

**Michigan Hospice and Palliative Care Organization
Annual Conference**

“Building a Bridge to the Future – One Partnership at a Time”

April 18-20, 2012

DoubleTree Hotel, Bay City, Michigan

EXHIBITOR PROSPECTUS

About MHPCO

The mission of the Michigan Hospice and Palliative Care Organization (MHPCO) is to advocate for Michigan hospice and palliative care organizations and the people they serve. MHPCO continually strives to be the authority and advocate for its members and the public by increasing an understanding of hospice and palliative care philosophy. There are approximately 115 hospice organizations that are members of MHPCO. These members represent approximately 80% of the hospice and palliative care organizations in Michigan.

Exhibiting at the MHPCO Annual Conference will bring you face-to-face with the hospice leaders in Michigan. Please consider exhibiting at the MHPCO Annual Conference to showcase your products and services!

2012 Annual Conference

Plans for the 2012 MHPCO Annual Conference are well underway. The theme will be: **“Building a Bridge to the Future-One Partnership at a Time”** The MHPCO Annual Conference will address the educational needs of all levels of hospice staff and management including: administrative staff, nurses, social workers, physicians, finance personnel, clinical staff, and others interested in end-of-life issues. Educational sessions are planned in a wide-variety of formats including workshops, concurrent sessions, plenary speakers, and a special series of sessions designed for hospice aides. A complete schedule of events will be available in early February 2012.

The 2011 conference attracted approximately 175 attendees, and a modest increase in registration is expected in 2012. MHPCO is grateful to the exhibitors and sponsors at the 2011 conference and look forward to working with you in 2012. Sponsors and exhibitors at the 2011 Annual Conference included:

Sponsors

Concord EMS – *Bronze*

Hospice Pharmacia - *Gold*

Exhibitors

AdvaCare Systems, Inc.

All Med Medical Supply

AvaCare, Inc.

CareLinc Medical Equipment

Coram Specialty Infusion

Deyta

Diekema Hamann Architecture &

Engineering

Enclara Health Pharmacy

Guardian Medical Monitoring Inc.

HospiScript Services

Integra Healthcare Equipment

Lighthouse Insurance Group

MedCure

Michigan Eye-Bank

Mills & Murphy Software Systems, Inc.

MMS-A Medical Supply Co.

Outcome Resources, Inc.

Suncoast Solutions

Voss Insurance Services, Inc.

Exhibiting at the Annual Conference

The exhibit fee is **\$650 if received by January 31, 2012 and will increase to \$700 after January 31**. The exhibit dates are **Thursday April 19** from 7:30 am until 5:30 pm and **Friday, April 20** from 8:00 am until 10:30 am.

Exhibit space will be assigned on a **first-come, first served basis** and is **limited to 18 exhibitors**. The exhibit area will be located in the Grand Foyer of the DoubleTree Hotel to ensure maximum traffic. All coffee breaks and social hour will be held in the exhibit area. The Grand Foyer area is in the heart of all foot traffic during the conference.

The exhibit area will be open for installation of exhibits on Wednesday, April 18 after 3:00 pm. Set-up must be completed by 7:00 am on Thursday, April 19. Exhibits must be staffed at all times during the exhibit hours. Exhibits may not be dismantled before 10:30 am on Friday, April 20 and should be clear of all materials by 12:00 PM.

Hotel Reservations

The MHPCO Annual Conference will be held at the DoubleTree Hotel, One Wenonah Park Place, Bay City, Michigan. MHPCO has negotiated a discounted rate of \$99.00 for conference attendees and exhibitors/sponsors. Be sure to refer to our organization name (**Michigan Hospice & Palliative Care**) when making your reservation(s). Stating that you are coming for the **Michigan Hospice & Palliative Care** event ensures that you (exhibitors) receive the discounted rate and ensures that the room block that has been set aside for the Annual Conference is appropriately utilized.

Reservations can be made by

- Phone at 989-891-6000

Sponsor/Exhibitor Registration

Each sponsor/exhibitor is entitled to (3) representatives per booth. Exhibitors are asked to register booth personnel in advance to allow MHPCO to develop name badges. Additional representatives will be charged \$75 each.

Drawings/Give-a-ways

Exhibitors are encouraged to conduct prize drawings and distribute give-a-ways. Specifically, MHPCO conducts a door prize give-a-way at the end of the Annual Conference (at breakfast on Friday, April 20). Exhibitors who wish to participate must indicate their intention on the Exhibit Application. Exhibitors will be provided two minutes at the breakfast to announce their door prize winner.

Silent Auction - Donations for the MHPCO Silent Auction are also being sought. All donated items must be either new or handmade with a minimum value of \$20. All proceeds from the Silent Auction go to the MHPCO Sondra Seely Scholarship Fund. The Sondra Seely Scholarship Fund was started to honor a pioneer and a genuinely compassionate individual in the hospice industry. Each year the MHPCO Education Committee determines the number of scholarships available based on donations received through the Silent Auction, MHPCO MarketPlace and cash donations earmarked for the Scholarship Fund. MHPCO solicits submissions from hospice programs for award consideration and the education chooses the scholarship recipients based on criteria developed by the MHPCO Education Committee.

Exhibitor Hospitality Events

All events hosted at the DoubleTree Hotel must be coordinated through MHPCO. If you wish to host a private reception or other hospitality event, contact Natalie Brocieus at 517.668.6396 or via email at nbrocieus@mihospice.org. No events will be scheduled that would conflict with MHPCO Annual Conference events.

Sponsorship Opportunities

In addition to exhibiting, MHPCO offers several high profile sponsorship opportunities for both educational and social events. MHPCO is appreciative of financial assistance received for activities including the Meet and Greet Exhibitor/Vendor Reception, Dream Team Awards Ceremony, coffee breaks, breakfast, and lunch. Sponsorship of the conference tote bags is also sought. All sponsors will be acknowledged at the function being sponsored, as well as in the Conference brochure and the MHPCO web site. Additional details regarding sponsorship levels are published below. Call MHPCO if you have additional suggestions for sponsorship or if you have any questions.

Diamond Sponsor - \$3,500

- *Logo recognition on one (1) side of the MHPCO Conference tote bags - **IMPORTANT: Deadline for logos is March 9, 2012**
All logos must be camera ready in EPS (type converted to outlines) or TIF format (no less than 300dpi). If you have questions, please direct them to Lisa Buttigieg at lisab@mihospice.org. Logos not received by deadline (March 9) will appear in conference materials and signage as plain text.
- *Color logo recognition as a **Diamond Sponsor** on signage at: MHPCO registration table & Sponsor/Exhibitor "Meet & Greet" Reception
- *Full page color ad in attendee folders
- *Attendees addresses via email: pre & post conference
- *Recognition in MHPCO's electronic pre and post conference e-News
- *Complimentary attendance for up to (3) company representatives at all functions during the conference
- ***(10)** "free" drink tickets for Sponsor/Exhibitor "Meet & Greet" Reception
- ***(1)** 6' table with chairs or 8'x8' area for stand-alone exhibit (no table provided to those with stand-alone exhibit)

Platinum Sponsor - \$2,500

- *Logo recognition on signage as a **Platinum Sponsor** at: Lunch and Annual Meeting - Thursday
- *Half page color ad in attendee folders
- *Complimentary attendance for up to (3) company representatives at all functions during the conference
- *Attendees addresses via email: pre & post conference
- *Recognition in MHPCO's electronic post conference e-News
- ***(8)** "free" drink tickets for Sponsor/Exhibitor "Meet & Greet" Reception
- ***(1)** 8' table with chairs or 8'x8' area for stand-alone exhibit (no table provided to those with stand-alone exhibit)

Gold Sponsor - \$1,500

- *Logo recognition on signage as a **Gold Sponsor** at: Dream Team Awards Ceremony
- *Quarter page black & white ad in attendee folders
- *Complimentary attendance for up to (3) company representatives at all functions during the conference
- *Attendees addresses via email: pre & post conference
- *Recognition in MHPCO's electronic post conference e-News
- ***(6)** "free" drink tickets for the Sponsor/Exhibitor "Meet & Greet" Reception
- ***(1)** 8' table with chairs or 8'x8' area for stand-alone exhibit (no table provided to those with stand-alone exhibit)

Silver Sponsor - \$1,000

- *Logo recognition on signage as a **Silver Sponsor** at: Breakfast - Thursday
- *Eighth page black & white ad in attendee folders
- *Complimentary attendance for up to (3) company representatives at all functions during the conference
- *Attendees addresses via email: pre & post conference
- *Recognition in MHPCO's electronic post conference e-News
- ***(4)** "free" drink tickets for the Sponsor/Exhibitor "Meet & Greet" Reception
- ***(1)** 8' table with chairs or 8'x8' area for stand-alone exhibit (no table provided to those with stand-alone exhibit)

Bronze Sponsor - \$800

- *Logo recognition on signage at: Breaks - Thursday
- *Company name recognition in attendee folders
- *Complimentary attendance for up to (3) company representatives at all functions during the conference
- *Recognition in MHPCO's electronic post conference e-News
- ***(2)** "free" drink tickets for the Sponsor/Exhibitor "Meet & Greet" Reception
- ***(1)** 8' table with chairs or 8'x8' area for stand-alone exhibit (no table provided to those with stand-alone exhibit)

Exhibitor - \$650

- *Company name on signage
- *Company name recognition in attendee folders
- *Complimentary attendance for up to (3) company representatives at all functions during the conference
- ***(2)** "free" drink tickets for the Sponsor/Exhibitor "Meet & Greet" Reception
- ***(1)** 8' table with chairs or 8'x8' area for stand-alone exhibit (no table provided to those with stand-alone exhibit)

Unrestricted Educational Grants

Unrestricted educational grants are sought to defray the cost of providing a high quality educational program. Grants received prior to printing of the Conference brochure will be acknowledged in the brochure. Grants will also be acknowledged on the MHPCO website and in the official conference welcome on April 20. Exhibitors interested in providing unrestricted educational grants are invited to contact the MHPCO office at: nbrocieus@mihospice.org or 517.668.6396.

MHPCO Policy on Hospice Program Member Sponsorships and Exhibiting

MHPCO is a member-driven association representing hospice programs, individuals, and non-hospice organizational members from a variety of geographic, tax status, and specialty areas. For the purpose of clarity, and to ensure equal standing for all hospice programs, MHPCO will not accept sponsorships, or exhibitor support, from any hospice provider.

Name Badges

All exhibitors must wear an exhibitor name badge at the Annual Conference, both attending conference sessions and at their exhibits.

Acceptance of Application

Applications for exhibit space are subject to review by the Education Committee to determine suitability for the conference and to ensure conformity with conference standards.

Payment and Cancellations

Applications for exhibit space must be accompanied with the exhibit fee in order to confirm booth assignment. No application will be processed without payment of the exhibitor fee. No refunds will be made for space that is not utilized during the Annual Conference. Refunds must be requested in writing and will be made as follows: refund requests received by January 13, 2012 will be returned in full, less \$100 administrative fee. Refund requests received by April 2 will be returned at 50% of the fee. No refunds will be given after April 2, 2012.

Liability

The Michigan Hospice and Palliative Care Organization, the DoubleTree Hotel, its agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitors/sponsors and their employees or representatives. MHPCO will not be liable for damages or injury to persons or property during the term of this agreement from any cause whatsoever by reason or the use or occupancy for the event space by the vendor or its employees/representatives, and the exhibitor shall indemnify and hold harmless MHPCO from all liability that might arise from any cause whatsoever.

Security

Security will not be provided by MHPCO at any of the events. Each exhibitor should make provisions to safeguard their goods from the time their exhibit is set-up until the exhibit is dismantled. MHPCO will not be responsible for loss or damage due to any cause.

Shipping Information

All exhibit and sponsor materials must be sent to the DoubleTree Hotel. Complete instructions will be sent with the confirmation of exhibition/sponsorship. MHPCO is not responsible for any exhibit/sponsor items that do not arrive in time for the Annual Conference.

“Building a Bridge to the Future – One Partnership at a Time”

**MICHIGAN HOSPICE & PALLIATIVE CARE ORG
SPONSOR AND EXHIBITOR REGISTRATION FORM
April 18-20, 2012 – DoubleTree Hotel, Bay City, Michigan**

PRINT OR TYPE

Company Name: _____
 Representative #1(Primary Contact) _____
 Representative #2: _____ Representative #3 _____
 Email Address for Primary Contact (required): _____
 Address: _____
 City/State/Zip: _____
 Telephone: _____ Fax: _____
MHPCO Associate/Business member: ____ Yes ____ No **MHPCO GPO member:** ____ Yes ____ No

New Associate members - SAVE \$100 on Associate/Business membership. Complete attached dues form below, mail with payment (\$250) to MHPCO office. You must be an exhibitor in 2012 to receive this discounted membership rate.

Product/Service Company description (50 words or less) _____

For Detailed Description on Sponsorships and/or Exhibitor Space Please Refer To Exhibitor Prospectus

	Rates	Amount
Diamond Sponsor – Exhibit space included	\$3,500	
Platinum Sponsor – Exhibit space included	\$2,500	
Gold Sponsor – Exhibit space included	\$1,500	
Silver – Exhibit space included	\$1,000	
Bronze – Exhibit space included	\$800	
Exhibitor – Exhibit space included-before Jan 31, 2012	\$650	
Exhibitor – Exhibit space included-after Jan 31, 2012	\$700	
Add'l Drink tickets - cash bar during “Meet and Greet” Reception	\$5	
Electrical hook-up	\$50	
	TOTAL DUE	\$

- I will have a door prize to be given away at the Thursday breakfast hour.**
- I will have a Silent Auction donation.**
- I would like to host a Hospitality Event.**

I/We agree that I/we will comply with the procedures for displaying at the MHPCO Annual Conference. I/We understand that Sponsorship/Exhibitor spaces are available on a “first come, first served” basis. I/We also agree to abide by the policies and operational requirements of the DoubleTree Hotel.

Signature: _____ Date: _____

Submit completed form with payment to: Michigan Hospice & Palliative Care Organization ~ 12800 Escanaba Drive, Suite E, Dewitt, MI 48820
 Phone: 517.668.6396 ~ Fax: 517.668.6492 ~ Email: nbrocieus@mihospice.org **MHPCO accepts checks, money orders, VISA & MasterCard**

Credit Card: [] MasterCard [] VISA

Card # _____ Exp. Date _____ / _____

Signature: _____



2012 ASSOCIATE/BUSINESS MEMBERSHIP DUES

New Associate/Business Member \$350.00 * \$250.00 \$ _____
*discount for joining when registering as a vendor at the MHPCO Annual Conference

In addition to your annual dues, you may elect to contribute to the work of MHPCO

Sondra Seely Scholarship Fund \$ _____
 General contribution \$ _____

TOTAL: \$ _____

PLEASE COMPLETE INFORMATION BELOW:

ASSOCIATE/BUSINESS NAME: _____

CONTACT NAME & TITLE: _____

MAILING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

E-MAIL: _____

PHONE: _____ **FAX:** _____

Check or Money Order: \$ _____ **Credit Card:** MasterCard VISA

Card # _____ **Exp. Date** _____ / _____

Name on Card _____
(PLEASE PRINT)

Signature _____

**PLEASE RETURN THIS FORM WITH YOUR PAYMENT BY JANUARY 31, 2011
THANK YOU FOR YOUR SUPPORT OF HOSPICE CARE IN MICHIGAN**

Mail to: Michigan Hospice & Palliative Care Organization
12800 Escanaba Drive • Suite E • DeWitt, MI 48820
Phone: (517) 668-6396 Fax: (517) 668-6492

