MSA 2023 Fall Retreat
EXHIBITOR PROSPECTUS

October 27–29, 2023
Ocean Edge Resort & Golf Club
Brewster, MA
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Dear Exhibitor,

The Massachusetts Society of Anesthesiologists would like to invite you to exhibit at our 2023 Fall Retreat, to be held on Friday, October 27, 2023 through Sunday, October 29, 2023 at Ocean Edge Resort and Golf Club in Brewster, MA.

This society’s fall meeting is expected to bring together over 100 anesthesiologists for a weekend of clinical education and social programming.

There is a limited amount of tabletop exhibitor spaces available for $1,500. Further, there is the option of taking advantage of sponsorship opportunities in order to gain even more promotional benefits for your company.

Six-foot exhibit tables are available for an exhibit fee of $1,500. Exhibitors receive meeting registrations for two representatives. Additional representative badges are $500. Exhibitors also receive acknowledgement by the President each day of the conference, and a digital list of attendees who opt-in for communications pre- and post- meeting. If you plan to exhibit, please register at www.mass-anesthesiologists.org. Space is limited, so be sure to register early!

Thank you for your consideration and support of the Massachusetts Society of Anesthesiologists. We hope to see you in October.

Kind regards,

Jennifer Dearden, MD
President, Massachusetts Society of Anesthesiologists
If you market products or services to anesthesiologists, you cannot afford to miss the MSA 2023 Fall Retreat in October!

Each sponsorship opportunity includes additional promotion of your company before the 2024 Annual Meeting.

**STANDARD EXHIBIT PACKAGE -- $1,500**
One 6-ft table top exhibit space with two representative passes included.
- Includes two representative passes
- One 6-ft table top exhibit space
- Opt-in attendee list provided two weeks prior and two week post event.
- Exhibitors are invited to join the members, attendees, and faculty for meals, breaks, and dinner.
- Recognition in the conference brochure
- Additional representative badges are $500.

**PREMIER EXHIBIT PACKAGE -- $2,500**
One 6-ft table top exhibit space with two representative passes included.
- Includes two representative passes
- One 6-ft table top exhibit space
- Opt-in attendee list provided two weeks prior and two week post event.
- Exhibitors are invited to join the members, attendees, and faculty for meals, breaks, and dinner.
- Recognition in the conference brochure
- Additional representative badges are $500.
- 1/4 Page Advertisement in our newsletter, Anesthesia Record, being published at the end of the year
- Logo with link on the MSA homepage up until the 2024 Annual Meeting
If you market products or services to anesthesiologists, you cannot afford to miss the MSA 2023 Fall Retreat in October!

Each sponsorship opportunity includes additional promotion of your company before the 2024 Annual Meeting.

**RECEPTION SPONSOR -- $6,000**

**EXCLUSIVE OPPORTUNITY**
YOUR COMPANY WOULD BE RECOGNIZED AS THE EXCLUSIVE SPONSOR SUPPORTING THE FRIDAY EVENING RECEPTION WITH SOLO EXHIBIT DISPLAY.

Includes the standard exhibit package plus the following:
- 2 minutes of speaking time to usher attendees from the reception to dinner
- Verbal recognition of support by the Program Director
- Enhanced logo visibility on signage throughout the conference
- Logo with link on all meeting-related email blasts
- 1/4 Page Advertisement in our newsletter, Anesthesia Record, being published at the end of the year
- Logo with link on the MSA homepage up until the 2024 Annual Meeting
- Sponsor ribbons for representatives

**LANYARD SPONSOR -- $4,000**

**EXCLUSIVE OPPORTUNITY**
ENHANCE LOGO RECOGNITION BY SPONSORING LANYARDS THAT ATTENDEES WEAR WITH THEIR CONFERENCE BADGE.

Includes the standard exhibit package plus the following:
- Logo on lanyards distributed to all conference attendees upon check in at the registration desk. The MSA will handle production with your company’s approval.
- Verbal recognition of support by the Program Director
- Enhanced logo visibility on signage throughout the conference
- Logo with link on all meeting-related email blasts
- 1/2 Page Advertisement in our newsletter, Anesthesia Record, being published at the end of the year
- Logo with link on the MSA homepage up until the 2024 Annual Meeting
- Sponsor ribbons for representatives
If you market products or services to anesthesiologists, you cannot afford to miss the MSA 2023 Fall Retreat in October!

**BREAK SPONSOR -- $3,500**

*Two Available*

Receive special recognition concluding the session, prior to break

Includes the standard exhibit package plus the following:

- Verbal recognition of support by the Program Director
- Enhanced logo visibility on signage throughout the conference
- Logo with link on all meeting-related email blasts
- 1/2 Page Advertisement in our newsletter, Anesthesia Record, being published at the end of the year
- Logo with link on the MSA homepage up until the 2024 Annual Meeting
- Sponsor ribbons for representatives
Registration Details

Six-foot exhibit tables are available for an exhibit fee of $1,500. Exhibitor spaces are tabletop only, on a first-come, first-served basis (priority may be given to early / paid exhibitors). Exhibitors receive meeting registrations for two representatives and may purchase registrations for an additional representative for $500. A digital list of attendees who opt-in for communications pre- and post- meeting.

Exhibits will be open during meals, breaks, and the Friday evening reception as listed on the agenda. Exhibitors are invited to join the members, attendees, and faculty for all meals and breaks.

If you plan to exhibit, please REGISTER ONLINE. Space is limited, so be sure to register early! Space is limited, so be sure to register early!

You may pay by check or credit card. Checks should be made payable to “Massachusetts Society of Anesthesiologists” and sent to 860 Winter Street, Waltham, MA 02451. MSA Taxpayer ID 04-6180165.

CANCELLATION POLICY: If you cancel your participation prior to 45 days to the beginning of the meeting, your fee will be refunded, less a 25% administrative fee. No refunds will be issued thereafter. If an Exhibitor rents a booth, pays in full, but does not attend the conference, no refund of the booth rental will be allowed.

Exhibit Hall Space

SPACE ASSIGNMENT: Space assignment will be done onsite and is first come first served. MSA makes sure that all exhibitors have ample visibility within the exhibit space area. MSA does reserve the right to place, move or relocate any Exhibitor in cases of necessity for the total benefit and operation of the conference.

BOOTH DECORATION: MSA will supply a 6’ draped table with 2 chairs and a wastebasket as part of your exhibitor agreement. All other booth equipment and decorations will either be supplied by the individual Exhibitor.

EXHIBITOR SOLICITATIONS: Exhibitors must limit their activities to within the confines of their booth space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. The distribution of Exhibitor’s products, catalogs, pamphlets, printed materials, souvenirs, etc., must remain within the confined area of the booth space and at no time should protrude into the exhibit hall aisles unless part of the marketing package and provided to MSA directly. No Exhibitor’s promotional activities will be permitted outside the confines of the Exhibitor’s booth space. Any firm or organization without an assigned booth space will not be permitted to solicit business within the trade show area.

ELECTRICAL, DRAYAGE & MATERIAL TRANSPORTATION: Each hotel has a different shipping method. Once you have registered for the conference, you will receive a notification on shipping information for the program you are exhibiting at. If you need electricity, please notify MSA.
HOLD HARMLESS & INDEMNITY: The Exhibitor assumes all responsibility for any loss, theft, or damage to Exhibitor’s displays, equipment, and all other property while on the Hotel premises for the MSA Fall Retreat and hereby waives any and all claims and/or demands it may have against the MSA, its Officers, Directors, Staff/Consultants, and the Hotel. In addition, the Exhibitor agrees to defend, indemnify and Hold Harmless the MSA, its Officers, Directors, Staff/Consultants, and the Hotel from and against all liabilities, obligations, claims, damages, suits, costs, and expenses, including, without limitation all attorney fees and costs, arising from directly or indirectly and/or in connection with the Exhibitor’s occupancy and/or use of the exhibition premises or any part thereof and/or any act, error and/or omission of the Exhibitor or its employees, subcontractors, and/or agents.

SECURITY: MSA does not provide overnight security and the exhibitor is responsible for storing their materials securely. MSA nor the venue will be responsible for any items that are damaged or stolen at your booth during the meeting.

NON-COMPLIANCE TO RULES & REGULATIONS: Each Exhibitor, and all employees, agree to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by MSA management to be in the best interest of all Exhibitors. Upon non-compliance with the rules formulated, MSA management reserves the right to prohibit, reject, or eject an Exhibitor, Exhibitor’s representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, MSA’s liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an Exhibitor is ejected for violation of these rules, or for any other reason, no return of rental money shall be made.

AMENDMENT TO RULES: These rules, regulations, and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive, and successful exposition. All matters, or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of MSA management. To provide the greatest good to the greatest number, MSA management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be in the best interest of the entire exposition and all amendments of the foregoing rules shall bind the Exhibitors.
To make your room reservation, please call the resort directly at 508-896-9000, toll-free at 800-343-6074 or you can email the reservations department at stay@oceanedge.com. Be sure to mention you are with the Massachusetts Society of Anesthesiologists to secure the discounted room rates (Villas - $220/night; The Mansion - $335/night). Note that all guestrooms are subject to a daily resort service fee and taxes.

Hotel Information
Ocean Edge Resort & Golf Club
2907 Main Street
Brewster, MA 02631

MSA Contact
If you have any questions about the meeting, please contact:
Katy Monaco
MSA, 860 Winter Street, Waltham, MA 02451
(t) 781-434-7329
(e) kmonaco@mms.org
www.mass-anesthesiologists.org