



Dear

On behalf of the Mid-America College Health Association (MACHA) 2008 Annual Meeting Planning Committee, we would like to extend an invitation to you and your organization to participate in this year's conference as either an Exhibitor or Commercial Supporter. Physicians, physician assistants, nurse practitioners, health educators, directors and other ancillary personnel attend this conference. This year's event will occur October 27-29 at the Radisson Plaza Hotel and Suites in Kalamazoo, Michigan. Approximately 125-175 attendees from 50-75 institutions are expected to attend from Michigan, Illinois, Indiana, and Kentucky.

Please find attached information on exhibit and commercial support opportunities, as well as exhibitor registration forms/contract and commercial support forms/contract.

We hope that you will strongly consider exhibiting at our event. Should you have any additional questions, please feel free to contact us either by phone or e-mail.

Bill Green @ (269) 387-3301 [bill.green@wmich.edu](mailto:bill.green@wmich.edu) or

Kris Hanson @ (269) 387-3486 [kristine.hanson@wmich.edu](mailto:kristine.hanson@wmich.edu)

Sincerely,

Bill Green, R.Ph. and Kris Hanson RN, MS  
MACHA Planning Committee  
Sindecuse Health Center  
Western Michigan University  
Kalamazoo MI 49008-5445



## **Mid-America College Health Association Annual Meeting Western Michigan University Kalamazoo Michigan**

Western Michigan University is hosting the 2008 Mid-America College Health Association Annual Meeting at the Radisson Plaza Hotel and Suites in Kalamazoo, Michigan, October 27-29, 2008. MACHA is a regional affiliate of the American College Health Association. Membership is comprised of health care professionals, including physicians, nurses, nurse practitioners, health educators, pharmacists, and administrators as well as key decision makers responsible for improving the health of students and employees at their institutions. MACHA members represent colleges and universities throughout Illinois, Indiana, Kentucky, and Michigan.

Because exhibits and grants make the difference between a good conference and a great one, we encourage your organization to participate at the highest level.

### **EXHIBITOR OPPORTUNITIES**

#### **Exhibitor Fee: \$850.00; \$75.00 for each additional representative**

- Exhibit space on Tuesday, October 28, tentatively from 7 a.m. – 5 p.m.
- Complimentary meeting registrations for two representatives to the meeting including:
  - Two copies of the program handouts
  - Attendance at all educational sessions
- Complimentary breakfast for two representatives on Tuesday, October 28
- Complimentary lunch for two representatives on Tuesday, October 28

#### **Non-Profit Exhibitor Fee: \$225; \$75.00 for each additional representative**

- Exhibit space on Tuesday, October 28, tentatively from 7 a.m. – 5 p.m.
- Complimentary meeting registrations for two representatives to the meeting including:
  - Two copies of the program handouts
  - Attendance at all educational sessions
- Complimentary breakfast for two representatives on Tuesday, October 28
- Complimentary lunch for two representatives on Tuesday, October 28

## COMMERCIAL SUPPORT/SPONSOR OPPORTUNITIES

### \$2500 Commercial Support Level

- Preferred exhibit space on Tuesday, October 28, tentatively from 7a.m. – 5 p.m.
- Complimentary meeting registrations for two representatives to the meeting including:
  - Two copies of the program handouts
  - Attendance at all educational sessions
- Complimentary Opening Lunch and Keynote Address for two representatives on Monday, October 27
- Complimentary dinner for two representatives on Monday, October 27, for networking opportunities.
- Complimentary breakfast for two representatives on Tuesday, October 28
- Complimentary lunch for two representatives on Tuesday, October 28
- Complimentary tickets for two for evening meal/entertainment on Tuesday, October 28
- One-half page advertisement in conference program booklet\*\*
- E-mailed distribution list within 6-8 weeks after the conference of the final registrants list for networking (not marketing) purposes.

### \$1500 Commercial Support Level

- Glen Oaks Community College Preferred exhibit space on Tuesday, October 28, tentatively from 7 a.m. – 5 p.m.
- Complimentary meeting registrations for two representatives to the meeting including:
  - Two copies of the program handouts
  - Attendance at all educational sessions
- Complimentary Opening Lunch and Keynote Address for two representatives on Monday, October 27
- Complimentary dinner for two representatives on Monday, October 27, for networking opportunities
- Complimentary breakfast for two representatives on Tuesday, October 28
- Complimentary lunch for two representatives on Tuesday, October 28
- Opportunity to purchase tickets for evening meal/entertainment on Tuesday, October 28
- One-quarter page advertisement in conference program booklet\*\*
- E-mailed distribution list within 6-8 weeks after the conference of the final registrants list for networking (not marketing) purposes.

### \$500 Commercial Support Level

- Complimentary meeting registrations for two representatives to the meeting including:
  - Two copies of the program handouts
  - Attendance at all educational sessions
- Complimentary breakfast for two representatives on Tuesday, October 28
- Complimentary lunch for two representatives on Tuesday, October 28
- Opportunity to purchase tickets for evening meal/entertainment on Tuesday, October 28
- Business card advertisement in conference program booklet\*\*
- E-mailed distribution list within 6-8 weeks after the conference of the final registrants list for networking (not marketing) purposes.
- **NOTE: Exhibit space on Tuesday, October 28, can be obtained for an additional Exhibitor Fee of \$850.00; \$75.00 for each additional representative.**

**\*\*NOTE:** Submission of sponsor's artwork for program publications should be in the following electronic file formats: **LOGOS** – vector artwork in either .ai (Adobe Illustrator) or .eps (encapsulated post script) format with text converted to curves/outlines/graphics.

**ADVERTISEMENTS** – either .ai, .eps, or .pdf (Adobe Acrobat) format with text converted to curves/outlines/graphics.

**Artwork Deadline:** August 01, 2008 Go to [www.wmich.edu/shc/macha](http://www.wmich.edu/shc/macha) for submission info.



**MID-AMERICA COLLEGE HEALTH ASSOCIATION (MACHA)  
EXHIBITOR AGREEMENT**

**Regarding Terms, Conditions and Purposes of a Commercial Exhibit at a Continuing Education Event**  
The listed company wishes to exhibit its products/services at the listed college health meeting. The following outlines Terms, Conditions and Purposes of a Commercial Exhibit at the following Continuing Education Event:

**CONFERENCE INFORMATION**

CONFERENCE:	Mid-America College Health Association
TITLE OF MEETING:	The Promise: A Healthier U
LOCATION/ADDRESS OF EVENT:	Radisson Plaza Hotel and Suites 100 W. Michigan Kalamazoo MI 49007 Ph: (269) 343.3333
DATES:	October 27-29, 2008
EXHIBITOR CONFERENCE CONTACT:	Kris Hanson <a href="mailto:kristine.hanson@wmich.edu">kristine.hanson@wmich.edu</a> Ph: (269) 387-3486 Fax: (269) 387-3679
CHECK PAYABLE TO:	Sindecuse Health Center – MACHA 2008 Western Michigan University Kalamazoo MI 49008-5445

**EXHIBITOR INFORMATION**

EXHIBITOR ORGANIZATION:	
ADDRESS:	
CITY, STATE, ZIP:	
ATTENDING SALES REP 1 NAME:	
E-MAIL:	
MOBILE PHONE:	
ATTENDING SALES REP 2 NAME:	
E-MAIL:	
MOBILE PHONE:	
EVENT COORD. IF OTHER THAN REP NAME:	
MOBILE PHONE:	
ELECTRICAL OUTLETS: 220V / 110V	

## CONDITIONS OF THE MID-AMERICA COLLEGE HEALTH ASSOCIATION (SPONSOR)

1. **Control of Content & Selection of Presenters & Moderators:** The Mid-America College Health Association is responsible for control of content and selection of presenters and moderators. The Company (Exhibitor) agrees not to direct the content of the program.
2. **Ancillary Promotional Activities:** No promotional activities will be permitted in the same room or obligate path as the educational activity. No product announcements will be permitted in the program room.
3. **Independence of Sponsor in the use of Contributed Funds:**
  - A. Funds should be in the form of an exhibit fee of \$850.00 for commercial or for profit exhibitors, and \$225.00 for non-profit exhibitors. Additional exhibitors will be \$75.00 per person. Check should be made to: Sindecuse Health Center with the notation MACHA 2008 Meeting.
  - B. All other support associated with this educational activity (e.g., distributing brochures, preparing slides, etc.) must be given with full knowledge and approval of the Mid-America College Health Association.
  - C. No other funds from the commercial company will be paid to the program director, faculty, or others involved in the educational activity (additional honoraria, extra social events, etc.).

The exhibiting company and the accredited sponsor (MACHA) agree to abide by all requirements of the ACCME *Standards for Commercial Support of Continuing Medical Education* and the ANCC *Standards for Commercial Support of Continuing Nursing Education*.

### AGREED

**Exhibitor Representative (name):** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Return this form with your check made out to Sindecuse Health Center to:**

Kris Hanson RN, MS – Director of Nursing  
Sindecuse Health Center  
Western Michigan University  
Kalamazoo MI 49008-5445

[kristine.hanson@wmich.edu](mailto:kristine.hanson@wmich.edu)  
Fax: (269) 387-3679

**For more information regarding exhibiting or sponsoring  
please contact: Kris Hanson at (269) 387-3486**



**MID-AMERICA COLLEGE HEALTH ASSOCIATION (MACHA)**

***GRANT/COMMERCIAL SUPPORT AGREEMENT***

**Regarding Terms, Conditions and Purposes of a Grant/Commercial Support at a Continuing Education Event**

The listed company wishes to provide grant/commercial support at the listed college health meeting. The following outlines Terms, Conditions and Purposes of a Commercial Exhibit at the following Continuing Education Event:

**GRANTEE/CONFERENCE INFORMATION**

CONFERENCE:	Mid-America College Health Association
TITLE OF MEETING:	The Promise: A Healthier U
LOCATION:	Radisson Plaza Hotel and Suites 100 W. Michigan Kalamazoo MI 49007 Ph: 269/343-3333
DATES:	October 27-29, 2008
GRANTEE CONFERENCE CONTACT:	Kris Hanson <a href="mailto:kristine.hanson@wmich.edu">kristine.hanson@wmich.edu</a> Ph: 269/387-3486 - Fax: 269/387-3679

**GRANTOR/COMMERCIAL SUPPORT CONTACT INFORMATION**

ORGANIZATION:	
CONTACT:	
ADDRESS:	
CITY, STATE, ZIP:	
OFFICE PHONE:	
MOBILE PHONE:	
FAX NUMBER:	
E-MAIL:	

The above company wishes to provide support for the named by means of (indicate which option):

1. **Unrestricted grant support of the Educational/Health Promotion/Research Activity in the amount of:**

- \_\_\_\_\_ \$500.00  
\_\_\_\_\_ \$1500.00  
\_\_\_\_\_ \$2500.00  
\_\_\_\_\_ Other: \_\_\_\_\_

2. **Restricted grant to reimburse expenses for:**

**A. Speaker(s)**

- 1) \_\_\_\_\_  
2) \_\_\_\_\_

To include:

All Expenses:	yes	no
Travel Only:	yes	no
Honorarium Only:	yes	no

Honorarium Amount (to be determined by Course Director) \$ \_\_\_\_\_

In the amount of: \$ \_\_\_\_\_

**B. Support for catering functions (specify)**

In the amount of: \$ \_\_\_\_\_

**C. Other (e.g., equipment, loan, brochure distribution, etc.):**

## CONDITIONS OF THE MID-AMERICA COLLEGE HEALTH ASSOCIATION (SPONSOR)

- STATEMENT OF PURPOSE:** Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly. This statement of purpose is to reflect the ACHA Guidelines for Corporate Relationships
- Control of Content & Selection of Presenters & Moderators:** Sponsor is responsible for control of content and selection of presenters and moderators. The Company (Commercial Supporter) agrees not to direct the content of the program. The Company or its agents will respond to only Sponsor-initiated requests for suggestions of presenters or sources of possible presenters. The company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between Company and speaker, and will provide this information in writing. Sponsor will record the role of Company, or its agents, in suggesting presenter(s); will seek suggestions from other sources, and will make selection of presenter(s) based on balance and independence.
- Disclosure of Financial Relationships:** Sponsor will ensure meaningful disclosure to the audience, at the time of the program, including: (a) Company funding and (b) any significant relationship between the Sponsor and the Company (e.g., grant recipient) or between individual speakers or moderators and the Company.
- Involvement in Content:** There will be no "scripting", emphasis, or direction of content by the Company or its agents.
- Ancillary Promotional Activities:** No promotional activities will be permitted in the same room or obligate path as the educational activity. No product announcements will be permitted in the program room. No subsequent promotional activities will refer to MACHA.
- Objectivity and Balance:** Sponsor will make every effort to ensure that data regarding the Company's products (or competing products) are objectively selected and presented with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

7. **Limitations on Data:** Sponsor will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion.
8. **Discussion of Unapproved Uses:** Sponsor will require that presenters disclose when a product is not approved in the United States for the use under discussion.
9. **Opportunities for Debate:** Sponsor will ensure meaningful opportunities for questioning or scientific debate.
10. **Independence of Sponsor in the use of Contributed Funds:** Funds should be in the form of a grant/commercial support fee made payable to the Mid-America College Health Association.

All other support associated with this educational activity (e.g., distributing brochures, preparing slides, etc.) must be given with full knowledge and approval of the Mid-America College Health Association.

No other funds from the commercial company will be paid to the program director, faculty, or others involved in the educational activity (additional honoraria, extra social events, etc.).

The Commercial Supporter agrees to abide by all requirements of the ACCME *Standards for Commercial Support of Continuing Medical Education* and the ANCC *Standards for Commercial Support of Continuing Nursing Education* (appended)

The Accredited Sponsor agrees to: 1) abide by all requirements of the ACCME *Standards for Commercial Support of Continuing Medical Education*, 2) abide by all requirements of the ANCC *Standards for Commercial Support of Continuing Nursing Education* (appended), 3) acknowledge educational support from the commercial company in program brochures, syllabi, and other program materials, and 4) upon request, furnish the commercial supporter a report concerning the expenditure of funds provided.

**AGREED**

**Exhibitor Representative (name):** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**MACHA Representative (name):** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Return this form with your check made out to Sindecuse Health Center - MACHA 2008 to:**

Kris Hanson RN, MS – Director of Nursing  
 Sindecuse Health Center  
 Western Michigan University  
 Kalamazoo MI 49008-5445

**For more information please contact  
 Kris Hanson at 269/387-3486  
[kristine.hanson@wmich.edu](mailto:kristine.hanson@wmich.edu)  
 Fax: (269) 387-3679**