

Calendar of Events

April 14, 2026
- April 15, 2026

2026 Sponsorship Program Registration

Radisson Plaza Hotel Kalamazoo

100 W. Michigan Ave.

Kalamazoo, MI 49007

07:00 AM - 05:00 PM EST

The MSRC and our corporate partners have so much to gain by working together. The MSRC has been promoting the art and science of respiratory care and its continuing education for years. As a healthcare organization, MSRC strives to inform the public about the importance of the respiratory care profession through our legislative initiatives and public health education. The products, services and affiliations of our corporate partners are essential to provide quality respiratory care for our patients. Thank you for your support!

2026 Pricing:

Platinum Sponsorship: \$5,000.00

For spring and fall conferences: Includes 4 representative registrations and 2 premium exhibitor tables; company logo displayed on sponsor sign, website, and promotional materials; company logo, full page ad, and contact information included in event brochure

Gold Sponsorship: \$3,000.00

For spring and fall conferences: Includes 4 representative registrations; company logo displayed on sponsor sign, website, and promotional materials; company logo, 1/2 page ad, and contact information included in event brochure; exhibitor table and 2 chairs

Silver Sponsorship: \$2,000.00

For spring and fall conferences: Includes 2 representative registrations; company logo displayed on sponsor sign, website, and promotional materials; company logo and contact information included in event brochure; exhibitor table and 2 chairs

Bronze Sponsorship: \$1,000.00

For spring and fall conferences: Company logo displayed on sponsor sign, website, and promotional materials; company contact information listed in promotional materials (Exhibit table NOT included)

Educational Grant (Spring): \$500.00 on up - please contact our office for details

For spring conference only

Educational training and development

Company logo displayed on sponsor sign and logo and contact information listed in promotional materials

Cocktail Reception (Spring): \$500.00

For spring conference only

Company logo listed on sponsor sign, website, and promotional materials

Sputum Bowl (Spring): \$500.00

For spring conference only

Company logo listed on sponsor sign, website, and promotional materials

Workshop (Spring): \$500.00

For spring conference only

Company name listed in promotional materials

Workshop sponsorship is included with Platinum Sponsorship; Discounted rate of

\$100.00 for Gold and Silver Sponsors; \$200.00 for Bronze Sponsors and Exhibitors

Exhibitor (Spring): \$900.00 / Exhibitor Non-Profit (Spring): \$700.00

For spring conference only

Includes 2 attendee registrations, exhibitor table, 2 chairs, organization information listed in event brochure

Spring Conference:

April 14-15, 2026

Exhibit set-up: April 13 (evening) or April 14 (morning)

Radisson Plaza Hotel Kalamazoo

100 W. Michigan Ave.

Kalamazoo MI 49007

Phone: 269.343.3333

Website

Radisson hotel room rates:

Standard \$185.00

Upgraded: \$235.00

Deadline to reserve: 3/20/26

Fall Conference:

October 5-6, 2026

exhibit set-up: October 4 (evening) or October 5 (morning)

Bavarian Inn Lodge

1 Covered Bridge Lane

Frankenmuth MI 48734

Website