

# MSACL 2014 US: Sponsorship Packages

Instructions are on the following page.

	Sponsor Level	PREMIER	Platinum	Gold	Silver	Bronze
	Select					
Value		\$61,000	\$48,000	\$37,000	\$26,000	\$18,000
(each)	# Available	1	1	2	2	3
\$ 6,000	Presidential Suite (6 nights, Fri-Wed)	Yes				
\$ 4,500	Exhibit Booth(s)	2	2	1	1	1
\$ 3,500	Corporate Workshop(s)	2	2	1	1	1
\$ 2,500	User Group Meeting (Tue Evening)	1	1	1	1	1
\$ 1,100	Full Conference Registrations	10	6	4	3	2
\$ 600	Discounted Full Registrations (\$500 each)	10	6	4	3	2
\$ 300	Exhibitor Registrations	14	12	10	8	6
\$ 3,500	Dedicated Office (Nautilus) - # of Days	3	2	1		
\$ 4,000	Dedicated Office (Exec Ctr, Rm 1 or 4) - # of Days	2	2	1		
\$ 2,000	Exec Boardroom Usage - # of Days	2	1	1		
\$10,000	Lanyard Logo Branding	Yes				
\$ 6,000	Keycard (Hotel Room) Logo Branding		Yes			
\$10,000	Travel Award Support Recognition :: <b>Lab Director</b>	Yes	Yes	Yes		
\$10,000	Travel Award Support Recognition :: <b>Trainee</b>	Yes	Yes	Yes	Yes	
\$ 5,000	Logo on Program Cover	Yes	Yes			
\$ 4,000	Banner Recognition at Reg Desk	Yes	Yes	Yes	Yes	Yes
\$ 2,000	Banner Recognition at Exhibit Hall	Yes	Yes	Yes	Yes	Yes
\$ 1,000	Color Ad in Program (pages)	3	2	1		
\$ 500	B&W Ad in Program (pages)			1	2	1
\$ 4,000	Website Logo Placement: Top	Yes	Yes			
\$ 2,000	Website Logo Placement: Left, under navigation	Yes	Yes	Yes	Yes	Yes
\$ 3,000	Rotating Logo on Video Conference Signage	Yes	Yes	Yes	Yes	Yes
\$ 4,000	F&B Event Branding Opportunities (#)	3	2	2	0	0
\$ 750	Email Blasts to Attendees	8	7	6	5	4
Total Value		\$ 139,200	\$ 100,550	\$ 74,800	\$ 43,750	\$ 30,200
Savings		\$ 78,200	\$ 52,550	\$ 37,800	\$ 17,750	\$ 12,200
% Savings		56%	52%	51%	41%	40%

FAX to: 858-876-1873 --- No cover sheet needed.

or Email to: [chris.herold@msacl.org](mailto:chris.herold@msacl.org)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

In submitting this application 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 Sponsorship Packages

### **Appropriate Standards of Behavior in Dealing with Corporate Sponsors**

Corporate Sponsorships are intended to support the educational mission of MSACL. Except in the case of Corporate 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. Corporate 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 Corporate sponsors. Any proposed presenter at MSACL who is suggested by a Corporate Sponsor or affiliate, is required to disclose all financial relationships between the proposed presenter and the Corporate Sponsor or affiliate or any other relationship between the proposed presenter and the Corporate 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 Corporate Sponsor is a condition of Corporate Sponsorship support. MSACL makes all content decisions cognizant of the influence of outside commercial entities and Corporate Sponsors in an effort to independently evaluate and arrive at the meritorious scheduling and assignment of presentations.

### **Instructions**

Review the sponsorship packages and then select your sponsorship level by checking the box next to SELECT at the top of the column for your sponsorship of choice. Each Corporate Sponsor Package includes a pre-determined offering; however, preferences will be required for the following categories: **Corporate Workshops** and **Branding Opportunities**.

If you are receiving a booth or workshop as part of your Corporate Sponsorship please also submit signed Exhibit Booth and Corporate Workshop Applications.

**Please note that for MSACL 2014, Exhibit Booth registrations purchased outside of sponsorship packages will not receive any comped Full Conference Registrations. They will only receive four (4) Exhibitor Registrations.**

Following selection of your sponsorship package either fill out the relevant text boxes in the PDF and then email to Chris Herold at [chris.herold@msacl.org](mailto: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. Credit Card information will be destroyed following processing.

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

### **Information on Sponsorship Package Options**

1. **Sponsorship Level:** Choose your sponsorship level.
2. **Exhibit Booth:** Indicates the number of Exhibit Booths included.
3. **Workshops:** Indicates the number of workshops included. Please fill out the Corporate Workshop form separately. All workshops, including Marina 6, include audio and video support (ie. lavalier microphone, digital projector and screen). Day and room size priority is based on level of Corporate Support and application date.
4. **Registrations (Full / Exhibitor):** Indicates the number and type of registrations provided as part of your sponsor package. Full Conference registration allows ALL ACCESS Exhibitor registration allows access to the Exhibit Hall ONLY.
5. **Dedicated Office Space:** Dedicated office space over selected days during the conference is available for top-level sponsors. Nautilus Offices are located immediately below the Harbor Ballrooms . Nautilus Offices are 1,638 sq.ft. and are available Sunday - Wednesday. Executive Offices are located in the Executive Center. Executive Offices are 900-1000 sq. ft. and are available on Saturday - Tuesday.
6. **Executive Boardroom Usage:** Number of days that you will have use Executive Boardroom in the Executive Center. Seats fifteen.
7. **Lanyards:** Your logo on the Full Registration conference. Provided by MSACL.

8. **Keycards:** Your logo on the Sheraton Hotel room keycards provided to MSACL attendees who book within the block. Provided by MSACL.

9. **Travel Awards Support Recognition:** 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 standing banner display recognition. These sponsorships do not cover the Young Investigator Awards, which are funded exclusively by MSACL, although Young Investigators may also attend the networking events.

10. **Logo on Program Cover:** Your company logo placed on front cover of the Printed Conference Program.

11. **Printed Recognition in Program:** Your company name and logo printed inside the program in an area specifically reserved for corporate sponsor recognition.

12. **Banner Recognition:** Your company logo placed with other qualifying corporate sponsors on a standing banner in front of the registration desk and Exhibit Hall.

13. **Color/B&W Ad in Program:** Ad pages that you may submit for inclusion into the MSACL printed Conference Program.  
- High-resolution PDF, Embed all fonts, Position ad to be "right-reading" on page - do not turn sideways  
- Submit to [chris.herold@msacl.org](mailto:chris.herold@msacl.org)

14. **Website Logo Placement:** Your logo or content placed on the MSACL website at:  
TOP - the top of the website (478 px wide by 50 px high),  
LEFT - below the navigation links in the left column (125 px wide, logo only).

14. **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 (see bottom of page).*** Opportunities may be selected at a later date by contacting MSACL. 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

15. **Email Blast to Attendees:** You will have the opportunity to send out an email blast to the conference registrant list the number of times specified in your sponsorship column at any time from 1-month before and up to 2-months after the event.

**\*Sponsorship Material for Branding Opportunities\***

As an event sponsor it is your responsibility to create and ship your sponsorship materials to the MSACL conference site FOR ARRIVAL between Feb 5-9, 2013. MSACL will provide one piece of signage indicating your sponsorship, all other branding material must be provided by the sponsor.

SHIP TO: MSACL 2013: SPONSOR MATERIAL - [Your Company] - 1 of [Total # of Packages]  
MARINA 2  
Sheraton San Diego Hotel and Marina  
1380 Harbor Island Drive  
San Diego, CA 92101  
619-692-2282 --> To confirm the Hotel has received your packages please call the Package Room directly