



## **28th Annual Scientific Meeting of the Michigan Medical Directors Association**

**Friday, October 18 - Saturday, October 19, 2024  
Gaylord, Michigan**

### **Sponsorship Opportunities**

This annual educational event is attended by medical directors, providers, clinicians, and administrators who work in long-term care settings throughout Michigan. The overall learning objective of this program is to engage participants in an educational activity that will enhance quality of care and quality of life for Michigan residents in post-acute and long-term care settings.

We are preparing for approximately 50 registered attendees. If you are interested in sponsoring this outstanding educational event, please register via the MIMDA website <https://mimda.org/aws/MIMDA/pt/sp/annual-meeting>

**Sponsorship fees and benefits for the 2-day conference are as follows:**

#### **EXHIBIT SPONSORSHIPS**

##### **Exhibitor \$1500**

Exhibit table in the vendor display area  
Organization name & logo on exhibit hall easel  
Organization logo in pre-meeting notices and reminders (print and electronic)  
2 conference registrations

##### **Gold \$2500**

MIMDA website ad x 6 months (\$1200 value)  
Exhibit table in the vendor display area  
Organization name & logo on exhibit hall easel  
Organization logo in pre-meeting notices and reminders (print and electronic)  
2 conference registrations

##### **Platinum \$3500**

MIMDA website ad x 12 months (\$2400 value)  
Exhibit table in the vendor display area  
Organization name & logo on exhibit hall easel  
Organization logo in pre-meeting notices and reminders (print and electronic)  
4 conference registrations

## A LA CARTE SPONSORSHIPS

### Reception, Friday evening \$3000

MIMDA website ad x 12 months (\$2400 value)

Organization name & logo on exhibit hall easel

Organization logo in pre-meeting notices and reminders (print and electronic)

### Coffee - organization name & logo on signage \$250

Morning break - organization name & logo on signage \$750

Afternoon break - organization name & logo on signage \$750

### Saturday lunch - organization name & logo on signage \$2000

MIMDA website ad x 6 months (\$1200 value)

Organization name & logo on exhibit hall easel

Organization logo in pre-meeting notices and reminders (print and electronic)

### Double exhibit table \$750 call for availability

### Saturday Breakfast, Industry Expert Product Theater \$5000

Host a one-hour, non-competing Product Theater to introduce your product or service to MIMDA attendees on a relevant long-term care/geriatric topic. Any costs associated with speakers (food & beverage, travel, AV other than the standard room set-up etc.) are the responsibility of the host company. The host company is also responsible for onsite registration and logistics. These sessions are optional for meeting attendees but will be the only meal provided during that time. *Please note that this is a non-CME opportunity.*

#### This option includes:

Meeting room with standard AV: microphone, projector, projection screen

MIMDA website ad x 12 months (\$2400 value)

Exhibit table in the vendor display area

Organization name & logo on easel sign

Organization logo in pre-meeting notices and reminders (print and electronic)

4 conference registrations

## OTHER OPTIONS, AS FUNDED BY SPONSORING ORGANIZATION

Totes / backpacks / ID lanyards

### Additional Information

- ❖ Sponsors will have the opportunity to interact with attendees during breaks and Friday reception.
- ❖ Sponsor acknowledgements on printed materials will be separate from educational materials, faculty/planner disclosures, disclosures of commercial support, accreditation and designation statements.
- ❖ Sponsor registrants attending sessions are only allowed to be observers and not actively participate (including asking questions, etc.).
- ❖ Promotional items and distribution of business cards not allowed inside session rooms.
- ❖ Advertisements/flyers of ineligible companies are not allowed to be handed out at registration or in tote bags.

- ❖ Attendee contact information is only provided for those attendees that opt-in for sharing their information.

### **Conference Location:** Otsego Resort, 696 M-32, Gaylord, Michigan 49735

- ❖ For Room Reservations, call 989-732-5181, select Option “0” and identify yourself as a MIMDA Conference Attendee
- ❖ A block of rooms is reserved until September 18, 2024. After this date, rooms will be released and reservations will be made at the regular rate.

*Event details are available on our website [www.mimda.org](http://www.mimda.org)*

*For additional information, contact Audrey Moro at [info@mimda.org](mailto:info@mimda.org)*

## **EXHIBITOR CODE OF CONDUCT POLICIES**

### **Code of Conduct**

The Society requires all attendees, including exhibitors and sponsors, to follow any federal, state, or local health and safety standards, as well as any health and safety standards that may be implemented by the Society, the {City of Conference}, the {Venue}, and all other meeting venues from the time of contracting exhibit space and sponsorships/advertisements up to and through the end of the meeting. Failure to comply may result in the removal of exhibitor/sponsor staff and/or company exhibition from the meeting and loss of exhibitor or sponsor fees.

### **Anti-Harrassment**

It is the Society’s policy that any type of harassment of or by AMDA staff, members, or attendees, by members of the Society or other attendees, at all locations where AMDA members and staff are conducting AMDA business, is prohibited conduct and is not tolerated. This includes locations of Society meetings, including but not limited to conferences, meetings, dinners, receptions and social gatherings held in conjunction with AMDA meetings. This zero-tolerance policy also applies to meetings of all AMDA affiliates, committees, task forces, as well as other AMDA-sponsored events. All exhibitors, sponsors, and their representatives are subject to and agree to comply with this policy. A copy of the full policy is available at <https://tinyurl.com/3aryehwc>.

## **HOLD HARMLESS AGREEMENT**

### **Regulations**

All exhibitors will adhere to all applicable regulations including the [PhRMA Code](#) and FDA regulations governing the promotion of pharmaceuticals and/or medical devices ([§312.7](#)) Promotion of investigational drugs.

### **Independence and Integrity in Education**

As an accredited education activity, the conference adheres to the ACCME [Standards for Integrity and Independence in Accredited Continuing Education](#).

MIMDA is independently responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the

content, selection of educational methods, and the evaluation of the activity. Exhibitors and/or industry partners shall have no input into the planning or deliver of the accredited education. MIMDA will not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

**Booth Personnel**

Booth personnel must always display the conference badge when within the conference exhibit hall and education program/conference space. Exhibitor badges are non-transferable. Exhibitors are welcome to attend the conference education sessions as *silent auditors* but are not allowed to participate (including in Q&A) or receive CME/CEUs. Exhibitors must clearly identify themselves with their name, status (Exhibitor), and company visually at all times.

**Liability**

Exhibitors agree to hold Michigan Medical Directors Association and AMDA – The Society for Post-Acute and Long-Term Care Medicine harmless from any liability, damages, or costs (including reasonable attorneys' fees) that may arise as a result of your exhibiting at this CME conference.