



## Exhibitor & Sponsor Prospectus

Thank you for your interest in participating in the Exhibitor & Sponsor Program for the 2018 Midwest Anesthesia Residents Conference (MARC) taking place April 13-25, 2018 at the Hyatt Regency Cincinnati.

**The 2018 MARC is co-hosted by The Ohio State University, University of Cincinnati and University of Toledo.**

Your valuable contributions help us in our continuous effort to improve educational programming and professional development for anesthesia residents. We greatly appreciate your support.

Make plans to exhibit at what promises to be our greatest conference ever! MARC 2018 exhibitor opportunities provide several levels of exposure with increased visibility including:

- Access to 600+ anesthesiology chairs, faculty, professionals, residents - your customers and future customers from 34 Anesthesia Departments, Ohio to Kansas and Canada
- Over 12 hours of exhibition and networking time with all food and breaks in the Exhibit Lounge
- A unique education and exhibit program contained in one beautiful hotel
- Mobile APP and exhibitor-controlled raffle ticket distribution for prize drawings

We have simplified our exhibition and sponsorship packages to increase value and maximize your return on investment. We invite you to review the materials within this prospectus so that you can plan ahead as you make important marketing decisions about the organizations that you'll support in 2018. As Chairs of the 2018 MARC, we welcome your comments and suggestions, and most of all, your support and commitment.

Sincerely,

MARC 2018 Co-Chairs

**Jon Lipps, M.D.**  
The Ohio State University

**Paul Wojciechowski, M.D.**  
University of Cincinnati

**Demicha Rankin, M.D.**  
The Ohio State University

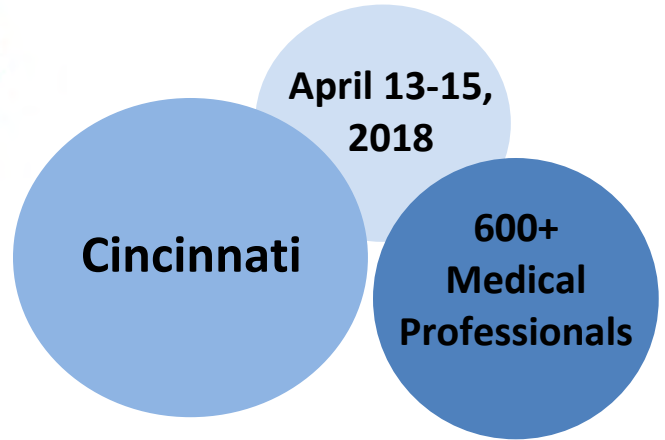
**Jason Stroud, M.D.**  
University of Toledo

**Sarah Gerken, M.D.**  
University of Toledo

**Dustin Tsitouris, M.D.**  
University of Cincinnati

**Alec Lawrence, M.D.**  
The Ohio State University

*Enclosed please find the preliminary 2018 MARC prospectus. Please note this is subject to change.*



- 600 + Medical Professionals
- 34 Academic Departments of Anesthesiology



- 12 Hours of Exhibition & Networking Time
- Over \$50 Million Purchasing
- Raffle Drawings in the Exhibit Lounge

## Exhibit, Sponsor, Network

- Platinum - \$10,000
  - 8 x 20 Exhibit Space in Premium Location
  - 8 Exhibitor Badges
- Gold - \$5,000
  - 8 x 10 Exhibit Space in Premium Location
  - 4 Exhibitor Badges
- Silver - \$3,000
  - 8 x 10 Exhibit Space
  - 2 Exhibitor Badges
- Friday or Saturday Night Sponsorship - \$5,000
  - Exhibit plus networking event recognition
  - Several Opportunities for Recognition and Networking



**MIDWEST ANESTHESIA RESIDENTS CONFERENCE**  
**2018 Exhibitor & Sponsor Benefits**

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**EXHIBIT, SPONSOR, NETWORK**

Support of the 2018 MARC is one of the best marketing decisions you can make. By supporting the MARC network, you'll reach over 600 medical professionals and strengthen your company's image within the Anesthesia community of professionals. Discover the incredible value of participation at our Annual MARC Meeting.

**Who should be an exhibitor and sponsor?**

Every manufacturer or distributor of Anesthesia and medical products or services that could benefit by connecting with more than 600 Anesthesia professionals is expected to attend. Position your company as a leader in the industries you serve.

**What can you expect in return?**

Increased visibility for your company's representatives.  
One-on-one exposure of your company's products and services with the current and future anesthesiologists who make the buying decisions in academic and private institutions.  
A unique opportunity to solidify relationships with anesthesiology professionals.  
Recognition as a company committed to our Midwest Anesthesia communities.

**Who will recognize my contribution?**

The 2018 Midwest Anesthesia Residents Conference will be attended by over 600 Anesthesia professionals representing 34 academic Departments of Anesthesiology in the Midwest region of the U.S. Residents attend and present clinical reports and research from their individual programs in conjunction with attending physicians and faculty of their respective institutions.

**MARC Exhibitor & Sponsorship Packages**

Choose one of four packages providing maximum exposure before, during, and after the 2018 MARC

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**Platinum \$10,000**

Exhibit space package (8 x 20 in premium location)  
(8) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 8 exhibitors  
High profile slides (company logo) displayed at the beginning and end of the meetings and events

Recognition on AMAAC website during the event year

Premier advertisement in the MARC mobile app (deadline: February 1, 2018)

Opportunity to provide marketing materials at Registration

Distribution of raffle tickets during all scheduled exhibit events

Special recognition of sponsorship by Co-Chairs during conference remarks

MARC Sponsorship Opportunities (cont'd.)

**Gold \$5,000**

Exhibit space package (8 x 10 premium location)

(4) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 4 exhibitors

High profile slides (Company logo) displayed at the beginning and end of the meetings and events

Recognition on AMAAC website during the event year

Advertisement in the MARC mobile app (deadline: February 1, 2018)

Opportunity to provide marketing materials at Registration

Distribution of raffle tickets during all scheduled exhibit events

**Silver \$3,000**

Exhibit space package (8 x 10)

(2) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 2 exhibitors

High profile slides (company name) displayed at the beginning and end of the meetings and events

Advertisement in the MARC mobile app (deadline: February 1, 2018)

Recognition on AMAAC website during the event year

Distribution of raffle tickets during all scheduled exhibit events

**Friday or Saturday Night Reception Sponsor - \$5,000**

All benefits of Silver Level Sponsorship

Exhibit space package (8 x 10)

(2) exhibitor badges

Access to refreshments when scheduled

Tickets for Friday's opening reception, Saturday breakfast, lunch, and reception for 2 exhibitors

High profile slides (company name) displayed at the beginning and end of the meetings and events

Advertisement in the MARC mobile app (deadline: February 1, 2018)

Recognition on AMAAC and MARC website during the event year

Distribution of raffle tickets during all scheduled exhibit events

PLUS...

Signage at selected night's party

Opportunity to distribute marketing materials at selected night's party

Special recognition of sponsorship by Co-Chairs during conference remarks

***Special Offers***

***Early Bird Special*** - Confirm with application and payment by January 31, 2018 and receive the silver level sponsorship for \$2,700 (savings of 10%!).

***Multi-Year Deal*** – Confirm sponsorship of MARC 2018 and MARC 2019 (April 12 -14, 2019 at COBO Center, Detroit) with application and payment by January 31, 2018 and receive the silver level sponsorship for two years for \$5,400 total (savings of 10%!).

MARC Sponsorship Opportunities (cont'd.)

<b>EACH 8' x 10' EXHIBIT SPACE INCLUDES:</b> 6' Covered and Skirted Table and (2) chairs 9" x 44" Space Identification Sign & Wastebasket Note: The Hyatt Ballroom is fully carpeted	<b>ITEMS NOT INCLUDED IN YOUR EXHIBIT FEE:</b> Material handling by or the Exhibitor Service Provider Audio Visual, Internet service, Electrical hook-up and power usage at your space
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**SCHEDULE OF EVENTS IN EXHIBIT LOUNGE**

**Friday, April 13**

Exhibitor registration and set up: 2:00 pm – 5:00 pm

Final Exhibits Inspection: 5:00 pm – 5:45 pm

Networking Reception in the Exhibit Lounge: 6:00 pm – 9:00 pm

**Saturday, April 14**

Exhibits Hours: 6:30am - 4:00pm

*Food & Beverage, conversational and interactive areas throughout the day*

Breakfast: 6:30am – 8:30am

Refreshment Break: 9:30am – 10:00am

Lunch Available in Exhibit Lounge: 11:30am – 1:30pm

Refreshment Break: 2:00pm – 2:30pm

Exhibit Load Out: 4:00pm – 6:00pm

Networking Reception: TBD, 5:00pm – 7:00pm

*Schedule subject to change*

For further information or any questions, you may have regarding exhibit space, or additional sponsorship and/or marketing opportunities, please contact:

**MARC 2018 Exhibit and Sponsorship Manager**

Erin Gallagher, NHS Global Events

[erin@nhsglobalevents.com](mailto:erin@nhsglobalevents.com)

P: (412) 525.7356

You can also find more information on AMAAC and the MARC at [www.amaachq.org](http://www.amaachq.org)

**APPLICATION AND CONTRACT FOR EXHIBIT SPACE | 2018 MARC**

April 13 – 15, 2018 | Hyatt Regency Cincinnati

Company \_\_\_\_\_  
Company \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
On-Site Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ On-Site Cell \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

Please select your package (all exhibit packages include the space equipment outlined on page 3)

- Platinum \$10,000                       Silver \$3,000  
 Gold \$5,000                               Early Bird Silver \$2,700 (Before 1/31/2018 only)  
 Fri. or Sat. Night Sponsorship \$5,000       Multi-Year Silver \$5,400 (Before 1/31/2018 only)  
 Donation: \_\_\_\_\_

Acceptance: We hereby apply for exhibit space and sponsorship opportunities for the 2018 MARC to be conducted on the dates shown above. We understand that on acceptance, this application becomes a contract, under the terms and conditions set forth here and in the prospectus, which we have read, understand and accept. We understand that space spaces will be signed on a first come, first serve basis. We will accept the space assigned and agree to accept reassignment, if necessary, to create as more effective exposition. In making an application, we agree to exhibit under and comply with the contract rules and regulations printed in this prospectus, which rules and regulations are hereby made part of the contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Confirm your participation by returning the signed agreement and full payment for the selected package.**

**Electronic return: [erin@nhsglobalevents.com](mailto:erin@nhsglobalevents.com)**

**For payment by credit card, include all information by email /contact Allison Hines**

**For payment by check, make payable to and mail to:**

Association of Midwest Anesthesia Academic Chairs (AMAAC)

Allison Hines, AMAAC Assistant Association Manager

[amaac@nhsglobalevents.com](mailto:amaac@nhsglobalevents.com)

3223 Lake Avenue, #130

Wilmette, IL 60091

## 2018 MARC EXHIBITION TERMS AND CONDITIONS

- 1. Eligibility to Exhibit & Sponsor:** AMAAC reserves the right to determine the eligibility of all exhibit space and sponsorship applicants. AMAAC acceptance of exhibitor/sponsor does not constitute an endorsement of the firm's products or services. Applications deemed ineligible by AMAAC will be returned with a complete refund for exhibit space and/or sponsorship fees.
- 2. Assignment of Exhibit Space:** AMAAC will attempt to assign exhibit space from among those preferences indicated on the Application and Contract for Exhibit Space in so far as possible, on a first come, first-served basis; however, the amount of exhibit space requested, and proximity to competing firms will be taken into consideration. The preferences indicated are for guidance only and are not guaranteed. Sponsors will be given preference during exhibit space assignments. AMAAC reserves the right to reassign space and/or rearrange the floor plan at any time before or during the meetings. Exhibitors may not assign or sublet to others the whole or any part of the space allotted.
- 3. Exhibit Space & Sponsorship Payment Schedule:** Fees are in U.S. dollars and may be paid by check or credit card. Full payment must accompany the Application and Contract for Exhibit Space. Application/contracts received without full payment are deemed to be incomplete.
- 4. Cancellation of Contract:** Notification of cancellation of or reduction of exhibit space and/or sponsorship must be received by AMAAC in writing. If this agreement is cancelled by the Exhibitor or Sponsor for any reason or by AMAAC because of the Exhibitor's or Sponsor's default or violation of this agreement, monies paid to AMAAC shall be retained as follows: For cancellations received no less than 150 days out from the opening of the meetings, a refund less a 25% administrative fee will be issued by AMAAC. If cancellation is received less than 150 days prior to the opening of the meetings, no refund will be issued.
- 5. Termination of Meetings:** AMAAC shall not be liable for any damages or expenses incurred to Exhibitor and or Sponsor in the event the meetings are delayed, interrupted or not held as scheduled; and, if for any reason beyond the control of AMAAC the meetings are not held, AMAAC may retain so much of the amount paid by Exhibitor and/or Sponsor as is necessary to defray expenses already incurred by AMAAC. Exhibit Space not claimed or occupied prior to the opening of the meetings, for which no special arrangements have been made with AMAAC, may be resold or reassigned by AMAAC without obligation on the part of AMAAC for any refund whatsoever, or assign the exhibitor other space.
- 6. Official Contact:** The Company Contact listed on the Application and Contract for Exhibit Space shall act on behalf of the exhibitor and/or sponsor in all negotiations. The contact listed as on-site contact shall be responsible for all exhibit/sponsorship material, equipment and personal items.
- 7. Character of Exhibits:** Each exhibit must be confined to the space limits of their respective space(s). All equipment, products or material to be shown or demonstrated must be placed within the confines of the space selected, and can be no higher than the 8' back.
- 8. Registration of Exhibit Personnel:** Each exhibiting company will receive (2) badges per 8x10 space. Badges will only be provided for bona fide employees and representatives of the exhibitor. Additional badges may be purchased for each exhibit space sold. Platinum sponsors will receive (6) additional badges at no charge and Gold sponsors will receive (2) additional badges at no charge.
- 9. Circulation and Solicitation:** Distribution of circular or promotional material may be made only from the exhibitor's table, unless exhibitor has purchased a sponsorship that includes distribution of materials in other areas.

**10. Non-Exhibitors:** No firm or organization not assigned space in the Exhibit Lounge will be permitted to solicit business within the exhibit area. Exhibitors or Sponsors are requested to inform MARC Organizers of their knowledge of any such occurrence.

**11. Exhibitor Services:** The Hyatt Regency Cincinnati will provide the equipment shown herein. All Exhibit and Sponsor materials and equipment should be shipped to the Hyatt Regency Cincinnati as directed in the forthcoming exhibitor service kit. Exhibitors and Sponsors will be responsible for any fees associated with material handling. Should exhibitors or sponsors abandon their equipment or materials, AMAAC, without liability, will store and ship such materials to company contact and exhibit or sponsor will incur a minimum handling fee of \$500.00, plus expenses, including shipping. Such fee and expenses are due upon receipt, and after 30 days, will incur a monthly interest cost of 1.5% per month compounded.

**12. Exhibitor Service Kit:** Exhibitor Service Kits will be sent to all confirmed Exhibitors. The kit will provide Exhibitors with equipment shipping instructions, information and requisite forms for insurance, power, and other ancillary and required services. It is the responsibility of Exhibitors and Sponsors to comply with all policies, including Hyatt Regency Cincinnati, AMAAC, and AMAAC's general service contractor's policies.

**13. Insurance and Liability:** The Exhibitor and Sponsor assumes all responsibility and liability for losses, damages and claims arising out of injury or damage to exhibits, displays, equipment and other property brought upon the premises of the Hyatt Regency Cincinnati, and shall indemnify and hold harmless Hyatt Regency Cincinnati, AMAAC, and AMAAC's general service contractor, and their agents, servants and employees for any and all such losses, damages and claims. Exhibitors and Sponsors agree to protect, save, and keep Hyatt Regency Cincinnati, AMAAC, and AMAAC's general service contractor forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the Exhibitor and Sponsor or those holding under the Exhibitor and Sponsor, as well as strictly to comply with the applicable terms and conditions contained in the Agreement between Hyatt Regency Cincinnati, AMAAC, and AMAAC's general service contractor regarding the exhibit premises. An Exhibitor and Sponsor shall at all times protect, indemnify, save and keep harmless Hyatt Regency Cincinnati, AMAAC, and AMAAC's general service contractor against any and all loss, theft, cost damage, liability or expense arising from or out of or by reason of said Exhibitor's and Sponsor's occupancy and use of the exhibit premises or a part thereof.

**14. Care of Building:** No signs shall be affixed by Exhibitor and Sponsor to walls, electrical outlets, etc. by the use of nails, tacks, staples or tape. Any damage to facility property through carelessness of an Exhibitor and Sponsor or their employees or agents must be paid by Exhibitor and Sponsor causing such damage.

**15. Amendments:** AMAAC reserves the right to interpret, amend and enforce the conditions, rules and regulations of the Contract. Written notice of any amendments shall be forward to the Company Contact. Each Exhibitor and Sponsor for himself, his agents and employees agrees to abide by all conditions, rules and regulations set forth herein or by any amendment thereto or interpretation thereof of which notice shall have been given.

**16. Signature:** This Contract constitutes the entire agreement between the parties, supersedes all other written and oral agreements between the parties concerning its subject matter. Oral modifications to this written Contract, even if allowed by local law, will not be considered binding.