



18th Annual Advanced Practice Nursing Conference

March 22-23, 2019

MotorCity Casino-Hotel Conference Center
2901 Grand River Avenue
Detroit, MI 48201

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Registration to be an exhibitor at the 2019 MICNP Conference must be completed online. Click [HERE](#) for details or visit our website, www.micnp.org, under the 'Conferences/Events', 'Sponsors/Exhibit'.

This portfolio offers exhibitor and sponsorship opportunities with flexibility to fit most any budget, and all packages are customizable to meet your particular marketing objectives. Our team will work with you to create an experience that is uniquely yours.

By becoming an exhibitor, your company will have the opportunity to promote its range of products and services before a captive audience of 550+ nurse practitioners from the across the state of Michigan.

All exhibitors will be listed in the materials given to the attendees and will be featured on signage throughout the conference in addition to a listing on the conference phone app.

Exhibit times: Friday, March 22 - 5:15 pm - 7:30 pm (set up begins at 1:30 pm) and Saturday, March 23 - 10:10 am - 11:10 am (exhibitor bingo prize drawing will take place during lunch hour that starts at 12:20 pm).

Meal Sponsorship(s)/Product Theater:

We have the following meal available for sponsorship (please contact MICNP for complete details):

- **Saturday Dinner (1 available) – SOLD OUT**
 - The meal program will take place at the MotorCity Casino-Hotel Conference Center on Saturday, March 23 from 5:15 pm – 6:45 pm. You will work directly with MotorCity on selecting your menu package and arrange for direct payment. This package includes one exhibit table in the Exhibit Hall and your company will have a prime location in the Exhibit Hall.

Standard Exhibitor Package:

- **\$800.00**

The standard exhibitor package includes one exhibit table in the Exhibit Hall.

Need 2 display tables? Choose this option for \$1300.00 – a savings of \$300.00!



“MotorCity Movers” Conference App sponsors (2 available)

- **\$1,500**

As a sponsor of the conference phone app, your company logo (1-color TBD) will appear as “Conference App sponsored by [COMPANY]” on the online list of sponsors. This package includes one exhibit table.

“Friends of MICNP” Exhibitors (several available)

- **\$2,000**

Your company will have a prime location in the Exhibit Hall and your company name listed on a “Friends of MICNP” Exhibitors sign located at your exhibitor table. This package includes two exhibit tables.

Detroit Sponsorships

Note: All sponsorship packages include one exhibit table in the exhibit hall.

- **“Detroit Tigers” Tote Bags (1 available) – deadline of February 1, 2019 to allow for production time**

\$4,000.00 – 500+ bags

As a sponsor of the Tote Bags, your company logo (1-color TBD) will be imprinted on the bag, along with the MICNP logo. All attendees will receive a tote bag upon check-in. You may also provide a 1-page printed insert to be handed out at check-in.

- **“Detroit Red Wings” Hand Sanitizer (business card size/style) (1 available) – deadline of February 1, 2019 to allow for production time**

\$2,000.00 – 500+ Hand Sanitizer cards

As a sponsor of the Hand Sanitizer cards, your company’s logo (1-color) will be imprinted on the cards, and will be given to each attendee upon registration check-in. You may also provide a 1-page printed insert to be handed out at check-in.

- **“Detroit Lions” Phone Pop Socket (1 available) – SOLD OUT**

\$2,000.00 – 500+ Pop Sockets

As a sponsor of the Pop Sockets, your company logo (1-color TBD) will be imprinted on the pop sockets, and will be given to each attendee upon registration check-in. You may also provide a 1-page printed insert to be handed out at check-in.

- **“Detroit Pistons” Note Pads (1 available) – deadline of February 1, 2019 to allow for production time**

\$1,500.00 – 500 Note Pads (3x3 Sticky Notes)

As a sponsor of the note pads, your company logo (1-color TBD) will be imprinted on the note pads and will be given to each attendee upon registration check-in. You may also provide a 1-page printed insert to be handed out at check-in.



***Bingo raffle prize donations:**

Exhibitors/Sponsors at the MICNP Annual Conference are asked to donate a prize item that will be given away at the exhibitor raffle held during the lunch program on Saturday (conference attendees must be present to win). Conference attendees will be encouraged to visit each exhibitor on Friday & Saturday, and the exhibitor visits will be tracked via our conference app, and those will be used to draw names for the raffle prizes. To participate, please note your bingo card raffle item in addition to indicating your exhibitor level on the online registration form.

Exhibitor/Sponsorship Agreement:

1. All exhibit space & sponsorship opportunities will be awarded on a first-come, first-serve basis.
2. Exhibitors/Sponsors MUST register online.
3. The Exhibit/Sponsorship fee does not include free conference registration.
4. Due to production time, exhibitors/sponsors who submit online agreements after February 28, 2019 may not be mentioned in printed materials or the conference phone app.
5. Exhibitors/Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor advertise or distribute literature or materials for the products or services of any other firm or organization, unless approved in writing by MICNP.
6. MICNP assumes no responsibility for the violation of trademarks or copyrights by Exhibitors/Sponsors.
7. Provision of exhibit space is for product education and training purposes only – direct sales are strictly prohibited.
8. MICNP reserves the right to determine the eligibility of any company wishing to exhibit or provide sponsorship. MICNP may deny any exhibitor or sponsor if it feels that it detracts from the objectives of the conference or the mission of MICNP.
9. Distribution or posting of pornographic material is prohibited.
10. No gift drawings or major giveaways are permitted at the booth, small giveaways (such as pens, cups, candy, keychains etc) are acceptable.
11. MICNP will not be liable for damage or loss to a sponsor's property through fire, theft, accident or any other cause, whether the result of negligence or otherwise.
12. Adult guests of Registered Exhibitors are not permitted in conference sessions, meals, or exhibit hall. Children (including infants) under the age of 18 are not allowed in conference sessions, meals, or exhibit hall due to safety & liability concerns, audio recording and maintaining an appropriate learning environment.
13. By registering online, you agree to abide by the regulations set by MICNP and the MotorCity Casino-Hotel.
14. By registering as an exhibitor/sponsor, you agree to allow MICNP to use photographs/video which may include your likeness in a variety of media formats to market future MICNP programs/events.
15. The display area for exhibitors/sponsors will be separate from the education area.



16. Exhibitors/Sponsors will make their own arrangements for delivery and receipt of any shipments related to their exhibit.
17. If you require an electrical outlet for your exhibit, there is an additional \$45 charge which you can select when registering online.

Registration/Payment:

Exhibitors/Sponsors MUST register online – please visit our website at www.micnp.org, ‘Conferences/Events’ and then ‘Sponsor/Exhibit’ or click [HERE](#) to access the online form. When registering online, you may pay immediately by credit card or generate an invoice to pay by check. We are asking that all payments be received (or are in process) by February 28, 2019. Space and/or exhibit table is not guaranteed until payment is received or the Business Office is informed of delay. Failure to submit a payment will result in the sponsorship being re-opened to the general public.

Cancellations:

Cancellations must be received by MICNP in writing. The date upon which the notice of the cancellations is received shall apply as the official date of cancellation. If a cancellation occurs, the following shall apply: If an exhibitor cancels between time of application and 91 days prior to conference, MICNP will refund 50% of the deposit received. If an exhibitor cancels between the day of the event and 90 days prior to the conference, the entire deposit will be forfeited.