

Michigan Dietetic Association - Annual Conference

Sponsor and Exhibitor Information

Friday April 27, 2012

Sponsorship Category	Benefits of Sponsorship
<p>TITLE SPONSOR \$8,000</p>	<ul style="list-style-type: none"> • Company logo/name on the front cover of the conference brochure • Banner (provide own) at the conference and signage at the meal function if sponsoring food event • Recognition in the MDA winter & spring newsletter with your logo • Recognition/logo on MDA's Website Homepage until July 2012 • Company name mentioned on MDA's Facebook page* • Exhibitor booth in prime location • 4 comped conference registration fees for BOTH days
<p>PLATINUM SPONSOR \$5,000</p>	<ul style="list-style-type: none"> • Company logo/name on the back cover of the conference brochure • Recognition in the MDA winter and spring newsletter, 1/8-page text • Recognition/logo on MDA's Website Homepage until July 2012 • Company name mentioned on MDA's Facebook page* • Signage at the meal function if sponsoring food event • Exhibitor booth in prime location • 3 comped conference registration fees for BOTH days
<p>GOLD SPONSOR \$3,000</p>	<ul style="list-style-type: none"> • Company name listed in the conference brochure • Recognition/logo on MDA's Website Homepage until July 2012 • Company name mentioned on MDA's Facebook page* • Signage at the meal function if sponsoring food event • Exhibitor booth in prime location • 2 comped conference registration fees for BOTH days
<p>SILVER SPONSOR \$2,000</p>	<ul style="list-style-type: none"> • Company name listed in the conference brochure • Exhibitor booth in prime location • Recognition/logo on MDA's Website Homepage until July 2012 • Signage at the meal function if sponsoring food event • 1 comped conference registration fee for BOTH days
<p>BRONZE SPONSOR \$1,000</p>	<ul style="list-style-type: none"> • Company name listed in the conference brochure • Exhibitor booth in prime location • Signage at the meal function if sponsoring food event • Recognition on the MDA website through July 1, 2012 • 1 comped conference registration fee for one conference day
<p>EXHIBITOR - \$500</p>	<ul style="list-style-type: none"> • Company name listed in the conference brochure • Company name listed on the MDA website through July 1, 2012 • Exhibitor booth
<p>NON-PROFIT ORGANIZATION EXHIBITOR - \$100</p>	<ul style="list-style-type: none"> • Company name listed in the conference brochure • Company name listed on the MDA website through July 1, 2012 • Exhibitor booth

*Your company and website link to MDA's Facebook page will remain until July 1, 2012

To pay by credit card (Visa or MasterCard only) contact the MDA office

To pay by check please make payable to: **Michigan Dietetic Association**

Mailing address:

MDA, c/o Susanne Consiglio, RD, Executive Director
 22811 Greater Mack Suite 105 St. Clair Shores, MI 48080

Completed applications can be emailed to: mda.execdir@sbcglobal.net or **faxed to:** 586-778-3004

ATTN: Susanne Consiglio, Executive Director, MDA

EXHIBITOR INFORMATION MDA 2012 Annual Conference

Location: Kellogg Hotel & Conference Center, 55 S. Harrison Rd. East Lansing, Michigan 48824-1022. Website: www.kelloggcenter.com

A map will be provided upon completion/submission of contract.

Assignment of Space: Exhibit space is assigned in the order that the applications are received. Whenever possible, space will be assigned according to exhibitor's request, however, final determination will be made by MDA.

Registration: All exhibitors must register at the MDA conference registration table before setting up their exhibit. **Two badges** will be issued for identification.

Exhibit Hours: Exhibits should be staffed from **9:30 am to 12:30 pm** on **Friday, April 27**. You may stay open longer if desired.

Installation and Removal: Exhibit area is open for set up at **8:30 am on Friday, April 27**. You may set up at the time that is best for you to be ready by 9:30 am. Dismantling should not begin before 12:30 pm.

Exhibit Description: Your booth contains a six foot table with cloth and 2 chairs. If electrical, audio-visual or telephone equipment is needed, **please contact Susanne with your specific requirements**. There is an additional fee for these requirements.

Cancellation: A \$50.00 administrative fee will be charged for cancellations received prior to **March 30, 2012**. Cancellations **after March 30, 2012** will receive no refund.

Liability: MDA assumes no responsibility for any loss, injury or damage occurring to exhibitors or their property.

Lodging: The Kellogg Hotel & Conference Center has granted a special rate for guests of the conference of \$98 plus tax for single and double occupancy. Please call 1-800-875-5090 or 1-517-355-5090 and refer to the Michigan Dietetic Association. The special rate will be available until **March 26, 2012**.

Any additional questions or needs should be directed to:

Susanne Consiglio, RD, Executive Director
Michigan Dietetic Association
22811 Greater Mack Suite 105
St. Clair Shores, MI 48080
Phone 586-774-7447; Fax 586-778-3004
Email: mda.execdir@sbcglobal.net

APPLICATION/CONTRACT FOR SPONSORS AND EXHIBITORS

Please print clearly for brochure and badge purposes:

2012 Conference

Company/Organization Name:

Company Website Address:

Contact Person:

Street:

City/State/Zip code:

Telephone ()

E-mail:

Fax: ()

Name of person(s) who will be present during exhibitor hours:

(Please print name(s) clearly as it should appear on the name badge)

1.

2.

It is the intention of (name of company/organization): to sponsor and/or exhibit at the Michigan Dietetic Association annual conference for the following fee:

Sponsor/exhibitor:

___ Title/\$8,000 ___ Platinum/\$5,000 ___ Gold/\$3,000 ___ Silver/\$2,000 ___ Bronze/\$1,000

Exhibitor only:

___ Exhibitor/\$500 ___ Non-profit organization exhibitor/\$100

It is understood that:

- Commercial promotional materials will not be permitted in the same room as the educational activity, before, during, or immediately after the educational activity certified for credit.
- Representatives of commercial supporters may attend an educational activity, but may not engage in sales activities while in the room where the activity takes place.

It is on this day

of

200___

That this contract is entered upon.

Signature of Corporate Representative and Title:

Susanne Consiglio, R.D.

Susanne Consiglio, R.D. Executive Director, MDA