

2025 ANNUAL CONVENTION & EXPOSITION EXHIBITOR PROSPECTUS

FRIDAY, APR. 11 – SUNDAY, APR. 13



MICHIGAN PHARMACISTS ASSOCIATION

TRAVERSE CITY

The Michigan Pharmacists Association (MPA) 2025 Annual Convention & Exposition promotes the professional development of pharmacists through educational sessions, identification of resources, networking and social events. The Exposition provides a forum to meet the pharmacy professionals who purchase the products and secure the services that your organization supplies. This year's Convention will attract over 750 attendees. When you reach MPA Annual Convention attendees, you also reach the pharmacies, hospitals and universities where they are employed and the people they work with every day.



SPONSORSHIP OPPORTUNITIES



MICHIGAN PHARMACISTS ASSOCIATION

SPONSORSHIP OPPORTUNITIES

The Michigan Pharmacists Association (MPA) would like to extend sponsorship opportunities to your organization for the Annual Convention & Exposition. The Convention attracts health-system, retail, community and consultant pharmacists, as well as pharmacy residents, pharmacy technicians and student pharmacists.

Sponsors will be recognized throughout the Convention before, during and after the event. Sponsors are approved on a first come, first served basis. Information about sponsorship opportunities and benefits are outlined below.

If you are interested in a specific item, please complete the sponsorship commitment form, or contact MPA Chief Strategy Officer, Bryan Freeman, at (517) 377-0257 or BryanFreeman@MichiganPharmacists.org.

SPONSORSHIP MUST BE CONFIRMED BY FEB. 28, 2025.



GOLD — \$8,000

- Complimentary exhibit booth package in a prime location (see Exhibitor information starting on page 7)
- Recognition as a Gold Sponsor across all conference materials and events
- Recognition signage at the Conference
- Recognition in electronic Conference communications prior to and during the Conference
- Rotating ads on MPA website (February and March)
- Full-page ad in the Conference Brochure
- Full-page ad in MPA Journal (January/February/March issue only)
- 10 tickets to attend the Annual Awards Ceremony
- Complimentary continuing education (CE) credit for the four representatives exhibiting during the Convention.



SILVER — \$6,000

- Complimentary exhibit booth package in a prime location (see Exhibitor information starting on page 7)
- Recognition as a Silver Sponsor across all conference materials and events
- Recognition signage at the Conference
- Recognition in electronic Conference communications prior to and during the Conference
- Half-page ad in Conference Brochure
- Half-page ad in MPA Journal (January/February/March issue only)
- Six tickets for company representatives or clients to attend the Annual Awards Ceremony
- Complimentary continuing education (CE) credit for two representatives exhibiting during the Convention.



BRONZE — \$4,000

- Complimentary exhibit booth package (see Exhibitor information starting on page 7)
- Recognition as a Bronze Sponsor across all conference materials and events
- Recognition signage at the Conference
- Recognition in electronic Conference communications prior to the Conference
- Quarter-page ad in Conference Brochure
- Four tickets for company representatives or clients to attend the Annual Ceremony

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SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL GRAND OPENING RECEPTION

\$2,500

Sponsor the cocktail reception for all convention attendees at the Exhibit Hall grand opening on Friday. Drive Convention attendees to your booth by distributing drink tickets that they can turn in for a complimentary beverage of their choice, including cocktails, beer, wine, soft drinks and bottled water. Only valid during the Exhibit Hall Grand Opening Reception on Friday. Sponsor will receive 100 drink tickets to distribute. (A bar will be located near your booth).

SPONSORSHIP OPPORTUNITIES AVAILABLE:
LIMITED TO THREE ORGANIZATIONS

LUNCH IN THE EXHIBIT HALL

\$1,500

A lunch will be provided to Convention attendees in the Exhibit Hall on Saturday from noon-1 p.m.

SPONSORSHIP OPPORTUNITIES AVAILABLE:
UNLIMITED

REFRESHMENT BREAK

\$1,000 FOR BEVERAGES ONLY

Sponsor an afternoon refreshment break for all Convention attendees. Beverage choice at MPA's discretion.

SPONSORSHIP OPPORTUNITIES AVAILABLE:
UNLIMITED

INTERNET SERVICE

\$3,000

Sponsor conference/meeting space internet service for Convention attendees staying at the Detroit Marriott. When attendees connect to the internet, a welcome message from the sponsor will appear.

SPONSORSHIP OPPORTUNITIES AVAILABLE:
LIMITED TO ONE ORGANIZATION

CONVENTION TOTE BAGS

**\$4,500 FOR FULL-COLOR LOGO, ONE SIDE
IMPRINT BAGS ORDERED BY MPA**

**\$2,500 FOR ONE-COLOR LOGO, ONE SIDE
IMPRINT BAGS ORDERED BY MPA**

\$1,000 FOR SPONSOR TO PROVIDE BAGS

All attendees will receive a tote bag to assist them in keeping all of their accumulated Convention materials easily accessible. Provide your own tote bags for a nominal sponsor fee, or let MPA order them (bag style, color and logo color; if not providing a full-color logo, to be chosen at MPA's discretion).

SPONSORSHIP OPPORTUNITIES AVAILABLE:
LIMITED TO ONE ORGANIZATION
SPONSOR-PROVIDED TOTE BAGS MUST BE
RECEIVED BY **FEB. 28, 2025**.

CONVENTION BADGE LANYARDS

**\$2,500 FOR ONE-COLOR LOGO, ONE SIDE
IMPRINT LANYARDS ORDERED BY MPA**

\$1,000 FOR SPONSOR TO PROVIDE LANYARDS

All attendees will be given a conference lanyard with your company message or logo imprinted on it. Provide your own lanyards for a nominal sponsor fee, or let MPA order them (lanyard style, color and logo color, to be chosen at MPA's discretion).

SPONSORSHIP OPPORTUNITIES AVAILABLE:
LIMITED TO ONE ORGANIZATION
SPONSOR-PROVIDED LANYARDS MUST BE
RECEIVED BY **FEB. 28, 2025**.

PRODUCT THEATER SESSIONS

\$2,500

Product theater sessions provide an opportunity for industry to provide educational programs about new pharmaceutical products and services as well as the latest in data and research findings. These sessions will not be accredited for continuing education credit due to the specificity of program content.

SPONSORSHIP OPPORTUNITIES AVAILABLE:
LIMITED TO FOUR SESSIONS

HOTEL KEY CARDS

\$2,500

Sponsor the hotel room key cards of attendees staying at the Detroit Marriott and communicate your company message each time the attendees enter their hotel room.

SPONSORSHIP OPPORTUNITIES AVAILABLE:
LIMITED TO ONE ORGANIZATION
ARTWORK MUST BE RECEIVED BY **FEB. 28, 2025**.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

- ☐ Gold.....\$8,000
- ☐ Silver.....\$6,000
- ☐ Bronze.....\$4,000
- ☐ Exhibit Hall Grand Opening Reception.....\$2,500
- ☐ Lunch in the Exhibit Hall.....\$1,500
- ☐ Refreshment Break.....\$1,000
- ☐ Internet Service.....\$3,000

- ☐ Convention Tote Bags
 - ☐ MPA-provided (full-color logo)\$4,500
 - ☐ MPA-provided (one-color logo)\$2,500
 - ☐ Sponsor-provided\$1,000
- ☐ Product Theater Sessions.....\$2,500
- ☐ Hotel Key Cards.....\$2,500
- ☐ Badge Lanyards
 - ☐ MPA-provided (one-color logo)\$2,500
 - ☐ Sponsor-provided\$1,000

Payment for sponsorships and advertising opportunities are due no later than Feb. 28, 2025, unless other arrangements have been made prior to Feb. 28, 2025.

Contact Name _____

Organization _____

Address _____

City _____

State _____ Zip _____

Phone Number _____

Fax Number _____

Email Address _____

METHOD OF PAYMENT

Total Amount Due \$ _____

- ☐ Check payment to MPA enclosed for \$ _____
- ☐ Visa
- ☐ MasterCard
- ☐ American Express

Account Number _____

Billing Zip Code _____

Expiration Date _____ CVV Code _____

Signature _____

**RETURN
COMPLETED FORM
TO THE
MICHIGAN
PHARMACISTS
ASSOCIATION**

MPA
408 Kalamazoo Plaza
Lansing, MI 48933
ph: (517) 377-0257
fx: (517) 484-4893

Bryan Freeman
MPA Chief Strategy Officer
BryanFreeman@MichiganPharmacists.org



TRAVERSE CITY



EXHIBITOR OPPORTUNITIES

REASONS TO EXHIBIT

- Showcase new products
- Network with pharmacy professionals
- Build brand awareness of your company's products and services
- Establish and develop relationships with new customers
- Maintain and strengthen existing client relationships

EXHIBIT BOOTH PACKAGE INCLUDES

- Four (4) complimentary registrations for the Convention
- Discounted fees for representatives attending education programs and earning CE credit
- Two (2) chairs
- One (1) 8-foot deep by 10-foot wide booth space
- One (1) skirted table (8 feet by 30 inches)
- One (1) 7-inch by 44-inch exhibit ID sign to include company name and booth number
- One (1) wastebasket
- Backwall and side drapes
- Pre-show janitor service in aisles and cleaning of exhibit booth

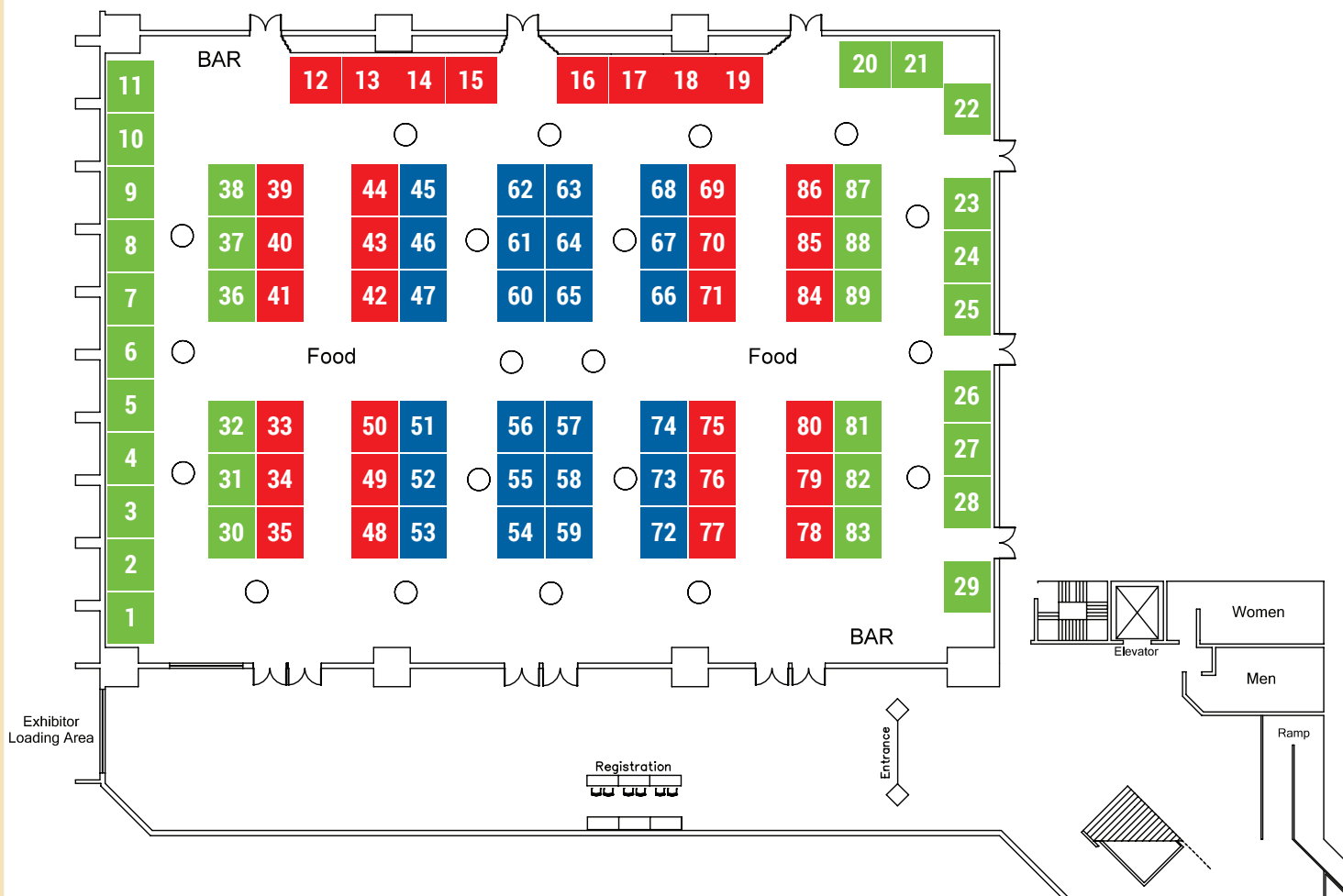


MICHIGAN PHARMACISTS ASSOCIATION

EXHIBIT HALL MAP

GRAND TRAVERSE RESORT • GOVERNORS HALL

TRAVERSE CITY, MICHIGAN



BOOTH FEES



Blue Booths
\$1,900



Red Booths
\$1,650



Green Booths
\$1,500



MICHIGAN PHARMACISTS ASSOCIATION

NONPROFIT ORGANIZATIONS

Nonprofit organizations can exhibit at the MPA Annual Convention & Exposition at a discounted rate. Please contact MPA Chief Strategy Officer at BryanFreeman@MichiganPharmacists.org or (517) 377-0257 for availability and placement.

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EXHIBIT SPACE APPLICATION

Organization _____

Address _____

City _____

State _____ Zip _____

Phone Number _____

Fax Number _____

Email Address _____

BOOTH FEES

☐ Blue Booths

☐ Red Booths

☐ Green Booths



Blue Booths
\$1,900



Red Booths
\$1,650



Green Booths
\$1,500

Non Profit Organizations: Please contact Bryan Freeman for availability, pricing and placement.

BOOTH LOCATION PREFERENCES

Please indicate your preferred booth location.

1. _____ 2. _____ 3. _____ 4. _____

Note: In the event that the space(s) chosen are unavailable, the exhibiting company agrees to accept the booth assigned.

Please list competitors you do not wish to be located near:

EXHIBITOR REGISTRATION

Please list the names, as they should appear on the badges, of the representatives who will be attending the Convention (please print clearly). Booth registration includes four (4) complimentary registrations that are nontransferable. Representatives may receive continuing education (CE) credit throughout the entire Convention at an additional fee of \$150 per exhibitor if the CE box is checked below.

1. _____ ☐ CE

2. _____ ☐ CE

3. _____ ☐ CE

4. _____ ☐ CE

EXHIBIT BOOTH SIGN

A complimentary sign (7" x 44") with your company name and booth number will be provided if requested two weeks prior to the exposition. Print the name of your company exactly as it should read on the sign.

☐ No sign needed

☐ Yes, we need a standard sign to read:

Company _____

METHOD OF PAYMENT

Booth Fee(s)..... + \$ _____

Multi-Booth Discount (booth fees x 0.10)..... - \$ _____

Exhibitor CE Credit (___ reps. x \$150, limit 4)..... + \$ _____

Additional Rep(s). (___ reps. x \$75)..... + \$ _____

Saturday Annual Banquet (___ tickets x \$140)..... + \$ _____

TOTAL AMOUNT DUE \$ _____

Upon receipt of this application, all balances must be paid in full no later than Feb. 28, 2025, unless other arrangements have been made prior to Feb. 28, 2025.

☐ \$350 deposit only ☐ Full payment

☐ Check made payable to MPA enclosed for \$ _____

☐ Visa ☐ Mastercard ☐ American Express **Tax I.D. 38-0830740**

Account No. _____

Exp. Date _____ CVV _____ Billing Zip Code _____

Signature _____

CONFIRMATION

We hereby apply for exhibit space(s) for our use at the Michigan Pharmacists Association (MPA) Annual Convention & Exposition to be held at the Detroit Marriott, with the Exhibit Hall hours on April 11 and 12, 2025. We agree to comply with the exhibit rules and regulations as herein set forth on this application and in the Exhibitor Prospectus, including the withdrawal clause as set forth. We further agree that if, in the judgment of MPA, it becomes necessary to change the original allocation of space, MPA may do so either by verbal or written notification to the authorized representative listed above. We understand that upon acceptance of the application by MPA, a contract consisting of this application, all terms incorporated by reference herein and the space assignment will be in full force and effect.

The authorized representative, active on behalf of the company, acknowledges that this company is liable for all related exhibit fees unless the formal cancellation policy, as outlined in the prospectus, is followed. I hereby accept and will comply with all conditions as stated on both the application and in the Exhibitor Prospectus herein.

Authorized Rep. (PRINT) _____

Signature _____

Date _____

**RETURN
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TO THE
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PHARMACISTS
ASSOCIATION**

MPA
408 Kalamazoo Plaza
Lansing, MI 48933

ph: (517) 377-0257
fx: (517) 484-4893

Bryan Freeman
MPA Chief Strategy Officer
BryanFreeman@MichiganPharmacists.org

TRAVERSE CITY



GENERAL INFORMATION



MICHIGAN PHARMACISTS ASSOCIATION

GENERAL INFORMATION

ASSIGNMENT OF SPACE AND PAYMENT REQUIREMENTS

Companies requesting specific booths must submit a minimum \$350 deposit to reserve a preferred booth location. Deposits are nonrefundable. Full payment for all reserved booths must be received by Feb. 28, 2025. Please make checks payable to Michigan Pharmacists Association. MPA's Tax ID number is 38-0830740. Reserved booths will be released if full payment is not received by Feb. 28, 2025, unless arrangements have been made with Bryan Freeman at (517) 377-0257 or BryanFreeman@MichiganPharmacists.org prior to Feb. 28, 2025.

CANCELLATION AND REFUND POLICY

Refunds (minus a \$350 administrative fee) will be granted for cancellations received in writing (postmark or fax date) prior to Feb. 28, 2025. Cancellations received Feb. 28, 2025, through Mar. 14, 2025, will be assessed an administrative fee equal to one-half of the booth fee. Refunds will not be granted due to inclement weather, cancellations received after Mar. 14, 2025, no-shows or the conference being rescheduled for a later date. Refunds will be granted only if the conference is canceled.

Every effort will be made to avoid locating competing companies in adjacent spaces. In the event that no competitors are listed on the Application for Exhibit Space, MPA will not be held responsible. In the event that competing organizations are placed in adjacent spaces, companies will be allowed to move to another available booth within the same category or a lower booth category with no refund provided for the difference in booth fees.

No exhibitor may sublet, assign or share any part of the space allocated without the consent of MPA.

MULTIPLE BOOTH DISCOUNT

Any one company that wishes to utilize more than one booth will receive a 10 percent discount off the total booth fee. Simply check the multiple booth discount option on the Application for Exhibit Space to take advantage of this great offer.

EXHIBIT SETUP, DISMANTLING AND REMOVAL

Information will be available before the end of January 2025. MPA is finalizing details now.

DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space, as documented in the signed application. If a booth is not occupied by the opening of exhibits for attendees, MPA may repossess exhibit space.

BOOTH STAFFING AND EXHIBITOR CONDUCT

Exhibit booths must be staffed during all exhibit hours by qualified employees of the exhibitor, who must be able to explain or demonstrate the products or services on display. Products or services displayed must be related to the practice of pharmacy, merchandising or management of the pharmacy and of an educational nature.

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. To ensure adequate staffing while limiting the probability of intruding upon the space of another exhibitor, each booth will be limited to four representatives throughout the Convention. MPA reserves the right to restrict exhibits which may be objectionable or to order the removal of any portion of an exhibit which, in the judgment of MPA, is detrimental and detracts from the general order of the exhibits. The restriction includes articles, conduct, dress, printed matter or anything objectionable to the exhibit as a whole. Due to safety and health considerations, no one under 16 years of age will be admitted into the Exhibit Hall.

It is the policy of MPA that the promotion of tobacco and tobacco-related products is banned from the Exhibit Hall. There is absolutely no smoking allowed in the Exhibit Hall at any time.

Canvassing or distributing advertising material outside the exhibitor's own space is not permitted.



MICHIGAN PHARMACISTS ASSOCIATION

GENERAL INFORMATION



EXHIBITOR BADGES

Convention-issued badges must be worn at all times during exhibit hours. Those not wearing Convention badges will be subject to removal from the Exhibit Hall. Onsite changes to badges will be accommodated at no cost upon initial check in only. The number of badges issued will be limited to a total of four for the Convention, unless additional representatives are paid for in advance.

CONTINUING EDUCATION FOR EXHIBITORS

Exhibitors may attend educational programs and receive continuing education credit at a reduced rate. Please register in advance. A registration fee of \$150 will apply for each person requesting continuing education credit (limited to four people per company). Exhibitors receiving continuing education credit should pick up their registration packet at the MPA Exhibitor Registration Desk.

FOR MORE INFORMATION

If you would like additional information on exhibiting at the MPA Annual Convention & Exposition, contact MPA Chief Strategy Officer, Bryan Freeman, at (517) 377-0257 or BryanFreeman@MichiganPharmacists.org.



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