



MANA



Fall Conference

October 1-3, 2021

DEVOS PLACE | AMWAY GRAND PLAZA

2021

EXHIBITOR AND
SPONSORSHIP
PROSPECTUS



About the Michigan Association of Nurse Anesthetists

MANA is the professional association representing Certified Registered Nurse Anesthetists (CRNAs) and student registered nurse anesthetists (SRNAs) statewide. MANA supports its members delivering high quality anesthesia care, ensuring patient safety, and advancing the art and science of nurse anesthesia.

The Michigan Association of Nurse Anesthetists is pleased to present the MANA Fall 2021 Conference; the premier professional education, exhibit, and networking opportunity for CRNAs and SRNAs. Certified Registered Nurse Anesthetists (CRNAs) and Nurse Anesthesia Students (SRNAs) from across the region attend this comprehensive three-day conference for professional development, continuing education credits, and the opportunity to explore new products, technologies, and services offered in the exhibit hall.

Exhibitor and sponsorship opportunities are available on a first-come basis; contact Liv Hagerman at 734-477-0328 or liv@miana.org to secure your booth.

THANK YOU TO OUR PLATINUM SPONSORS





WHO ATTENDS MANA'S FALL CONFERENCE?

- Certified Registered Nurse Anesthetists
- Students from 5 Michigan-based anesthesia schools
- Decision makers, faculty, and educators who are eager to learn more about your products, services, and programs
- Expected attendance: 360 - 400

MAKE MULTIPLE IMPRESSIONS WITH MANA'S AUDIENCE OF INFLUENCERS

Exhibiting with MANA puts you right where you want to be - in the midst of CRNAs, faculty, educators, and decision makers who want to stay at the top of their game and who are actively looking for the edge they can gain from the solutions that you provide.

Exhibitors include pharmaceutical companies, CRNA Recruiters, Medical Equipment Suppliers, Hospitals, Financial Services

WHY SHOULD YOUR COMPANY EXHIBIT?

- Designated, unopposed exhibit times
- Visibility on MANA website linked to company home-page; in MANA's newsletter – *Connector*, and in on-site attendee program
- Pre-event attendee list including emails
- Limited exhibit space available

CONFERENCE SCHEDULE *(subject to change)*

A complete agenda for the Fall conference can be found on www.mianaevents.org prior to the conference

EXHIBIT TIMES

Friday, October 1, 2021

Exhibit Hall Open, 4:00 pm - 5:00 pm

Exhibitor Reception, 9:00 pm - 10:00 pm

Saturday, October 2, 2021

Breakfast with Exhibitors, 6:30 am - 7:30 am

Break with Exhibitors, 9:30 am - 10:15 am

ROOM RESERVATIONS

Amway Grand Plaza Hotel

187 Monroe Ave NW
Grand Rapids, MI 49503



Room rate \$192.00

Room rate is subject to 9% occupancy tax and 6% state tax

*Tax rates are subject to change

RESERVATIONS must be made on or before August 31, 2021.

<https://book.passkey.com/e/50193589>

EXHIBIT SET-UP HOURS

(subject to change)

Friday, October 1, 2021

12:00 pm – 2:00 pm

EXHIBIT BREAKDOWN HOURS

(subject to change)

Saturday, October 2, 2021

10:15 am – 12:15 pm

THE FOLLOWING SERVICES ARE INCLUDED IN THE BOOTH FEE

- 10' x 10' exhibit space
- Booth identification sign
- Electrical service (must be pre-ordered)
- Draped table and two chairs
- One wastebasket
- Two exhibitor badges (additional badges are available for purchase)
- Listing in conference program
- Exhibitor service manual
- Daily cleaning of exhibit hall aisles



RULES AND REGULATIONS

BOOTH REGULATIONS

Exhibits may not obstruct the view of, or interfere with any adjacent booths. No part of an exhibit or sign may be pasted, nailed, or otherwise affixed to walls, doors, etc. The subletting or sharing of space is prohibited; two or more firms may not exhibit in a single space.

An exhibitor kit containing literature and rates for services will be made available to exhibitors after exhibit space assignment is confirmed.

Exhibit material left in the exhibit hall or any other location after the contracted move-out time, or damaged items left behind, will be considered trash and will be removed.

REGISTRATION & CANCELLATIONS

By submitting registration, the exhibitor assumes the entire responsibility for losses, damages, and claims arising out of exhibitor's activities on the premises of the Hotel and surrounding areas and will indemnify, defend, and hold harmless MANA, the Grand Traverse Resort & Spa and the respective owner(s), and management companies, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Cancellation of booth space will be accepted through Friday, September 3, 2021 with refunds granted.

Refunds will not be granted for cancellations after Friday, September 3, 2021.

A company that reserves booth space and fails to inform MANA of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned.

BOOTH/PROMOTIONAL ACTIVITY

Booth/promotional activities such as demonstrations, interviews, market research, etc. may not interfere with normal traffic flow nor infringe on neighboring exhibits. Activities will not be permitted outside of the exhibitor's assigned booth space. Exhibitors should reserve a reasonable portion of their exhibit space for the crowds or lines that activities may attract.

EXHIBITOR ACCESS

Registration(s) for the Fall Conference is not included with exhibit booth registration and exhibitor badges will not be honored for admission to sessions. Exhibitors may purchase full conference registration at the MANA member price to attend any educational session. While attending a session, an exhibitor may not engage in sales activities while in the session room. If an exhibitor is a recognized MANA sponsor for a session, the company representative will be issued a sponsor name badge which should be worn for admission to their sponsored session.

FDA REGULATIONS

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approved drugs or devices for unapproved uses. Unapproved devices may be displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510(k) pre-market notification application. Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDA for commercial distribution in the United States. Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is the subject of a pending 510(k) application, unless limited to research or investigational use. These restrictions are not intended to limit the full exchange of scientific information regarding an investigational drug or device. If the FDA or a court of competent jurisdiction determines that a company's exhibit at a MANA conference is in violation of any FDA regulations, including but not limited to the promotional restrictions and rules described above, the company may be subject to sanctions. Concerns or questions regarding compliance with FDA regulations should be addressed to the FDA as follows:

FDA Division of Drug Marketing
Human Drug Information
Division of Drug Information (CDER)
Office of Communications
W051-2201
10903 New Hampshire Avenue
Silver Spring, MD 20993
Phone: (888) 463-6332
Email: druginfo@fda.hhs.gov

RECORDING WAIVER

(Photography, Audio, Video)

Portions of the MANA Fall 2021 Conference may be photographed, and/or audio/video recorded for various MANA purposes; including reporting, promotion, archival, or sale and distribution. By registering, individuals agree that MANA may photograph or record by audio/video their attendance and involvement in any portion of the conference. Furthermore, individuals agree that MANA may use these photographs and/or recordings without additional approval or permission.

EXHIBIT APPLICATION

To reserve exhibit space, complete the Exhibitor Application and return it along with the required deposit to the MANA office. Booth space is assigned on a first-come, first-served basis.



RULES AND REGULATIONS *continued*

APPLICATION REVIEW

MANA will review all exhibit applications to determine whether they satisfy basic criteria such as: whether the product/services described specifically relate to the practice or advancement of CRNAs and SRNAs; whether the exhibit is of informational value to CRNAs and SRNAs; whether the product/services, in the opinion of MANA, are safe and effective. Even when an application meets the basic criteria above, MANA reserves the right to deny any request to exhibit. MANA reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. This may include people, items, conduct, printed materials, or anything that may be objectionable to the exhibition. If such restriction occurs, MANA will not be liable for any refunds, or incurred expenses. The decision of MANA regarding exhibit applications is final.

DEPOSITS AND PAYMENTS

A minimum deposit of 50% of the booth rental fee is due with the completed application. A deposit must be received in order for space

assignment. Applications received after September 3, 2021 require full payment of the booth rental fee. Space assignment will not be made without the appropriate deposit. Booths will not be allowed to exhibit if the full payment has not been received by MANA prior to move-in.

BALANCE DUE

Exhibitors will be invoiced for the balance due after a booth assignment has been made. Full payment is due by September 3, 2021. If full payment is not received by this date, space may be released back into the general inventory. If booth space is not paid in full by September 3, 2021, the exhibiting company will be prohibited from registering staff for the conference or making room reservations within the MANA roomblock.



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Exhibitor Application and Contract

Organization/Contact information

Organization Name: _____
How the organization will appear in all conference materials

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

Booth Rep Names: 1; _____ 2. _____

What primary product or service will you exhibit at the conference?

Exhibit Directory Information:

(Information below will appear in all conference materials and will be printed *exactly* as it appears below)

Organization Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Website: _____



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Exhibitor Application and Contract

Exhibit Booth Space:

Booth space includes draped table, identification sign, and complimentary electrical service upon request, two chairs and a wastebasket.

Exhibit Space – 10' options:

- 10' Space Only _____ \$650
- 10' Space with 1/4 page ad* (Ad size: 3.625" wide x 4.75" tall) _____ \$850
- 10' Space(s) with 1/2 page ad* (Ad size: 3.625" wide x 10" tall or 7.5" wide x 4.75" tall) _____ \$950
- Electrical Service – No Charge (Must be ordered in advance) _____ No Charge

*If you select to purchase a booth space with an ad, ads will be placed in the conference program. Ad material must be electronically submitted as a **high-resolution PDF only**. Artwork must conform to the specified sizes. Deadline for material submissions is August 20, 2021. Please email ad materials to liv@miana.org.

What competing vendor do you prefer not to be located near? _____



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Sponsorship Opportunities

All sponsorships include an exhibit booth in a premium location, signage, thanks from the podium by the MANA President, and one 1/4 page ad in MANA's quarterly newsletter.

- Major Education Session** \$2,000.00
Any session sponsorship includes exhibit space, banner on the MANA website for three months, ¼ page ad in the on-site program, and the opportunity to take the podium to give a 2-minute talk about your company and its products and/or services.
- Hotel Keycards** \$1,500.00
Remind all attendees about your company each time they use their room key. Attendee room keycards will feature your logo.
- Badge Lanyards** \$900.00
Be everywhere! Every attendee will receive your branded lanyard at registration.
- Flyer Insert**..... \$350.00
Distribution of promotion material at the conference in registration packets. Must provide fliers two weeks prior to conference.



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Payment Information

Payment Information

Payment Information: Applications submitted before September 3, 2021 require a 50% deposit of the total booth rental fee; application submitted beginning September 3, 2021 requires full payment of the total booth rental fee.

Total Booth Rental Fee: \$ _____

Sponsorship: \$ _____

Deposit Enclosed: \$ _____

Balance Due by September 3, 2021 \$ _____

Check – payable to Michigan Association of Nurse Anesthetists

American Express MasterCard Visa Amount to be charged: \$ _____

Card Number _____ Exp. Date _____ CVV Code _____

Cardholder Name _____

Billing Address _____

Cardholder Signature _____

Please return this application with the required payment to:

MANA - Michigan Association of Nurse Anesthetists

37637 Five Mile Road, #399, Livonia, MI 48154

Tel: 734-477-0328, Fax: 734-677-2407

Email: liv@miana.org

MANA Tax ID: 23 7417 935



Michigan Association of Nurse Anesthetists

Waiver and Release of Liability for Communicable Disease

The Michigan Association of Nurse Anesthetists (herein MANA) has taken preventative measures to reduce the spread of communicable disease including, but not limited to COVID-19 (“Communicable Disease”) at its Convention & Seminar. However, I acknowledge that MANA cannot guarantee that I will not be exposed to or contract a Communicable Disease at the Event. Further, due to the nature of the facilities, services and programs offered at this Event, I understand that attending the Event could increase my risk of contracting a Communicable Disease.

I agree to abide by all applicable COVID-19-related requirements, advisories, policies, procedures, and protocols of the hotel and MANA, as well as the CDC, the State of Michigan, and any other governmental authority for the duration of my stay.

I understand the risk that I may be exposed to or infected by a Communicable Disease by attending the Event and that such exposure or infection may result in quarantine requirements, serious illness, permanent disability and/or death. I further understand that the risk of becoming exposed to or infected by a Communicable Disease at the Event may result from the actions, omissions or negligence of myself and others, including, but not limited to, MANA, its officers, employees, contractors, agents, representatives, sponsors, other participants, and any owners and lessors of premises used to conduct the Event (“Releasees”). I KNOWINGLY AND FREELY ASSUME ALL SUCH RISKS, BOTH KNOWN AND UNKNOWN, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES, and assume full responsibility for my participation in the Event.

In consideration of being allowed to participate in the Event, I, for myself and on behalf of my heirs, assigns, personal representatives and next of kin, acknowledge and agree as follows:

A. I HEREBY WAIVE ALL CLAIMS AGAINST THE RELEASEES, AND I, COVENANT NOT TO SUE, DISCHARGE, RELEASE AND HOLD HARMLESS the Releasees, with respect to any and all liabilities, claims, penalties, suits, demands, judgments, costs, interests and expenses (including attorneys’ fees and costs) arising from or relating to the illness, disability or death of myself (or any person who may contract a Communicable Disease, directly or indirectly, from me), as a direct or indirect result, in whole or in part, of a Communicable Disease, to the fullest extent permitted by law.

B. THIS WAIVER AND RELEASE OF LIABILITY INCLUDES ANY CLAIMS BASED ON THE ACTIONS, OMISSIONS OR NEGLIGENCE OF THE RELEASEES, WHETHER AN INFECTION OCCURS BEFORE, DURING, OR AFTER PARTICIPATION IN THE EVENT.

Please confirm your acceptance of the ***Waiver and Release of Liability for Communicable Disease***. This is a mandatory requirement and must be done prior to commencement of the Event. Anyone failing to do so will not be permitted to attend or participate.

I HAVE READ THIS WAIVER AND RELEASE OF LIABILITY, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I MAY BE GIVING UP SUBSTANTIAL RIGHTS BY SIGNING IT, AND SIGN IT FREELY AND VOLUNTARILY.

Signature _____

Print Name _____

Date _____

PLEASE SIGN AND RETURN THIS FORM TO MANA STAFF AT liv@miana.org