JOIN US FOR A VIRTUAL CONFERENCE EXPERIENCE

DYNAMIC, ENGAGING AND INTERACTIVE

2020 Annual Conference
September 25—26, 2020

Exhibitor Packet
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.

Exhibit Schedule

Friday, September 25
10:00 a.m. - 10:45 a.m.  Exhibitor Break (45 minutes)
2:00 p.m. - 2:45 p.m.  Exhibitor Break (45 minutes)

Saturday, September 26
10:00 a.m. -10:45a.m.  Exhibitor Break (45 minutes)
Exhibiting with MIAAP is a partnership. We rely on you and your organization to provide products and services that enhance the care of pediatric patients and provide ease and efficiency in the pediatric office. You can rely on us to create avenues to engage and connect with our members.

The challenges of 2020 have caused us to think outside of the box and create new and innovative ways to connect and exchange information. Our virtual platform provides multiple opportunities for exhibitor interactions with our attendees during the virtual conference. The options below highlight some of the benefits of conference sponsorship, however, our goal is to provide avenues of engagement with the pediatric community throughout the year.

### Virtual Exhibitor Benefits

<table>
<thead>
<tr>
<th>Virtual Exhibitor Benefits</th>
<th>Bronze (non-profit only) $500</th>
<th>Silver $900</th>
<th>Gold $1,200</th>
<th>Platinum $2,400</th>
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</thead>
<tbody>
<tr>
<td>Acknowledgement in MIAAP Attendee Program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Verbal acknowledgement between general sessions</td>
<td>X</td>
<td>X</td>
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<tr>
<td>PowerPoint Presentation or pre-recorded video + Live</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Color logo in Attendee Program</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Color logo on MIAAP conference web page</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>One FaceBook ad (before, after or during conference)</td>
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<td>X</td>
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<tr>
<td>Quarter-page color ad in attendee program</td>
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<tr>
<td>Ad in two MIAAP E-communications (one color picture or logo, 100 words with link)</td>
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<td>X</td>
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<tr>
<td>Half-page color ad in attendee program</td>
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<td>Ad in four MIAAP E-communications (one color picture or logo, 100 words with link)</td>
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<tr>
<td>Banner ad on the MIAAP webpage for two months w/ link</td>
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<tr>
<td>Two Complimentary Conference Registrations. (If applicable)</td>
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<td>60 second Video/Commercial @ one educational webinar</td>
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<td>2 minute Zoom interface with BOD at 1 BOD meeting</td>
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<tr>
<td>Acknowledgement during live Welcome session</td>
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<td>Company email sent to membership through MIAAP</td>
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<tr>
<td><strong>ADVERTISING/MARKETING VALUE</strong></td>
<td><strong>$800</strong> VALUE</td>
<td><strong>$1,300</strong> VALUE</td>
<td><strong>$2,050</strong> VALUE</td>
<td><strong>$5,220</strong> VALUE</td>
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</table>
MIAAP has created new ways for exhibitors to connect with our members beyond the parameters of the virtual platform. These sponsorship opportunities focus on getting your organization’s name and logo in front of our attendees.

Your sponsorship also helps us sustain MIAAP’s program work throughout the state of Michigan. We deeply appreciate your support and participation.

- **Conference Attendee Packet Mailing: $3,000** - MIAAP will send an attendee packet to each of our registered attendees. As a sponsor, your large logo will be on every box delivered. You may also submit a one-page, double-sided document that will be placed on top of the enclosed materials as well as small swag items. You may also submit stickers with your logo or labels to be affixed to the box.

- **“SPONSORED” Lunch - $2,500 each** - Provide lunch for our attendees on Friday or Saturday. Your sponsorship would allow us to purchase $10-$15 gift cards to Door Dash, Grub Hub, Jimmy John’s or Subway for each day. The gift cards will be included in the attendee packet. You may also submit a full page flyer on which we will affix the gift card or certificate. The sponsors will be acknowledged in our attendee packet and announced by our emcee before and after each lunch break with direction to your virtual exhibitor booth. The sponsor may also submit a 30 second pre-recorded video that will be shown at the beginning of our lunch break.

- **Snack Breaks: $500 (Limit of 4)** - This sponsorship will allow us to include a snack (KIND bars, microwave popcorn, or similar snack) in each attendee packet. Sponsor will be acknowledged in our attendee brochure and during the conference, before and after their designated snack break. You may also submit a one-page flyer in the attendee packet and logo/stickers to go on the snack, or use your preferred individual packaging. 3 of 4 available.

- **1-Page Advertisements: $250 (Limit of 4)** - Sponsor may submit a one-page, double-sided flyer to be included in the Attendee Packet.

- **Morning Yoga/Afternoon Stretch: $300 (Limit 1)** - Help attendees start the day with a 30-minute yoga session and get them ready for the exhibitor breaks with a 3-minute, “7th Inning Stretch”. Your logo will be displayed during the sessions and you will be acknowledged in the attendee program.

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Let's collaborate! Do you have an idea for sponsorship? Please contact me at laura.wagoner@miaap.org or (517) 484-3013 (Office) or (517) 896-3612 (Cell).

**SWAG/GIVEAWAYS**

- Small swag items can be sent to the MIAAP office to be included in our attendee packet. Size - approx. 2” x 1 1/2”
- MIAAP will ship larger swag/promo items to our attendees if you ship them to our office along with envelopes/boxes and postage.

**ALL SWAG ITEMS MUST BE RECEIVED IN OUR OFFICE BEFORE AUGUST 24!**
Exhibit & Partnership Packages:
Please indicate your participation level below:

- Platinum $2,400.00
- Silver $900.00
- Gold $1,200.00
- Bronze (Nonprofit Only) $500.00

Additional Sponsorship Opportunities

- Attendee Mailing (Limit 1) $3,000
- Friday Lunch $2,500* Sponsored
- Saturday Lunch $2,500* Sponsored
- Conference Attendee Packet Ads (Limit 5) $250 each
- Notepads with Sponsor Logo (Limit 2) $250 each* Sponsored
- Snack Breaks (Limit 4) $500 each* 1 of 4 Sponsored
- Morning Yoga and Afternoon Stretch Activity $300
- Exhibitor Engagement Activity (See Page 3 of Commitment Form)

Contact Laura Wagoner at (517) 484-3013 or laura.wagoner@miaap.org to discuss additional sponsorship opportunities.
Partnership Package $_________________ + Sponsorship $____________________
+Additional Sponsorship $________________ = TOTAL $_______________________

Payment Information

☐ A check in the amount of $___________ is enclosed. Please make checks payable to MIAAP and mail to: MIAAP, 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 to your browser: 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: Currently registered exhibitors may cancel with a $50 cancellation fee. New registering exhibitors may cancel until September 2 with a $100 cancellation fee. After September 2, there will be no refunds for cancellations.

Signature of AUTHORIZED Company Representative

Do you need a W-9 form? ☐ Yes ☐ No

Will you be submitting your ad or logo (Platinum or Gold sponsorship)? ☐ Yes ☐ No
(Due by August 1)

Name of exhibitor staff that will be live during exhibitor breaks:

______________________________________________________________________________

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’re trying something new on the virtual platform. Please consider contributing an exhibitor engagement prize.

Exhibitors may have their exhibitor prizes on display during live interactions with attendees during designated exhibitor breaks. Or, if your booth will be unattended, you may include it on your PowerPoint presentation or pre-recorded video.

Our virtual platform provides a button in your virtual booth that visitors can click on to share their name and email address with you. You can label the button (ie. “Register Interest”, “Enter to Win”, etc.) You may want to require attendees to click on the button to be entered into your drawing, you should acknowledge that by doing so, they are providing their name and email address.

Please announce the winners during the live exhibitor break on Saturday from 10:00 a.m. to 10:45 a.m. and via their email address.

Our emcee will be making announcements throughout the day encouraging attendees to visit all exhibitor booths.

MIAAP Drawing - In an effort to further incentivize attendee engagement, MIAAP is hosting a drawing. Attendees will be required to visit every exhibitor booth and ask for a single letter, some booths will have one, others will not. Attendees will collect ten letters and then unscramble the word. Upon completion, they will message me privately and be entered into a drawing to win prizes.

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

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<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Contact Name</td>
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<td>Address</td>
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<td>Phone#</td>
<td>Fax#:</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>
<td>Estimated Prize Value (minimum of $75 value, please)</td>
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