



Exhibitor & Sponsor Prospectus

Thank you for your interest in participating in the Exhibitor & Sponsor Program for the **2023 Midwest Anesthesia Residents Conference (MARC)** taking place **April 14-16, 2023**, at the **Hyatt Regency Milwaukee & The Wisconsin Center**.

The 2023 MARC is co-hosted by Medical College of Wisconsin and the University of Wisconsin Hospital & Clinics

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

Make plans to exhibit at what promises to be our best conference yet! MARC 2023 exhibitor opportunities provide several levels of exposure with increased visibility including:

- Access to 600+ anesthesiology chairs, faculty, professionals, fellows, residents - your customers and future customers from 36 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 application 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 2023. As the Chairs of the 2023 MARC, we welcome your comments and suggestions, and most of all, your support and commitment.

Sincerely,

MARC 2023 Conference Leads:

Cythnia Lien, M.D.
AMAAC President
Medical College of Wisconsin

Christina Diaz M.D.
2023 MARC Conference Chair
Medical College of Wisconsin

Kelly McQueen, M.D.
Chair
University of Wisconsin Hospital & Clinics

Enclosed please find the preliminary 2023 MARC prospectus. Please note, this document is subject to change.

Visit us at www.amaachq.org

MIDWEST ANESTHESIA RESIDENTS CONFERENCE

2023 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.
- 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+ anesthesiology professionals representing 36 academic Departments of Anesthesiology in the Midwest region of the U.S will attend the 2023 Midwest Anesthesia Residents Conference including:
 - Advocate Illinois Masonic Medical Center
 - Beaumont Health System
 - 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
 - McLaren Greater Lansing, Michigan State University
 - McLaren Greater Lansing, Michigan State University
 - Medical College of Wisconsin
 - Northwestern University Feinberg School of Medicine
 - Ohio Health
 - 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 Louisville
 - 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

Schedule of Events

Friday, April 14

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 15

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
Off-Site Networking Reception	5:00pm – 7:00pm

Sunday, April 16

Breakfast	7:30am – 8:30am
Awards Celebration	8:30am – 9:30am

MARC EXHIBITOR PACKAGES

Platinum \$10,000 - *limited to 2*

- Exhibit booth space - 8 x 20 premium location
- (10) Full Conference Passes (includes exhibit hall meals, includes Saturday evening off-site event)
- Recognition on AMAAC website during the event year with URL link
- Opportunity to welcome attendees at registration desk Friday and Saturday
- Opportunity to provide welcome gift at registration
- Company logo or approved graphics on digital communications including Exhibit Hall & Awards Presentation
- Company logo on targeted event signage (deadline: March 15, 2023)
- Banner Ad in the MARC mobile app (deadline: April 1, 2023)
- Opportunity to distribute marketing materials at selected evening reception.
- Opportunity to participate in Exhibitor Raffle along with other conference exhibitors

Gold \$5,000 - *limited to 3*

- Exhibit booth space - 8 x 10 premium location
- (6) Full Conference Passes (includes exhibit hall meals and Saturday evening off-site event)
- Recognition on AMAAC website during the event year with URL link
- Company logo or approved graphics on digital communications including Exhibit Hall & Awards Presentation
- Banner Ad in the MARC mobile app (deadline: April 1, 2023)
- Opportunity to distribute marketing materials at selected evening reception.
- Opportunity to participate in Exhibitor Raffle along with other conference exhibitors

Silver \$3,000

- Exhibit booth space - 8 x 10
- (4) Full Conference Passes (includes exhibit hall meals, excludes Saturday evening off-site event)
- Recognition on AMAAC website during the event year with URL links
- Company logo or approved graphics on digital communications including Exhibit Hall & Awards Presentation
- Opportunity to participate in Exhibitor Raffle along with other conference exhibitors

EACH 8' x 10' EXHIBIT SPACE INCLUDES:

- 6' Covered and Skirted Table
- (2) chairs
- Wastebasket
- Meals within the exhibit hall
- Exhibitor Raffle participation

ITEMS NOT INCLUDED IN YOUR EXHIBIT FEE:

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

MARC SPONSORSHIP PACKAGES

Friday Night Reception Sponsor - \$1,500 Additional

- Must be an Exhibitor
- Signage at Friday evening reception
- Opportunity to distribute marketing materials at selected Friday evening reception at your cost
- Distribution of raffle tickets during all scheduled exhibit events
- Special recognition of sponsorship by Co-Chairs during conference remarks

Saturday Night Reception Sponsor - \$1,500 Additional

- Must be an Exhibitor
- Signage at Saturday evening reception
- Opportunity to distribute marketing materials at selected Saturday evening reception at your cost
- Distribution of raffle tickets during all scheduled exhibit events
- Special recognition of sponsorship by Co-Chairs during conference remarks

Exhibitor Lounge Sponsor - \$1,000 Additional

- Must be an Exhibitor
- Targeted signage in lounge area of exhibit hall

Exhibitor Raffle Sponsor - \$1,000 Additional

- Must be an Exhibitor
- Targeted signage during Sunday Raffle distribution
- Representative at podium Sunday during Raffle distribution

Sunday Awards Sponsor - \$1,500 Additional

- Must be an Exhibitor
- Targeted signage at the main entrance of Awards Ceremony
- Opportunity to Welcome Attendees at Buffett entrance

Keycard Sponsor - \$2,500 Additional

- Must be an Exhibitor
- Exclusive branding on host hotel key cards

Lanyard Sponsor - \$2,000 Additional

- Must be an Exhibitor
- Opportunity to bring your own lanyards or have your logo featured on the conference lanyards

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

AMAAC Headquarters
amaac@nhsglobalevents.com
847.571.9041