

FALL CME CONFERENCE

MAPA

OCTOBER
15-17, 2026

MICHIGAN ACADEMY OF
PHYSICIAN
ASSOCIATES



Traverse City

2026 SPONSOR BROCHURE

PA MICHIGAN ACADEMY of PHYSICIAN ASSOCIATES

MAPA AT A GLANCE

The Michigan Academy of Physician Associates is the essential resource for the PA profession in Michigan and the primary advocate for over 6,000 licensed PAs in the state. Michigan is ranked 7th in total distribution of PAs nationally, and is recognized as one of the best states to practice. Join us in Traverse City for the opportunity to connect with PAs who specialize in:

- Family/General Practice
- Internal Medicine Subspecialties
- Emergency Medicine
- Surgical Subspecialties
- Cardiology
- Oncology
- Over 60 mixed specialties



2025 CONFERENCE OVERVIEW

800+

Attendees

48

Expert Speakers

57

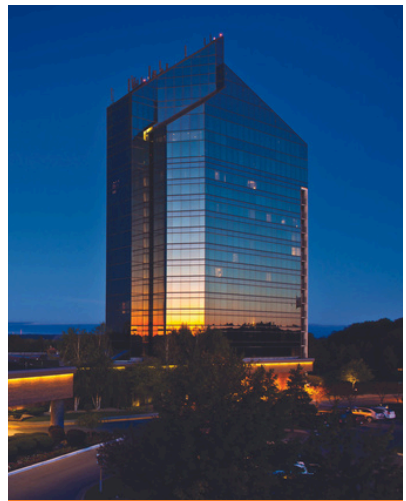
Exhibitors

39

Lectures

3

Interactive Workshops



VENUE - GRAND TRAVERSE RESORT AND SPA

2026 FALL CONFERENCE

MAPA's Fall Conference is its largest annual educational and networking event, held over three days and drawing attendees from across Michigan and the Midwest. Our conference offers attendees the opportunity to earn a significant amount of CME credits, needed to maintain their licensure.

VENUE & LODGING

Rooms are available starting at \$239/night, excluding taxes and daily resort fees. Once the room block fills, it will not be expanded. **The room block is now OPEN.**

Grand Traverse Resort and Spa

100 Grand Traverse Village Blvd
Acme, MI 49610

LIABILITY

MAPA does not guarantee the security of unattended booths. The exhibit hall will be locked nightly; however, it is recommended that no personal/valuable belongings be left at your booth overnight. Booths in the pre-function space are accessible at all times.

CANCELLATION

In the event of a sponsor/exhibitor cancellation, notice must be received in writing by August 22, 2026. All cancellations will be assessed a 10% administration fee of your total sponsor fee. Cancellations after August 22 will be expected to honor their signed sponsor agreement to pay.

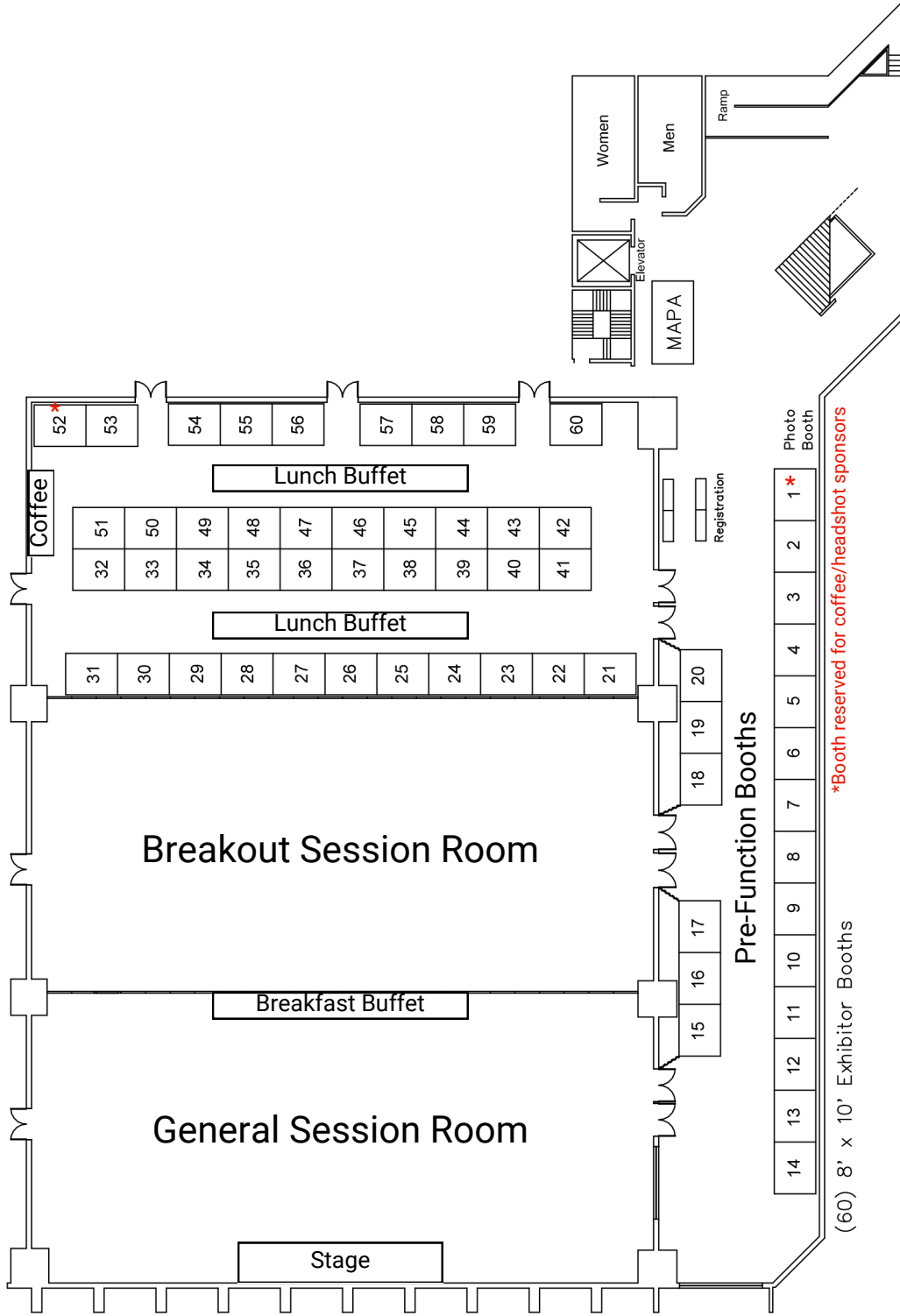
EXHIBITING DETAILS

Booths will be assigned on a first-come, first-served basis. All payments are due by August 22, 2026. Booths that are still unpaid by the deadline may be released to the waitlist.

Exhibitor traffic - MAPA will host daily dedicated hours in the morning and afternoon for attendees to visit the exhibitors. Exhibit hall prizes will be offered daily to attendees who engage with booths. Meals and refreshments will also be set up in the exhibit hall to increase attendee traffic. **Booth traffic is not guaranteed; booth staff need to remember to be open, inviting, and engaging to attendees.**

Booth Set-up - Wednesday, October 14 - 1-6pm ET

Booth Strike - Friday, October 16 - 3pm ET



*Booth reserved for coffee/headshot sponsors

(60) 8' x 10' Exhibitor Booths

TO TOWER

SUPPORT & ENGAGEMENT OPPORTUNITIES

GOLD SPONSORSHIP

\$12,500 | 3 OF 6 AVAILABLE

- Lunch product theater
- 8x10' exhibit booth
- Six (6) conference registrations
- Full page in conference program
- Full page in one MichiganPA newsletter
- Logo placement on conference webpage, print/digital program and on-site signage
- Final conference attendee list*

SILVER SPONSORSHIP

\$8,500 | 2 OF 3 AVAILABLE

- Breakfast product theater
- 8x10' exhibit booth
- Four (4) conference registrations
- Full page in conference program
- Full page in one MichiganPA newsletter
- Logo placement on conference webpage, print/digital program and on-site signage
- Final conference attendee list*

BRONZE SPONSORSHIP

\$7,500+ EXCLUSIVE (SOLD)

- Recognition as exclusive Wi-Fi sponsor
- Branded room keys for all guests of the hotel during the conference
- Four (4) conference registrations
- 8x10' exhibit booth
- Dedicated on-site signage indicating your sponsorship
- Full page in conference program
- Logo placement on conference webpage, print/digital program and on-site signage
- Final conference attendee list*

EXHIBITOR

\$3,000 EXHIBIT HALL | \$3,500 PRE-FUNCTION AREA

- 8x10' exhibit booth
- Two (2) conference registrations
- Logo placement on conference webpage, print/digital program and on-site signage
- Final conference attendee list*

CONFERENCE LANYARDS

\$5,000+ EXCLUSIVE (SOLD)

- Maximize visibility with branded lanyards provided to each attendee to wear throughout the conference.
- One (1) conference registration

PHOTO BOOTH SPONSOR

\$5,000 | EXCLUSIVE

- Premium brand exposure to attendees at our opening welcome reception.
- Branded sign by photo booth
- Logo on photos that attendees receive printed and digitally
- One (1) conference registration

***Attendee list only includes information from attendees that opt-in to having their information shared. Emails are not included.**

NEW & EXCLUSIVE OPPORTUNITIES

NEW!

WELCOME RECEPTION

SPONSOR

\$10,000 | EXCLUSIVE

- 5-10 minute remarks during the Thursday Opening Reception
- 8x10' exhibit booth
- Signage indicating reception presenting sponsor
- Six (6) conference registrations
- Prominent logo placement on all conference collateral
- Full page in conference program
- Full page in MichiganPA newsletter (3 annually, Winter 2026, Spring 2026, Summer 2026)
- Dedicated emails to full MAPA database (2 annually)
- Logo placement on MAPA conference homepage (year-round)
- Final conference attendee list*

GIVEAWAY PARTNER

\$2,500 | EXCLUSIVE

- Logo inclusion on official conference giveaway item for all attendees
- Two (2) conference registrations
- Logo placement on MAPA conference homepage (year-round)
- Final conference attendee list*

***Attendee list only includes information from attendees that opt-in to having their information shared. Emails are not included.**

QUIZ BOWL SPONSOR

\$5,000 | EXCLUSIVE

- Welcome remarks at beginning of Friday evening Quiz Bowl
- 8x10' exhibit booth
- Signage indicating Challenge Bowl presenting sponsor
- 30-second video played during break
- Four (4) conference registrations
- Prominent logo placement on all conference collateral
- Full page in conference program
- Full page in MichiganPA newsletter (3 annually, Winter 2026, Spring 2026, Summer 2026)
- Dedicated email to full MAPA database
- Logo placement on MAPA conference homepage (year-round)
- Final conference attendee list*

REFUELING SPONSOR

\$7,500 | EXCLUSIVE

- Recognition as host of the all-day, coffee station in exhibit hall
- 8x10' exhibit booth located adjacent to coffee/beverage station
- Dedicated on-site signage indicating your sponsorship
- Two (2) conference registrations
- Logo placement on conference webpage, print/digital program and on-site signage
- Full page in conference program
- Logo placement on MAPA homepage (year-round)
- Final conference attendee list*

ADDITIONAL OPPORTUNITIES

PROMOTIONAL RATES FOR MICHIGANPA NEWSLETTER

3 Issues Annually

MichiganPA newsletter distributed to all Michigan PAs and posted to the MAPA website. The sponsor provides a full or half-page static graphic (with a hyperlink) for placement in the newsletter, which is distributed in April, August and December.

Full page ad (8" x 10¾") - \$1,000 per issue
Half page ad (4½" x 10¾") - \$500 per issue

PROMOTIONAL RATES FOR MAPA MINUTE

9-12 Issues Annually

The MAPA Minute is distributed to MAPA's entire database monthly. The sponsor provides a promotional graphic (with a hyperlink) for placement in the MAPA Minute email.

Animated or Static Graphics Accepted
750px x 400px maximum W/H
\$6,000 annually/\$3,000 half-year/\$1,500 quarter-year

DEDICATED EMAIL: \$750/EMAIL

Email sent to all **registered conference** attendees before or during conference to drive traffic to your booth. The content and timing of emails are subject to MAPA approval. A limited number of these opportunities are available. Emails are sent by MAPA. Materials must be submitted at least one week prior to distribution.

CONFERENCE PROGRAM AD: \$750

Promote your company and products to attendees with a half-page ad. This is available both in print and online. **Submission deadline August 30.**

QUESTIONS & CONTACT INFO

Do you have questions or other ideas for a sponsorship opportunity? Please contact Dana J. Murn, CAE, at DMurn@MichiganPA.org.

[Ready to Submit Your Confirmation Form? Click Here to Submit Your Form, Today!](#)

