



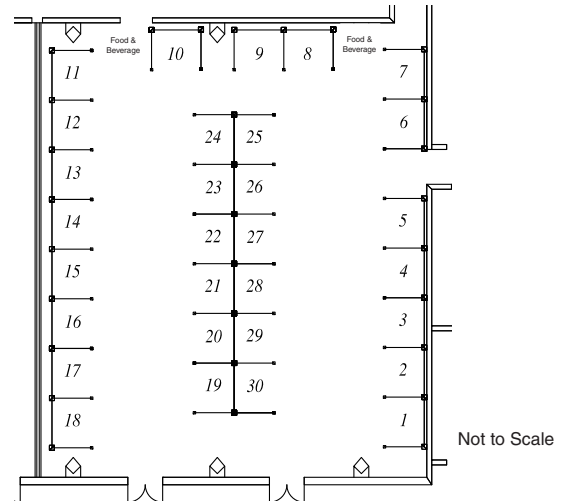
# 161<sup>st</sup> MSMA Annual Convention Exhibiting Information

April 5-6, 2019 | Westin Kansas City at Crown Center  
[www.msma.org/exhibit-sponsorship-opportunities](http://www.msma.org/exhibit-sponsorship-opportunities)

## EXHIBITOR BENEFITS

- Your company will participate in the state's largest multi-specialty physician meeting representing hundreds of attendees - physicians, residents, medical students, guests, and spouses.
- Exhibitors receive complimentary registration for MSMA's Convention.
- Company names and descriptions are listed in the Official Program, which is received by approximately 500 attendees.
- A mailing list of attendees is provided to your company after the Convention for your promotional activities.
- Complimentary WIFI is available in Exhibit Hall during Convention hours.
- Complimentary breakfasts, breaks, and refreshers will be served during Convention hours.
- Exhibitors may attend any of MSMA's programming, with the exception of closed food functions or member-only meetings.

## Exhibit Hall Map - Century C



## HOW TO EXHIBIT

Exhibitor Space Applications and this prospectus are on MSMA's website at [www.msma.org/exhibit-sponsorship-opportunities](http://www.msma.org/exhibit-sponsorship-opportunities).

## SPACE COST AND PAYMENT

Mail, email, or fax application to MSMA with payment of \$1,200 by March 8. Fees must be paid in full on or before March 8 to ensure the exhibitor's name is included in the Official Program. Check or Visa/MasterCard/Discover/AMEX are accepted for payment.

## SPACE ASSIGNMENT

Booths are assigned on a first-come, first-served basis and the space will be assigned when payment is received. Register early to get the booth space you desire. Booths are allocated and placed based on the criteria of the meeting space and MSMA's discretion. MSMA reserves the right to assign booth space to maximize traffic flow and room layout. Every effort will be made to assign the booth according to the exhibitor's first, second, and third choices, as indicated on the Exhibit Application.

## SPACE PAYMENT/CANCELLATION

If exhibit space is canceled prior to March 8, a full refund minus a \$100 cancellation fee, per booth, will be charged to the exhibitor. If cancellation is made after March 8, booth payment will be retained and designated as a contribution to the Exhibit Hall. MSMA reserves the right to re-sell the vacated space. MSMA reserves the right to refuse any exhibitor application.

## BOOTH SPECIFICATIONS AND FURNISHINGS

All booths are 8' wide, 10' deep, with 3' high backdrop side rail. Booths will be divided by division rails extending from the front to the rear of the booth. Rental fee includes an identification sign, one 8' skirted table, two chairs, and one wastebasket/liner. Space is carpeted.

## DRAYAGE AND SHIPPING

Viper Tradeshow Services is the designated official drayage contractor. A complete explanation of the convention services will be forwarded to each exhibitor upon assignment of space.

## ADVANCE SHIPMENTS TO WAREHOUSE

Advance shipments to the warehouse can be shipped beginning March 14. Last date that shipments can be accepted at the warehouse is April 2 with discounted rate.

Viper Tradeshow Services  
3517 Enterprise Drive Suite D  
Kansas City, MO 64129  
MSMA Show, Booth #

## EXHIBIT INSTALLATION/DISMANTLING

Exhibitor registration and installation is from 3:30-6:00 p.m. on Thursday, April 4, in Century C. Dismantling may begin AFTER 10:30 a.m. on Saturday, April 6, and be completed by 11:30 a.m.

## SECURITY

MSMA is not responsible for loss or damage incurred. MSMA urges the exhibitor to exercise precautions to discourage damage or loss to the exhibit. Small or portable articles of value should be secured properly or removed after exhibit hours and placed in safekeeping. MSMA's insurance policies do not provide any coverage for the protection of exhibitors.

## DESIGNATED EXHIBIT HALL VIEWING

To support our exhibitors, designated viewing times are listed in the Official Program. All exhibitors are strongly encouraged to keep booths occupied until 10:30 a.m. on Saturday, April 6, as many specialty groups meet and have breaks throughout the morning.



## FOR MORE INFORMATION

Cheri Martin - MSMA Exhibit Manager • 113 Madison Street • P.O. Box 1028 • Jefferson City, MO 65102  
Tel: 573-636-5151 • Fax: 573-636-8552 • [cmartin@msma.org](mailto:cmartin@msma.org) • [www.msma.org/exhibit-sponsorship-opportunities](http://www.msma.org/exhibit-sponsorship-opportunities)

## **BREAKFAST/AFTERNOON REFRESHERS**

All convention attendees, including physicians, residents, medical students, spouses, guests, and exhibitors are invited to the Exhibit Hall for complimentary food and beverage including a continental breakfast, mid-morning break, and afternoon refreshment on Friday, April 5, and a continental breakfast on Saturday, April 6.

## **MSMA PRIZE DRAWING AND GUIDELINES**

To encourage convention attendees to meet with exhibitors, MSMA provides prizes for drawings. To be entered, member physicians and medical students must have the entry form initialed by exhibit personnel by 10:30 a.m. on Saturday, April 6. Exhibit cards will be available in the Exhibit Hall. Winners are announced at the Second House of Delegates' meeting on Sunday, April 7.

## **EXHIBIT OR SPONSOR PRIZE DRAWING GUIDELINES**

Exhibitors and sponsors are encouraged to provide prize drawings in their individual booths and are responsible for conveying the prize to the winner.

## **REGISTER FOR CONVENTION**

Convention registration is completed through the Exhibit Application. Your representatives' official badges and other exhibit materials will be ready at the Exhibitor Registration booth. Badges must be worn during the MSMA Convention for access to the Exhibit Hall and other programming.

## **HOTEL RESERVATIONS**

Hotel reservations may be made by calling the Westin Kansas City at Crown Center at 1-888-625-4988 or online at [www.msma.org/convention-registration-lodging](http://www.msma.org/convention-registration-lodging) before March 4, to receive MSMA's Convention room rate. If calling, use the code "2019 Missouri State Medical Association Annual Convention" to receive your group rate.

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## **ADDITIONAL OPPORTUNITIES TO ADVERTISE OR SPONSOR**

### **ADVERTISE IN CONVENTION OFFICIAL PROGRAM**

Advertising in MSMA's Convention Official Program is a great way to drive traffic to your exhibit booth and to provide potential customers with valuable takeaway information. All ads will be placed on a first-come, first-served basis at the discretion of MSMA. Deadline is March 8.

Find contract, rate, and creative information at [www.msma.org/exhibit-sponsorship-opportunities](http://www.msma.org/exhibit-sponsorship-opportunities). Contact Lizabeth Fleenor at 800-869-6762 or email [lfleenor@msma.org](mailto:lfleenor@msma.org).

### **SPONSOR CONVENTION PROGRAMS & EVENTS**

Additional opportunities to sponsor events and programs during MSMA's Annual Convention are available at [www.msma.org/exhibit-sponsorship-opportunities](http://www.msma.org/exhibit-sponsorship-opportunities). Contact Cheri Martin at 800-869-6762 or email [cmartin@msma.org](mailto:cmartin@msma.org).

## **DEADLINES & DATES**

### **MARCH 4**

- Hotel reservation deadline by 5:00 p.m. to receive MSMA's rate and guaranteed availability.

### **MARCH 8**

- Company/Business/Organization information is due for inclusion in Convention Official Program.
- Final payment is due to MSMA.
- Advertising contract/artwork for Official Program is due.
- Artwork due for sponsor or additional sponsorship opportunities.

### **APRIL 4**

- Exhibitor registration and exhibit setup begins at 3:30 p.m.
- Setup must be completed by 6:00 p.m.

### **FIRST DAY - APRIL 5**

- Convention registration begins at 6:30 a.m.
- Exhibit Hall opens at 7:00 a.m.
- Exhibit Hall closes at 4:00 p.m.

### **SECOND DAY - APRIL 6**

- Convention registration begins at 6:30 a.m.
- Exhibit Hall opens at 7:00 a.m.
- Exhibit Hall closes at 10:30 a.m.
- Dismantling must be completed by 11:30 a.m.

## **EXHIBIT HALL SCHEDULE**

### **THURSDAY, APRIL 4**

#### **3:30-6:00 p.m.**

- Registration/Century Foyer
- Set-Up/Century C

### **FRIDAY, APRIL 5**

#### **7:00 a.m.-4:00 p.m.**

- MSMA Exhibit Hall Century C Open All Day

#### **7:00-8:00 a.m.**

- Designated Exhibit Hall Viewing
- Complimentary Continental Breakfast

#### **10:00-10:30 a.m.**

- Designated Exhibit Hall Viewing
- Complimentary Mid-Morning Refresher

#### **12:30-1:30 p.m.**

- Designated Exhibit Hall Viewing
- Complimentary Mid-Day Refresher

#### **3:00-3:30 p.m.**

- Designated Exhibit Hall Viewing
- Complimentary Afternoon Refresher

### **SATURDAY, APRIL 6**

#### **7:00-8:30 a.m.**

- Designated Exhibit Hall Viewing
- Complimentary Continental Breakfast

#### **9:30-10:30 a.m.**

- Designated Exhibit Hall Viewing
- Complimentary Mid-Morning Refresher

#### **10:30 a.m.**

- Exhibit Hall Closes