



Michigan Association of Planning

Annual Conference

September 30-October 3, 2009
Soaring Eagle Resort, Mt. Pleasant

July 27, 2009

The Michigan Association of Planning will be in the center of the state this fall for our annual conference, **Planning Michigan**, at the Soaring Eagle Resort in Mt. Pleasant. Planning Michigan is the largest and most comprehensive land use planning conference in the state.

The purpose of this letter is to inform you about the conference's many **Sponsorship Opportunities** and the **Exhibitor Showcase**, which is October 1 and 2. These are outstanding opportunities to participate in the conference, receive extensive recognition for your company, and showcase your products and services to more than 500 professional and citizen planners.

This year's conference includes an **Exhibitor and Sponsor Reception**, which will begin with American Indian dancing and drumming, immediately following the afternoon general session. Our goal is to connect our sponsors and exhibitors with as many conference attendees as possible. We have added some new sponsorship opportunities to the conference, including a continental "TGIF" breakfast on Friday morning.

If you have any questions about exhibiting or sponsoring please call me at (734) 913-2000 or contact me via e-mail at jgorchow@planningmi.org.

Sincerely,

Jennifer Gorchow
Director of Meetings and Member Services



219. South Main Street, Suite 300
Ann Arbor, Michigan 48104

734.913.2000
734.913.2061 fax

www.planningmi.org/conference.asp



Michigan Association of Planning

Annual Conference

Planning Michigan

September 30 -October 3, 2009

Soaring Eagle Resort, Mt. Pleasant

Sponsorship Opportunities

**Sponsorships are available on a first-come, first-served basis. If you do not see a sponsorship opportunity that fits your needs, but would like to contribute, please contact Jennifer Gorchow at jgorchow@planningmi.org for a customized package.*

Platinum Sponsor—one available—\$3,000

- ❖ Company logo (one color) on aluminum water bottle (primary conference give-away) distributed to all attendees
- ❖ Opportunity to provide additional company give-away in conference tote bag
- ❖ Full-page color advertisement on the inside front cover of the conference program book
- ❖ One complimentary conference registration
- ❖ One complimentary exhibit booth or conference registration
- ❖ On-site signage recognizing your sponsorship
- ❖ Recognition as a sponsor in the program book and on the MAP Web site

Gold Sponsor—one available—\$2,500

- ❖ Company logo (one color) on cover of notepad distributed to all attendees
- ❖ Full-page color advertisement on the inside back cover of the conference program book
- ❖ One complimentary conference registration
- ❖ One complimentary exhibit booth or conference registration
- ❖ On-site signage recognizing your sponsorship
- ❖ Recognition as a sponsor in the program book and on the MAP Web site

TGIF Breakfast Sponsor—one available—\$2,000

- ❖ Company logo on napkins at continental breakfast buffet during the general session on Friday morning
- ❖ Company logo displayed on sign at breakfast buffet
- ❖ Full-page color advertisement in the conference program book
- ❖ One complimentary conference registration
- ❖ One complimentary exhibit booth or conference registration
- ❖ On-site signage recognizing your sponsorship
- ❖ Recognition as a sponsor in the program book and on the MAP Web site

Power Break Sponsor—five available—\$1,200

- ❖ Company logo displayed on signage at one of five refreshment breaks during the conference
- ❖ Half-page color advertisement in the conference program book
- ❖ One complimentary conference registration
- ❖ One complimentary exhibit booth or conference registration
- ❖ On-site signage recognizing your sponsorship
- ❖ Recognition as a sponsor in the program book and on the MAP Web site



Planning Michigan 2009

Exhibitor Showcase Information

Why Exhibit?

- Exhibiting at the conference gives you a direct link to these top-level planning decision makers and provides the best forum for you to reach your preferred customers; more than 500 professional planners and planning officials attend each year.
- This year MAP will be holding an exhibitor and sponsor reception in the exhibit area on Thursday evening.
- Refreshment breaks will be held in the exhibit area.
- All exhibitors receive recognition in conference materials and in the *Michigan Planner* magazine—read cover to cover by the association's nearly 5,000 members and 120 national APA leaders from around the country.
- The exhibit booth fee includes one full conference registration—a \$325 value!

Who Should Exhibit?

You will want to exhibit if your company provides products or services in one or more of these areas:

- comprehensive community planning
- computer software and systems
- consulting
- geographic information systems
- government services
- landscape architecture
- manufactured housing
- mitigation and conservation banking
- community development
- surveying and mapping
- smart growth initiatives
- transportation and transit planning
- streetscape improvements
- public utilities

Exhibitor Showcase Schedule

Exhibitor Set-up

Wednesday, September 30

2:00 p.m. to 6:00 p.m.

Showcase Hours

Exhibitors are required to staff booths during all breaks and the networking reception.

Thursday, October 1

10:15 a.m. to 7:00 p.m.

(Exhibitor Sponsor Reception: 5:45 p.m. to 7:00 p.m.)

Friday, October 2

9:30 a.m. to 3:15 p.m.

Exhibitor Tear-down

Friday, October 2

3:15 p.m. to 5:30 p.m.

Booth Package Information

The fee for a **8' x 10' booth** is \$595 for MAP members (\$495 for nonprofit organizations that are MAP members), and \$695 for non-members (\$595 for nonprofit non-members). If the IRS classifies your tax status as a nonprofit organization, you qualify for the reduced nonprofit rate. The booth package includes an 8' tall draped back wall, 3' draped side rails, 8' skirted table, two chairs and one wastebasket.

Exhibitor Showcase Extras

Reserving exhibit space entitles you to these extra benefits:

- **One complimentary registration.** You will receive one complimentary non-transferable conference registration for each booth you reserve. ***Conference registration form will be sent with booth confirmation.***
- **Complimentary mailing labels.** You will receive one set of labels of all registered attendees (as of September 3) to help you in your promotional efforts prior to the conference.
- **Listing in *Michigan Planner* magazine.** Your company will be listed as an exhibitor in the conference issue of the *Michigan Planner* magazine.
- **Listing in the conference program booklet.** A description of your company and its product or service will be printed in the official on-site conference program book.

About The Association

With close to 5,000 members, the Michigan Association of Planning is one of the largest organizations actively working for better-planned communities. The Association brings together professional planners, citizen members of boards and commissions, elected officials, and members of community groups. Our members include elected and appointed officials; planners for cities, townships, regions, and rural areas; practitioners; students and educators and developers.

Terms & Conditions

Contract

The following rules and regulations become binding upon acceptance of the contract between applicant, its employees and agents, and the Michigan Association of Planning (the Association), the exhibition managers, and any additions and amendments thereto that may after be established or put into effect by the management.

Space Assignment

Space will be assigned to all applicants on a first-come, first-served basis, in the order in which applications are received. Every effort will be made to assign the exhibitor to one of their chosen spaces; however, the exhibition manager reserves the right to make final space assignments or change space assignments after acceptance of the applications, should it be necessary and/or in the best interest of the exhibitor showcase.

Payment and Cancellations

- A. Exhibitors canceling must notify the Association in writing.
- B. Exhibitors who cancel no later than September 3 will receive a refund, less a \$100 handling fee. Exhibitors who cancel after September 3 will not receive a refund.

Shipping/Handling and Receipt of Freight

The instructions for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Exhibitor Service Kit, which will be sent with booth confirmation information.

Safety

- A. Fire regulations require all display material used for decoration to be flameproof. Any and all electrical equipment, including signs and lights, shall be in good, operable condition and able to pass the inspection of the local Fire Marshal. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition.
- B. The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be brought to the attention of the exhibition manager, in writing, not less than fifteen (15) days before the opening of the exhibit for approval.

Exhibit Standards

The Association shall have the right to prohibit any exhibit or part of an exhibit, which in their opinion is not suitable to or in keeping with the character, or purpose of the exhibition. Questionable exhibits shall be modified at the request of the exhibition manager.

Use of Exhibit Space

Exhibitors shall reflect their company's highest standard of professionalism while maintaining the booth during exhibit hours. The booth must be staffed by at least one company representative at all times during the conference exhibit program. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet, or share any part of his space without expressed written consent of the Association.

Early Tear Down of Exhibit

Exhibitors shall observe the posted set-up and tear down schedule. Early dismantling of the exhibit shall result in a \$200 assessment.

Hold Harmless

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hotel, agents, servants, and employees from any and all such losses, damages, and claims.

Security/Liabilities/Insurance

- A. Neither the Association, the official service contractors, the exhibit facility, nor the members, representatives, and/or employees thereof will be responsible for injury, loss, or damage that may occur to the exhibitor, or to the exhibitor's employees or property, from any cause whatsoever, prior, during, or subsequent to the period covered by this application/contract.
- B. The Association and its agents and employees will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be returned in that event, except that any actual expenses incurred in connection with the exhibition will be deducted if the exhibition is canceled fifteen (15) days or less prior to the opening date because of fire, or any act of God, or the public enemy, or strike, or epidemic, or any law, regulation, or public authority that makes it impossible or impracticable to hold the exhibition.
- C. Exhibitors agree to maintain such insurance that will fully protect the exhibition management from any and all claims of any nature whatsoever, including claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation, or dismantling of exhibitor's display.
- D. Damage to inadequately packed property is the exhibitor's own responsibility.
- E. Damage to the facility housing the exhibit caused or done by the exhibitor shall be replaced or repaired by the exhibitor. Additionally, the exhibitor agrees to protect, save, and hold harmless The Association and the conference facility of and from all loss and/or damage whatsoever caused to the facility housing the exhibition or any other part thereof, directly or indirectly.
- F. ***Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to the materials from fire, theft, accident, etc.***

Music Licensing

Exhibitors agree to comply with existing regulations relating to music licensing and agree to indemnify and hold harmless the Michigan Association of Planning against any claims or expenses arising from noncompliance to these regulations.

Admission

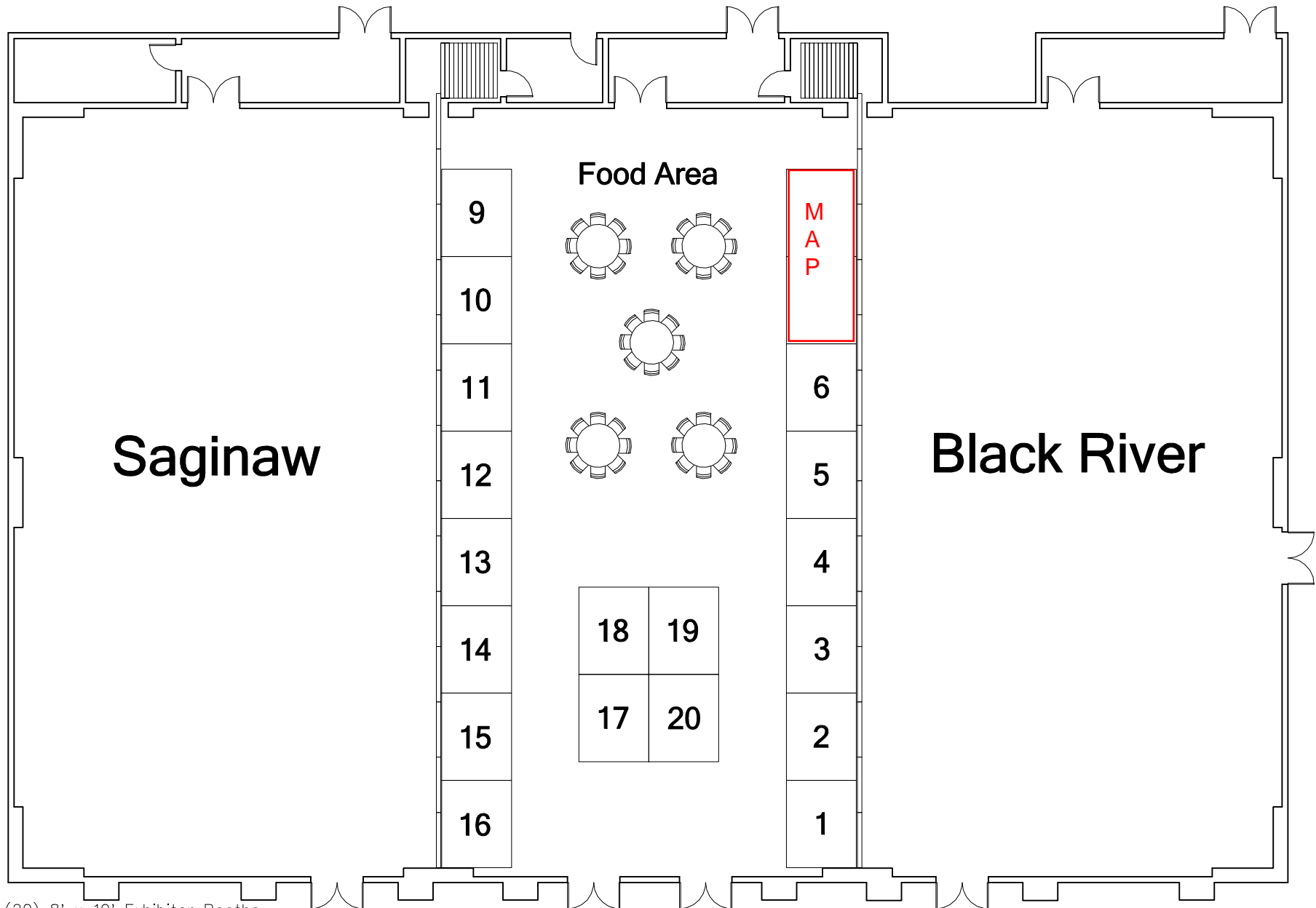
The Association shall have sole control over all admissions during exhibit hall hours. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by the Association.

Amendments to Regulations

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of the Association. The aforementioned items covered by this contract may be amended at any time by the Association in the interest of the exhibition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

Michigan Association of Planning

October 1st - 2nd, 2009 Soaring Eagle Casino & Resort
Ballroom - Swan Creek



**2009 Planning Michigan
Conference Sponsor/ Exhibitor Form**

(Return by September 3, 2009)



Company Information

Contact person _____

Company/Organization _____
(as you would like it listed in the program book)

Mailing information _____
(address) (City) (state) (zip code)

Phone _____ Fax _____ E-mail _____

Sponsorship Opportunities (please select your preference)

- Platinum** *(one available)*.....**\$3,000**
- TGIF Breakfast** *(one available)***\$2,000**
- Gold** *(one available)*.....**\$2,500**
- Power Break** *(five available)***\$1,200**

- All sponsorships include one complimentary conference registration. MAP will contact you to determine the name of individual using complimentary registration.
- All sponsorships include complimentary exhibit booth OR second complimentary registration.
 - We would like a complimentary exhibit booth (Please indicate booth space preference below).
 - We will not be exhibiting; MAP will contact us to determine the individual who will be using the complimentary registration.
- All sponsorships include advertisement space (size of ad dependant on sponsorship level) in the conference program. Name and e-mail address or phone number of individual to contact to coordinate ad copy:

Exhibitor Space

I am exhibiting only, please find my selection below. (Exhibit space includes one complimentary conference registration; MAP will contact you to determine the name of individual using complimentary registration.)

MAP member rates:	\$595 (private business)	\$495 (nonprofit)
Non-member rates:	\$695 (private business)	\$595 (nonprofit)

My exhibit space is included with sponsorship indicated above; please find my booth selection below.

Please prioritize your preferred booth number as shown on the floor plan provided. Booth locations will be assigned on a first-come, first-serve basis.

_____ 1st _____ 2nd _____ 3rd _____ 4th

Amount Due: _____

Payment Information

- Invoice me
- Check payable to MAP enclosed
- MasterCard
- VISA

_____	_____	_____	_____
card number	expiration date	security code	authorized signature

Return this form by **September 3, 2009** to:
 Michigan Association of Planning
 219 S. Main Street, Suite 300
 Ann Arbor, Michigan 48104
(734) 913-2061 (fax)

Questions? Contact **Jennifer Gorchow** at
 (734) 913-2000 or e-mail her at
 jgorchow@planningmi.org