



**Michigan Association of Planning**  
*Annual Conference*

October 26-28<sup>th</sup>, 2016 | Kalamazoo Radisson Hotel & Conference Center

August 26, 2016

This fall, the Michigan Association of Planning will hold its annual conference, ***Planning Michigan***, at the Kalamazoo Radisson Hotel and Conference Center. *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 conference **Sponsorship Opportunities** and the **Exhibitor Showcase** (set up on Oct. 26, open Oct. 27-28). These are outstanding opportunities to participate in the conference, receive extensive recognition for your company, and showcase your products and services to nearly 500 professional and citizen planners.

Consider how you can highlight your company by sponsoring and/or exhibiting in our Exhibitor Showcase. I can be reached at (734) 913-2000 or via e-mail at **[ajordan@planningmi.org](mailto:ajordan@planningmi.org)** for more questions.

Sincerely,

A handwritten signature in black ink that reads "Amy Jordan". The signature is fluid and cursive, with the first name "Amy" and the last name "Jordan" clearly legible.

Amy Jordan  
Director of Education  
Michigan Association of Planning



1919. W. Stadium Blvd, Suite 4  
Ann Arbor, Michigan 48103

734.913.2000  
734.913.2061 fax

[www.planningmi.org/conference.asp](http://www.planningmi.org/conference.asp)



# SPONSORSHIP OPPORTUNITIES

## Michigan Association of Planning

Planning Michigan Annual Conference

October 26-28<sup>th</sup>, 2016 | Kalamazoo Radisson Hotel & Conference Center

Sponsorships are available on a first-come, first-served basis. Once a sponsorship is obtained, it will be listed on the MAP website and in *Planning Michigan* Annual Conference email promotions. So, the sooner, you secure a sponsorship, the more your company will be promoted!

Please submit attached form on or before Monday, September 12<sup>th</sup>.

**Swag Sponsor: \$2,650 | ~~Two (2) Available~~**

← **One remaining**

Want attendees to not only see your logo at conference, but take your company logo home with them? Consider becoming a Swag Sponsor! Contact Amy at (734) 913-2000 or [ajordan@planningmi.org](mailto:ajordan@planningmi.org) for options.

- Full-page color advertisement in the conference program book
- One (1) complimentary conference registration
- One (1) Booth in the Exhibitor Showcase
- Recognition as a sponsor on signage at the conference
- Recognition as a sponsor in the program book and on the MAP website

**Breakfast Sponsor: \$2,200 | Two (2) Available**

- Company logo on napkins at *Breakfast – morning of either Thursday, October 27<sup>th</sup> or Friday, October 28<sup>th</sup>, 2016*
- Company logo displayed on signage in breakfast room
- Full-page color advertisement in the conference program book
- One (1) complimentary conference registration
- One (1) Booth in the Exhibitor Showcase
- Recognition as a sponsor on signage at the conference
- Recognition as a sponsor in the program book and on the MAP website

**Planning Michigan Reception Sponsors: \$1,650 | ~~Four (4) Available~~**

**two remaining**

- Company logo displayed on signage at hors d'oeuvres stations
- Half-page color advertisement in the conference program book
- One (1) complimentary conference registration
- Table reserved in the Exhibit Showcase
- Recognition as a sponsor on signage at the conference
- Recognition as a sponsor in the program book and on the MAP website

**Refreshment Break Sponsor: \$1,650 | Four (4) Available**

One remaining

- Choose one of four (4) *Refreshment Breaks* – either *Wednesday afternoon, October 26th, Thursday, October 27<sup>th</sup>, late morning or afternoon; or Friday late morning, October 28<sup>th</sup>.*
- Company logo on napkins during respective break
- Company logo displayed on signage during respective break
- Half-page color advertisement in the conference program book
- One (1) complimentary conference registration
- Table reserved in the Exhibit Showcase
- Recognition as a sponsor on signage at the conference
- Recognition as a sponsor in the program book and on the MAP website

**City Experience Sponsor: \$600 | Unlimited Available**

- Recognition as a sponsor on way finding map distributed to all attendees
- Recognition as a sponsor in the program book and on the MAP website
- Logo on the conference banner
- One (1) complimentary conference registration

**Program Advertisement: \$300 | Unlimited**

- Quarter- page color advertisement in the conference program book - provided to approximately 500 attendees



## ***Planning Michigan 2016***

October 26-28 | Kalamazoo Radisson Hotel & Conference Center

### **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; nearly 500 land use experts and planning officials attend each year.
- Refreshment breaks will be held in the exhibit area, and attendees will walk through the exhibitor area to attend classes.
- All exhibitors receive recognition in conference materials and in the *Michigan Planner* magazine—read cover to cover by the association's nearly 3,500 members and 120 national APA leaders from around the country.
- The exhibit booth fee includes one full conference registration—a \$375 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
- non-profits related to land use
- landscape architecture
- mitigation and conservation banking
- infrastructure planning
- community development
- surveying and mapping
- smart growth initiatives
- transportation and transit planning
- streetscape improvements
- public utilities
- code writing
- hardscape products and play equipment
- engineering services

#### **Exhibitor Showcase Schedule**

##### ***Exhibitor Set-up***

Wednesday, October 26

1:00 p.m. to 6:30 p.m.

##### ***Showcase Hours***

Thursday, October 27

8:00 a.m. to 6:15 p.m.

***Planning Michigan Reception: 5:00 to 6:15 p.m.***- The reception will be held around the exhibitor showcase, we ask that you staff your booth during the reception

Friday, October 28

8:00 a.m. to 1:00 p.m.

##### ***Exhibitor Tear-down***

Friday, October 28

1:00 p.m. to 4:30 p.m.

## Booth Information

The fee for a **6' x10' booth** is \$675

for MAP members, and \$775 for non-members. The booth package includes a 7' tall draped back wall, 3' draped side rails, and a 6' skirted table.

## 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 attached.**
- **Complimentary mailing labels.** You will receive electronic labels of all registered attendees (as of September 9) to help you in your promotional efforts prior to the conference. These mailing labels can be used one-time only.
- **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 3,500 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 9 will receive a refund, less a \$100 handling fee. Exhibitors who cancel after September 9 will not receive a refund.

### 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. 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.

### **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**

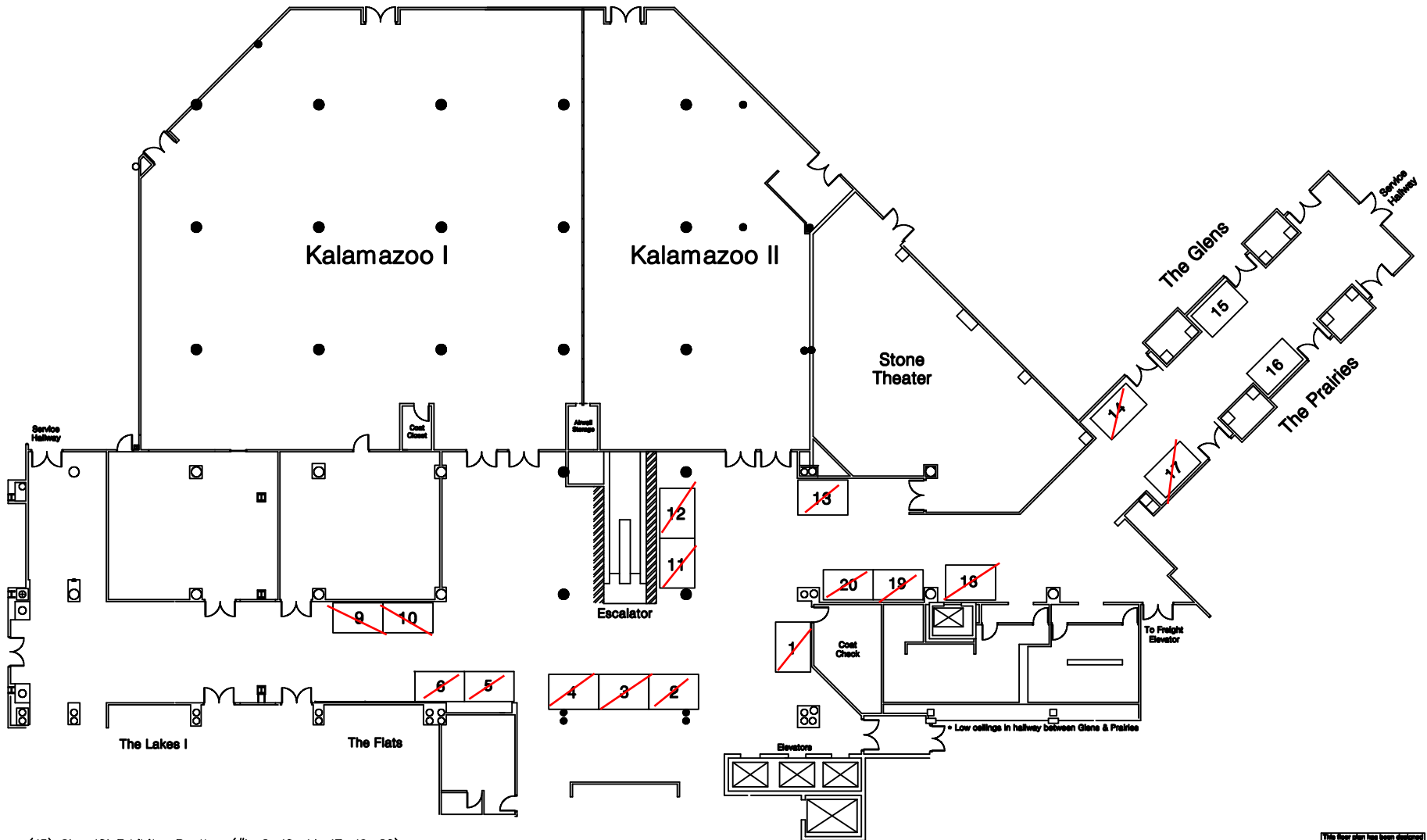
The Association shall have sole control over all admissions during exhibit hall hours. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by the Association.

### **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 26–28, 2016 • Kalamazoo Radisson



(15) 6' x 10' Exhibitor Booths: (#s 2–10, 14–17, 19, 20)  
 (5) 7' x 10' Exhibitor Booths: (#s 1, 11–13, 18)

# SPONSORSHIP / DISPLAY AREA FORM

Planning Michigan Annual Conference

October 26-28th | Kalamazoo Radisson Hotel & Conference Center

## COMPANY INFORMATION

Contact person \_\_\_\_\_

Company/Organization \_\_\_\_\_  
*(as you would like it listed in the program book)*

Billing information \_\_\_\_\_  
*(address) (City) (state) (zip code)*

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## AVAILABLE SPONSORSHIPS | Choose one below:

**Swag Sponsor: \$2,650**

~~Only two (2) available~~ **1 remaining available**  
Contact MAP for Swag options

**Breakfast Sponsor: \$2,250**

Two(2) available  
 Thursday, October 28, 2016  
 Friday, October 29, 2016

**Refreshment Break Sponsor: \$1,650**

~~Four (4) available:~~  
 Wednesday afternoon  Thurs late morning  
 Thurs afternoon  Fri late morning

**Planning Michigan Reception Sponsors: \$1,650**

~~Four (4) available~~ **2 remaining available**

**City Experience Sponsor \$600**

Unlimited available

**Program Advertisement: \$300**

Unlimited available

Sponsorship includes a complimentary booth in Exhibit Showcase—Program Advertisements do not include an exhibit.

**EXHIBIT SHOWCASE** | Reservation comes with one 6' x 10' booth space, and a conference registration.

- I am a MAP Member and want a booth in the Exhibit Showcase (**\$675**)
- I am NOT a member and want a booth in the Exhibit Showcase (**\$775**)
- Sponsor—yes, I want a complimentary booth in the Exhibit Showcase.
- Sponsor—no, I do not want complimentary booth in the Exhibit Showcase.

### TABLE CHOICES:

#1: \_\_\_\_\_ #2: \_\_\_\_\_  
#3: \_\_\_\_\_

**PAYMENT INFORMATION** | Total Amount Due: \_\_\_\_\_

**Payment Method:**  Invoice me  Check Enclosed  MasterCard  VISA

\_\_\_\_\_ card number

\_\_\_\_\_ expiration date

\_\_\_\_\_ security code

\_\_\_\_\_ authorized signature

**Return this form on or before October 1, 2016 by mail, email, or fax to:**

Michigan Association of Planning (MAP), 1919 W. Stadium Blvd, Suite 4, Ann Arbor, Michigan 48103  
Email: ajordan@planningmi.org | Fax: (734) 913-2061 | Questions? Phone (734)913-2000