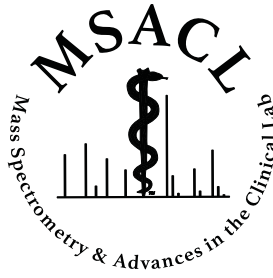


A large, gnarled tree with a flat top, characteristic of a Monterey cypress, stands prominently on a rocky cliff. The tree's trunk is thick and textured, with several bare branches extending from its base. The canopy is dense and green, spreading out horizontally. The cliff is composed of large, light-colored rocks, and a low stone wall is visible at the base of the tree. In the background, the ocean stretches to the horizon under a clear blue sky. The text "MSACL 2024 Monterey Vendor Prospectus March 17-22" is overlaid on the left side of the image.

*MSACL 2024 Monterey
Vendor Prospectus
March 17-22*



14th Annual Conference
March 17-22, 2024
Monterey Conference Center
Monterey, California, USA

About the Conference

MSACL features presenters and faculty from around the world addressing topics relevant to implementing technologies to support the improvement of patient outcomes. To date, thousands of professionals have participated in training opportunities provided by MSACL. MSACL is committed to the continued high-level education and professional improvement of its attendee base.

At-a-Glance

Who Attends this Event?

Last year, 530 professionals attended from around the world with 6% from Asia, 8% from Canada, and 14% from Europe. 19% were Lab Managers, 52% were Purchase Decision Makers, 34% were “planning to purchase”, 67% were non-exhibitor attendees, 52% had a PhD, 12% had an MD, and 42% were first-time attendees. We are expecting 600-650 attendees for 2024.

Why Do People Attend?

(1) Education on principles and techniques of mass spectrometry and related technologies; (2) practical training on pitfalls, tips, tricks, best practices, safety protocols, workflows, and regulatory requirements; (3) keep up to date with vendor advancements; and (4) develop professional relationships and contacts providing the opportunity for future collaboration.

Why Sponsor / Exhibit?

Participate in a unique environment that brings together researchers, clinicians and industry with the common goal of facilitating the transfer of academic advancements to actual clinical practice.



Sponsor & Exhibitor Opportunities

We invite you to become a Sponsor and/or Exhibitor of the MSACL 2024 Monterey conference.

It is through the commitment of supporters like you that MSACL is able to provide the highest quality experience for professionals looking to advance the field of clinical analysis and improve patient outcomes.

These opportunities increase your visibility, and promote your products and services. We offer several Sponsorship Packages (p9). Additionally, we are offering (i) 40 - 8x10' exhibit booths, (ii) 6 - 30" mini-tables*, (iii) 4 lunch and 6 breakfast workshops, and (iv) 10 roundtables.

Platinum Sponsorship includes an MSACL Connect Corporate Partnership, which allows you to maintain a collaborative presence with MSACL for the entire year.

*Mini-Tables are available with priority given to first-time vendors through Nov 15, 2023.

CME Accreditation

Clinician participation is an important part of MSACL. CME is an important part of recognizing the time spent by attendees to learn more about the clinical implementation of advanced technologies, and network with like-minded peers.

While we have provided CE in the past, the importance of providing CME, so physicians, as well as others, can have their learning hours recognized for licensure requirements, has become clear.

CME accreditation is more strict than CE and requires the elimination of all logos and marking material from conference materials, presentations and general areas. It does allow **text-based** recognition. Hence, **all sponsorship packages have been amended** to adapt to these requirements. These specifications do not apply to the Exhibit Hall or Industry Workshops.

MSACL 2024 : Vendor Prospectus

Monterey Conference Center : Exhibition : March 19-21

Early Bird Deadline : November 15, 2023

Greetings, Vendors! You will find within this document all application forms and information for your participation at the MSACL 2024 Conference & Exhibition.

Instructions: Fill out selected **Applications** and submit with **Summary & Contract (p 16)**, and any required **Letters of Agreement or Understanding** based on your participation selections.

Conference Venue	page 2
Overview	page 3
Registration Rates	page 3
Access from Airports	page 4
Accommodations	page 5
Plenary & Session Rooms	page 6
Industry Workshops	page 6
Historical Attendee Demographics	page 7
Sponsorship Application	page 8
Exhibit Booth Application	page 9
Mini-Table Application	page 10
Mini-Table Confirmation of Understanding	page 11
Workshop Application	page 12
Roundtable Application	page 13
Corporate Office Rental Application	page 14
Educational Grant Application	page 15
Summary & Contract	page 16
Exhibitor Requirements	page 17
Letter of Agreement for Support of Educational Activity	page 18

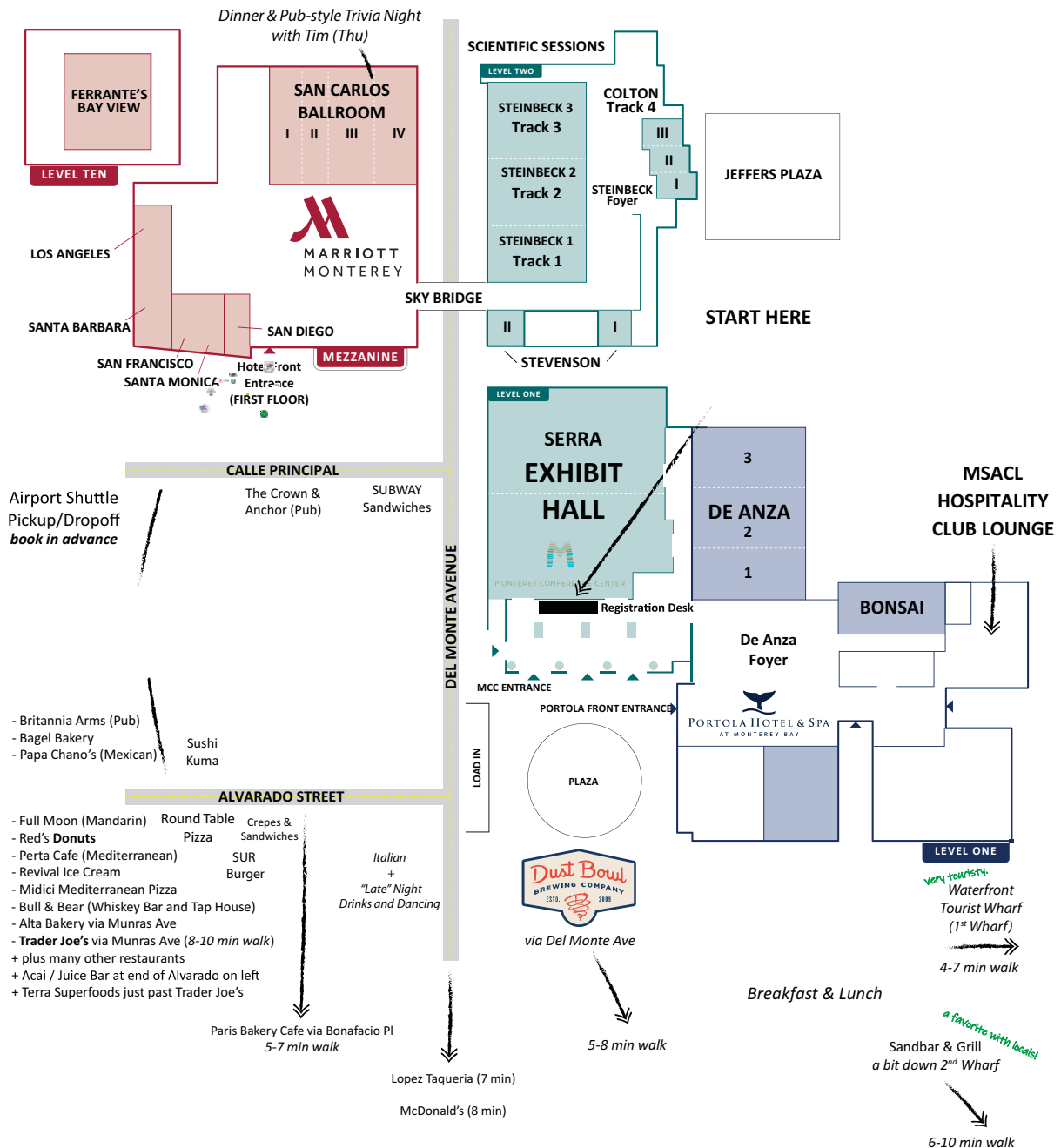
For any questions regarding this application, please feel free to contact Chris Herold directly at +1-858-922-5813 or chris.herold@msacl.org at any time.

Conference Venue

Marriott Hotel : Meeting Room Rental, Industry Workshops (Tue, lunch)

Monterey Conference Center (MCC) : Exhibits, Scientific Sessions, Industry Workshops

Portola Hotel : Breakouts, Meeting Room Rental



Overview

The Monterey Conference Center (MCC) is flanked by the Marriott and the Portola Hotels. The Scientific Sessions and Exhibition will be held in the MCC. Some of the Industry Workshops (Tue, lunch) will be held in the Marriott and others in the MCC (Wed/Thu, breakfast).

The Serra Ballroom booth set-up has been revised with the goal of increasing flow towards booths and minimizing the ability of attendees to become isolated in the poster areas. There will be 40 booths available. There are 6 mini-tables available, with priority to first-time exhibitors through Nov 15. The booths will be interspersed with up to 184 posters. Food and beverage will also be served in the Exhibit Hall.

We are expecting 600-650 attendees.

There will only be two pass types – the **FULL** Pass and the **Last Day*** Pass. Badges, once picked up, are not transferable.

***NEW** – Registrations to be purchased *separately* for all vendor activities. NOT included as part of purchased activities (e.g., booth, workshop, mini-table, etc.)

***NEW** – Discounted registration fees available for sponsors.

Registration Rates

	By Jan 17	By Feb 21	After Feb 21
Industry	\$1495	\$1595	\$1695
Acad/Gov/NP	\$825	\$875	\$895
Student	\$395	\$425	\$445
*Last Day Pass Rate	50% of full rate. Only valid for Thursday (last day of event) Not compatible with Short Courses or Abstract Presentations.		

Registration includes access to all conference activities, except the Short Courses (Sun-Tue) and the Thursday evening Pub-style Trivia Closing Dinner (+\$60/70/80). This includes coffee breaks, as well as conference provided meals and social activities (see Agenda on website for details).

Access from Airports

While Monterey is the most convenient airport to fly into as it is only 5 miles from conference center by Uber/taxi (no public transit available), you may find San Jose or San Francisco offer more favorable travel times when combined with the airport shuttle service listed below.

Rome2Rio.com is a great resource for planning your ideal route.

Monterey Airport Shuttle (Groome Transportation)

Book your shuttle service in advance. View schedule at link below.

<https://www.montereyairbus.com/schedules>

This is **not** a city bus. Drivers will be aware of your flight status.

From	Cost*	Duration	Frequency
San Francisco Airport (SFO)	\$84	2.5 h	13/day
San Jose Airport (SJC)	\$63	1.5 h	13/day

Monterey is easily accessed by the **Monterey Airport Shuttle** from **San Jose (SJC)** and **San Francisco (SFO)** airports within 1.5 – 2.5 hrs, depending on airport and time of day. The shuttle runs 13 times daily and stops adjacent to the Marriott Hotel. Shuttle Prices to/from SJC and SFO range from \$63 - \$84 (each way).

Uber

From	Cost*	Duration	Frequency
San Francisco Airport (SFO)	\$110-140	108 m	On Demand
San Jose Airport (SJC)	\$100-130	78 m	On Demand
Monterey Airport (MRY)	\$12-20	12 m	On Demand

*Cost estimates as of October 2023.

Accommodations

The Group has blocks reserved at the Marriott (\$249) and the Portola (\$240). Both are immediately adjacent to the Monterey Conference Center.

Access the MSACL Accommodations webpage.

https://www.msaccl.org/2024_hotel.php

Cut-Off date: February 20, 2024

Conditions of Group Hotel Room Bookings

1. **Cancellation BY to Feb 13, 2024 results in a 100% refund.**
2. **Full Payment** for all reservations, which must be guaranteed by credit card, **will be taken on February 14.**
3. There will be **no refunds after February 13** for any cancellations.
4. Room Bookings **MUST** be made in the name of the conference registrant, or they may be administratively cancelled.
5. Room Bookings must include at least 2 nights over the dates of March 19, 20, 21 (Tue, Wed, Thu)

Administrative Review of Bookings to Verify Participants

We will be reviewing hotel bookings periodically. Any bookings that do not have either: (1) a corresponding paid conference registration, or (2) an Educational Grant under review or awarded, or are not specifically sanctioned by MSACL (e.g., instructors and VIPs), may be administratively CANCELLED.

Plenary and Scientific Session Rooms

The Plenary and Scientific Sessions will be held on the 2nd Floor of the Monterey Conference Center (MCC; a LEED certified building) in the Steinbeck Ballroom and surrounding rooms.

The Steinbeck Ballroom is immediately above the Exhibit Hall in the MCC (see page 2), and is easily accessible by elevator, escalator or stairs in about 1-2 minutes.

Industry Workshops

Lunch Industry Workshops are available in San Carlos 1/2, 3, 4 and Ferrantes on Tuesday (March 19) from 12:15 -13:45 (90 minutes).

Breakfast Industry Workshops are available to be booked in Steinbeck 1, 2, 3 and Colton on Wednesday and Thursday (March 20 and 21) from 7:30-8:25am (55 minutes).

Expected attendance per workshop generally ranges between 15-60 people.

**MSACL will cater Breakfast and Lunch for up to 50 ppl per Workshop
at NO ADDITIONAL COST to Vendor Hosts**

>> Vendors are responsible for PRE-REGISTRATION for their event(s). <<

>> All chairs/speakers *must be* registered in order to participate. <<

See page 13 for Workshop pricing and application.





Historical Attendance & Demographics

MSACL 2023 welcomed 530 professionals (+13% versus 2022) from around the world with 6% from Asia, 8% from Canada, and 14% from Europe. 19% were Lab Managers, 52% were Purchase Decision Makers, 34% were “planning to purchase”, 67% were non-exhibitor attendees, 52% had a PhD, 12% had an MD, and 42% were first-time attendees. We are expecting 600-650 attendees for 2024.

Taken from [MSACL 2023 statistics](https://www.msaccl.org/2023_stats.php)
https://www.msaccl.org/2023_stats.php

by Registration type	
INDUSTRY	n=252 (47.5%)
ACAD / GOVT	n=167 (31.5%)
STUDENT / Post-Doc	n=33 (6.2%)
Lab Director Grantee	n=12 (2.3%)
Young Investigator Grantee	n=38 (7.2%)
Trainee Grantee	n=23 (4.3%)
MSACL Staff	n=5 (0.9%)

PhD Attendees	n=275 (51.9%)	In Clinical Lab	n=305 (57.5%)
MD Attendees	n=62 (11.7%)	In Lab with MS	n=373 (70.4%)
Early Career Attendees	n=158 (29.8%)	Operate MS	n=293 (55.3%)
First Time Attendees	n=222 (41.9%)	Lab Manager	n=99 (18.7%)
Exhibitor Attendees	n=175 (33%)	Purchase Decision Maker	n=276 (52.1%)
Non-Exhibitor Attendees	n=355 (67%)	Planning to Purchase	n=182 (34.3%)

Clinical MS Expertise Level			
None	22		4%
Low	96		18%
Med	235		44%
High	177		33%

Sponsorship Application

Sponsor Level	Platinum	Gold	Silver	Bronze	Copper
Sponsorship Amount	\$19,260	\$13,600	\$6,800	\$3,400	\$1,700
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-year Corporate Partnership (incl Industry Solns page) https://www.msacl.org/partner.php	Yes				
Recognition in conference-relevant emails from MSACL	Yes				
Option to place banner in E. Hall at approved location*	1				
Company Name (TEXT) on Program Cover	Yes	Yes			
Text “Thank You” Social Media Blast on Twitter & LinkedIn	Yes	Yes			
Text recognition in printed program	Yes	Yes			
Text recognition on printed promo material	Yes	Yes			
Thank You during Conference Welcome	Yes	Yes			
Registration Fee Discount (Exhibition Manager; n=1)	100%	50%			
Sponsor-Level Recognition on Booth Map	Yes	Yes	Yes		
Cancel Attendee Registration before event w Full Refund	3	2	1		
Exhibit Booth Discount	15%	10%	5%		
Corporate Workshop Discount	15%	10%	5%		
Registration Fee Discount	15%	10%	5%		
Hospitality / Office Space Discount	15%	10%	5%		
Priority Booth and Workshop Placement	Yes	Yes	Yes	Yes	
Logo^ on Sponsors Banner in Exhibit Hall (hanging)	Yes	Yes	Yes	Yes	
Website Text Recognition: Left, under website navigation	Yes	Yes	Yes	Yes	Yes

* Maximum dimensions of 24x81 inches. ^ Logos proportionally-sized to contribution level

***NEW** – Logos and marketing from ineligible companies (i.e., for-profit) are not able to be placed on the website, on the conference program, or presented within 30 minutes of CME content in the same location, due to CME accreditation requirements. Text recognition is permitted. Logos and marketing are permitted in the Exhibit Hall and during Industry Workshops.

SPONSORSHIP TOTAL : \$ _____

You must also submit the **Letter of Agreement (LoA) for Support of an Educational Activity** on p19.

Questions? Call/Text Chris Herold at +1-858-922-5813

Exhibit Booth Application

Set-Up: March 19 (8:00-16:00)

Show Days: March 19 – 21 (Tue Wed Thu)

Breakdown: March 21 (14:30 – 18:00)

>> **Priority** based on (Sponsorship > Previous Participation > Application Date) through **Nov 15, 2023**. <<

ADD \$250 per booth after Nov 15, 2023 **ADD \$750 per booth after Jan 15, 2024**
ADD \$500 per booth after Dec 15, 2024 **ADD \$1000 per booth after Feb 15, 2024**

[View Exhibit Hall Map](#)

https://www.msacl.org/2024_booths.php

Exhibit Booth(s)
<p>\$2690 x <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 = _____ Sponsor Discount to \$ _____</p> <p style="text-align: center; color: red;">*NEW - Conference Registrations (required to attend) purchased <i>separately</i>.</p> <p>Preferred Location (view map): # _____ # _____ # _____ # _____</p> <p><i>if possible, Close to:</i> _____</p> <p><i>if possible, Away from:</i> _____</p> <p style="text-align: center; color: gray;">* Please note that due to the uncertainty of participation, final exhibit hall layout and placement may be adjusted.*</p>
<p>Booths include :</p> <p>(a) 6-foot draped table and 2 chairs, (b) basic 500 watt Electrical Power Strip, (c) Waste Basket, (d) free Lead Collection via BadgerScan app (does not require wi-fi).</p>
<p><small>EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. MSACL shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that MSACL does not maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.</small></p> <p>Signature/Date: SIGN HERE <i>[submission via email constitutes signing]</i></p>

There is no complimentary wifi in the Exhibit Hall

Add _____ hard line Connection(s) (5mbs) for my booth (\$650 each) = _____
 Add _____ wifi Connection(s) (3mbs) for my booth (\$200 each) = _____

EXHIBITS TOTAL : \$ _____

You must also submit the **Exhibitor Requirements** (signed) on p17.

Mini-Table Application

Set-Up: March 19 (8:00 – 16:00)

Show Days: March 19 – 21 (Tue Wed Thu)

Breakdown: March 21 (14:30 – 20:00)

>> **Priority** given to 1st time Exhibitors through **Nov 15, 2023**. <<

ADD \$150 after Nov 15, 2023 ADD \$450 after Jan 15, 2024

ADD \$300 after Dec 15, 2023 ADD \$600 after Feb 15, 2024

[View Exhibit Hall Map](#)

https://www.msacl.org/2024_booths.php

<p>Mini-Table</p> <p><input type="checkbox"/> 1: \$1,100</p> <p>*NEW - Conference Registration(s) (required to attend) must be purchased <i>separately</i>.</p> <p>Preferred Location (view map): <input type="checkbox"/>1 <input type="checkbox"/>2 <input type="checkbox"/>3 <input type="checkbox"/>4 <input type="checkbox"/>5 <input type="checkbox"/>6 (not guaranteed)</p> <p>No material on floor around Mini-Table, except 24"(w) x 81"(h)(max) standing banner.</p> <p style="color: green;">Vendor MAY place own custom stretch table cloth on Mini-Table.</p> <p>* Anything that does not meet above requirements <u>will be removed from the Exhibit Hall without notice.</u>*</p>
<p>Mini-Tables include:</p> <p>(a) 1 - stool, (b) 1 - 30" diameter round bistro table, (c) option to place your own 1 - 24"(w) x 81"(h)(max) standing banner BEHIND your mini-table (table is 42" high), (d) free Lead Collection via BadgerScan app (does not require wi-fi).</p> <p><small>EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. MSACL shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that MSACL does not maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.</small></p> <p>Signature/Date: SIGN HERE <i>[submission via email constitutes signing]</i></p>

There is no complimentary wifi in the Exhibit Hall

Add _____ wifi Connection(s) (3mbs) (\$200 each) = _____

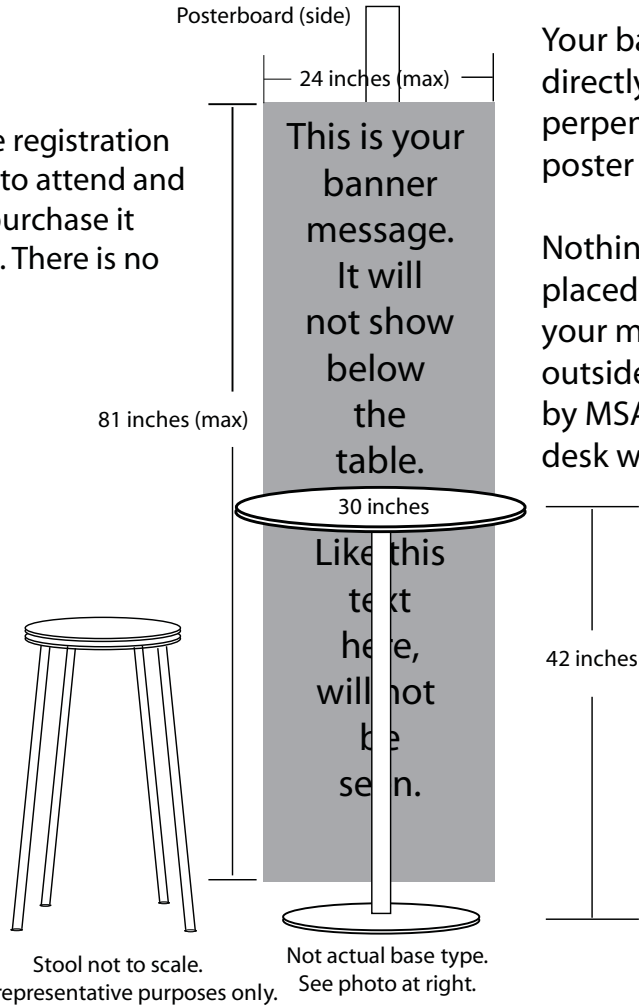
MINI-TABLE TOTAL : \$ _____

You must also submit the **Confirmation of Understanding** (signed) on the following page.

You must also submit the **Exhibitor Requirements** (signed) on p17.

Mini-Table Confirmation of Understanding

Conference registration is required to attend and you must purchase it *separately*. There is no discount.



Your banner must be directly behind your table, perpendicular to the adjacent poster board.

Nothing additional may be placed on the floor around your mini-table. Anything outside spec will be moved by MSACL to the registration desk without notice.



Confirmation of Understanding

Print Name: _____

Signature: _____

Date: _____

You may place a custom stretch cloth on your table. This is recommended.



Industry Workshop Application

Tuesday, Wednesday & Thursday (March 19, 20 & 21)

MSACL will provide Breakfast/Lunch for up to **50 people** per workshop booked.

>> **Priority** based on (Sponsorship > Application Date) through **Nov 15, 2023** <<

ADD \$200 after Nov 15, 2023 ADD \$600 after Jan 15, 2024
ADD \$400 after Dec 15, 2023 ADD \$800 after Feb 15, 2024

Industry Workshops			
<i>Nov 15 is the end date for Sponsor-based priority. If your workshop slot is shifted due to priority placement for a sponsor, you have <u>7 days</u> after notice from MSACL to cancel your workshop without penalty.</i>			
*NEW - Conference Registrations (required to present) purchased separately.			
TUESDAY (Lunch)			
^Ferrantes (3520 sf, seats 60+)	<input type="checkbox"/>	Tue (\$9,600)	12:15 90 min
San Carlos 1/2 (2430 sf, seats 60)	<input type="checkbox"/>	Tue (\$5,900)	to 13:45
San Carlos 3 (2430 sf, seats 60)	<input type="checkbox"/>	Tue (\$5,900)	
San Carlos 4 (2025 sf, seats 60)	<input type="checkbox"/>	Tue (\$5,900)	
WEDNESDAY (Breakfast)			
Steinbeck 1 (3430 sf, seats 50-60)	<input type="checkbox"/>	Wed (\$4,225)	7:30 55 min
Steinbeck 2 (2730 sf, seats 50-60)	<input type="checkbox"/>	Wed (\$4,225)	to 8:25
Steinbeck 3 (3430 sf, seats 50-60)	<input type="checkbox"/>	Wed (\$4,225)	
Colton (1653 sf, seats 39)	<input type="checkbox"/>	Wed (\$4,125)	
THURSDAY (Breakfast)			
Steinbeck 1 (3430 sf, seats 50-60)	<input type="checkbox"/>	Thu (\$4,125)	7:30 55 min
Steinbeck 2 (2730 sf, seats 50-60)	<input type="checkbox"/>	Thu (\$4,125)	to 8:25
Steinbeck 3 (3430 sf, seats 50-60)	<input type="checkbox"/>	Thu (\$4,125)	
Colton (1653 sf, seats 39)	<input type="checkbox"/>	Thu (\$4,015)	

Microphone, projector and screen included.

^Possible to turn Ferrantes workshop into a private event with no advertising or promotion by MSACL. Private workshops do not require registration for presenters or attendees.

WORKSHOP TOTAL \$ _____

Promotion: MSACL will promote booked workshops in the online conference program and through at least one email to the registrants to be completed within 7 days after the Regular Registration Deadline. Vendors will receive the opt-in contact info each registration deadline that they can use to create self-promotion emails.

Workshop Registration: MSACL will not be creating registration portals or collect registrations for Industry Workshops. If desired, this should be created by the Vendor host and placed in the workshop profile via the Workshop Update page. The registration link will be viewable in the workshop profile within the online conference program.

Industry Roundtable Application

Thursday March 21

Industry Roundtables have been created as low-cost alternatives for companies to host focused discussions on topics of their choosing.

Requires purchase of Booth or Mini-Table. All participants must be registered.

>> **Priority** based on Application Date. <<

ADD \$50 after Nov 15, 2023 **ADD \$125 after** Jan 15, 2024
ADD \$75 after Dec 15, 2023 **ADD \$250 after** Feb 15, 2024

Industry Roundtables

NEW - Conference Registrations (required to present) purchased **separately.*

Total Number Available: 5

THURSDAY

Roundtable 1 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 2 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 3 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 4 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 5 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 6 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 7 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 8 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 9 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min
Roundtable 10 (seats 10)	<input type="checkbox"/>	Thu (\$400)	8:30 – 9:15	45 min

ROUNDTABLE TOTAL \$ _____

Promotion: MSACL will promote booked roundtables in the online conference program and through at least one email to the registrants to be completed within 7 days after the Regular Registration Deadline.

Corporate Offices

SUNDAY - FRIDAY (March 17 - 22)

Requires purchase of Booth

\$1 / square foot-day, bare room with basic seating and table set-up.

Example Accessory Pricing Estimates : Basic Audio and Visual (~\$1500/day), Coffee Break (~\$40), Breakfast Buffett (~\$60), Lunch Buffett (~\$80), Reception Stations (~\$45-60), Pasta 4 Ways (~\$50), Hummus Platter (~\$20), Cheese Platter (~\$30). Price estimates are for Marriott per person **including** service and tax. Subject to change.

Day Rentals start at 11am and end at 9am the next day (unless contiguous).

Banquet/AV Staff refresh and/or room set from 9-11am

Example : Sun-Mon : starts at 11am Sun and ends at 9am Mon

	Suite/Office	Sq Ft	Ceiling Ht	Cost per Day	Sun Mon	Mon Tue	Tue Wed	Wed Thu	Thu Fri	Extended
	San Diego	528	12	\$528						
	Los Angeles	684	12	\$684						
	Santa Barbara	486	12	\$486						
	San Francisco	384	12	\$384						
	Santa Monica	432	12	\$432						
	Ferrantes	3520	10	\$3520						
	Salon 205*	465	8	\$465						
	Salon 207*	702	8	\$702						
	Salon 209*	702	8	\$702						
PORTOLA	DeAnza 1	3275	13.5	\$3275						
	De Anza 2	3275	13.5	\$3275						
	De Anza 3	4115	13.5	\$4115						
	Bonsai	2546	10	\$2546						
	Cottonwood*	1500	8	\$1500						
	Redwood*	1400	8	\$1400						
	Ironwood*	1400	8	\$1400						
	Exec Brd Rm	760	8.5	\$760						

View Detailed Room Specifics for [Portola](#) or [Marriott](#)

* Converted Guest Room(s).

Suite / Office Rental Request \$ _____

Educational Grants

Educational Grants			
Grants are provided to those early in their career, but also to lab directors who may be interested in learning more about how advanced technology can improve clinical analyses.			
You can support this initiative by contributing to the Educational Grant program.			
	Opportunity	\$	Benefit
<input type="checkbox"/>	Tier 1 <i>supports up to 4 grants</i>	\$2,100	Company name (text) placed at top of event web pages.
<input type="checkbox"/>	Tier 2 <i>supports up to 11 grants</i>	\$5,175	Tier 1 benefits PLUS - "Thank You" Social Media Blast (text)
<input type="checkbox"/>	Tier 3 <i>supports up to 22 grants</i>	\$10,350	Tier 2 benefits PLUS - Thank you during Welcome Plenary Podium - No Logos permitted during thank you.

* Logos are not able to be placed or presented due to requirements for CME accreditation.

***NEW** - Logos and marketing from ineligible companies (i.e., for-profit) are not able to be placed on the website, on the conference program, or presented within 30 minutes of CME content in the same location, due to CME accreditation requirements. Text recognition is permitted. Logos and marketing are permitted in the Exhibit Hall and during Industry Workshops.

Educational Grant TOTAL : \$ _____

You must also submit the **Letter of Agreement (LoA) for Support of an Educational Activity** on p19.

Questions? Call/Text Chris Herold at +1-858-922-5813

MSACL 2024 Application SUMMARY & CONTRACT

Email this page and all other required forms to: chris.herold@msacl.org

Company:	
Contact Name:	
Billing Address:	
Email:	

MSACL 2024 Vendor Participation Summary Worksheet	
Sponsorship TOTAL	\$
Exhibit Booth TOTAL	\$
Mini-Table TOTAL	\$
Industry Workshop TOTAL	\$
Industry Roundtable TOTAL	\$
Corporate Office Rental TOTAL	\$
Educational Grant TOTAL	\$
TOTAL	\$

You will receive up to two (2) invoices; payment for Sponsorships and Educational Grants routes through our CME activity provider UMNC; payment for all other participation selections is directly through MSACL.

Payment by CC or Bank Transfer:

Payment by Check:

Payment by Wire Transfer:

Bank info will be on invoice you receive following submission.

All fees from sending bank to be PAID BY SENDER. Any fees not paid will be automatically added to one of your corporate registrations with an additional \$100 service charge. You will be notified.

Cancellation Refund Policy

By Nov 15: 90%, Dec 15: 75%, Jan 15: 50%, Feb 15: 25% or after Feb 15: 0%.

If event is cancelled, full refunds/credit will only be provided to those who have not already cancelled their participation.

EXHIBITOR REQUIREMENTS

As the CME provider for this event, the University of Nebraska Medical Center will be responsible for the identification, determination, and selection of needs, objectives, content, faculty, educational methods, evaluation and audience and will ensure that the decisions are made free of the control of the exhibitor.

The exhibit will in no way influence or bias the content of the certified educational activity. Exhibit space at this educational activity has not and will not be given as a condition of commercial support. An exhibit fee is for rental of space.

Exhibits should be educational in nature; distribution of drug and other samples is not permitted. Educational items (demonstration or scientific information) designed for patients or healthcare professionals are acceptable, but must be valued less than \$100 and have no value to the professional outside of his or her professional responsibilities.

Product-promotion material or product-specific advertisement of any type is prohibited in the education space (outside of the Exhibit Hall) immediately before, during, or after an activity. The University of Nebraska Medical Center reserves the right to prohibit the distribution of items it deems objectionable or otherwise inappropriate.

All exhibits will be in a room or area separate from the education (i.e., the Exhibit Hall); the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.

Representatives of the company exhibiting may attend activity at the discretion of the University of Nebraska Medical Center for the direct purpose of the representatives' own education; however, they may not engage in sales or marketing activities while in the space of the educational activity.

Exhibitor agrees to remove all remaining exhibit materials upon departure from the educational activity.

Exhibitor will be provided with a 6' table and tablecloth along with two chairs, basic power strip. Other special requests may incur additional charges which will be the responsibility of the exhibitor.

Exhibitors agree to abide by all requirements of the Standards for Integrity and Independence in Accredited Continuing Education as stated at www.accme.org as well as the [PhRMA Code on Interactions with Health care Professionals](#) and [The AdvaMed Code of Ethics on Interactions with Health Care Professionals](#).

Company Representative

*Print Name:

*Sign:

*Date:

MSACL 2024 Monterey (CID 61152)

**LETTER OF AGREEMENT
For Support of an Educational Activity**

Required to be filled out if providing **Sponsorship** and/or **Educational Grant** support.

This is an agreement between: The Board of Regents of the University of Nebraska, a public body corporate, for and on behalf of the University of Nebraska Medical Center (UNMC), **PROVIDER**, of the activity, and, _____ **COMPANY**, providing support for the Educational Activity described below:

MSACL 2024 Monterey to be held in **Monterey, CA** from **March 17-22 (CID 61152)**

The above-named **Company** wishes to provide support for the above-named Educational Activity in the amount of \$ _____ (enter sum of **Sponsorship** + **Educational Grant** amount here)

The above-named **Provider** will use the funds to pay for the costs of presenting the above-named Educational Activity as designated below:

- A. Catering function(s) including receptions, breakfast, lunches, and hospitality events hosted by MSACL in the amount of \$ _____ (enter **Sponsorship** amount here)
- B. Support to provide complimentary conference registration for students, young investigators and/or lab directors in the amount of \$ _____ (enter **Educational Grant** amount here)

I have read the Terms of Agreement on the following page and agree to abide by these terms.

*Company Representative (Printed Name): _____

*Company Representative Signature: _____ *Date: _____

Provider Representative: **Anne Barnes, Vice Chancellor for Business and Finance**

Provider Representative Signature: _____ Date: _____

Jackie Farley, UNMC
986800 Nebraska Medical Center
Omaha, Nebraska 68198-6800
(p) 402-559-2891
jrfarley@unmc.edu

Terms of Agreement for Support of an Educational Activity

1. **Statement of Activity Purpose:** Activity is for scientific and educational purposes only and will not promote the Company's products, directly or indirectly.
2. **Control of Activity Planning, Content, Evaluation, and Selection of Presenters, Moderators, and Planning Committee Members:** Provider is responsible for maintaining full control of decisions regarding all aspects of the educational activity, including (a) identification of educational needs; (b) determination of educational objectives; (c) selection and presentation of content; (d) selection of all persons and organizations that will be in a position to control the contents of the educational activity; (e) selection of educational methods; and (f) evaluation of the educational activity. The Company agrees not to control, direct, or influence any decisions regarding the educational activity.
3. **Disclosure of Financial Relationship:** Provider will ensure meaningful disclosure to the audience, prior to and/or at the time of the activity, of any relevant relationship between the Provider and the Company.
4. **Involvement in Content:** There will be no "scripting", emphasis, direction, or influence of the content by the Company or its agents.
5. **Ancillary Promotional Activities:** No promotional activities or product-specific advertisements will be permitted in the same room as the educational activity or in any entrance/exit alcoves to the room within 30 minutes before and after the educational activity.
6. **Objectivity and Balance:** Provider will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented, with favorable or unfavorable information and balance discussion of prevailing information on the product(s) and/or alternatives.
7. **Limitations on Data:** Provider will ensure to the extent possible, meaningful disclosure or limitations on data, e.g. on- going research, interim analysis, preliminary data or unsupported opinion.
8. **Opportunities for Debate:** Provider will ensure meaningful opportunities for questioning or scientific debate.
9. **Independence of Provider in the Use of Commercial Support:**
 - a) Checks should be made payable to the Provider at:
UNMC Center for Continuing Education
986800 Nebraska Medical Center
Omaha NE 68198-6800
Reference/Memo: CID 61152

Credit Card payment to the Provider may be made by calling 402-559-5929 and using reference **CID 61152**.

 - b) All other support associated with this activity should be made with the full knowledge and approval of the Provider.
 - c) No other funds from the Company will be paid to the activity faculty or others involved with the educational activity (e.g., additional honoraria, activity registration fees, extra social events, etc.).
 - d) The Provider will make all decisions regarding the disposition and disbursement of the Company's support.

The Company agrees to abide by all of the above **Terms of Agreement for Support of an Educational Activity**.

The Provider agrees to: (1) abide by all of the above **Terms of Agreement for Support of an Educational Activity**; (2) acknowledge the support from the Company in program brochures and other activity materials; and (3) upon request, furnish the Company a report detailing the receipt and expenditure of the funds provided.

Note: The terms stated in this agreement comply with the Accreditation Council for Continuing Medical Education *Standards for Integrity and Independence in Accredited Continuing Education*, which can be viewed at: www.accme.org.