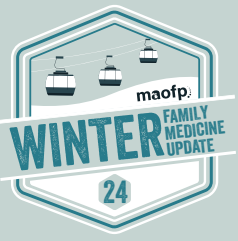


**January 19-20, 2024**  
Shanty Creek Resort  
5780 Shanty Creek Rd.  
Bellaire, MI 49615

## **EXHIBITOR & SPONSORSHIP OPPORTUNITIES**

Registration is **REQUIRED** to be a sponsor or exhibitor at the 2024 MAOFP Winter Family Medicine Update and **MUST** be completed online. Click **HERE** for details or visit our website, **[www.maofp.org](http://www.maofp.org)**, under the Events & Education/2024 Winter Family Medicine Update

**Deadline to Register: January 9, 2024**



# EXHIBITOR & SPONSORSHIP OPPORTUNITIES

**Register Today**

## YOU'RE INVITED

Michigan Association of Osteopathic Family Physicians (MAOFP) invites organizations to take advantage of exhibit and sponsorship opportunities associated with our 2024 Winter Family Medicine Update. Showcase your company's products and services to family physicians, residents, and medical students from across the state of Michigan. MAOFP anticipates having approximately 100 in attendance at this conference.

Exhibit booths will be located near the room where meals will be served. Attendees will be encouraged to visit the exhibitor space as they break between each session. The agenda has been designed to drive attendee traffic to the exhibit area with almost 6 hours of dedicated attendee face-to-face time scheduled on Friday and Saturday. MAOFP will sponsor an Exhibitor Bingo contest or Community Give-back activity which encourages attendees to visit with exhibitors to be entered into a drawing for prizes. Exhibitors are encouraged to donate a prize for the contest.

Sponsors and exhibitors will also have profiles and visibility in the virtual event platform/mobile app. In-person attendees will utilize the platform to view the agenda, and session materials, and track their CME credits. Those that choose the virtual, on-demand attendance option will utilize the platform to view the educational sessions 2 weeks after the in-person event.

We look forward to hearing back from you before the application deadline of January 9, 2024. For more information, visit [www.MAOFP.org](http://www.MAOFP.org). For questions about this event, please contact Sarah Botruff at the MAOFP office at [events@maofp.org](mailto:events@maofp.org) or 517-253-8037.

## LOCATION INFORMATION

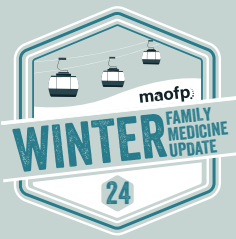
The 2024 Winter Family Medicine Update will be held at the Shanty Creek Resort in Bellaire, MI. An Iconic Up North Getaway. Here in the heart of northern Michigan's Chain of Lakes region in Antrim County, old-fashioned hospitality and year-round outdoor recreation reign supreme. Across 5,500 acres of rolling countryside, Shanty Creek displays four beautiful seasons and four distinct villages surrounded by unspoiled scenery. Each village delivers a slightly different flavor while collectively being part of the Shanty Creek experience. From summertime golf, biking, and boating to winter's favorite snow sports, Shanty Creek's Summit Village, Cedar River Village, Hawk's Eye Village, and Schuss Mountain deliver family fun, traditions, and value.

The room block deadline is December 18, 2023.

Address:  
Shanty Creek Resort  
5780 Shanty Creek Road  
Bellaire, MI 49615

<https://www.shantycreek.com/>  
Rate: from \$229 per night  
Rate available: 9/01/2023 - 12/18/2023  
Check-in: 5:00 PM  
Check-out: 12:00 PM





# SPONSORSHIP OPPORTUNITIES

All sponsorships at \$1500 or more receive a complimentary exhibit table!

## Product Theater Sponsor

Prices vary - four available

Email [events@maofp.org](mailto:events@maofp.org) to secure your spot today!

### Friday, January 19, 2024

7:00-8:00 am Product Theatre Breakfast

12:45-1:30 pm Product Theatre Lunch

### Saturday, January 20, 2024

7:00-8:00 am Product Theatre Breakfast

12:45-1:30 pm Product Theatre Lunch

Breakfast and lunch opportunities are available. Please contact Sarah Botruff at [events@maofp.org](mailto:events@maofp.org) for additional information. \*These are sold on a first come first serve basis.

#### Benefits Include:

- 45-minute presentation during the designated meal with basic audio/visual equipment provided
- Exclusive branded signage at chosen meal
- Ability to place company literature at each setting during the chosen meal
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

*\*MAOFP will be covering all costs of food and beverage and AV costs. Vendor provides presentation, speaker, handouts, and product demonstration/materials.*

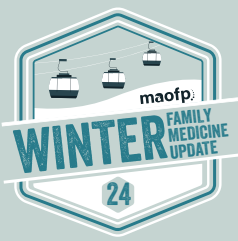
## Winter Festival Sponsor - \$2,500

(1 Available)

As the exclusive sponsor of the Friday evening Winter Festival, you will have the opportunity to network with the event participants in a fun atmosphere

#### Benefits include:

- Exclusive ability to speak during the festival for 10 minutes to our attendees before the festivities begin and share a message as MAOFP Staff introduces you as the Summer Festival Sponsor.
- Exclusive ability to distribute a flyer with company information directly to all attendees at the festival.
- Exclusive ability to attend the event as a sponsor (up to 4 participants)
- Signage at event 2x3 Poster branded with MAOFP and Sponsor Logo
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Recognition from the podium and in scrolling presentations
- Social media recognition as the Winter Festival Sponsor
- Exhibit table (and all associated benefits)



# SPONSORSHIP OPPORTUNITIES

## Rooming Card Sponsor - \$2,000

(1 available)

As the exclusive rooming card sponsor your company will be marketed to all attendees staying at the resort for the duration of their stay. You can start your sponsorship marketing as soon as attendees check into the venue! The sponsor will work with the MAOFP staff at the guidance of the venue to design functional on-site hotel rooming keys that attendees will use to access their lodging during the conference.

### Benefits Include:

- Company logo on rooming cards printed through a third-party company and shipped to the hotel. Then available to attendees upon check-in to their rooming accommodations at the hotel registration desk.
- One custom push notification to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Company name/logo on signage near the registration table
- Social media recognition
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

*\*Sponsorship cost includes the cost of purchasing the rooming cards*

## Lanyard Sponsor - \$2,000

As the exclusive lanyard sponsor, your company will be marketed to all attendees all day up close and personal as attendees will wear conference lanyards for the duration of the event! You can start your sponsorship marketing as soon as attendees check into the conference! MAOFP will work with you to design and order one-of-a-kind lanyards for this event!

- Sponsor logo on lanyards
- Social media recognition
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

*\*Sponsorship cost includes the cost of purchasing the Lanyards*

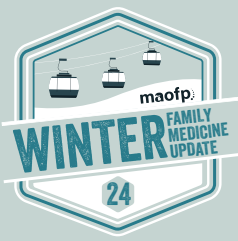
## Event Platform/Mobile App Sponsor - \$1,500

(1 available)

This sponsor will have a high profile and visibility in the virtual event platform/mobile app. In-person and On-Demand attendees will utilize the platform to view the agenda and session materials and complete their CME requirements. Those that choose the virtual, on-demand attendance option will access the platform to view the educational sessions 2 weeks after the in-person event. The expected impact is approx. 150 attendees.

### Benefits Include:

- Clickable logo/banner ad prominently displayed in the virtual platform
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Social media recognition
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)



# SPONSORSHIP OPPORTUNITIES

## On-site Brochure Sponsor - \$1,500

*(1 available)*

### Benefits Include:

- Sponsor company logo will appear along with MAOFP's Conference logo on the printed front cover of the conference brochure (Brochure includes Agenda, Speaker Bios, CE information, Venue Information, Wi-fi Information, and more!)
- Custom full-page ad on the inside cover of the brochure (Brochures are typically 8 ½ x 11 multi-page booklets, printed on 80# satin cover paper, in full color) Logo and ad design will need to be received no later than 20 business days prior to the first day of the conference.
- Social media recognition
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

## Brain Break Sponsor - \$1,300

*(4 available)*

Exclusive branded signage at the break where snacks are being served during one designated 30-minute break

### Friday, January 19

10:00-10:30 am Break

2:30- 3:00pm Break

### Saturday, January 20

10:00-10:30 am Break

2:30- 3:00pm Break

### Benefits Include:

- Exclusive branded signage at the break where snacks are being served during one designated 30-minute break
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Social media recognition
- Recognition from the podium and in scrolling presentations

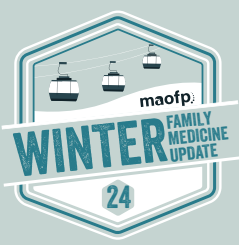
## Attendee Welcome Gift - \$1,000

*(1 available)*

This opportunity is for sponsors to give each attendee a unique conference gift directly in their hands the moment they arrive.

### Benefits Include:

- Sponsor designs and provides a unique giveaway gift to be distributed to all attendees at the registration desk.
- Exclusive ability to place a custom-branded gift at the registration table. This item can include your company logo, name, contact information etc. (We ask that MAOFP staff can review the item prior to ordering)
- Qty min. 130 gifts provided by the sponsor



# SPONSORSHIP OPPORTUNITIES

## Welcome Bag Sponsor - \$600

*(1 available)*

### Benefits Include:

- Co-branded welcome bag with sponsor logo and MAOFP logo for attendees to receive upon check-in of the in-person conference. (Qty min. 130 provided by the sponsor, incl. flyer pre-stuffed provided by the sponsor)
- Exclusive ability to place custom-branded literature in each attendee bag
- Recognition from the podium and in scrolling presentations prior to the sponsored session.
- Company logo on the conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations

## WiFi Sponsor - \$500

### Benefits Include:

- Pending venue availability staff will rename the conference Wi-Fi name and/or password to custom sponsor branded Wi-Fi.
- Company name/logo on signage near the registration table
- Recognition from the podium and in scrolling presentations
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Wi-Fi name and password information will be shared in the moderator script, power points, on-site brochure, and printed table tents with wi-fi information.

## Name Tag Sponsor - \$500

*(1 available)*

### Benefits Include:

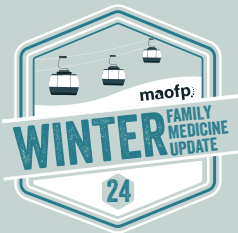
- Co-branded 3x4 name tags with sponsors logo and MAOFP logo, designed and printed by MAOFP staff.
- Company profile (name, logo, website, contact information, etc.) on mobile app/event platform
- Company logo on the conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations

## Education Session Sponsor - \$500

*(4 available)*

### Benefits Include:

- Company name/logo on signage outside the education room during the designated session you sponsor.
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Recognition from the podium and in scrolling presentations prior to the sponsored session.
- Company logo on the conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations



# SPONSORSHIP OPPORTUNITIES

## Attendee Wellness Service Sponsor - \$500

(4 available)

Do you have a service to provide our attendees like chair massage, reiki healing, nutrition counseling, etc.? This sponsorship is available to service providers only. Wellness service providers will be placed at key locations for optimum attendee visibility.

### Benefits Include:

- Exclusive signage with company name/logo recognized as the Attendee Wellness Service Sponsor
- Service space in a high-traffic area (6-foot table with chair, if needed, private room for chair massages, reiki healing or other. Staff will work with you to provide the needed space for your service)
- One custom push notification/message to attendees through the event platform (Includes: notification subject line, customizable body message with unlimited characters, attachments, and links)
- Company logo on the conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations

## Onsite Brochure Advertisement - \$150-\$400

*\$400 - Full Page Advertisement*

*\$250 - Half Page Advertisement*

*\$150 - 1/4 page Advertisement*

MAOPF is offering the opportunity to advertise in our on-site brochure that will be distributed to all attendees during the conference.

### Size requirements and some basic info about the brochure include:

- On-site Brochures are typically 8 ½ x 11 multi-page booklets, printed on 80# satian text paper, in full color)
- MAOFP's conference brochure includes agenda, speaker bios, CE information, venue information, Wi-fi Information, and more!
- Custom ads on inside pages of the brochure, final placement will be determined by MAOFP.
- Logo and advertisement design will need to be received no later than 20 business days prior to the first day of the conference to meet printing needs.

## Banner Ads - \$250

(5 available)

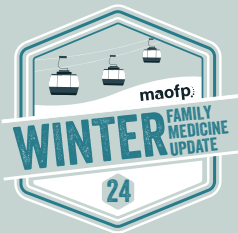
This advertisement will have a high profile and visibility in the virtual event platform/mobile app. In-person and On-Demand attendees will utilize the platform to view the agenda and session materials and complete their CME requirements. Those that choose the virtual, on-demand attendance option will access the platform to view the educational sessions 2 weeks after the in-person event. The expected impact is approx. 150 attendees

### Benefits Include:

- Custom banner ads visible to all attendees who access the event platform.
- Clickable banner ad on the mobile platform.

All sizes needed:

- Large - 800 x 100 | Medium - 600 x 100 | Small - 400 x 100



# EXHIBITOR OPPORTUNITIES

By becoming an exhibitor, your company will have the opportunity to promote its range of products and services before a captive audience of osteopathic family physicians from across the state of Michigan.

## Exhibit Hours:

### Friday, January 19

6:00 - 7:00 am	Exhibitor move-in
7:00 - 8:00 am	Visit with attendees during breakfast
10:00 - 10:30 pm	Attendee Break
12:30 - 1:30 pm	Attendee Lunch Break
2:30 - 3:30 pm	Attendee break
6:30 - 8:30 pm	Winter Festival (All exhibitors are invited to attend this social activity)

### Saturday, January 20

7:00-8:00 am	Visit with attendees during breakfast
10:00-10:30 am	Attendee break
12:30-1:30 pm	Attendee lunch break
2:30-3:00 pm	Attendee break
3:00-4:30 pm	Exhibitor load out

*\*Exhibitor bingo prize drawing will take at the conclusion of the 3:00 - 4:00 pm General Session*

**All exhibitors will be listed on the conference mobile app on a map for attendees to easily locate.**

## Standard Exhibitor Packages

\$900 - For-profit organizations  
\$450 - Non-profit organizations  
25% discount for two or more tables

Rate Includes the following:

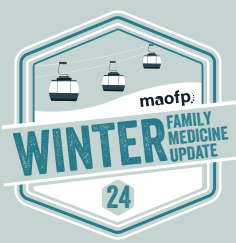
- Exhibit table in a high-traffic area (6-foot table with 2 chairs) See the Exhibitor Map for Booth Locations during the Winter 2024 Conference.
- Two company representatives at the exhibitor table, additional staff members \$50 each
- Company profile (name, logo, website, contact information, etc.) on mobile app/event platform
- Company logo on the conference website with a clickable link to your website
- Option to donate a prize for the exhibitor bingo contest (for additional visibility)

\*\*Booth placement to be determined by MAOFP staff with priority given in order of sponsorship levels.

## Exhibitor Only Add on Options

\$50 - Add Power to your booth  
\$50 each - Additional Attendees (the name and email of the additional representative is required)





# EXHIBITOR & SPONSOR TERMS

## TERM AGREEMENT:

1. All exhibit space & sponsorship opportunities will be awarded on a first-come, first-serve basis.
2. Exhibitors/Sponsors MUST register online.
3. The exhibit/sponsorship fee does not include attending the educational sessions which are reserved for attendee registrations only.
4. Due to production time, exhibitors/sponsors who submit online agreements after January 4, 2023, may not be mentioned in printed materials or the event platform.
5. Exhibitors/Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor advertise or distribute literature or materials for the products or services of any other firm or organization unless approved in writing by MAOFP.
6. MAOFP assumes no responsibility for the violation of trademarks or copyrights by exhibitors/sponsors.
7. MAOFP reserves the right to determine the eligibility of any company wishing to exhibit or provide sponsorship. MAOFP may deny any exhibitor or sponsor if it feels that it detracts from the objectives of the conference or the mission of MAOFP.
8. MAOFP will not be liable for damage loss to a sponsor's property through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
9. By registering online, you agree to abide by the regulations set by MAOFP.
10. By registering as an exhibitor/sponsor, you agree to allow MAOFP to use photographs/videos which may include your likeness in a variety of media formats to market future MAOFP programs/events.
11. The display area for exhibitors/sponsors will be separate from the education area.
12. Exhibitors/Sponsors will make their own arrangements for the delivery and receipt of any shipments related to the exhibit.
13. If you require an electrical outlet for your exhibit, there is an additional \$50 charge which you can select when registering online.

## REGISTRATION/PAYMENT:

Exhibitors/Sponsors MUST register online – Click **HERE** for details or visit our website, **www.maofp.org**, under the Events & Education/Annual Conference tab. When registering online, you may pay immediately by credit card or generate an invoice to pay by check. We are asking that all payments be received (or are in process) by November 11, 2023. Space and/or exhibit table is not guaranteed until payment is received, or the Business Office is informed of delay. Failure to submit a payment will result in the sponsorship being re-opened to the general public.

## CANCELLATIONS:

Written cancellation notice must be received via email (events@maofp.org) by December 1, 2023 to receive a 50% refund.

[Register Today](#)