



MICHIGAN SOCIETY OF HEALTH-SYSTEM PHARMACISTS

## 2026 MSHP Annual Meeting Exhibitor Opportunities

The Michigan Society of Health-System Pharmacists' (MSHP) Annual Meeting is a one-day meeting that will be held in-person Friday, Oct. 23, 2026, at Weber's Boutique Hotel located at 3050 Jackson Ave., Ann Arbor, MI 48103. Pharmaceutical companies and other organizations supporting health-system pharmacy professionals are invited to exhibit at this event. The meeting will offer continuing education for pharmacists, pharmacy residents, student pharmacists, and pharmacy technicians. The meeting provides a forum for corporate attendees to exchange information and ideas with conference participants.

The onsite exhibit hall will provide you with 180 minutes (3 hours) of time with an expected 150+ various individuals and decision makers from healthcare organizations throughout the state. With no concurrent programming, the agenda allows attendees to visit you at your exhibitor table during attendee check-in (7:30-8:30 a.m.), morning break (9:30-10 a.m.), and lunch break (12:30-2 p.m.). Exhibitors will be allowed to have up to two representatives to staff their exhibit table during the times the show is open. The exhibitor tables are in a location separate from where the continuing education sessions are being conducted.

Additionally, you can participate in an interactive, virtual Reverse Exhibitor Program that will take place on Thursday, Oct. 22, 2026 from 11:30 a.m.-2:30 p.m. The Program will be conducted on a virtual platform that allows up to two company representatives to meet with pharmacists from health-systems across the state who have key roles in the decision-making process for selection and determination of medication use guidelines at their respective practice sites. The purpose of this session is to provide you with a focused opportunity to present product and company information directly to these individuals. Up to two individuals from a health-system practice site will join you for at least a seven-minute meeting. Participation in this event also provides you with an exhibit hall booth on Friday, Oct. 23, 2026 for up to two representatives from your company.

In the Reverse Exhibitor Program, pharmacy leaders will join you on a rotating schedule until everyone has rotated through your virtual "meeting" room. We are in the process of inviting pharmacist participants to meet during the Reverse Exhibitor Program, and we will have specific information regarding the process as we get closer to the MSHP Annual meeting. We are planning on providing you with an itinerary that lists the participating pharmacists, their practice site, and a personalized schedule identifying when you will meet with each participant before the Program occurs. Space is limited!

We are asking for your participation and financial support as an exhibitor. MSHP is affiliated with the Michigan Pharmacists Association (MPA). The MPA tax ID number is 38-0830740. Please consider participating as outlined below.

MPA has transitioned to an electronic invoicing system, allowing easy online payment by ACH or card. A fillable response form is also available for your convenience. Register and submit payment by Sept. 25, 2026, to receive the highest level of recognition in our promotional materials!

Package	Inclusions
Exhibit Package - \$1,800	Exhibit table, Two event registrations for two company representatives to staff the exhibit, company name on event promotions, and attendee contact list for additional follow-up.
Reverse Exhibitor Package - \$3,000	Everything listed in the exhibit package, <b>plus</b> real-time meetings with pharmacy decision makers, two company representatives to staff the reverse exhibitor virtual meeting room, contact list of pharmacy decision-makers.

On behalf of the MSHP Board of Directors, thank you for considering this request to support and join us at the MSHP Annual Meeting. If you need additional information, please contact me directly at 517-377-0225 or [Ashley@MichiganPharmacists.org](mailto:Ashley@MichiganPharmacists.org).

Sincerely,  
Ashley Builta, PharmD, MBA, CTA  
Director of Meetings and Education