



MICHIGAN ACADEMY
of PHYSICIAN ASSOCIATES



2024 FALL CME CONFERENCE

OCTOBER 10-12  traverse city

2024 SPONSOR PROSPECTUS



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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

MAPA - STUDENT CHALLENGE BOWL



CONFERENCE OVERVIEW

740+

Attendees

11%

Increase from 2022

54

Expert Speakers

40

Exhibitors

36

Lectures

5

Interactive Workshops



VENUE - GRAND TRAVERSE RESORT AND SPA

2024 FALL CONFERENCE

MAPA's Fall Conference is its largest annual educational and networking event, hosted over three days, 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. The 2023 conference was our highest-attended conference to date, including pre-pandemic. We expect that trend to continue as the MAPA Fall Conference has become the premiere CME event in the region.

VENUE & LODGING

Rooms are available starting at \$219/night, excluding taxes and daily resort fees. Once the room block fills, it will not be expanded. [Book you stay](#).

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.

CANCELLATION

In the event of a sponsor/exhibitor cancellation, notice must be received in writing by August 15, 2024. All cancellations will be assessed a 10% administration fee of your total sponsor fee. Cancellations after August 15 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 15. A booth will not be assigned until payment has been received. Booth assignments will be shared starting September 1.

Exhibit hall 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 that engage with booths. Meals and refreshments will also be set-up in the exhibit hall to increase attendee traffic. Booth traffic is not guaranteed, it is important for booth staff to remember to be open, inviting and engaging to attendees.

Booth Set-up - Wednesday, October 9 - 1-6pm ET

Booth Strike - Saturday, October 12 - 3pm ET

SUPPORT & ENGAGEMENT OPPORTUNITIES

GOLD SPONSORSHIP

\$12,500 | 3 MORE ADDED

- 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
- Logo placement on MAPA homepage (year-round)
- Final conference attendee list*

SILVER SPONSORSHIP

\$8,500 | ONLY 1 REMAINING

- 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
- Logo placement on MAPA homepage (year-round)
- Final conference attendee list*

NEW!

BRONZE SPONSORSHIP

\$7,500 | 3 AVAILABLE

- 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
- Logo placement on MAPA homepage (year-round)
- Final conference attendee list*

EXHIBITOR

\$3,000 | HALFWAY SOLD-OUT

- 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

\$4,500

- Maximize visibility with branded lanyards for all conference attendees to wear during the conference.
- One conference registration

SOLD

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

NEW & EXCLUSIVE OPPORTUNITIES

NEW!

RECEPTION SPONSOR

\$16,500 | EXCLUSIVE

- Remarks at start of Thursday evening Welcome Reception
- 8x10' exhibit booth
- Exclusive signage at reception
- Six (6) conference registrations
- Prominent logo placement on all conference collateral
- Full page in conference program
- Full page in MichiganPA newsletter (3 annually, Winter 2024, Spring 2025, Summer 2025)
- Banner placement on MAPA homepage (year-round)
- Dedicated emails to full MAPA database (2 annually)
- Final conference attendee list*

NEW!

CHALLENGE BOWL SPONSOR

\$15,000 | EXCLUSIVE

- Welcome remarks at beginning of Challenge Bowl
- 8x10' exhibit booth
- Exclusive signage throughout Bowl space
- 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 2024, Spring 2025, Summer 2025)
- Banner placement on MAPA homepage (year-round)
- Dedicate email to full MAPA database
- Final conference attendee list*

NEW!

GIVEAWAY PARTNER

\$4,500 | EXCLUSIVE

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

NEW!

REFUELING SPONSOR

\$7,500 | EXCLUSIVE

- Recognition as host of the all-day, coffee refueling station
- 8x10' exhibit booth located next to refueling 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*

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

ADDITIONAL OPPORTUNITIES

PROMOTIONAL RATES FOR MICHIGANPA NEWSLETTER

3 Issues Annually

MichiganPA newsletter distributed to all Michigan PAs and posted to the website. The sponsor provides a logo or static graphic (with a hyperlink) for placement in the newsletter email.

Full page ad (8" x 10¾") – \$750 per issue (\$2,250 annually)

Half page ad (4½" x 10¾") – \$500 (\$1,500 annually)

PROMOTIONAL RATES FOR MAPA MINUTE

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

ATTENDEE MAILING LIST: \$750

The conference attendee list is for a one-time-use mailing. Use this list to mail products or marketing collateral to attendees. Attendees have the option to opt-out of inclusion on this list.

This list does not include any email addresses.

DEDICATED EMAIL: \$500/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.

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.**

WEBSITE GRAPHIC: STARTING AT \$500

Highlight your company on the **conference website** with a logo or static graphic (with a hyperlink). The conference website is the destination for information on the program, registration, CME information, and more.

QUESTIONS & CONTACT INFO

Do you have questions or other ideas for a sponsorship opportunity? Please contact Isaiah Perez at IPerez@MichiganPA.org.



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CONFIRMATION FORM

Please complete the form to confirm your desired level of support at the MAPA 2024 Fall Conference. Please return the completed and signed form as well as a hi-resolution logo file in .PNG or .JPEG format to Isaiah Perez, IPerez@MichiganPA.org. Your sponsorship will be complete once payment has been received, no later than August 15.

COMPANY INFORMATION

Name
Address
City
State
Zip Code
Website URL

PRIMARY CONTACT

Name
Email
Phone

SUPPORT LEVEL

Gold | \$12,500 Silver | \$8,500 Bronze | \$7,500
Exhibitor | \$3,000 Conference Giveaway Partner | \$4,500
Conference Lanyards | \$4,500
Other (Specify)

Total Sponsor Fee:

CANCELLATION POLICY & AGREEMENT TO PAY

By signing this confirmation form, I accept the above outlined cancellation policy. If for any reason I must cancel my sponsorship, I understand that I will be assessed a 10% administration fee based on my total sponsor fee above. If cancellation is not submitted in writing by August 15, 2024, I understand my cancellation will not be honored and I agree to pay the total sponsor fee above.

Primary Contact Signature

Date