



Exhibitor & Sponsor Prospectus

Thank you for your interest in participating in the Exhibitor & Sponsor Program for the **2019 Midwest Anesthesia Residents Conference (MARC)** taking place **April 12-14, 2019** at the **COBO Center**.

The 2019 MARC is co-hosted by Henry Ford Hospital, Beaumont Health System, University of Michigan, Detroit Medical Center, Wayne State University School of Medicine and McLaren Greater Lansing.

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 2019 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 33 Anesthesia Departments from Ohio, Michigan, Indiana, Illinois, Iowa, Missouri, Kansas, Nebraska, Minnesota, Ontario Canada, and Wisconsin.
- 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 venue
- 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 as you make important marketing decisions about the organizations that you'll support in 2019. As Chairs of the 2019 MARC, we welcome your comments and suggestions, and most of all, your support and commitment.

Sincerely,

MARC 2019 Conference Lead:

Nick Yeldo, M.D.
Henry Ford Hospital

Paul Smythe, M.D.
University of Michigan

Roy Soto, M.D.
Beaumont Health System

Muhammad Jaffar, M.D.
Detroit Medical Center

Terry Ellis, M.D.
*Wayne State University School
of Medicine*

Robert Tubben, M.D.
McLaren Greater Lansing

Enclosed please find the preliminary 2019 MARC prospectus. Please note this is subject to change.

MIDWEST ANESTHESIA RESIDENTS CONFERENCE

2019 Exhibitor & Sponsor Benefits

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.
- Position your company as a leader in the industries you serve.

Who will recognize my contribution?

- Residents attend and present clinical reports and research from their individual programs in conjunction with attending physicians and faculty of their respective institutions.
- Over 600+ Anesthesia professionals representing 33 academic Departments of Anesthesiology in the Midwest region of the U.S will attend the 2019 Midwest Anesthesia Residents Conference including:
 - Advocate Illinois Masonic Medical Center
 - Case Western Reserve University - MetroHealth Medical
 - Cleveland Clinic Foundation
 - Detroit Medical Center/Wayne State University
 - Henry Ford Hospital
 - Indiana University School of Medicine
 - Cook County Health and Hospitals System
 - Loyola University Medical Center
 - Mayo Clinic
 - Medical College of Wisconsin
 - Northwestern University Feinberg School of Medicine
 - Rush University Medical Center
 - Saint Louis University Hospital
 - Schulich School of Medicine & Dentistry, Western University
 - University Hospitals of Cleveland - Case Medical Center
 - University of Chicago
 - University of Cincinnati Medical Center
 - University of Illinois at Chicago
 - University of Iowa
 - University of Kansas - Kansas City
 - University of Kansas – Wichita
 - University of Michigan
 - University of Minnesota
 - University of Missouri - Columbia
 - University of Missouri-Kansas City School of Medicine
 - University of Nebraska Medical Center
 - University of Toledo Medical Center
 - University of Wisconsin Hospital & Clinics
 - Washington University in St. Louis School of Medicine
 - Wayne State University School of Medicine
 - Wexner Medical Center at The Ohio State University
 - Beaumont Health System
 - McLaren Greater Lansing, Michigan State University

Schedule of Events

Friday, April 12

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 13

Exhibits Hours	6:30am - 4:00pm
Breakfast in Exhibit Lounge	6:30am – 8:30am
Refreshment Break in Exhibit Lounge	9:30am – 10:00am
Lunch in Exhibit Lounge	11:30am – 1:30pm
Refreshment Break in Exhibit Lounge	2:00pm – 2:30pm
Exhibit Load Out	4:00pm – 6:00pm
Networking Reception	5:00pm – 7:00pm

Sunday, April 14

Breakfast	8:00am – 9:00am
Awards Celebration	9:00am – 11:00am

MARC EXHIBITOR PACKAGES

Platinum \$10,000 - limited to 2

- Exhibit space package (8 x 20 premium location) with lounge furniture in nearby aisle
- (8) exhibitor badges
- Access to scheduled exhibit hall refreshments & meals
- (8) Tickets for full conference
- Recognition on AMAAC website during the event year with URL link
- Opportunity to Welcome Attendees at Registration Desk Friday and Saturday
- Company logo or approved graphics on digital communications including Exhibit Hall & Awards Presentation
- Company logo on targeted event signage (deadline: February 1, 2019)
- Banner Ad in the MARC mobile app (deadline: February 1, 2019)
- Opportunity to provide welcome gift at registration &/or Door Prize in Exhibit Hall at your cost
- Distributor of raffle tickets in exhibit hall

Gold \$5,000 - limited to 3

- Exhibit space package (8 x 10 premium location)
- (4) exhibitor badges
- Access to scheduled exhibit hall refreshments & meals
- (4) Tickets for full conference
- Recognition on AMAAC website during the event year with URL link
- Company logo on targeted event signage (deadline: February 1, 2019)
- Banner Ad in the MARC mobile app (deadline: February 1, 2019)
- Signage at selected evening reception. Choice of Day 1 or Day 2 (provided by sponsor, approved by MARC)
- Opportunity to provide a \$500 valued prize at the night's party
- Opportunity to distribute marketing materials at selected evening reception.
- Distributor of raffle tickets in exhibit hall

Silver \$3,000

- Exhibit space package (8 x 10 location assigned by MARC)
- (2) exhibitor badges
- Access to scheduled exhibit hall refreshments & meals
- (2) Tickets for full conference
- Recognition on AMAAC website during the event year with URL links
- Company logo on targeted event signage (deadline: February 1, 2019)
- Distributor of raffle tickets in exhibit hall

EACH 8' x 10' EXHIBIT SPACE INCLUDES:

- 6' Covered and Skirted Table
- Two (2) chairs
- 9" x 44" Space Identification Sign
- Wastebasket

Note: COBO Center is fully carpeted

- Conference Food and Beverage
- Passport to Prizes Raffle that all attendees are encouraged to participate in

ITEMS NOT INCLUDED IN YOUR EXHIBIT FEE:

- Material handling by the Exhibitor Service Provider
- Audio Visual
- Internet service
- Electrical hook-up and power usage at your space

MARC SPONSORSHIP PACKAGES

Friday Night Reception Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Signage at Friday evening reception
- Opportunity to distribute marketing materials at selected Friday evening reception at your cost
- Advertisement in the MARC mobile app (deadline: February 1, 2019)
- Distribution of raffle tickets during all scheduled exhibit events
- Special recognition of sponsorship by Co-Chairs during conference remarks

Saturday Night Reception Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Signage at Saturday evening reception
- Opportunity to distribute marketing materials at selected Saturday evening reception at your cost
- Advertisement in the MARC mobile app (deadline: February 1, 2019)
- Distribution of raffle tickets during all scheduled exhibit events
- Special recognition of sponsorship by Co-Chairs during conference remarks

Exhibitor Lounge Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Targeted Signage in lounge area
- Power station signage
- Advertisement in the MARC mobile app (deadline: February 1, 2019)

Saturday Breakfast Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Targeted Signage in buffet area
- Opportunity to welcome attendees at buffet entrance
- Advertisement in the MARC mobile app (deadline: February 1, 2019)

Saturday Lunch Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Targeted Signage in buffet area
- Opportunity to welcome attendees at buffet entrance
- Advertisement in the MARC mobile app (deadline: February 1, 2019)

Exhibitor Raffle Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Targeted Signage during Sundays Raffle distribution
- Representative at podium Sunday during Raffle distribution
- Advertisement in the MARC mobile app (deadline: February 1, 2019)

Sunday Awards Breakfast Sponsor - \$2,000 Additional - *limited to 1*

- Must be an Exhibitor
- Targeted Signage in buffet area
- Opportunity to Welcome Attendees at Buffett entrance
- Advertisement in the MARC mobile app (deadline: February 1, 2019)

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

Jennifer Kattalia
Exhibit Manager, MARC 2019
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