Michigan Emergency Medicine Assembly
July 26-29, 2020
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, 2020
- $100 less than administration fee
- Postmarked May 16, 2020 through June 15, 2020
- No refunds after June 15, 2020

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

Company Name: ____________________________
Address: ___________________________________
City: __________________ State: ______ Zip: ______
Email: ______________________ Phone: ________
Contact: ____________________________________
Names of Exhibitors - As to appear on your name badge(s):

☐ Gold Sponsorship - $5,000
☐ Silver Sponsorship - $2,500
☐ Display Booth Only - $1,000
☐ Golf Prizes - After June 15th - $1,250
☐ Newsletter Advertisement - (M/W, June, 2020)
☐ 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: ________________________
Exhibitor Prospectus

Michigan Emergency Medicine Assembly

July 26-29, 2020

The Michigan College of Emergency Physicians invites you to exhibit at our 47th Michigan Emergency Medicine Assembly taking place July 26-29, 2020 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, Golf Outing, and Presidents’ Banquet.

Exhibiting at the Assembly
Exhibit dates are July 27 & 28 with setup on the afternoon of July 26. The exhibit fee is $1,000 if postmarked prior to June 15, 2020 and $1,250 thereafter. All coffee breaks & breakfast will be held in the Exhibit Hall to ensure maximum traffic to display areas. NEW — this year the Exhibit Hall will be located in the Theatre of the Hotel to allow for more space and maximum exposure. 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 26 (setup) 1:00 p.m. to 4:00 p.m.
Monday, July 27 7:30 a.m. to 1:00 p.m.
Tuesday, July 28 7:30 a.m. to 1:00 p.m.

The exhibit area will be open for installation of exhibits on Sunday, July 28, 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 exhibits refrain from dismantling until 12:00 p.m. on July 28. The exhibit area must be clear of all materials by 1:00 p.m. on Tuesday, July 28.

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, 2020 issue. The dead line for reservation of ad space is May 5, 2020. 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 madlev@emrec.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/Breakfasts. If your company is interested in participating more extensively in the Assembly, please contact the MCEP office for additional information. 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

Silver Sponsorship
Sponsorship of one social event:
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 kick off the program.

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- Postmarked by May 15, 2020
- 100% less $100 administration fee
- Postmarked May 16, 2020 through June 15, 2020
- 50% less $100 administration fee
- No refunds after June 15, 2020

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 is to appear on all conference signage

Address

City State Zip

Email

Contact
Space Confirmation and other Program information should be sent to

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

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☐ Silver Sponsorship - $2,500
☐ Display Booth Only - $1,000
☐ Continental Breakfast & Coffee Break Sponsor
☐ Annual Meeting Lunch
☐ Presidents’ Banquet
☐ Opening Reception

Newsletter Advertisement
(May/June, 2020)

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) 327-7538
Federal Tax ID # 38-2186986

Credit Card Number:

Credit Card Type: ☐ Visa ☐ MasterCard ☐ American Express

Expiration Date:

Security Code:

Cardholder Signature:
MICHIGAN EMERGENCY MEDICINE ASSEMBLY
GRAND HOTEL, MACKINAC ISLAND, MI

6647 West St. Joseph Hwy.
Lansing, MI 48917

JULY
26 - 29, 2020