

Minnesota Medical Association Exhibitor Prospectus

2012 ANNUAL MEETING

September 14–15 • Minneapolis Marriott City Center



MINNESOTA
MEDICAL
ASSOCIATION



New Friday/Saturday Format
Reserve your space today!

Exhibiting at the Minnesota Medical Association (MMA) Annual Meeting is your opportunity to increase your company's visibility among leaders and decision makers. Distinguish yourself from your competition and generate leads through targeted exposure by becoming an MMA Annual Meeting sponsor.

Minnesota Medical Association
1300 Godward St. NE
Suite 2500
Minneapolis, MN 55413

EXHIBITOR COORDINATOR

Tara Stone
(612) 362-3764

tstone@mnmed.org

ANNUAL MEETING DIRECTOR

Kathy Messerli

ABOUT THE ATTENDEES

Each year the Minnesota Medical Association hosts an annual meeting with nearly 300 physicians attending. Participants join together to form a House of Delegates, which sets the direction for MMA policies.

MMA, with more than 10,000 members was formed over 150 years ago to represent physicians of all specialties across Minnesota. MMA's mission is to provide advocacy, information, education and leadership for Minnesota physicians.

MEETING LOCATION

Minneapolis Marriott City Center
30 S. 7th St.
Minneapolis, MN 55402



Think Outside the Booth

SPONSORSHIP OPPORTUNITIES

Sponsors will receive the following:

Diamond \$5,000

- Exclusive sponsorship of an Annual Meeting event
- Special recognition during the sponsored event
- Company logo projected on the screen before the General Session, at your sponsored event, in the meeting program and in the November 2012 *Minnesota Medicine*
- Exhibit table consisting of one draped table and two chairs
- Two tickets to the President's Inaugural Dinner
- Web link on the MMA Annual Meeting sponsor page
- **FREE** One-year subscription to *Minnesota Medicine* magazine (12 issues)
- **FREE** MMA website banner ad

Platinum \$3,500

- Joint sponsorship of an Annual Meeting event
- Special recognition during the sponsored event
- Company logo projected on the screen before the General Session, at your sponsored event, in the meeting program and in the November 2012 *Minnesota Medicine*
- Exhibit table consisting of one draped table and two chairs
- Two tickets to the Saturday Luncheon
- Web link on the MMA Annual Meeting sponsor page
- **FREE** One-year subscription to *Minnesota Medicine* magazine (12 issues)
- 50 percent discount on MMA website banner ad

Gold \$2,000

- Special recognition at break service
- Company logo listed in the meeting program and in the November 2012 *Minnesota Medicine*
- Exhibit table consisting of one draped table and two chairs
- Web link on the MMA Annual Meeting sponsor page
- **FREE** One-year subscription to *Minnesota Medicine* magazine (12 issues)
- 35 percent discount on MMA website banner ad

Silver \$1,000

- (Non-profit, government or charitable organizations are eligible for this category)
- Exhibit table consisting of one draped table and two chairs
- Company name and logo listed in the meeting program and in the November 2012 issue of *Minnesota Medicine*
- Web link on the MMA Annual Meeting sponsor page
- **FREE** One-year subscription to *Minnesota Medicine* magazine (12 issues)
- 25 percent discount on MMA website banner ad

ADDITIONAL MARKETING OPPORTUNITIES

(Price to be determined):

- Jump Drive with Company Logo (for House of Delegates materials)
- Non-exhibiting sponsorship – contact Tara Stone for further information

Conference Schedule (tentative)

FRIDAY, SEPTEMBER 14

9 am – noon

Exhibitors Set-up

Noon – 5:30 pm

Exhibits Open

1 – 2 pm

General Session
(Welcome, Policy Forum)

2:15 – 4:30 pm

Reference Committee Open
Hearings

4:30 – 5:30 pm

Meet Candidates and Exhibitors

6 – 7 pm

Reception

7 – 10 pm

President's Inaugural (dinner)
Awards

SATURDAY, SEPTEMBER 15

7 am – 1 pm

Exhibits Open

7 – 8 am

Board of Trustees Meeting

8 – 9 am

Component Society Caucuses

9:15 – 10:15 am

Keynote

10:30 – 11:30 am

Educational Break-outs

11:30 am – 12:30 pm

Luncheon

1 pm – Completion

House of Delegates



BOOTH APPLICATION

Full payment, or written requests for payment arrangements, and an application must be received by July 27, 2012. Space will not be assigned without full payment. Visit mnmed.org/annualmeeting.

BOOTH SPECIFICATIONS

All exhibit tables will be six feet, skirted in white with two chairs provided. A company may opt to replace the table with their company display provided it fits in the space.

No space may be reserved except through the MMA exhibitor coordinator and in accordance with instructions noted in this prospectus. Once reserved, no booth may be subleased except with the consent of the exhibitor coordinator.

MEALS

Exhibitors may purchase tickets for the President's Inaugural or the luncheon on Saturday. See the registration form for further details.

EXHIBIT HOURS AND OPPORTUNITIES

The Exhibit Area is open from noon to 5:30 pm on September 14 and from 7 am to 1 pm on September 15. The September 14 reception will be held in the exhibit area and you are welcome to be available during this time (6 to 7 pm). Break services for Annual Meeting attendees also will be in the exhibit area for additional networking opportunities.

ASSIGNMENT OF BOOTHS

Exhibit spaces will be located in high traffic areas. No assignments will be made until a completed application and full payment is received. Booth numbers will be assigned and communicated a month prior to the Annual Meeting. Organizations requesting placement next to, or away from, other organizations will be accommodated as much as possible. MMA reserves the right to assign all space in the best interest of the Association and the conference. MMA reserves the right to reassign booths when necessary.

PROGRAM

Exhibitors confirmed and fully paid by August 10, 2012 will be listed in the on-site printed Annual Meeting program.

ELECTRICITY AND INTERNET ACCESS

All electrical and internet requests must be arranged directly through the Minneapolis Marriott City Center. The [Exhibitor Audiovisual Request Form](#) and the [Exhibitor Utility Charge Schedule](#) are available on our website or you may contact Tara Stone for assistance.



SPACE CANCELLATION

Cancellations must be sent in writing to: MMA, 1300 Godward St. NE, Suite 2500, Minneapolis, MN 55413. Cancellations received by August 10, will receive a full refund, minus a \$100 per booth administrative fee. Cancellations received after August 10 will receive a full refund, minus a \$100 per booth administrative fee, if it can be resold. If the booth cannot be resold, the MMA will retain 100 percent of the exhibitor's contract obligation.

RELOCATION

The MMA exhibitor coordinator retains the right to change exhibit locations for causes beyond the control of MMA or if it becomes advisable in the best judgment of the exhibitor coordinator. All such changes will be discussed with the exhibiting firm in advance, if possible.

SECURITY

MMA will take all reasonable precautions against damage or loss by fire, theft, strikes or other accidents. MMA cannot, however, guarantee exhibitors against loss or damage. Small and valuable materials should be removed or packed away each night.



SHIPPING

Shipments may be sent directly to the Minneapolis Marriott City Center, with arrival after September 12. Send your shipments to:

Minneapolis Marriott City Center
ATTN: MMA Annual Meeting/
Exhibitor name
Mary Tronsdal
30 S. 7th St.
Minneapolis, MN 55402

MAIL COMPLETED EXHIBIT APPLICATION AND FEE TO:

MMA Annual Meeting
ATTN: Tara Stone
1300 Godward St. NE, Suite 2500
Minneapolis, MN 55413

For questions concerning exhibit applications or additional information, contact Tara Stone at 612-362-3764 or tstone@mnmed.org.

Exhibit Regulations

- No interference with normal traffic flow, infringement on neighboring exhibits or sound leakage will be permitted.
- All exhibits must be set up by noon, September 14. Exhibits must be removed by 2 pm, September 15.
- Orders may be taken, but no sales (money exchange) are allowed during the MMA Annual Meeting.
- MMA reserves the right to deny booth space to any organization whose products do not contribute directly to the meeting registrants' medical practices.
- Exhibitors who fail to observe conditions of this prospectus or who, in the opinion of the Annual Meeting Director, conduct themselves unethically will be dismissed from the conference without refund.
- Gifts distributed from the exhibitors must be of minimal value, practice-related and provide a benefit to patients. Textbooks and other gifts are appropriate if they serve a genuine educational function. The law stipulates that physicians are not allowed to accept gifts worth more than \$50 per year from manufacturers, wholesale drug distributors and their agents. We expect that exhibitors will follow these requirements. Raffles, lotteries or games of chance of any kind are expressly prohibited. Drawings will be allowed.

IT IS EXPECTED THAT THIS INFORMATION WILL BE FORWARDED TO ALL INDIVIDUALS WHO WILL BE REPRESENTING YOUR ORGANIZATION IN THE EXHIBIT AREA.