



MICHIGAN SOCIETY *for* RESPIRATORY CARE
2017 Fall Conference
October 9-10, 2017

Bavarian Inn | One Covered Bridge | Frankenmuth, MI
 Visit michiganrc.org for more information

Sponsorship Opportunities Deadline is September 22, 2017

- Breakfast Sponsor** \$300
 Sign Recognition at Breakfast
 Listing in the Conference Booklet as
 Breakfast Sponsor
- Lunch Sponsor** \$500
 Sign Recognition at Lunch
 Listing in the Conference Booklet as
 Lunch Sponsor
- Vendor Hall Break** \$150
 Sign Recognition in Vendor Hall
 Listing in the Conference Booklet as
 Vendor Hall Break Sponsor

- Social Event** \$250
 Sign Recognition at Social Event
 Listing in the Conference Booklet as
 Social Event Sponsor
- Conference Book Ad** \$500
 Full page, Full color ad in conference
 booklet that all attendees will receive.
 Ad can either be inside front cover or
 inside back cover. Limit two sponsors.

Exhibit Space Rates

- One Day Conference** \$350
 Monday, October 9 or
 Tuesday, October 10
- Full Conference** \$500
 Monday, October 9 and
 Tuesday, October 10



Exhibitor Information



Exhibit Setup

Sunday, October 8
5:00 - 7:00 pm

Exhibit Hours

Monday, October 9
7:00 am – 3:30 pm
Tuesday, October 10
7:00 am – 3:30 pm

Note: Attendees lunch is served inside the Vendor Hall both days

Tear Down

Tuesday, October 10
3:30 – 5:00 pm

Hours are subject to change. Please refer to future correspondence for updates.

Exhibit Shipping Information

Bavarian Inn Lodge & Conference Center
One Covered Bridge Lane
Frankenmuth, MI 48734
Attn: Your Name
Hold For: MSRC Conference
Date of Event: October 9-10, 2017

Hotel Information

Bavarian Inn Lodge & Conference Center
One Covered Bridge Lane|Frankenmuth, MI 48734
For reservations, call 855-652-7200 and mention MSRC to receive the group discount of \$99 per standard room.

Exhibitor Rules & Regulations

Contract for Space

Your signed official application for exhibit space will constitute a contract for the right to use. Payment in full is due with the application by September 22, 2017. All contracts are expressly made subject to the terms for the MSRC lease relating to the Exhibition Premises.

Cancellations

The MSRC shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign or apportion a whole or any part of the space assigned. Requests for refunds must be made in writing to the MSRC. Cancellations prior to September 22, 2017 will be refunded minus a processing fee of \$100. No refunds will be made if cancellation notice is received on or after September 22, 2017 regardless of registration date.

Space Assignment

In the assignment of booths, MSRC will assign space according to the sponsorship level, date of receipt and product type. MSRC will make every attempt to not put like product types next to each other.

Use of Oxygen or Other Gases

Exhibitors must make their own arrangements for ordering oxygen, medical air or other medical gases. All cylinders MUST BE SECURED with strap, stand, or cart to prevent tip over. All exhibits requiring the use of oxygen, compressed air or other medical gas shall comply with all NFPA and local Fire Code Safety regulations.

Shipping and Storage

Items must be received to the Bavarian Inn Lodge & Conference Center not more than three (3) business days before the Conference. If items are received before 3 business days prior to the event they will be returned to the shipper at the shipper's expense. Items must be marked with MSRC CONFERENCE, COMPANY NAME and CONFERENCE DATES. Bavarian Inn Lodge & Conference Center is not responsible for any damages or loss of material due to shipping.



Admission

Admission to the MSRC 2017 Fall Conference will be by official name badge entitling the wearer to unlimited attendance. Exhibitors and their representatives must wear these badges at all times while on the display floor. These badges are issued for the exhibitor's protection and identification. They are not transferable and must not be loaned or given to other persons; violators will be barred from the Exhibition Premises. The MSRC shall have sole control of admission policy at all times.

Advertising Matter

The MSRC reserves the right to refuse to permit distribution of souvenirs, advertising, printed matter or anything else considered objectionable. Distribution of allowed materials other than from within an exhibitor's space is forbidden. MSRC will not be liable for any injuries resulting from prize drawings, raffles, or promotional contests that require any degree of physical skill by the contestants.

Advertising/Bag Inserts

The Exhibitor shall not distribute or circulate any advertising materials or programs in or around the premises except such advertising that pertains to the Exhibitors current show.

Solicitation of Business

Solicitation of business will be permitted by Exhibitors only. The exhibitor shall be responsible for any state or local taxes that may be applicable. All merchandise sold and delivered on the Exhibition Premises must be accompanied by a sales receipt.

Arrangement of Exhibits

Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor hide other exhibits. Exhibitors may use cards or signs of appropriate size on individual exhibits, but large display signs must be approved by the MSRC.

Installation of Exhibits

Booth spaces will be available for installation 5:00 – 7:00 pm on Sunday, October 8, 2017

Dismantling

The Exhibitor agrees not to dismantle the booth or do any packing before 3:30pm on October 10, 2017 and further agrees to have all material removed by 5:00pm. Any material left on the floor after this time will be discarded at the Exhibitors expense.

Exhibitor Rules & Regulations (continued)

Noisy and Obnoxious Equipment

If the operation or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring Exhibitors and guests, it will be necessary to discontinue such operation. The Exhibitor agrees that radio, television, motion picture or other audio and visual aids will be operated in such a manner and place as to provide no inconvenience to other Exhibitors. Sound may be at a level to reach the immediate vicinity of the Exhibitor's area only and the MSRC reserves the right to prohibit the use of any equipment violating these regulations.

Compliance with Fire Regulations

Fire-hose cabinets must be left accessible and be in full viewing at all times. Flammable and related materials which conflict with the underwriting, Bavarian Inn Lodge & Conference Center, or Fire Department rules must of necessity be excluded. The use of paper in any form for decoration is prohibited. All decorations, draperies, table covers, etc., must be flame proof. All materials and fluids that are flammable are to be kept in safety containers. All packing containers, excelsior and wrapping paper, are to be removed from the floor and must be stored under tables or behind displays.

THE EXHIBIT HALL IS A SMOKE-FREE ENVIRONMENT.

Insurance

In all cases, Exhibitors wishing to insure their goods must do so at their own expense.

Care of Building

Acceptance of exhibit space makes it obligatory on the part of the Exhibitor and its employees that they shall not deface, injure, nor mar the Exhibition Premises. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles or other flammable or explosive substance will be permitted by the Bavarian Inn Lodge & Conference Center. Any damage done shall be made good by the Exhibitor to MSRC or the owners of the Bavarian Inn Lodge & Conference Center as their interests may appear.

Liability

Neither MSRC, the Bavarian Inn Lodge & Conference Center, the Decorator nor others associated with the management of the Conference, will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless MSRC, the Decorator, the Bavarian Inn Lodge & Conference Center and others associated with the Conference and Exhibits Management from all liability which might result from any cause whatsoever. There will not be a security guard present when the Exhibit Hall is closed. The Hall doors can be locked, however this does not constitute acceptance of any responsibility of MSRC, the Decorator or others associated with the management of the Conference and Exhibit Premises or the Bavarian Inn Lodge & Conference Center, for such security of the Exhibitor's products. MSRC, the Decorator and others associated with the management of this Conference, and the Bavarian Inn Lodge & Conference Center, shall not be liable for non-fulfillment or commitment for the delivery of space by reason of the Bavarian Inn Lodge & Conference Center premise being damaged or destroyed or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law or any other cause. In the event that the Conference cannot be held or space delivered to that purpose, MSRC's sole liability shall be to reimburse the Exhibitor pro rata on monies actually paid by such Exhibitor less any and all cash or charges paid or incurred for advertising, administration and similar purposes.

General

These rules are subject to revision by MSRC, and all points not covered herein are subject to its decision. These rules have been formulated for the best interests of the Exhibitors, as well as MSRC, and Exhibitors are respectfully requested to cooperate in observance of them.



Exhibitor Booth Registration

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Cancellation Policy: Requests for refunds must be made in writing to the MSRC. Cancellations prior to September 22, 2017 will be refunded minus a processing fee of \$100. No refunds will be made if cancellation notice is received on or after September 22, 2017 regardless of registration date. REGISTRATION DEADLINE: September 22, 2017

Company Information (please print) | Confirmation will be sent via email ONLY

Company Name		Contact Name
Contact Address		
Billing Address		
City	State	Zip Code
Website	Phone Number	
Email		

Attendee Information (if different from above) | Exhibitors are allowed 2 attendees. Additional attendees are \$50 each.

Badge to Read	City	State	Email
Badge to Read	City	State	Email
Additional Badges (\$50 each)			
Badge to Read	City	State	Email
Badge to Read	City	State	Email

Registration Fees

- | | | |
|---|--|--|
| <input type="checkbox"/> Exhibit Full Conference \$500
Two attendees included
(\$50 per additional attendee) | <input type="checkbox"/> Breakfast Sponsor \$300
(indicate which day)
<input type="checkbox"/> Monday, October 9
<input type="checkbox"/> Tuesday, October 10 | <input type="checkbox"/> Vendor Hall Break Sponsor \$150
(indicate which day)
<input type="checkbox"/> Monday, October 9
<input type="checkbox"/> Tuesday, October 10 |
| <input type="checkbox"/> One Day Only \$350
(indicate which day)
<input type="checkbox"/> Monday, October 9
<input type="checkbox"/> Tuesday, October 10
Two attendees included
(\$50 per additional attendee) | <input type="checkbox"/> Social Event Sponsor \$250
Monday, October 9 | <input type="checkbox"/> Conference Book Ad \$500
(limit two sponsors)
<input type="checkbox"/> Inside Front Cover
<input type="checkbox"/> Inside Back Cover |
| | <input type="checkbox"/> Lunch Sponsor \$500
(indicate which day)
<input type="checkbox"/> Monday, October 9
<input type="checkbox"/> Tuesday, October 10 | |

Total Exhibit Fee _____ Total Additional Reps _____ Total Sponsorship _____ **Grand Total \$** _____

Payment Confirmations will be sent via e-mail

<input type="checkbox"/> Visa	_____	_____
<input type="checkbox"/> MasterCard	Card Number	Exp. Date
<input type="checkbox"/> Discover	_____	_____
<input type="checkbox"/> Check enclosed (payable to MSRC)	Authorized Signature	Date

Please send or fax your completed registration form and full payment to:
MSRC | 124 W. Allegan | Suite 1900 | Lansing, MI 48933 | Telephone: 517-267-3909 | Fax: 517-484-4442