

MICHIGAN FAMILY MEDICINE

CONFERENCE & EXPO

JULY 13-16, 2024
MACKINAC ISLAND



EXHIBIT & SPONSORSHIP OPPORTUNITIES

Engage and connect with 150+ family physicians at Michigan's largest CME conference planned by and for family physicians.





MAFP represents more than 4,300 family physicians, family medicine residents, and medical students across the state. We are the largest medical specialty organization in Michigan and a state chapter of the American Academy of Family Physicians.

With more than 129,000 members nationwide, AAFP is one of the largest medical organizations in the United States. The Academy promotes the specialty of family medicine and supports family physicians as they provide high quality, whole-person, continuous healthcare for patients of ALL ages.

MAFP offers continuing medical education, professional development, and networking opportunities throughout the year; advocates for the specialty; and increases awareness of family medicine. Learn more at mafp.com.



Family Medicine Foundation of Michigan was established in 1981 to promote

continuing, comprehensive, cost-effective healthcare for Michiganders by:

- Supporting the programs and activities of MAFP as its philanthropic arm
- Assisting in the development of programs which serve to promote family medicine in Michigan
- Assisting in the education and training of family physicians, family medicine residents, and medical students

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Dear Business Partner,

Family Medicine Foundation of Michigan, the philanthropic arm of Michigan Academy of Family Physicians, is pleased to invite you to support its **2024 Michigan Family Medicine Conference & Expo**.

We expect to welcome 150+ family physicians, family medicine residents, and medical students from across the state at this event.

When: July 13 - 16, 2024

Where: Grand Hotel on Mackinac Island, Michigan

Sponsorships: Starting at \$250

Exhibits: 34 booth locations are available, reserved on a first-come, first-served basis. Booths are expected to sell out. Includes 3.5 hours of dedicated exhibit time.

Register at: mafp.com

Sincerely,

Karlene Ketola, MSA, CAE
 Chief Executive Officer
 Michigan Academy of Family Physicians
 Executive Vice President
 Family Medicine Foundation of Michigan

2024 Exhibit Opportunities

CONNECT with family physicians practicing in both rural and urban communities across Michigan. **INCREASE** exposure for your organization. **ENHANCE** brand awareness.

EXHIBIT BOOTH

Booth space includes one six-foot skirted table, two chairs, and conference registration for two representatives to attend CME events only. Registration for additional representatives may be purchased.

EXHIBIT RATES

For-profit company:

\$1,350 until March 18
\$1,550 March 19-June 3

Non-profit organization:

\$750 until March 18
\$950 March 19-June 3

NETWORKING & EXPO HOURS

Family Medicine Welcome Reception

Saturday, July 13 | 4:30 - 6:30 pm

Expo Hall

Sunday, July 14 | 7:30 - 8:30 am

Expo Hall Coffee Break

Sunday, July 14 | 10:45 - 11:15 am



EXHIBITOR BENEFITS

- 3.5 hours of conflict-free expo time
- Invitation to attend the networking Welcome Reception on July 13
- Company logo, name, and description published on the conference website and, in the event app and on social media
- Company logo published on onsite signage* and within the intermission slideshow at the conference
- Company name published in pre-event email marketing* to the entire MAFP membership and pre- and post-event emails to family physician registrants
- Access to the roster of family physician attendees (name and city/town), published within the event app three weeks before the conference and updated weekly thereafter (daily during the conference)

BOOTH BINGO

To encourage attendee-exhibitor interaction and help MAFP members learn more about your products and services, attendees will receive a card featuring exhibitor names or logos. Completed cards will be entered into a drawing for the chance to win a select prize. Please note that attendees will ask that you sign the bingo card as they visit your booth.



**print deadlines apply*

2024 Sponsorship Opportunities

Maximize your presence at the conference and demonstrate your organization’s support of family medicine in Michigan with a sponsorship.

SPONSORSHIPS AT-A-GLANCE

	Investment	Number offered	Listing on event website & app	Logo on event signage & slideshow	Recognition in marketing materials	Attendee list	Sponsor ribbon	Recognition by sponsored area/activity	Push notification via conference app	Podium recognition	Additional representative can attend
Event Sponsorships											
Product Theater Sponsor	\$8,000	1	✓	✓	✓	✓	✓	✓	✓	✓	3
FMFM/MAFP Board Leadership Dinner	\$4,000	1	✓	✓	✓	✓	✓	✓	✓	✓	3
Event App*	\$1,000	1	✓	✓	✓	✓	✓	✓	✓		
Refreshment Break	\$750	1	✓	✓	✓	✓	✓	✓			
Career Opportunities/Job Board	\$250	unlimited	✓	✓	✓	✓	✓	✓			
Premier Items											
Guest Room Turn Down Service <i>(must provide turn-down item)</i>	\$2,000	3	✓	✓	✓	✓	✓				
Expo Hall Music	\$1,500	1	✓	✓	✓	✓	✓				
Live Music During Cocktail Hour, Saturday, July 13	\$800	1	✓	✓	✓	✓	✓				
Welcome Banner	\$750	1	✓	✓	✓	✓	✓				
Lanyard*♦ <i>(must provide lanyards)</i>	\$500	1	✓	✓	✓	✓	✓				
Annual Business Meeting Pen & Notepad ♦ <i>(must provide pens and notepads)</i>	\$250	1	✓	✓	✓	✓	✓				

* Pharmaceutical and medical device companies are excluded from this opportunity per CME guidelines.

♦ Must provide MAFP with the artwork and/or sponsored item(s). See the Sponsored Items section for more details.

SPONSORSHIP BENEFITS

Listing on event website & app	Company logo, name, and description published on the conference website, in the event app, and on social media. A link to a video on company website will be included in the app
Logo on onsite signage & slideshow	Company logo published on onsite signage and within the intermission slideshow at the conference
Recognition in marketing materials	Company logo included in pre-event email marketing to the entire MAFP membership, and in pre- and post-event emails to conference registrants
Attendee list	Access to the roster of family physician attendees (name and city/town), published within the event app three weeks before the conference and updated weekly thereafter (daily during the conference)
Sponsor ribbon	Sponsor ribbon for designated representative(s) attending the event
Recognition by sponsored area/activity	Event App: Persistent logo placement in event app menu and “brought to you by” menu item linking to company’s website Career Opportunities/Job Board: Your 8½” x 11” career listing placed on the career job board near registration All others: “Sponsored by” and logo on signage placed within or by sponsored area/activity
Push notification via app	Company thanked in text via a push notification sent to all app users
Podium recognition	Company thanked verbally from the podium during the sponsored activity in front of attendees

Contact MAFP Director of Member Engagement **Sarah Pinder** at spinder@mafp.com or **517.664.9083** for suggestions about what will work best for your goals and budget.

EVENT SPONSORSHIPS & ITEMS

Event Sponsorships

Product Theater Sponsor: \$8,000, exclusive

Exclusive product theater lunch or breakfast for conference attendees. 45-minute presentation, ability to place company literature at each setting during the chosen meal, one custom push notification to attendees through the event platform.

FMFM/MAFP Leadership Dinner: \$4,000, exclusive

Exclusive sponsor dinner for FMFM and MAFP board members. This company representatives may attend.

Event App: \$1,000, exclusive

The go-to resource for on-site event information, including schedule, sessions, speakers, sponsors, exhibitors, evaluations, and more.

Refreshment Break: \$750, 1 available

Provide attendees with an energizing coffee bar while they network with exhibitors in the Expo Hall.

Career Opportunities/Job Board: \$250, unlimited

Place your 8½" x 11" career listing on the job board, centrally located near registration.



Premier Items

Guest Room Turn Down Service: \$2,000, 3 available

Provide unique turn-down items for conference attendees staying at the Grand Hotel. Sponsor must provide turn-down items. Items can be branded or contracted through the Grand Hotel.

Expo Hall Music: \$1,500, exclusive

Sponsor an energetic Expo Hall with music provided by a DJ.

Live Music During Cocktail Hour: \$800, exclusive

Sponsor live music played by a Grand Hotel musician during the July 13 cocktail hour.

Welcome Banner: \$750, exclusive

Sponsor a banner hung outside the Grand Hotel to greet guests as they arrive for an exciting conference and expo experience.

Lanyard: \$500, exclusive

Supply up to 200 branded breakaway-style lanyards to be worn by attendees at the conference. Sponsor must supply lanyards.

Annual Business Meeting Pen & Notepad: \$500, exclusive

Supply up to 150 branded high-quality pens and notepads for attendee note-taking during the annual business meeting. Sponsor must supply pens and notepads.

SPONSORED ITEMS

Sponsor will work with the vendor of its choice on designing, ordering, and delivering the sponsored item(s) to the Grand Hotel.

Sponsor is also responsible for the cost of printing and delivery to the Grand Hotel.

Artwork must be approved by MAFP prior to production or by June 10, 2024, whichever is earlier. Final items must be delivered directly to the Grand Hotel no more than 10 days in advance. If you are planning to ship materials from the hotel to yourself after the conference, you must schedule the shipment and provide a printed pre-paid label.

All packages shipped to the conference MUST be labeled with the following information:

Individual's Name and Name of Shipper's Company

Events Department
Family Medicine Conference & Expo
Grand Hotel
1891 Cadotte
Mackinac Island, MI 49757

Hold For: Family Medicine Conference & Expo
7/13/24 - 7/16/24

Box _____ of _____

Event Logistics

EVENT DATES & LOCATION

July 13 - 16, 2024 (Expo Hall July 13 & 14)

Grand Hotel

286 Grand Avenue
Mackinac Island, MI

EXHIBIT INSTALLATION AND TAKE-DOWN

Exhibits must be installed and ready by 1:30 pm on Saturday, July 13. No exhibit may be removed prior to 11:15 am on Sunday, July 14.

HOTEL RESERVATIONS

Rooms are available at the Grand Hotel starting at \$305/night. The deadline for reserving hotel rooms at the group rate is June 12. Online reservation link coming soon!

INTERNET

Basic WiFi is available throughout the conference site.

GRAND HOTEL POLICIES

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any such losses, damages, and claims. Due to the layout of the hotel, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates, and trash must be removed from the premises no later than the last day of the exhibit show period. No outside food and/or beverage service shall be permitted. Only bite-sized (1 oz.) treats in original packaging may be distributed at exhibit booths. No helium balloons permitted in the exhibitor area.



REGULATIONS

Registering to exhibit at the conference indicates that your organization adheres to the MAFP / FMFM exhibit rules and regulations posted at mafp.com/exhibit-rules-regulations.

IMPORTANT NOTES

- Booth reservations will be honored with a completed registration form and payment. Register at mafp.com/calendar or return the completed form on page 7 (fax to 517.347.1289 or mail to FMFM, 2164 Commons Parkway, Okemos, MI 48864).
- If you need to cancel, FMFM must receive written notice by May 3 to receive a full refund minus a \$100 per booth administrative fee. Cancellations made after that date, when the booth cannot be resold, will be ineligible for a refund and FMFM will retain 100% of the exhibitor's contract obligation.

REGISTER BY JUNE 3, 2024
MAFP.COM/CALENDAR

EVENT CONTACT

Sarah Pinder, MAFP Director of Member Engagement
spinder@mafp.com | 517.664.9083

2024 Registration Form

BASIC INFORMATION

Contact First Name _____ Contact Last Name _____

Title _____ Organization _____

My organization authorizes FMFM to reserve space for me as a Conference Sponsor Conference Exhibitor

City _____ State _____

Phone Number _____ Email Address _____

Description of organization to be included in promotional and onsite materials _____

Special physical or dietary needs _____

EXHIBIT SPACE *(please check all that apply)*

Early Bird: For-profit: \$1,350 until 03/18/24 **Regular:** For-profit: \$1,550 between 03/19/24-06/03/24

Early Bird: Non-profit: \$750 until 03/18/24 **Regular:** Non-profit: \$950 between 03/19/24-06/03/24

Registration includes access for two representatives. There is a fee of \$100 for each additional representative (over two) that an organization wishes to have on site. List first and last name, cell number, and email address for each.

Exhibit Onsite Contact _____

Representative #2 _____

Representative #3 (+\$100) _____

Exhibit Booth Choices See the map on page 8 and list your top three booth choices.

Event Sponsorships

\$8,000 Sponsor (1 option)

- Product Theater Sponsor

\$4,000 Sponsor (1 option)

- FMFM/MAFP Leadership Dinner

\$1,000 Sponsor (1 option)

- Event App

\$750 Sponsor (1 option)

- Refreshment Break

\$250 Sponsor (1 option)

- Career Opportunities/Job Board

Premier Items

\$2,000 Sponsor (1 option)

- Guest Room Turn-Down Service *(sponsor must provide turn-down item)*

\$1,500 Sponsor (1 option)

- Expo Hall Music

\$800 Sponsor (1 option)

- Live Music During Cocktail Hour, Saturday, July 13

\$750 Sponsor (1 option)

- Welcome Banner

\$500 Sponsor (2 options)

- Lanyard *(sponsor must provide lanyards)*

- Annual Business Meeting Pen & Notepad *(sponsor must provide pens and notepads)*



Scan to register

EXPO HALL LAYOUT

Michigan Family Medicine
Conference & Expo

MICHIGAN
FAMILY MEDICINE

CONFERENCE & EXPO

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