



CELEBRATING 50 YEARS

PA

MICHIGAN ACADEMY OF
PHYSICIAN
ASSOCIATES



2025 FALL
CME CONFERENCE
OCT. 9-12 • TRAVERSE CITY



2025 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

MAPA - STUDENT CHALLENGE BOWL



2024 CONFERENCE OVERVIEW

740+

Attendees

50

Expert Speakers

50

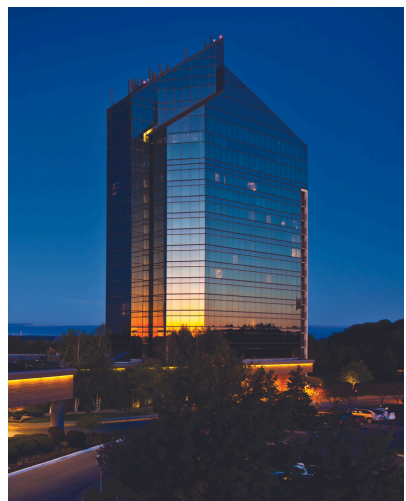
Exhibitors

36

Lectures

4

Interactive Workshops



VENUE - GRAND TRAVERSE RESORT AND SPA

THE DETAILS

2025 FALL CONFERENCE

MAPA's Fall Conference is its largest annual educational and networking event, hosted over four 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 2025 conference will mark the 50th Anniversary of the PA profession in the state of Michigan. We expect a record turnout to mark this milestone, which we will cap off with a celebratory Gala Dinner on Saturday, October 11th.

VENUE & LODGING

Rooms are available starting at \$229/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. 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 15, 2025. 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.

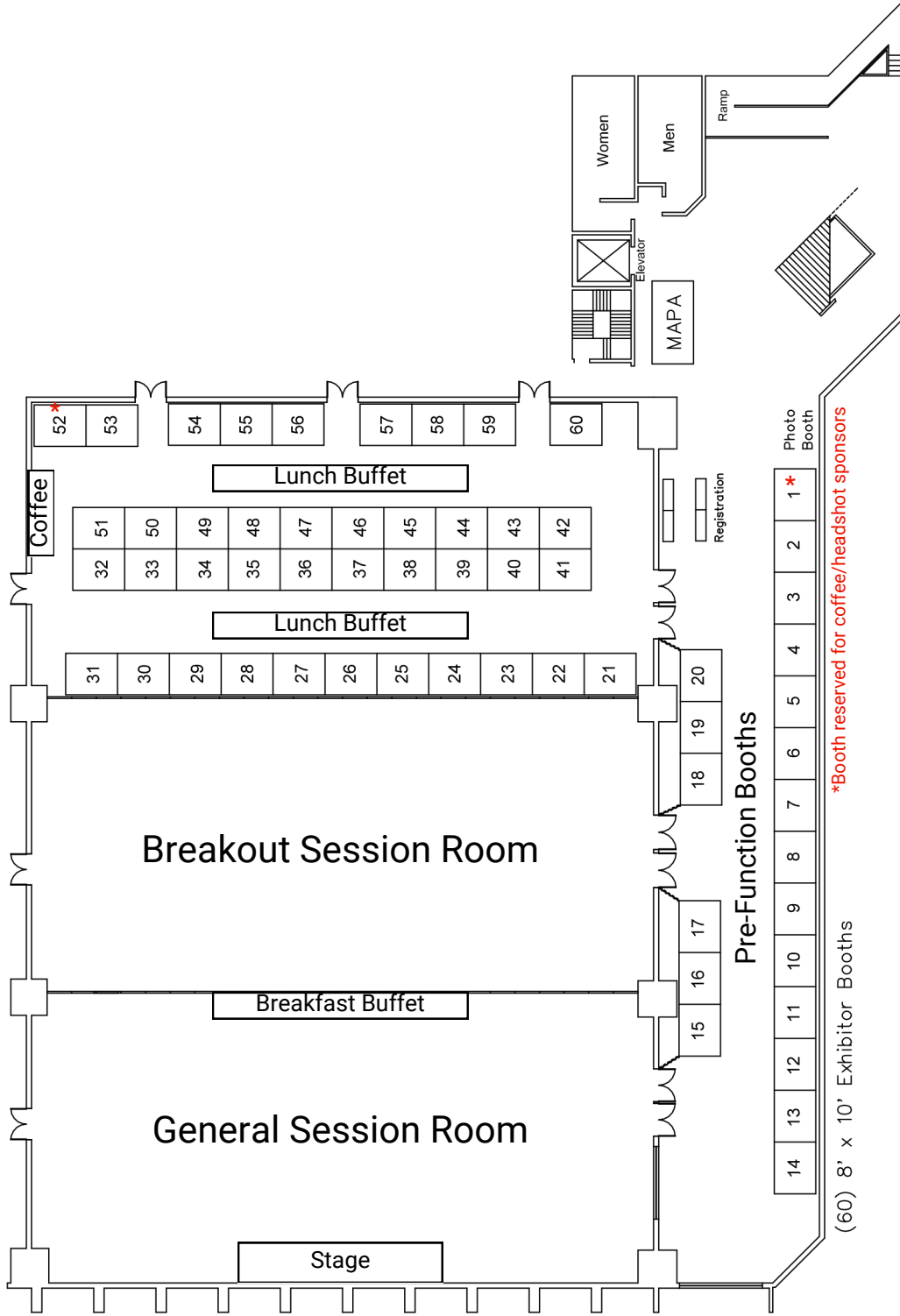
EXHIBITING DETAILS

Booths will be assigned on a first-come, first-served basis. All payments are due by August 15. 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 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 8 - 1-6pm ET

Booth Strike - Saturday, October 11 - 3pm ET



*Booth reserved for coffee/headshot sponsors

(60) 8' x 10' Exhibitor Booths

SUPPORT & ENGAGEMENT OPPORTUNITIES

GOLD SPONSORSHIP

\$12,500 | 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 | 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

- 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*

HEADSHOT SPONSOR

\$5,000 | EXCLUSIVE

- 8x10' exhibit booth adjacent to headshot area in pre-function space
- Two (2) conference registrations
- Logo placement on conference webpage, print/digital program and on-site signage
- Final conference attendee list*

CONFERENCE LANYARDS

\$4,500 | EXCLUSIVE

- Maximize visibility with branded lanyards provided to each attendee to wear throughout the conference.
- 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!

GALA SPONSOR

\$10,000 | EXCLUSIVE

- 5-10 minute remarks during the Saturday evening Gala
- 8x10' exhibit booth
- Signage indicating gala 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 2024, Spring 2025, Summer 2025)
- 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 2024, Spring 2025, Summer 2025)
- 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 Isaiah Perez at IPerez@MichiganPA.org.



CONFIRMATION FORM

Please complete the form to confirm your desired level of support at the MAPA 2025 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 Refueling Sponsor | \$7,500
Exhibitor - Exhibit Hall | \$3,000 or Pre-function Area | \$3,500
Conference Lanyards | \$4,500 Conference Giveaway Partner | \$2,500
Gala Sponsor | \$10,000 Headshot Sponsor | \$5,000 Quiz Bowl Sponsor | \$5,000

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, 2025, I understand my cancellation will not be honored and I agree to pay the total sponsor fee above.

Primary Contact Signature

Date