



MICHIGAN COLLEGE of
EMERGENCY PHYSICIANS



**45th
Michigan EM Assembly
Grand Hotel, Mackinac Island**



**Exhibitor
Prospectus**

Exhibitor Prospectus

Michigan Emergency Medicine Assembly

July 29—August 1, 2018

The Michigan College of Emergency Physicians invites you to exhibit at our **45th Michigan Emergency Medicine Assembly** taking place **July 29—August 1, 2018** at the beautiful **Grand Hotel** on Mackinac Island, Michigan. A host of exceptional education programs will provide opportunities for our specialists to increase their knowledge and abilities in several avenues of their emergency medicine practices. To round out the three day event, MCEP will also offer the traditional Opening Reception, Death busters' Golf Outing, and Presidents' Banquet.

Exhibiting at the Assembly

Exhibit dates are July 30 & 31 with setup on the afternoon of July 29. **The exhibit fee is \$1,000 if postmarked prior to June 15, 2018 and \$1,250 thereafter.** All coffee breaks will be held in the Exhibit Hall to ensure maximum traffic to display areas. Company representatives are encouraged to be present at all sessions and the Opening Reception of the Assembly. A complete schedule of events and registration brochure will be available in April.

Exhibit Dates & Hours*

| | |
|----------------------------------|------------------------|
| Sunday, July 29 (<i>setup</i>) | 1:00 p.m. to 4:00 p.m. |
| Monday, July 30 | 7:30 a.m. to 1:00 p.m. |
| Tuesday, July 31 | 7:30 a.m. to 1:00 p.m. |

The exhibit area will be open for installation of exhibits on Sunday, July 29, from 1:00 – 4:00 p.m. *We encourage early installation of exhibits as many of our registrants frequent this area on Sunday.* Exhibitors will be allowed in the Exhibit Hall one-half hour prior to exhibit hours, but **must** depart at the closing hour. Exhibits must be staffed at all times during the exhibit hours. **Schedule subject to final program itinerary*

Dismantling

We request that all exhibitors refrain from dismantling until 1:00 p.m. on July 31. The exhibit area must be clear of all materials by 2:00 p.m. on Tuesday, July 31.

Advertising

Double the impact of your exhibit! Advertise in the MCEP newsletter, *News & Views* to create interest and to reach our members and attendees before, during and after the conference. If you cannot attend, this is a great opportunity to create a presence for yourself and reach a highly-targeted audience of hundreds of emergency physicians. The official pre-Assembly issue will be the May/June, 2018 issue. The deadline for reservation of ad space is May 5, 2018. The cost of placing an ad ranges from \$425 for a quarter page ad to \$850 for a full page ad. For additional information, please contact the MCEP office at mcostello@mcep.org.

Drawings/Giveaways

Exhibiting companies are permitted and encouraged to conduct prize drawings and distribute giveaways. MCEP staff must be notified of this and will help determine an appropriate time for the winners to be announced.

Sponsorship Opportunities

MCEP offers high profile sponsorship opportunities on both educational and social levels. MCEP is appreciative of financial assistance received for activities including the Opening Reception, Presidents' Banquet and Coffee Breaks/Continental Breakfasts. If your company is interested in participating more extensively in the Assembly, please contact the MCEP office or indicate so on your exhibit application. All sponsors will be acknowledged at the function being supported as well as in the onsite program material.

Corporate Gold Sponsorship

Sponsorship of two social events
Full page advertisement in *News & Views*
Name recognition in onsite program material
Name recognition at all events
Prominent Exhibit Booth area ***NEW** in the Art Gallery

Silver Sponsorship

Sponsorship of one social event
Half page advertisement in *News & Views*
Name recognition in onsite program material
Prominent Exhibit Booth area

Display Booth Only

Name recognition in onsite program material

Hosting of Separate Events

The hosting of separate events, parties, meetings, or other organized gatherings at, as a part of, or in conjunction with any MCEP program without the written permission of MCEP is strictly prohibited.

Opening Reception

Exhibitors are welcome to attend the Opening Reception on that Sunday evening to start off the program.

Other Sponsorship Opportunities

There are also opportunities available to support a MEDPAC *Minute to Win It* fundraising event. If interested, please contact the MCEP office for further details.





Michigan Emergency Medicine Assembly

July 29—August 1, 2018

Grand Hotel, Mackinac Island, Michigan

Assignment of Space

Space will not be assigned without a signed application and the required fees. Booths will be assigned on a first come, first served basis, with the exception of the reserved prime areas for Gold Sponsors.

Acceptance of Application

Applications for exhibit space are subject to review by the Exhibit Committee to determine suitability for the conference and to ensure conformity with conference standards.

Payment and Cancellations

Applications for exhibit space must be accompanied with the exhibit fee in order to confirm booth assignment. No application will be processed without this fee. No refunds will be made for space that is not utilized during the exhibition. Refunds must be requested in writing and will be made as follows:

- ◆ Postmarked by May 15, 2018: 100% less \$100 administration fee
- ◆ Postmarked May 16, 2018 through June 15, 2018 50% less \$100 administration fee
- ◆ No refunds after June 15, 2018

Exhibitor Registration

Each exhibitor will be entitled to **four** representatives per booth. Exhibitors are requested to register booth personnel in advance. Additional representatives will be charged \$50 registration each.

APPLICATION FOR EXHIBIT SPACE

The undersigned hereby wishes to apply for exhibit space at the Michigan Emergency Medicine Assembly. The undersigned agrees to abide by the rules and regulations as printed and provided by MCEP. Subletting space is not permitted. Two or more firms may not exhibit in a single space.

Company Name (*As it is to appear on all conference signage*)

Address

City

State

Zip

Email

Phone

Contact (*Space Confirmation and other Program information should be sent to*)

Names of Exhibitors - *As to appear on your name badge(s)*

Gold Sponsorship - \$5,000

Display Booth Only- \$1,000
 (After June 15th - \$1,250)

Silver Sponsorship - \$2,500

Golf Prizes

If Gold Sponsor, choose 2 events; if Silver, choose 1 event:

Newsletter Advertisement
 (May/June, 2018)

Continental Breakfast & Coffee Break Sponsor

Annual Meeting Lunch

Presidents' Banquet

Opening Reception

Will you need an electrical outlet? Yes No

**Fees payable by Visa, MasterCard, American Express or Check. Checks payable to:
 MCEP and mail to MCEP, 6647 West St. Joseph Hwy., Lansing, MI 48917
 Phone: (517) 327-5700 Fax: (517) 327-7530 Federal Tax ID # 38-2186986**

Credit Card Number: _____

Credit Card Type: Visa MasterCard American Express

Expiration Date: _____ Security Code: _____

Cardholder Signature: _____



**MICHIGAN COLLEGE of
EMERGENCY PHYSICIANS**

6647 West St. Joseph Hwy.
Lansing, MI 48917

