MIAAP

2022 Annual Conference

September 29 & October 1, 2022
Sheraton Ann Arbor Hotel, Ann Arbor, MI

EXHIBITOR PACKET

PARTNER WITH MIAAP
REACH PEDIATRIC HEALTH CARE PROVIDERS

Why we do what we do.
Purpose of Exhibits
Our exhibitors are an integral part of our educational activities. They complement the professional clinical sessions by enabling registrants to examine, question and evaluate the latest developments in equipment, supplies and services that provide ease and efficiency in the pediatric setting. There are several levels of participation to choose from; all designed to maximize your return on investment.

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 30
Exhibitor Breaks (105 minutes)

Saturday, October 1
Exhibitor Breaks (75 minutes)

VENUE

A special thank you to the Sheraton Hotel Ann Arbor for hosting our 2022 Annual Conference. Located just minutes from Downtown Ann Arbor, the hotel places you near Main Street, corporate headquarters, the University of Michigan, Briarwood Mall, Cobblestone Farm and local attractions. Suites feature Sheraton Signature Beds, complimentary high-speed Wi-Fi, microwaves and more. Dine on delicious American cuisine and cocktails in their upscale lounge and bistro. Stop by their pantry for a quick bite on-the-go or to stock up your in-room refrigerator. Enjoy complimentary 24/7 access to our state-of-the-art Sheraton Fitness Center. Go for a leisurely swim in the indoor and outdoor pools or relax in our whirlpool.
CONFERENCE ATTENDANCE

We’re very excited to get back to an in-person event in 2022! Our attendance has grown every year and we’re confident our members are eager to connect with their peers again this year.

Approximately 80% of our attendees are pediatricians. The other 20% are pediatric specialists, nurses, residents and students.

ADVERTISING OPTIONS

Virtual Exhibit Hall - ALL of our exhibiting partners will be included in our Virtual Exhibit Hall on the MIAAP Website. The Virtual Exhibit Hall will remain on our website for six months and includes a color logo, contact information, a pre-recorded video, and a business description. To view the Exhibit Hall, visit our website at www.miaap.org/annual-conference-exhibitors. Exhibitors will receive a Virtual Data Form that needs to be submitted by July 15, 2022.

The Checkup is MIAAP’s monthly e-newsletter. It’s an effective tool to reach your target audience before, during, or after the annual conference. More than 1,600 MIAAP members receive the Checkup every month. It provides policy updates, practice tips, legislative reports and educational opportunities relevant to the practice of pediatrics. Submissions are $200 per month and include a color logo and 100 words of text. 15% discount for multiple submissions.

Ads are 728 x 90. 1 Ad- $100, 6+ Ads - $80 each, 12 Ads- $50 each. 15% discount for multiple ads.

ATTENDEE PACKET ADVERTISING

Each of our partnership levels include various advertising opportunities. See pricing chart for additional advertisements in the 2022 Annual Conference program. 15% discount for multiple advertisements.

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<thead>
<tr>
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<tbody>
<tr>
<td>Back Page</td>
<td>7.5&quot; x 10&quot;</td>
<td>$1,100</td>
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<td>One Page</td>
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<td>$900</td>
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<td>1/2 Page</td>
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<tr>
<td>1/4 Page</td>
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<td>$350</td>
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<td>1/8 Page</td>
<td>3.75&quot; x 2.5&quot;</td>
<td>$175</td>
<td>$200</td>
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WEBSITE ADVERTISING

MIAAP offers website ads in a variety of styles and dimensions. Each ad may be linked to a website or web page.

Gold and Platinum partnerships include banner ads.

.jpg or .gif static images only, no flash ads.
MIAAP’s annual conference is the premier pediatric event in Michigan. It is a trusted, one-stop resource for education, training and CME’s. Exhibitors have a unique opportunity to engage pediatricians and share information about products and services that will enhance pediatric care and provide ease and efficiency in the pediatric care setting. You are a valued partner in helping us fulfill our mission to improve the physical, mental, emotional and social health of every child in Michigan.

Thank you for your interest in exhibiting at MIAAP’s 2022 Annual Conference. MIAAP is thrilled to be returning to an in-person event. We’re looking forward to seeing your smiling faces in September.

<table>
<thead>
<tr>
<th></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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<tbody>
<tr>
<td>Virtual Exhibitor Hall on MIAAP website for 6 months</td>
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<tr>
<td>Acknowledgement in MIAAP Attendee Program</td>
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<tr>
<td>Verbal acknowledgement between general sessions</td>
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<tr>
<td>Strolling PowerPoint acknowledgements before the general sessions and during breaks</td>
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<td>One Facebook ad (before, during, or after conference)</td>
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<tr>
<td>Color logo in Attendee Program</td>
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<tr>
<td>Color logo on MIAAP conference web page with link</td>
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<td>Quarter-page color ad in attendee program</td>
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<tr>
<td>Ad in two MIAAP E-Newsletter (one color picture or logo, 100 words with link)</td>
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<tr>
<td>Half-page color ad in attendee program</td>
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<tr>
<td>Ad in four MIAAP E-communications (one color picture or logo, 100 words with link)</td>
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<td>Banner ad on the MIAAP webpage for two months</td>
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<td>Acknowledgement during Welcome session</td>
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<td>Company email sent to conference attendees</td>
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<tr>
<td>Invitation to Saturday Advocacy Lunch (2)</td>
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Our sponsorships allow you to connect and engage with our members both at the annual conference and throughout the year.

Your sponsorship helps MIAAP to continue its mission of improving the physical, mental and social health of Michigan’s infants, children, adolescents and young adults. By partnering with pediatric providers, parents and communities and supporting MIAAP members, we increase their engagement, education, and expertise which results in better health outcomes for children.

**ALL SPONSORSHIPS INCLUDE:**
- Acknowledgement in our conference attendee program that will be distributed all attendees
- Verbal acknowledgement before and after your sponsored item/meal in the general session room.
- Recognition on a rolling sponsorship ad in the general session room.
- Your logo and link to your website on MIAAP’s conference web page.
- Logo prominently displayed at meal/snack service

**Friday/Saturday Breakfast - $2,500 each**
Breakfast on both days of the conference is served in the exhibitor area. Our attendees are welcome to mingle with exhibitors before heading into the general session room.

**Additional Benefits:**
- Submission of a one-page flyer in the attendee packet.
- Submission of a 1/4 page ad in the attendee program.

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

**Additional Benefits:**
- Submission of a one-page flyer for the attendee packet.
- Submission of a 1/4 page ad in the attendee program.
- Submission of one ad or article in our weekly e-newsletter, The Checkup.
- Acknowledgement on place mat at each table seating.

**Morning/Afternoon Snack Breaks - $500**
(4 available)
During designated exhibitor breaks, attendees are able to grab a snack and mingle with exhibitors.

**Additional Benefits:**
- Submission of a one-page flyer in the attendee packet.
- Acknowledgement in attendee program.

**Poster Presentations - $500**
The poster presentations offer medical students and residents a way to communicate their research and understanding of a topic in a concise and visually engaging format.

**Additional Benefits:**
- Large sign acknowledging sponsorship.
- Submission of a one-page, double-sided flyer or ad for the attendee packet.
- Submission of a 1/4 page ad in the attendee program.
- Submission of one ad or article in our weekly e-communication, The Checkup, delivered to 1,600+ members.

**President’s Reception - $5,000 - Sponsored**
The President’s Reception is a prime networking event. It is attended by MIAAP’s Board of Directors, pediatricians and other pediatric healthcare professionals. Sponsor is allotted 10 minutes for a presentation during the reception and a “swag” table set up in the room to prompt engagement with our guests.

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

**Notepads - $250 (Limit 2)**
Sponsor’s notepad to be included in attendee packets or at each table seating at the conference.

**Flyers/Advertisements — $250 (Limit 5)**
Sponsor may submit a full page, single or double-sided flyer to be included in all attendee packets.
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

☐ Friday Breakfast $2,500
☐ Saturday Breakfast $2,500
☐ Friday Lunch $3,000
☐ Saturday Lunch $3,000
☐ Snack Breaks (Limit 4) $500 each
☐ Poster Presentations $500
☐ Conference Attendee Packet Ads /Flyers $250 each
☐ Notepads with Sponsor Logo (Limit 2) $250 each
☐ Additional Sponsorship (Terms negotiable) $________

Questions?
Please contact Ryan Handy at ryan.handy@miaap.org or (517) 484-3013 (Office)
**PAYMENT SUMMARY**

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, Sierra Cameron, 106 West Allegan, Suite 310, Lansing, MI, 48933. Please include your signed commitment form.

☐ To pay with a credit card, click here: [https://bit.ly/22AC-EXHCCPAY](https://bit.ly/22AC-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 2, 2021 to secure your exhibit space

**CANCELLATION POLICY:** Exhibitors may cancel as follows:

$50 cancellation fee until July 1, 2022,  
$100 cancellation fee after July 1 until September 1, 2022  
There will be no refunds for cancellations after September 1, 2022.

Do you require a W-9 form?  ☐ Yes  ☐ No

Will you be submitting your ad or logo?  ☐ Yes  ☐ No

Due by July 1, 2022

Name of exhibitor staff that will be in-person at the Sheraton Ann Arbor:

__________________________________________________  ____________________________

__________________________________________________  ____________________________

__________________________________________________  ____________________________

Please send both pages of the Commitment Form to Ryan Handy via fax at (517) 575-6285, via scan and e-mail to: ryan.handy@miaap.org or by mail at MIAAP, 106 W. Allegan, Suite 310, Lansing, MI 48933.