

MSACL 2014 US: Individual Sponsorship Opportunities

Instructions are on the following page.

Cost	Description	Includes			#	Extended
		Full Registration	Website Logo	Rotating Logo		
\$ 10,000	Travel Award Support :: <i>Trainee</i>	1	Yes	Yes		
\$ 10,000	Travel Award Support :: <i>Lab Director</i>	1	Yes	Yes		
\$ 1,000	Color Ad in Program (first page purchased)	No	No	No		
\$ 750	Color Ad in Program (per page after first page purchased)	No	No	No		
\$ 500	B&W Ad in Program (first page purchased)	No	No	No		
\$ 375	B&W Ad in Program (per page after first page purchased)	No	No	No		
\$ 2,000	Website Logo Placement: Bottom	No	Yes	No		
\$ 3,000	Rotating Logo on Video Conference Signage (Mon-Wed)	No	No	Yes		
\$ 4,000	Branding Opportunity: <i>Hospitality</i> (Sun)	1	No	No		
\$ 5,000	Branding Opportunity: <i>Hospitality</i> (Mon)	1	Yes	Yes		
\$ 5,000	Branding Opportunity: <i>Hospitality</i> (Tue)	1	Yes	Yes		
\$ 6,000	Branding Opportunity: <i>Reception</i> (Sun)	1	Yes	Yes		
\$ 6,000	Branding Opportunity: <i>Reception</i> (Mon)	1	Yes	Yes		
\$ 7,000	Branding Opportunity: <i>Reception</i> (Tue)	1	Yes	Yes		
\$ 5,000	Branding Opportunity: <i>Lunch & Coffee PM</i> (Mon)	1	Yes	Yes		
\$ 5,000	Branding Opportunity: <i>Lunch & Coffee PM</i> (Tue)	1	Yes	Yes		
\$ 3,000	Branding Opportunity: <i>Coffee AM</i> (Mon)	No	No	No		
\$ 3,000	Branding Opportunity: <i>Coffee AM</i> (Tue)	No	No	No		
\$ 2,000	Branding Opportunity: <i>Coffee AM</i> (Wed)	No	No	No		
\$ 5,000	Branding Opportunity: <i>Breakfast</i> (Mon)	1	Yes	Yes		
\$ 5,000	Branding Opportunity: <i>Breakfast</i> (Tue)	1	Yes	Yes		
\$ 3,000	Branding Opportunity: <i>Breakfast</i> (Wed)	1	No	No		
\$ 750	Email Blast to Attendees	No	No	No		

Total

FAX to: 858-876-1873 --- No cover sheet needed.
or Email to: chris.herold@msacl.org

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Company: _____

Address: _____

Contact Name: _____

Contact Phone: _____ Email: _____

The Company listed above and all its representatives and agents agree to abide by the "**Appropriate Standards of Behavior in Dealing with Corporate Sponsors**" as presented in the Application Instructions on the following page.

For payment by CC:

Name on Card: _____ Authorized Signature: _____

CC#: _____ Exp: _____

Application Instructions for MSACL 2014 US Individual Sponsorship Opportunities

Your application for a sponsorship opportunity will not be finalized until the completion of the Corporate Sponsorship Package cycle. If you have selected an opportunity that is taken by a Corporate Sponsor you will be notified and given the option to withdraw or make a selection from the remaining opportunities. It is, however, important to submit your application as early as possible as priority will be given by date of application submission.

Appropriate Standards of Behavior in Dealing with Sponsors

Sponsorships are intended to support the educational mission of MSACL. Except in the case of Sponsors of a Workshop (including the Workshop content), MSACL retains full control over the scheduling, content and selection of presenters and moderators, the granting of Travel Awards, and all other activities and/or events related to the MSACL conference. Sponsors, subsidiaries, allied partners and all of their representatives and agents (hereinafter affiliates) agree not to contact any individual or group associated with MSACL in an effort to influence or direct the MSACL mission, the scheduling or content of the conference, the selection of presenters and/or moderators, or the direction of MSACL in any manner whatsoever. MSACL may request suggestions and/or feedback from sponsors. Any proposed presenter at MSACL who is suggested by a Sponsor or affiliate, is required to disclose all financial relationships between the proposed presenter and the Sponsor or affiliate or any other relationship between the proposed presenter and the Sponsor or affiliate that may give rise to the appearance of a conflict of interest. Disclosures must be in writing to Chris Herold at MSACL. MSACL does not accept that any suggestion from a Sponsor is a condition of Sponsorship support. MSACL makes all content decisions cognizant of the influence of outside commercial entities and Sponsors in an effort to independently evaluate and arrive at the meritorious scheduling and assignment of presentations.

Instructions

Please review the descriptions of the selected sponsorship opportunities below and then make your selection. Some selections include comped Full Registration, placement of your logo on the MSACL website (Website Logo) and/or rotating placement of your logo on the MSACL Conference signage (Rotating Logo). **PLEASE NOTE that you are only required to attain a \$8,000 total commitment to MSACL, including Exhibit Booths and Workshops, to achieve placement of your logo on the website under "MSACL Friends".**

Following selection of your sponsorships either fill out the relevant text boxes in the PDF and then email to Chris Herold at chris.herold@msacl.org **OR** print out and complete the Sponsorship Form and FAX to Chris Herold at 858-876-1873.

For Payment by Check, make the check out to MSACL and mail to :
MSACL
205 12th St
Del Mar, CA 92014

For Payment by CC, please fill out the credit card information at the bottom of the sponsorship form

For Payment by Bank or Wire Transfer, please contact MSACL will to complete the transfer.

If you are emailing the form the signing authority's name may be typed in the Authorized Signature block. Digital Signing may also be used in the first text box, but is not required.

Information on Sponsorship Package Options

- 1. Travel Award Support:** Travel Award Support is directed towards introducing individuals to MSACL who would not have otherwise attended the annual conference by targeting those (1) about to enter director level positions in the clinical lab (Trainee) and (2) those currently directing clinical labs (Lab Director). Sponsor recognition includes invitations to attend networking events held with the sponsored individuals on Saturday and/or Sunday and 2x6 standing banner displays. These sponsorships do not cover the Young Investigator Awards, which are funded exclusively by MSACL, although Young Investigators also attend the networking events.
- 2. Color/B&W Ad in Program:** Ad pages that you may submit for inclusion into the MSACL printed Conference Program. Any pages after the first page are discounted at 25%.
 - High-resolution PDF, Embed all fonts, Position ad to be "right-reading" on page - do not turn sideways
 - Submit to chris.herold@msacl.org
- 3. Website Logo Placement:** Your logo placed on the MSACL website below the navigation links (125 px wide).

4. Branding Opportunity: Your opportunity to showcase your brand at selected Food & Beverage (F&B) events at MSACL. At least one piece of signage with your company name and/or logo will be provided by MSACL at each event you sponsor. You will also have the option to provide your own branded material. Durations and Location of each F&B Branding Opportunity are detailed below.

Hospitality:

2h 00m starting around 8:30 PM at the Shoreline Patio.

Reception:

2h 00m starting around 5:30 PM at the Exhibit Hall Grande Ballroom.

Lunch and Coffee PM:

3 h 00m starting at around noon in the Harbor Foyer and Exhibit Hall. Please note that the majority of attendees will be in Corporate Workshops from 12:15-1:15PM.

Coffee AM:

0h 30m starting around 10:00 AM in the Exhibit Hall.

Breakfast:

1h 30m starting around 6:15 AM in the Harbor Ballroom Foyer

5. Email Blast to Attendees: You will have the opportunity to send out an email blast to the conference registrant list at any time from 1-month before and up to 2-months after the event. Your email will be sent out by MSACL.