



VENDOR SPONSORSHIP AND EXHIBITION OPPORTUNITIES 2018-2019

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We offer many packages to fit your needs.

WHO WE ARE

Founded in 1978, Michigan Society of Healthcare Risk Management (MSHRM) is one of the oldest, most active, and best represented chapters of the American Society for Healthcare Risk Management (ASHRM). MSHRM's mission is to foster a collaborative learning environment to promote professional development and leadership in management of risk across the healthcare enterprise. The Society draws its membership from many different areas of healthcare, including large/small, urban/rural, acute/long-term/specialty care, hospital insurers, attorneys, and independent risk management consultants. Members of MSHRM enjoy quality educational programs and a forum to exchange information and ideas with other individuals involved with healthcare risk management in Michigan. MSHRM depends on contributions from you to allow us to continue to meet the goals of the Society.

WHY PARTNER WITH MSHRM?

MSHRM's Vendor Sponsorship Program offers the ideal opportunity **to connect with healthcare leaders from across Michigan**. Bolstering its premier Annual Conference and Membership Meeting, MSHRM presents highly attended Spring and Fall Educational Conferences, on average generally attracting between 120 and 160 attendees including healthcare risk managers, patient safety officers, quality assurance professionals, attorneys, insurance professionals, risk management consultants, and others involved in healthcare risk management and patient safety.

In addition, MSHRM has committed to providing top notch industry related webinars, and publishes its newsletter, Bits 'n Pieces, with timely updates and information to all members. Our website, mshrm.org, provides significant further resources to our membership and is yet another means by which the organization fulfills its effort to assist in educating the healthcare risk management industry.

Through sponsorship, your organization will benefit from networking opportunities, key visibility, and be honored for enabling MSHRM to provide valuable educational resources and programs at an affordable cost for our members and guests. Your contribution will help provide safer healthcare across Michigan!

EDUCATIONAL EVENTS

MSHRM hosts quality educational events annually. These events feature nationally recognized speakers on hot topics. The following events are scheduled for the current fiscal year:

- **Fall Program – October 2, 2018, Lansing** (*Sponsorship deadline – September 18, 2018*)
- **January Webinar – date TBD** (*Sponsorship deadline – December 31, 2018*)
- **Spring Program – March 19, 2019, Lansing** (*Sponsorship deadline – March 5, 2019*)
- **40th Annual Conference – May 22-24, 2019, Traverse City** (*Sponsorship deadline – May 1, 2019*)

SPONSORSHIP LEVELS

President's Circle - \$2,750 and above

- Exclusively sponsor the Winter Webinar or one event at the Annual Conference (see Intent to Sponsor Form for a list of events)
- One complimentary MSHRM membership which provides free registrations to three educational seminars
- Core recognition package
- One exhibit hall table at the Annual Conference

Distinguished Donor - \$1,750-\$2,749

- Exclusively sponsor one item at the Annual Conference (see Intent to Sponsor Form for a list of items)
- Core recognition package

Sponsor - \$500-\$1,749

- Exclusively sponsor one item at the Annual Conference (see Intent to Sponsor Form for a list of items)
- Core recognition package

Contributor – \$200-\$499

- Core recognition package

Exhibit Hall Table - \$700

- Available at Annual Meeting only and only in addition to any above sponsor level election below President's Circle
- Exhibitors have the opportunity to staff an exhibit table in the vendor hall area, subject to the "Sponsorship Program Terms" and the "Exhibition Hall Table Sponsor Agreement and Rules," before, after, and during breaks between the educational programs. Exhibitors are invited to participate in all scheduled extra-curricular activities.
- Exhibitors will be listed in the promotional and event materials and announcements, on the MSHRM website, and in the event signage. A listing of all event attendees will be available. However, contact information will not be provided by MSHRM based on the preference of its membership.
- Table/Booth space dimensions are approximately 6'x3'.
- Exhibit hours are as follows:
 - Wednesday, May 22 – 2:30 p.m. to 5:30 p.m.
 - Thursday, May 23 – 8 a.m. to 5 p.m.
 - Friday, May 24 – 8 a.m. to 12 p.m.
- The deadline to confirm your reservation is May 1, 2019.

CORE RECOGNITION PACKAGE

All sponsors receive the following at live events:

- Recognition on MSHRM's website, educational program handouts, and Annual Conference signage
- Verbal recognition during the opening remarks at each program
- Social media recognition
- Sponsor name badge ribbons that recognize your support

TESTIMONIALS

“Michigan Society Healthcare Risk Management (MSHRM) was the organization that I was referred to over 20 years ago to assist me in the development of my risk management knowledge and career. It provided the technical skills and personal relationships needed to become an effective risk management professional. The educational offerings are on par with any I have attended nationally over the last 35 years in healthcare. MSHRM provides something for every level of professional development from a brand-new risk management professional to the advanced level practitioner. For the price of a membership, the organization provides incredible value by providing Fall, Spring, and Annual Programs that cover the latest information in the three areas of risk management (loss prevention, claims and risk financing). Please consider supporting MSHRM as we move the profession forward!”

*~ Kim McCoy, RN, BSN, MSA, HRM, CPHRM, FASHRM, CHC
Vice President, Chief Risk/Compliance Officer
Spectrum Health System*

“My development as a risk management professional simply would not have been possible without MSHRM. Not only does MSHRM provide exceedingly high-quality, professionally pertinent programming, but the quality and expertise provided by MSHRM's program speakers is equal to the best national programming available. But even more valuable than the educational programming has been the opportunity MSHRM affords to become engaged in Michigan's risk management community. The networking opportunities MSHRM affords its members have been invaluable to my professional development and ability to provide innovative risk management consultant services to my organization. Together, MSHRM's members are creating a state-wide standard of care, working as a team to promulgate significant patient safety and risk mitigation strategies in the enterprise risk management vein. The value of MSHRM sponsorship can't really be overstated; my organization's leaders have recognized that value and continue to support my efforts to remain an active member of MSHRM and the risk management community it supports. We invite you to join that community and experience that value. You would be hard pressed to make a better investment in the expertise and support of your own risk management professionals!”

*~ Kathy Early, CPHRM
System Risk Manager
Holland Hospital*

QUESTIONS?

Contact Nichole Dennis, Chapter Administrator, at (616) 755-8488 or info@mshrm.org.

CONTACT INFORMATION

Organization:			
Contact Name:		Title:	
Address:			
Phone:		Email:	

ACCEPTANCE OF TERMS

All sponsors must agree to the "Sponsorship Program Terms." All exhibitors must agree to the "Exhibition Hall Table Sponsor Agreement and Rules." These items can be found on the following pages.

	Signature	Printed Name
Acceptance of Sponsorship Program Terms		
Acceptance of Exhibition Hall Table Sponsor Agreement and Rules		

SPONSOR LEVEL

AMOUNT

President's Level (\$2,750 and above)

\$ _____

Choose one event below (available on a first come, first serve basis):

Winter Webinar	
Annual Conference Event:	
Welcome Gift	Thursday Breakfast
Wednesday Winery Tour Lunch	Thursday Morning Break
Wednesday Winery Tour Transportation	Thursday Lunch
Wednesday Winery Tour Fees	Thursday Afternoon Break
Wednesday 40th Anniversary Dinner	Friday Breakfast
Wednesday Afternoon Break	

Apply complimentary MSHRM membership to: _____

Will you use the complimentary exhibit table at the Annual Conference? ___ Yes ___ No

Distinguished Donor - \$1,750-\$2,749

\$ _____

Choose one item below (available on a first come, first serve basis):

DJ for 40 th Anniversary Dinner Party	Onsite Meeting Guide
Signature Drink for 40 th Anniversary Dinner Party	Wi-Fi Service

Sponsor (\$500-\$1,749)

\$ _____

Name Badges	Wednesday Audio-Visual Equipment
Name Badge Lanyards	Thursday Audio-Visual Equipment
Registration Table	Friday Audio-Visual Equipment

Contributor (\$200-\$499)

\$ _____

Exhibit table at Annual Conference (\$700)

\$ _____

Total

\$ _____

PAYMENT METHOD

AMOUNT

Check – Please make checks *payable to MSHRM* and mail with completed form to MSHRM, PO Box 366, Dimondale, MI 48821-0366.

Credit card – Complete following form or call 616.755.8488 to pay by phone:

Name on card: _____ Card #: _____

Expiration date: _____ CVV #: _____ Billing zip code: _____

SPONSORSHIP PROGRAM TERMS

1. MSHRM's educational activities are for scientific and educational purposes only and will not promote any specific proprietary business interest of the Sponsor/Exhibitor.
2. The Providers (MSHRM and accreditation partner, Med-IQ) are responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the educational content, selection of education methods and the evaluation of the activities.
3. The Providers will make all decisions regarding the disposition and disbursement of the funds from the Sponsor.
4. The Sponsor will not require the Providers to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of contributing funds or services.
5. All financial support associated with these activities will be given with the full knowledge and approval of the Providers. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint provider or any others involved with the supported activities.
6. Product-promotion material or product-specific advertisement of any type is prohibited in or during the educational activity and will not be displayed or distributed in the education space or obligated path immediately before, during or after the CME/CNE activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from the educational activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after the educational activity. All exhibits will be in a location that is separate from the CME/CNE activity and authorized by Med-IQ. The exhibit will not interfere or compete with the learning experience of CME/CNE activity attendees. Exhibitor representatives may attend the CME/CNE activity for the direct purpose of the representatives' own education; however, they will not engage in sales or marketing activities while in the space or place of the CME/CNE activity.
7. The Sponsor may not be the agent providing the educational activity to the learners.
8. The Providers will ensure that the source of support from the Sponsor, either direct or "in-kind," is disclosed to the participants in program materials and at the time of each activity. This disclosure will not include the use of a logo, trade name of a product-group message.
9. The Sponsor and the Providers agree to abide by all requirements of the ACCME/ANCC Standards for Commercial Support, available at <http://www.nursecredentialing.org/accreditation-cecontentintegrity.pdf>.
10. The FDA regulates the advertising and promotion of drugs and devices. The exhibit and all related activities will comply with all FDA requirements and guidance, such that the CME activity will remain educational and non-promotional in nature.
11. The Sponsor agrees to hold each of the Providers harmless from any liability, damages, or costs (including reasonable attorneys' fees) that may arise as a result of the Sponsor's attendance/exhibit at the CME activity. Without limiting the breadth of this hold harmless clause, the Sponsor acknowledges that the clause shall extend to include the loss, damage, or theft of any equipment or materials the Sponsor brings to the conference site as well as injuries that any of the Sponsor's employees or agents may incur.

EXHIBITION HALL TABLE SPONSOR AGREEMENT AND RULES

1. Reservations for exhibit space will be accepted on a first come, first-served basis. All exhibit space sales are final, and no refunds for cancellations will be granted. Michigan Society of Healthcare Risk Management (“MSHRM”) reserves the right to limit the number of spaces an Exhibitor may purchase. No subletting of space is permitted without the written consent of MSHRM.
2. Applications for space must be made on the Intent to Sponsor Form. A submitted application will not be considered unless it is completed and signed and accompanied by payment. Upon receipt and acceptance of a signed exhibitor application and payment, MSHRM will provide a written confirmation.
3. MSHRM reserves the right to decline space to an applicant if in MSHRM’s sole judgment the proposed display is not consistent with the purposes of MSHRM or would not enhance the exposition. MSHRM also reserves the right to evict any Exhibitor whose presentation is deemed offensive. In the event of eviction, Exhibitor waives any fee and MSHRM shall not be liable for any refund.
4. All Exhibitor representatives must register upon arrival and must wear identification badges at all times. All exhibits must be complete, in place, and staffed at all times the exhibition hall is open.
5. Any exhibitor that is not a dues paying member of MSHRM, is prohibited from engaging with attendees outside of the exhibitor physical space, which includes the education area(s). Exhibitors are allowed to listen to presentations during the educational event, but are not allowed to comment to or question the speaker. Exhibitors are permitted to interact with speakers within the exhibit-designated space only.
6. Any Exhibitor failing to occupy space contracted for is not relieved of the obligation for payment of such space. If any space is not occupied one-half hour before the opening of the conference, the space is forfeited without refund. No exhibit will be allowed to dismantle until after the conclusion of the conference.
7. MSHRM is not responsible for any special equipment, services, or facilities requested or arranged for by an Exhibitor. Each Exhibitor is solely responsible for placing its display in its designated space and removing it on the final show date. All effects remaining afterwards are deemed abandoned and are subject to removal and destruction.
8. Each Exhibitor shall conduct its activities so as to avoid interference with neighboring exhibits. It shall be the responsibility of an Exhibitor to report or call to the attention of the MSHRM staff any questionable activity or disturbing influence that requires correction.
9. To assure the safety and security of goods and equipment. It is the responsibility of Exhibitors to remove valuables or take steps to secure them at the close of the business day. Neither MSHRM nor the exhibition facility will liable for any damage to or theft of any property contained in or about the booth of any Exhibitor.
10. All electrically wired display material must comply with requirements of the National Board of Fire Underwriters. Display fabrics must be flameproof. No open flames are allowed. The determination of MSHRM or the exhibition hall as to the propriety of electrical wiring or similar display-related issues is final.
11. All exhibits shall be contained within the contracted exhibit space. No items may be placed in the aisles. No hazardous materials may be stored, placed, or displayed in the booth. No company identification may be placed outside your specific exhibit area (i.e., on posts, pillars, walls, tables, ceilings, etc.). No music, live or recorded, will be allowed at individual booths except as might be included in a videotape or through headphones.

12. Violations of any of the regulations by an exhibiting firm or its representatives will result in the forfeiture of exhibit space and loss of monies paid. Any matters arising not specifically provided for herein shall be addressed at the discretion of the MSHRM.
13. Exhibitor agrees to comply promptly with all state and local laws and ordinances and to take out and pay for any permits and licenses required by any governmental agency and pay any fees related thereto. Prizes, awards, drawings, raffles, lotteries, and/or contests sponsored by an Exhibitor not otherwise prohibited by law are permitted.
14. No failure nor neglect of MSHRM in any instance to exercise any right, power, or privilege under this contract or these regulations shall constitute a waiver of any other right, power, or privilege or of the same right, power, or privilege in any other instance. Any waiver by MSHRM must be contained in a written instrument signed by a duly authorized representative of MSHRM.
15. A fully executed copy of this contract shall serve in all respects as an original for purposes of enforcement of this contract. In the event this contract is interpreted in a court of law, it shall be deemed to have been mutually drafted. For additional information or assistance, contact Nichole Dennis at (616) 755-8488 or info@mshrm.org.
16. No copyrighted music can be played at MSHRM events. If such music is played, sponsors will be subject to penalties. Any other audio or visual programs must not interfere in any way with other exhibitors.
17. Exhibitor acknowledges that MSHRM assigns all space on a first-come, first-served basis and agrees that MSHRM has the sole right to 1) assign exhibitors to an alternate space and to make reasonable shifts in location, and 2) limit the number of spaces an exhibitor may purchase.
18. Exhibitor agrees to hold harmless MSHRM and all agents and employees thereof (hereafter "Indemnities") for any damages or charges including for violations of any law or ordinance, whether from the negligence of Exhibitor or those holding under Exhibitor. Exhibitor agrees to indemnify and hold harmless the Indemnitees from all costs, damages, or liability, including attorney's fees, arising from or by reason of any accident, bodily injury, or other occurrence to any person(s), including Exhibitor, its employees, agents, and business invitees, arising from or out of the Exhibition premises.
19. Exhibitor shall maintain reasonable insurance coverage in an amount of no less than \$100,000 for any loss or damages to Exhibitor's property or any potential liability arising from Exhibitor's participation and further waives any claims of subrogation against MSHRM in the event of a loss that is compensated by the insurance coverage applicable to Exhibitor or its property. Proof of insurance may be requested by MSHRM for approval. This is not intended as a limitation of liability of the exhibitor, or a waiver of the indemnity or hold harmless provisions above, and any failure to request proof of insurance is not a waiver of this requirement.
20. If this application is accepted, Exhibitor agrees to abide by the terms hereto and the Exhibit Rules, which are incorporated herein, and agrees that failure to do so subjects Exhibitor to eviction, without rights to recourse or a refund. Exhibitor's representative affirms that he or she is fully authorized to bind Exhibitor to the terms herein and to execute this document on behalf of Exhibitor.