



EXHIBITOR

& SPONSORSHIP OPPORTUNITIES

August 12-15, 2023 Grand Traverse Resort and Spa



MAFP represents more than 4,200 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 127,500 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 **2023 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: August 12 - 15, 2023

Where: Grand Traverse Resort and Spa in Acme, Michigan (*minutes from Traverse City*)

Sponsorships: Starting at \$250

Exhibits: 33 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

2023 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 April 30
\$1,550 May 1 - July 9

Non-profit organization:

\$750 until April 30
\$950 May 1 - July 9

NETWORKING & EXPO HOURS

Family Medicine Welcome Reception

Saturday, August 12 | 4:30 - 6:30 pm

Networking Breakfast

Sunday, August 13 | 7:30 - 8:30 am

Expo Hall Coffee Break

Sunday, August 13 | 10:45 - 11:15 am



EXHIBITOR BENEFITS

- 3.5 hours of conflict-free expo time
- Invitation to attend the networking Welcome Reception on August 12
- Company logo, name, and description published on the conference website and, in the event app and on social media
- Company logo published on on-site 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*

2023 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	Podium recognition	Additional representative can attend
Event Sponsorships										
Product Theater Sponsor	\$7,600	1	✓	✓	✓	✓	✓	✓	✓	3
FMFM/MAFP Leadership Dinner	\$4,000	1	✓	✓	✓	✓	✓	✓	✓	3
Breakfast	\$1,500	3	✓	✓	✓	✓	✓	✓		2
Event App*	\$1,000	1	✓	✓	✓	✓	✓	✓		
FMFM/MAFP Leadership Breakfast	\$750	2	✓	✓	✓	✓	✓	✓		2
Career Opportunities/Job Board	\$250	unlimited	✓	✓	✓	✓	✓	✓		
Premier Items										
Guest Room Turn Down Service (must provide turn-down item)	\$2,000	3	✓	✓	✓	✓	✓			
Expo Hall Music	\$1,500	1	✓	✓	✓	✓	✓			
Live Music During Cocktail Hour, Monday, August 14	\$800	1	✓	✓	✓	✓	✓			
Welcome Banner	\$750	1	✓	✓	✓	✓	✓			
Lanyard*♦ (must provide lanyards)	\$500	1	✓	✓	✓	✓	✓			
Annual Business Meeting Pen & Notepad ♦ (must provide pens and notepads)	\$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 on-site signage & slideshow	Company logo published on on-site 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
Podium recognition	Company thanked verbally from the podium during the sponsored activity in front of attendees

EVENT SPONSORSHIPS & ITEMS

Event Sponsorships

Product Theater Sponsor: \$7,600, 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. Three company representatives may attend.

Breakfast: \$1,500, 3 available

Provide a delicious and energizing breakfast to conference attendees on one of the three main conference days to ensure participants start the day out right.

Event App: \$1,000, exclusive

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

FMFM/MAFP Leadership Breakfast: \$750, 2 available

Provide a fresh and nutritious breakfast to incoming FMFM and MAFP volunteer leaders as they kick off their leadership terms.

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 Traverse Resort and Spa. Sponsor must provide turn-down items. Items can be branded or contracted through the Grand Traverse Resort and Spa.

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 during the August 14 cocktail hour.

Welcome Banner: \$750, exclusive

Sponsor a banner hung outside the Grand Traverse Resort and Spa 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: \$250, exclusive

Supply up to 150 branded high-quality pens and notepads for attendee notetaking 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 Traverse Resort and Spa.

Sponsor is also responsible for the cost of printing and delivery to the Grand Traverse Resort and Spa.

Artwork must be approved by MAFP prior to production or by July 9, 2023, whichever is earlier. Final items must be delivered directly to the Grand Traverse Resort and Spa no more than 7 days in advance. If you are planning to ship materials from the hotel to yourself after the conference, you must attach properly completed shipping labels to all packages. Take packages to the Grand Traverse Resort and Spa

Shipping and Receiving Office. Click [here](#) for more information.

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

Fed Ex / UPS Address

Grand Traverse Resort and Spa
6300 US Highway 31 North
Williamsburg, Michigan, 49690
Attention: Guest Name

Hold For: Family Medicine Conference & Expo
8/12/23 - 8/15/23
Box _____ of _____

Event Logistics

EVENT DATES & LOCATION

August 12 - 15, 2023 (Expo Hall August 12 & 13)

Grand Traverse Resort and Spa

100 Grand Traverse Village Blvd.

Acme, MI 49610

EXHIBIT INSTALLATION AND TAKE-DOWN

Exhibits must be installed and ready by 1:30 pm on Saturday, August 12. No exhibit may be removed prior to 11:15 am on Sunday, August 13.

HOTEL RESERVATIONS

Rooms are available at the Grand Traverse Resort and Spa starting at \$269/night. The deadline for reserving hotel rooms at the group rate is July 12. Reserve your room online at book.passkey.com/go/MAFP823.

INTERNET

Basic WiFi is available throughout the conference site.

POWER

If power is required for your booth, it can be requested directly from Grand Traverse Resort and Spa. Click [here](#) for the Exhibit Services Order Form and more information.

REGULATIONS

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

EVENT CONTACT

Sarah Pinder

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



**REGISTER BY
JULY 9, 2023**

MAFP.COM

GRAND TRAVERSE RESORT AND SPA 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.

IMPORTANT NOTES

- Booth reservations will be honored with a completed registration form and payment. Register at mafp.com 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 June 9 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.



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2023 Registration Form



BASIC INFORMATION

Contact First & Last Name _____
Title _____ Organization _____
My organization authorizes FMFM to reserve space for me as a ☐ Conference Sponsor ☐ Conference Exhibitor
Mailing Address _____
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 04/30/23 ☐ **Regular:** For-profit: \$1,550 between 05/01/23 & 07/09/23
☐ **Early Bird:** Non-profit: \$750 until 04/30/23 ☐ **Regular:** Non-profit: \$950 between 05/01/23 & 07/09/23

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) _____



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

Event Sponsorships

\$7,600 Sponsor (1 option)

- ☐ Product Theater Sponsor

\$4,000 Sponsor (1 option)

- ☐ FMFM / MAFP Leadership Dinner

\$1,500 Sponsor (1 option)

- ☐ Breakfast

\$1,000 Sponsor (1 option)

- ☐ Event App Sponsorship

\$750 Sponsor (1 option)

- ☐ FMFM / MAFP Leadership Breakfast

\$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, Monday, August 14

\$750 Sponsor (1 option)

- ☐ Welcome Banner

\$500 Sponsor (1 option)

- ☐ Lanyard *(sponsor must provide lanyards)*

\$250 Sponsor (1 option)

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

Expo Hall Layout



NETWORKING & EXPO HOURS

Family Medicine Welcome Reception

Saturday, August 12 | 4:30 - 6:30 pm

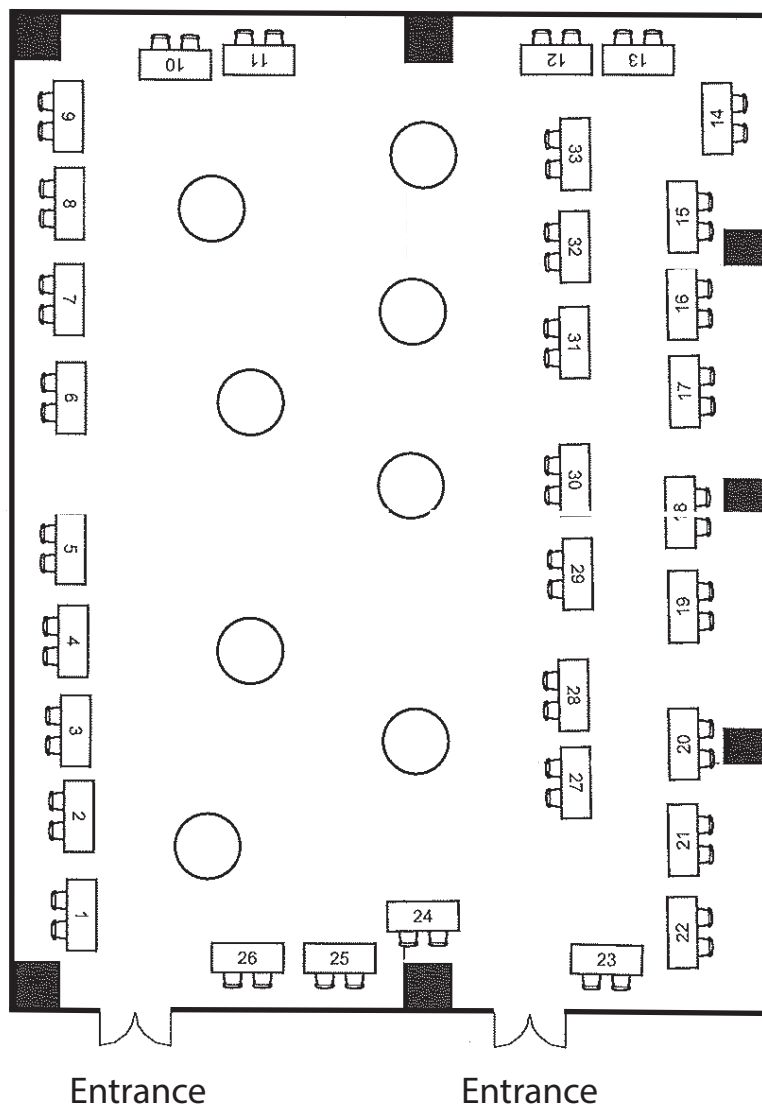
Expo Hall

Sunday, August 13 | 7:30 - 8:30 am

Expo Hall Coffee Break

Sunday, August 13 | 10:45 - 11:15 am

Michigan Ballroom



Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Michigan Academy of Family Physicians Foundation

2 Business name/disregarded entity name, if different from above

Family Medicine Foundation of Michigan

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ►

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

2164 Commons Parkway

6 City, state, and ZIP code

Okemos, MI 48864

Requester's name and address (optional)

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

- -

or

Employer identification number

3 8 - 2 3 8 1 5 9 2

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign
Here

Signature of
U.S. person ►

Karlene Ketola

Date ► January 2, 2023

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.