



Michigan Osteopathic Association

Conference Marketing Prospectus



SHOWCASE YOUR BUSINESS TO MICHIGAN PHYSICIANS

The Michigan Osteopathic Association manages three annual conferences a year, Spring, Northern Michigan Osteopathic Association (NMOA) Summer, and Autumn. All three welcome osteopathic physicians, residents, students, and other healthcare professionals. The MOA Autumn Conference averages 125 attendees based on last year's numbers.

2026 MOA Annual Autumn Conference

October 16 -October 18, 2026

Richard M. DeVos Center, Grand Valley State University, 301 West Fulton Street, Grand Rapids, MI 49504

Webpage: www.domoa.org/Autumn

ABOUT THE MOA

The Michigan Osteopathic Association (MOA) is a statewide organization representing osteopathic medicine. The association membership includes practicing physicians (DOs), residents, interns, retired DOs, and students from the Michigan State University College of Osteopathic Medicine.

EXHIBIT DATES & HOURS

MOA Autumn Conference Exhibits

Richard M. DeVos Center

Friday, October 16 | 9:00 am - 6:00 pm (OPTIONAL)

Saturday, October 17 | 7:00 am - 6:00 pm

Sunday, October 18 | 7:00 am – 12:00 pm (OPTIONAL)

DISPLAY TABLE ONLY

For-Profit - \$1,000 Non-Profit - \$500 (verification required)

Display Table Includes:

6' table and two chairs (No displays over 6ft wide/tall are permitted)

Name recognition in the program

Breakfast and lunch tickets included for up to two representatives

For questions concerning any of the three annual conferences, contact:

Lisa Neuffer, Senior Director of Administration

2112 University Park Drive, Ste 100,

Okemos, MI 48864

Email: Lneuffer@domoa.org

P 517-347-1555 F 517-347-1566

ABOUT THE CONFERENCE

The MOA Autumn Conference attracts top osteopathic physicians, medical students, and other healthcare professionals, who are interested in discovering how your products and services will advance and improve their work.

- Our highly responsive audience includes DOs, MDs, nurses, and physician assistants, eager to learn about your newest product(s) and/or service(s).
- The layouts at the MOA Conferences offer unparalleled visibility and an opportunity to re-establish old contacts and generate new ones.
- Selling products and taking orders is permitted in the exhibit areas, as it is part of the conference's educational aspect and provides information on industry trends pertinent to the field of medicine, services, and products.

HOTEL ACCOMMODATIONS

Special group lodging rates are available, just mention the conference by name when calling the hotel. **For reservations:** Courtyard by Marriott Downtown Grand Rapids 888-236-2427 or (616) 242-6000 (PLEASE NOTE: THE HOTEL IS NOT CONNECTED TO THE CONFERENCE LOCATION).

SPONSORSHIP OPPORTUNITIES

Titanium Sponsor

Morning Showcase - \$8,000

Afternoon Showcase - \$10,000

- Product Showcase of your choice, based upon availability
- Audiovisual, if required
- Preferred Display Space location and electricity if needed.
- One full-page advertisement in the Program, both print and downloadable PDF.
- Banner Ad in one issue of the PULSE electronic newsletter during the conference month
- PULSE article highlighting the company/product during the conference month
- Logo recognition with hyperlinks on the MOA website home and conference page

- Three Social Media mentions during the conference month
- Breakfast and lunch tickets included for up to two representatives

**Speaker honorarium and expenses not included, MOA will cover all costs for food, beverage (no alcohol), and audiovisual equipment, if needed, for the Product Showcase.*

Gold Sponsor - \$6,000

- Table Display
- One half-page advertisement in the Program, both print and downloadable PDF
- Two Social Media mention during the conference month
- Banner advertisement in one issue of the PULSE during conference month
- Logo recognition with hyperlinks on the conference page of the website

Silver Sponsor - \$5,000

- Table Display
- One quarter-page advertisement in the Program, both print and downloadable PDF
- One Social Media mention during the conference month
- Logo recognition with hyperlinks on the conference page of the website

Bronze Sponsor - \$4,000

- Table display
- One quarter-page advertisement in the program both print & downloadable PDF.

OTHER SPONSORSHIP OPPORTUNITIES

A La Carte Sponsorships:

- Co-Sponsor Physician Event/Reception - \$1,000
- Flier insertion in registration bags - \$500
- Break Sponsor - \$500
- Lanyard sponsor featuring logo (Sponsor provided) \$500
- Registration bag featuring sponsor logo (Sponsor provided) \$500
- Water bottles featuring sponsor logo (Sponsor provided) \$300

EXHIBITOR BRANDING MATERIALS

Conference sponsor logos, advertisements, etc. will be due 30 days before the event. The MOA strives to accurately present the exhibitor's branding materials to our attendees, and we will work with you to ensure your organization looks its best!

Note: All branding materials provided must be in high-resolution files (PDF for ads, .eps for logos) format for printing. Files for web use may be submitted in .jpg or .png format. Ask for specifications. **Color Mode:** RGB colors are best for the web. CMYK colors are best for printing. Turn off any color management settings in your image editor to help prevent color shifts when viewed online.

Submitted branding materials will be reviewed by the MOA, and exhibitors will be alerted to any files that may have issues in print or digital production.

Please direct additional questions on advertising specifications to: Crystal Ash, Membership and Marketing Coordinator - Phone at 517-347-1555 ext. 120 or Email at cash@domoa.org

EXHIBITING SPECIFICS

Deadline

Reserve your space early as space is limited! The contract and payment **are due at least 14 days before the event.**

Refunds

Cancellations within 14 days of the conference will be assessed as a \$300 fee, no refunds will be issued after.

Liability

Disclaimer of liability: This agreement between MOA and the exhibitor is a license to use exhibition space at the event. No bailment is intended or created. MOA shall not be responsible or liable for any lost, stolen, or damaged property of the exhibitor or for personal injuries to the exhibitor or exhibitor's representatives. Exhibitors expressly release MOA from any liability for any such loss, damage, or injuries. MOA is not responsible for overages or insufficient food counts.

Parking

Parking varies and is subject to change.

Exhibitor Credentials

Your representatives may wear their company badges or send their representative's names to the MOA office. Badges will be available at the MOA registration counter upon arrival. Badges may only be worn by individuals working at an exhibit.

Security

General security is provided. After hours, and as always, we recommend that nothing of value be left out after show hours since MOA assumes no responsibility for lost or stolen items.

Electricity

Electricity is not included but can be arranged through the hotel. Please contact MOA Staff to arrange electricity.

Prize Drawing

MOA is holding prize drawings during exhibitor times. Physician registration materials will include one entry slip. MOA will provide exhibitors with unique identifying stickers. Physicians will collect these stickers as proof of visiting exhibitors' booths. Physicians will turn in the completed slips to be entered in prize drawings, with winners announced at a designated time

Please get in touch with Lisa Neuffer at lneuffer@domoa.org if you are interested in donating a prize for the drawing. The prize must be received 14 days prior to the Conference, unless you are planning to bring the prize to the Conference.

Shipping to the event

MOA requests that any packages be shipped no more than 48 hours prior to the show, due to storage limitations. Please contact the Director of Catering & Convention Services at the Richard M. DeVos Center, GVSU-Conference & Event Planning with any questions or requirements regarding shipping.

Not allowed

Helium balloons, popcorn, stickers, combustible material, or any display larger than six-foot tall/wide. If you have any questions regarding your display, please speak to MOA Staff prior to the event.

Impact

By becoming an Exhibitor, you gain access to our DO family through in-person exhibits and digital promotion via newsletters, websites, and social media. Contact us today to

learn how we can help you connect with prospective customers and build relationships that can impact your business for years to come.

Attendee Lists

The MOA is committed to maintaining privacy and preventing commercial influence. In accordance with the Accreditation Council for Continuing Education (ACCME), the accredited provider must not share the names or contact information of learners with any company.



**MICHIGAN OSTEOPATHIC ASSOCIATION
AUTUMN CONFERENCE**

Friday, October 16 – Sunday, October 18, 2026
Richard M. DeVos Center, GVSU, Grand Rapids, MI

2112 University Park Dr., Ste 100
Okemos, MI 48864
E ineufer@domoa.org
P (517) 347-1555
F (517) 347-1566

ORGANIZATION NAME: _____

CONTACT NAME & TITLE: _____

EMAIL ADDRESS: _____

ADDRESS: _____

PHONE NUMBER: _____ FAX NUMBER: _____

Names of all reps on site (for name badges). The list needs to be submitted by October 1, 2026: _____

List of products or services you represent:

I PLAN TO EXHIBIT AT THE 2026 MOA Autumn Conference

*Two Luncheon tickets are included for each exhibit space: My company will need ___ 1 or ___ 2 free luncheon tickets for ___ Friday and ___ 1 or ___ 2 free luncheon tickets for ___ Saturday. **The MOA must be notified of the number of tickets needed by Thursday, October 1, 2026, in order to provide an accurate count to the GVSU.***

To Purchase additional Luncheon Ticket(s) # _____ of Friday ticket(s) # of _____ Saturday ticket(s) (\$30 each)
Qty _____ x \$30 = \$ _____

Electricity Needed: Yes or No (please circle one). If yes, please remember to bring an extension cord.

SPONSORSHIP OPTIONS

- MOA Autumn Display Table - \$1,000
- Non-Profit Autumn Display table - \$500
- Titanium Sponsor – \$8,000- Breakfast
- Titanium Sponsor - \$10,000-Lunch
- Gold Sponsor - \$6,000
- Silver Sponsor - \$5,000
- Bronze Sponsor - \$4,000

Display Only \$ _____ + SPONSORSHIP(S) \$ _____ + Add'L LUNCH TICKET(S) \$ = TOTAL \$ _____

Check # _____ IF Check enclosed OR Check will be mailed to: Michigan Osteopathic Association Attn: Exhibitor
2112 University Park Dr., Ste 100 | Okemos, MI 48864 (Please make checks payable to the Michigan Osteopathic Association)

Credit Card Information:

Cardholder name: _____

Billing address: _____ City _____ State _____ Zip _____

Card Number _____ Exp. date _____ CVV (3 digits) _____

Accept Participation: By completion of this form, I am authorized and agree to participate in the indicated activity of the Michigan Osteopathic Association. I commit my company to the above financial obligation. Payment due: 14 days before event – Due date: Thursday, October 1, 2026.