo (Limit 2)** $250

**TOTAL**

- **Partnership Package **$_________ + **Sponsorship** $_________ + **Additional Sponsorship** $_________

  = **$_________________ TOTAL** (Carry to next page.)
Payment Information

TOTAL FROM PAGE 1 $ ______________________________

☐ A check in the amount of $__________ is enclosed. Please make checks payable to MIAAP and mail to MIAAP, ATTN: Laura Wagoner, 106 West Allegan, Suite 310, Lansing, MI, 48933. Please include your signed commitment form.

☐ To pay using a credit card, please click on or copy this link: http://bit.ly/31Bd5W9-EXHCCPAY.

☐ If you require an invoice, please indicate the name and contact information of the person to whom an invoice should be sent:

Name: ___________________________ Email: ___________________________ Phone: ___________________________

PAYMENT DEADLINE: August 10, 2020 to secure your exhibit space or partnership.

CANCELLATION POLICY: I have reviewed the MIAAP exhibit policy and hereby agree to the terms and requirements as outlined. There are no refunds after August 14, 2020 - no exceptions. Should the conference be cancelled for any reason MIAAP will offer a refund for all exhibit fees within 30 days of the cancelled event. MIAAP will not be financially responsible for any other expense or fee incurred by the exhibitor. Cancellations prior to August 14, 2020, will have a $50 administrative fee deducted from the refund.

□ Do you need a W-9 form? □ Yes □ No
□ Will you be submitting your ad or logo (Platinum or Gold)? □ Yes □ No (Due by July 1)
□ Do you require electricity for your booth? □ Yes □ No
□ Do you have an oversize booth? (larger than 10’ wide) □ Yes □ No
□ Do you need lodging information? □ Yes □ No

Please list the names of exhibitors who will be on site. Name badges will be included in the on-site Exhibitor Packet.

_______________________________________________

_______________________________________________

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______________________________________________________________________________________________

Please see Page 3 for Exhibitor Prize Donation information. Send all pages of the Commitment Form to Laura Wagoner via fax at (517) 575-6285, via scan and e-mail to: laura.wagoner@miaap.org or by mail at MIAAP, 106 W. Allegan, Suite 310, Lansing, MI 48933.
Exhibitor Engagement Activity

We are working on creative and innovative ways to encourage our attendees to engage with our exhibitors. We’re gathering information on a few different options and will follow up with all exhibitors soon. Please feel free to share any engagement tools that have proven successful to you and your organization.

Exhibitor prizes will be given away throughout the conference; please consider donating a exhibitor prize for the engagement activity.

Contact Laura Wagoner at laura.wagoner@miaap.org or (517) 484-3013 for more information.

Yes! I will donate a prize for the Exhibitor Engagement Activity.

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Contact Name</td>
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<tr>
<td>Address</td>
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<tr>
<td>Phone#</td>
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<tr>
<td>Email Address</td>
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<tr>
<td>Prize Description (to be used for marketing materials)</td>
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