



Officers

President

Brittany Hines, MD

Vice President

Natalie Rudenske, MD

Treasurer

Marlee Wadsworth, MD

Meeting Co-Chairs

Patricia Stewart, MD

Karen Maltby, MD

Past President

Jessica Perkins, MD

MSAAI Event Planning Partner

Lauren Compton

Deep South CE Solutions

Letter of Request

Dear Potential Sponsor and Past Supporter:

As the current President of MSAAI, I am writing to graciously ask for your support of our 4th annual Mississippi Society of Allergy, Asthma, and Immunology CME meeting. **The 2027 event is scheduled for June 4-5th, and will be held at the Sheraton Hotel in Flowood, MS.** Our speakers will be nationally recognized experts in their respective fields and will cover many informative and educational topics.

The exhibitor fee is **\$2,000.**

Additionally, we have various sponsorship levels that allow us to finance our meeting events such as our welcome reception, non-CME product theaters, coffee/snack breaks, and the closing reception. Recognition of your participation in one of the sponsorship categories is provided in all materials associated with the event.

Attached is a detailed exhibitor prospectus. Please review the prospectus and complete the online registration/application information as soon as possible so that we may use your company's name in our event promotional materials

If you have any questions, please reach out to our CME event team at MSAAI@deepsouthcesolutions.com

We look forward to your participation and appreciate your support. Please reach out to Lauren Compton at 601-941-1872 or via email using the above link if you have any questions.

Sincerely,

Brittany Hines, MD
2026 MSAAI President

Mississippi Society of Asthma, Allergy, and Immunology (MSAAI)

Exhibitor Prospectus

www.MSAAI.org

The Mississippi Society of Allergy, Asthma, and Immunology is an association representing allergy-immunology physicians in Mississippi. There are approximately over 40 members, including active, retired, and allergy-immunology fellows in training. MSAAI is led by a Board of Directors composed of members from around the state. MSAAI is the only medical society in Mississippi devoted solely to allergy immunology.

This Summer, MSAAI will host its 4th annual CME event, and we look forward to your participation! MSAAI's 4th annual CME event will be held on June 4-5th, 2027, at the Sheraton Flowood Refuge Hotel and Conference Center in Flowood, Mississippi. For MSAAI, industry partners, and related organizations, these events are an unparalleled opportunity to make and solidify connections through networking, communications, and marketing.

The Sheraton Hotel and Conference Center is located at 2200 Refuge Blvd, Flowood, MS 39232. This year we have partnered with Lauren Compton, PharmD at Deep South CE Solutions to assist with the coordination and execution of this event.

MSAAI appreciates its Industry Sponsors. For Sponsorship requests you can find the application and additional information in the [Sponsor Tool Kit](#) on our meeting website. All requests will require approval by the MSAAI Planning Committee.

To reserve exhibit space, please complete our registration form at msaai-2027.deepsouth-events.com

****If you have questions, please reach to Lauren Compton via email at MSAAI@deepsouthcesolutions.com or call 601.941.1872. We look forward to seeing you all and enjoying another great CME conference.*****

Policies

Registration

Exhibitors and Sponsors should register online at msaai-2027.deepsouth-events.com

Payment

Payment can be made online or via check. Check payment may be sent to: Mississippi Society for Allergy, Asthma, and Immunology, P.O. Box 95, Madison, MS 39130. For payment questions please reach out to MSAAI@deepsouthcesolutions.com.

Check-In / Out & Set up

Check-in is 4:00 pm, and check-out time is 10:00 am. Luggage may be stored with the hotel's guest services staff. There may be a late check-out charge for check-out after 10:00 am. For MSAAI room discounts, you must register with the Association first. Discount room codes will be provided to the registered Exhibitors via the registrant's email and are subject to room availability. Exhibitors may set up beginning at 7:00 am Saturday morning, June 5. The Exhibit Hall closes at 6:00 pm.

Shipping Booth and Exhibit Materials

Exhibitors should make arrangements with the hotel venue for receiving and shipping of exhibit materials. MSAAI will not be liable for storing, transporting, or retrieving any exhibitor materials to or from the hotel or other facility. MSAAI is not responsible for shipping charges.

Exhibit Assignments

MSAAI Executives will assign Exhibitor spaces based on conference sponsorship levels and dates of registration. Exhibitors and sponsors wishing to be stationed near a counterpart or avoid given areas adjacent to an Exhibitor competitor should indicate so on their registration application or notify our office. MSAAI will consider these requests when making assignments. Premier Exhibit spaces are reserved for top Diamond and Platinum plus sponsors. These spaces are within the high-traffic area at the entry of the Exhibit Ballroom.

MSAAI reserves the right to accept or reject all Exhibitor requests. Exhibitors may not sublet or assign the whole or any part of the space allotted to their company. The sharing of exhibit spaces is strictly prohibited. Upon request, MSAAI will make every effort to place companies next to each other in the exhibit hall. Moving from a previously assigned space is strictly prohibited without permission from the Association and the exhibitor may be blocked from future exhibiting. Space is strictly limited to 38 Exhibitors.

Exhibitors will be provided with a 6 ft x 30 in. tabletop for displays and two chairs. Please note, that this venue does not have space to accommodate large booth-type displays. The exhibit space is limited to approx. 8 ft X 4 ft. Electricity and other special services are limited. Electrical Power strips and extension cords are not included. These can be ordered through the hotel at an additional fee. All of the meeting tables are custom, with black linens. Specialty linens or skirting will be the responsibility of the Exhibitor. The Exhibit fees include space and limited food services. Up to 2 registered representatives may be permitted at the exhibit tables. To attend any of the sessions for CME credit, the individual MUST register as a participant. Contact MSAAI via email MSAAI@deepsouthcesolutions.com for more information.

Exhibit Content

The MSAAI reserves the right and sole discretion to reject any proposed Exhibit for any reason. Potential Exhibitors are advised that the acceptability of products or services for display is based on legal, social, professional, and ethical considerations. Exhibits may not be inconsistent with the professional nature of the MSAAI conference. Exhibit space is not intended for airing either side of a controversial social, political, or professional issue. MSAAI reserves the right to require Exhibitors to edit, amend, or eliminate parts of Exhibits that, in the Association's opinion, are not in keeping with the Association's mission and vision or are otherwise inconsistent with MSAAI policies. Potential Exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without the prior approval of MSAAI. Gift donations to attendees are acceptable and encouraged to increase attention to your space. In addition, bags, lanyards, notepads, pens, flyers, gift baskets, etc., with an Exhibitor's/sponsor's logo and company name, may be provided as part of the exhibit space. Donated gift baskets from Exhibitors promoting their industry will be allowed, and time to present your donation will be incorporated into our program. Please contact our event planners at MSAAI@deepsouthcesolutions.com for more information.

Dismantling of Exhibits

The Exhibit Hall will close after 6:00 pm. All Exhibits must be dismantled by 6:00 pm on Saturday, June 5, 2027, per hotel rules.

Company Recognition

In order to ensure your company's registration in printed meeting materials, your completed registration form and payment must be received no later than April 1st, 2027.

Security

The Exhibit area will have standard hotel security during off times. However, the exhibit area will not be locked. MSAAI is not liable for nor carries any insurance on, Exhibitor property or fixtures. For this reason, Exhibitors are encouraged to have insurance on their Exhibits at their own expense. Do not leave your space unattended during the set-up period. Do not leave valuable Exhibit materials or personal items under tables or displays. Do not leave any valuable personal or company items in your space. Please report any missing items or suspicious person(s) to the hotel security and to MSAAI volunteer staff.

Destruction of Property

All property destroyed or damaged by an Exhibitor must be replaced in the original condition by the Exhibitor or at the Exhibitor's expense. Nothing may be taped, nailed, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, or decorative walls. MSAAI strictly prohibits the display of signage of any type by Exhibitors throughout the convention center and official conference hotel(s). Any potential materials must be flameproof. All materials are subject to fire and safety regulations and inspections by the city or state authorities. Flammables are strictly prohibited from the Exhibit area.

Conduct

Exhibitor materials are subject to the approval of the MSAAI, which reserves the right to require modification and/or removal of any Exhibit content, which, in its opinion, is not appropriate for distribution or display at the conference. This regulation applies to displays, literature, advertising, novelties, souvenirs, representatives' conduct, etc. All Exhibitors are responsible for ensuring their representatives and/or agents adhere to all of these rules and regulations. No canvassing or distribution of advertising materials will be allowed outside an Exhibitor's own space.

Noise

Electric or other mechanical devices must be muffled or silenced so any noise does not interfere with other Exhibits. Exhibit representatives must keep their messaging and voice to a level that is not disruptive to neighboring Exhibits or the programming in session. Exhibitors are not to discourage attendees from visiting other Exhibitors around their space.

Photos/Videos/Images

Photographing or videotaping any MSAAI conference activities is prohibited without prior written approval by MSAAI. Photographing or videotaping another Exhibitor's equipment or display without that Exhibitor's permission is forbidden. MSAAI, its agent, or security will confiscate the recorded or captured images of any Exhibitor who violates these rules.

Attendee Information

MSAAI does not distribute personal information of its attendees. Exhibitors may collect voluntary emails or information from attendees visiting their exhibit spaces. Exhibitors may maintain sign in sheets at their spaces where attendees may voluntarily provide their contact information for follow up. Sponsors will receive a complementary list of attendees. The list will include name, practice name, city and state.

MS Society of Allergy, Asthma, and Immunology Name, Logo, Endorsement

The MSAAI name and logo are the exclusive property of MSAAI. They may not be used in any way, e.g., promotional literature, or giveaways, by anyone else for any purpose without specific written approval from MSAAI Event Planners. Distribution of materials, brochures, samples, or items and all related advertising and activities conducted during the conference do not constitute an endorsement by the MSAAI.

Hazardous Waste

Hazardous waste includes materials that are ignitable, corrosive, reactive, toxic, or biohazards. Exhibitors who generate material fitting these criteria in their space are responsible for the appropriate handling and disposal of hazardous waste in compliance with all federal, state, and local regulations.

Firearms

Firearms/weapons are prohibited on The Sheraton Convention Center premises.

Animals

No animal other than an animal that qualifies as a "service animal" or police dog, as those animals are defined by law, shall be brought onto the property without the prior approval of The Sheraton and MSAAI. This applies to all animals. A service animal is not a pet. The ADA defines a service animal as any guide dog, signal dog, or other animals individually trained to assist an individual with a disability. A service animal is permitted to accompany the individual with a disability to all property areas where guests are usually allowed to go with the conference center and MSAAI permission. The care and supervision of a service animal are solely the owner's responsibility. The facilities are not required to provide care, food, or a unique location for the animal.

Copyrights of Exhibits

Exhibitor and Sponsor entities agree that it is their responsibility to ensure the company represents and warrants that the Exhibit space, graphics, and collateral do not violate any others' copyright, proprietary, or intellectual property rights. It is factually accurate and contains no matter defamatory or otherwise unlawful. The applicant is solely responsible for the content of the Exhibit space, graphics, and collateral. It is not the MSAAI responsibility to review or monitor the Exhibit space, graphics, and collateral for copyright or other legal compliance.

Violations

Violations of rules and regulations on the part of the Exhibitor, its employees, or agents shall nullify the right to occupy space. Such Exhibitors shall forfeit to MSAAI all monies that have been paid or due. Upon violation of any of these regulations by the Exhibitor, its employees, or agents, MSAAI is given the right to terminate, the right to occupy space, and may re-enter and take possession of the space and remove all persons and goods at the Exhibitor's expense. Exhibitors shall be liable for all damages MSAAI may incur and forfeit all monies paid or due. The Exhibitor expressly waives the serving of a written notice to re-enter and terminate.

Suitcasing Policy

Suitcasing is the action of soliciting business during the MSAAI conference, including another company's booth or the conference facility lobby. Please note that while all meeting attendees are invited to the Exhibit Hall, any person who HAS NOT paid for an Exhibit booth at the conference that is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or is in violation of any portion of the Exhibit Policy, will be asked to leave immediately.

Cancellation Policy

An administration charge of 30% of the Exhibitor/sponsor fees will be assessed for cancellations made before May 1, 2027. Cancellations made between May 15 - May 31 will be subject to a 65% administration charge. Absolutely no refunds will be awarded after May 31. Conference cancellation due to circumstances beyond the control of the MSAAI or acts of nature, space rental will be refunded.

Force Majeure

It is mutually agreed that if MSAAI should find it necessary to cancel or postpone the conference for any reason, including but not limited to low registration, strikes, acts of nature, war, terrorist acts, or other circumstances beyond MSAAI's control, this agreement will be terminated immediately, and MSAAI shall determine an equitable basis for the refund of such portion of the Exhibit fees as is possible after due consideration of expenditures and commitments already made.

Amendments of Rules and Regulations

All matters and questions not covered by these regulations are at the discretion of the MSAAI and its agents. These regulations may be amended at any time by MSAAI, and all amendments that may be so made shall be equally as binding upon publications, on all parties affected by them as were the original regulations.

Sponsorship Opportunities

Levels of Sponsorship	Contribution
Diamond	\$25,000
Platinum	\$20,000
Gold	\$10,000
Silver	\$7,500

Diamond Level

- One exhibit table in preferred location in the exhibitor hall or main hallway area.
- Up to 10 meeting representatives at no additional charge.
- Acknowledgment as Diamond Sponsor in printed materials, conference signage, MSAAI website, social media blasts, and mass email communications to attendees.
- Attendee registration list.
- Advertisement Insert in the registration packets (provided by sponsor company)
- Option to Host
 - Product theater non-CME (food included) choice of breakfast, lunch or dinner slot
 - Company sponsored closing reception for meeting attendees
- Ability to participate in additional branding opportunities (see table below)

Platinum Level

- One exhibit table with a preferred location in the exhibitor hall.
- Up to 6 meeting representatives at no additional charge.
- Acknowledgment as Platinum Sponsor in printed materials, conference signage, MSAAI website, social media blasts, and mass email communications to attendees.
- Attendee registration list.
- Advertisement insert in the registration packets (provided by sponsor company)
- Option to host
 - Product theater non-CME (food included)
 - Company Sponsored reception for meeting attendees
- Ability to participate in additional branding opportunities (see table below)

Gold Level

- One exhibit table and up to 4 meeting representatives at no additional charge.
- Acknowledgment as Gold Sponsor in printed materials, conference signage, MSAAI website, social media blasts, and mass email communications to attendees.
- Attendee registration list.
- Advertisement Insert in the registration packets (provided by sponsor company)
- Recognition as a host of a coffee/snack breaks (food included)
- Ability to participate in additional branding opportunities (see table below)

Silver Level

- One exhibit table and up to 3 meeting representatives at no additional charge.
- Acknowledgment as Silver Sponsor in printed materials, conference signage, MSAAI website, social media blasts, and mass email communications to attendees.
- Attendee registration list.
- Option to host company sponsored coffee/snack breaks at a discounted rate
- Ability to participate in additional branding opportunities (see table below)

Exhibitor Only

- Exhibit table with 2 attendee registrations
- Recognition on Exhibit Hall guide and inclusion in the exhibitor passport
- Ability to participate in additional branding opportunities (see table below)

Additional Sponsorship & Brand Opportunities	
Branded Conference Bag Sponsor (available for 1 sponsor)	\$5,000
Branded Leather Portfolio Sponsor (available for 1 sponsor)	\$5,000
Branded Stainless Steel Mug Sponsor (available for 1 sponsor)	\$3,500
Branded flashlight in Bags (available for 1 sponsor)	\$550
Branded water bottles for the conference swag bags	\$1,000
Coffee Break Sponsor (available for up to 4 sponsors) Special signage at service lines for 1 of the 2 coffee breaks Special recognition on Slideshow during breaks	\$1,500
Branded Lanyard Sponsor for attendees (available for 1 sponsor)	\$1,000
Branded Name Badge Sponsor (available for 1 sponsor)	\$750
Branded Pens Sponsor (available for 2 sponsors)	\$500
Registration packet insert in totebag (included for Diamond, Platinum and Gold; available for purchase for others) Quantity 100, printed and shipped at sponsor's expense. Sponsor is responsible for the advertising content, printing and shipping to MSAAI Executive office by 04/15/27.	\$100
Front Inside Cover of Program Advertisement	\$750
Back Outside Cover of Program Advertisement	\$1,250
Back Inside Cover of Program Advertisement	\$500

Brand logos and advertising pieces must be emailed to MSAAI@deepsouthcesolutions.com by April 1, 2027

Custom Sponsorships are available. Notify us of your request. We are happy to work with you to make your sponsorship a successful networking experience.