

# Exhibitor & Sponsor Information

**2019 MI NAHRO  
SPRING CONFERENCE**

**May 1-3, 2019**

**McCamy Plaza Hotel  
Battle Creek, Michigan**

## **Battling for the Future of Affordable Housing**



### **ABOUT THE SHOW**

You're invited to take part in the 2019 MI NAHRO Spring Conference. This event will take place at McCamy Plaza Hotel in Battle Creek, MI, on May 1-3 2019. Attendance is expected to be around 120 professionals from the industry.

### **WHO EXHIBITS**

Companies representing the best products and services in the industry will be exhibiting. This exposition will provide you with an excellent opportunity to increase your sales volume by marketing to prospective clients who are actively seeking the products and information that you have available.

### **EXHIBIT SPACE RATES**

Exhibitor Fee (single representative) - \$325  
(Fee includes one table, meals for one company representative, cocktails and hors d'oeuvres at hospitality)

Exhibitor Fee (two representatives) - \$400  
(Fee includes one table, meals for two company representatives, cocktails and hors d'oeuvres at hospitality)

additional 6' tables .....\$50 each  
additional representatives.....\$75 each

### **ELECTRICITY**

Each vendor is responsible for letting us know if you need electricity. Please be sure to indicate on your registration form if you are in need of electricity.

### **SPONSORSHIP OPPORTUNITIES**

Your company can expand its visibility at this event by being a conference sponsor. Sponsorship opportunities include:

#### **Gold Sponsor - \$1500**

##### **Addressing the Conference**

The gold sponsor is the only sponsor given the opportunity to address the conference. As the gold sponsor you will have the opportunity to address the conference for 5 to 10 minutes and introduce the luncheon speaker prior to the Thursday Luncheon.

### **Room Key Advertising**

The gold sponsor is the only sponsor whose company logo appears on the room key cover of all our attendees staying at the conference hotel.

### **Name Badges**

The gold sponsor is the only sponsor whose company logo appears on the attendee name badges. Your company logo will be featured on the lower right corner of the attendee name badges.

### **Exhibit Space**

As the gold sponsor your company will receive a complimentary vendor table that includes registrations for two company representatives.

### **Signage Rights**

The gold sponsor is entitled to provide appropriate signage in the main conference rooms and the conference registration area. The gold sponsor signage will be more prominent than those of any co-sponsors.

### **Conference Projection Backdrop**

As the gold sponsor your company logo will appear along with the conference logo and more prominently than those of any co-sponsors on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, at the start and end of sessions and at all other times during the proceedings when the projector is not in use by presenters.

### **Conference Promotional Material**

As the gold conference sponsor your company's name will appear more prominently than those of any co-sponsors on the conference website, the on-site conference agenda and on sponsor recognition signage at the conference.

### **Company Literature and Giveaway**

As the gold conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the attendee pack that is distributed to participants upon registration at the conference.

## Silver Sponsor - \$1000

### Exhibit Space

As a silver sponsor your company will receive a complimentary vendor table that includes registrations for two company representatives.

### Conference Projection Backdrop

As a silver sponsor your company logo will appear along with the conference logo and any co-sponsors on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, at the start and end of sessions and at all other times during the proceedings when the projector is not in use by presenters.

### Conference Promotional Material

As a silver sponsor your company's name will be featured on the conference website, the on-site conference agenda and on sponsor recognition signage at the conference.

### Company Literature

As a silver sponsor you have the opportunity to distribute your company's brochure to be included in the attendee packet that is distributed to participants upon registration at the conference.

## Bronze Sponsor - \$500

### Exhibit Space

As a bronze sponsor your company will receive a complimentary vendor table that includes registrations for two company representatives.

### Conference Projection Backdrop

As a bronze sponsor your company logo will appear along with the conference logo and any co-sponsors on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, at the start and end of sessions and at all other times during the proceedings when the projector is not in use by presenters.

### Conference Promotional Material

As a bronze sponsor your company's name will be featured on the conference website, the on-site conference agenda and on sponsor recognition signage at the conference.

## FOLDER INSERT - \$100

Have you thought about expanding your contacts with the housing industry professionals throughout the state of Michigan? Purchasing a folder insert at \$100 gives your company the opportunity to insert a one piece promotional item into the conference packet. This is a great marketing opportunity for those who can not make it to the event in person.

## SHOW DATES AND HOURS

Wednesday, May 1st

7:00 p.m. - 10:00 p.m. exhibit setup

Thursday, May 2nd

8:00 a.m. - 5:00 p.m. - show hours

6:00 p.m. - 9:00 p.m. - exhibitor hospitality

## SHOW INQUIRIES

For questions about the show, please contact:  
Tim O'Brien, Vendor Liaison Committee Chair  
tobrien@sbs-companies.com or 810-990-4479

or

Cheryl Anne Farmer, State Service Officer  
minahro@minahro.org or 734-498-2493

## SECURITY

The exhibit area will be locked after show hours, however we will not be held responsible for valuable items left in the exhibit area. It is the sole responsibility of the exhibitor to obtain insurance to cover the exhibitor's property.

## HOTEL INFORMATION

McCamly Plaza Hotel  
50 Capital Avenue Southwest  
Battle Creek, MI 49017  
Tel: (269) 963-7050 or (888) 622-2659

A block of rooms under the name of Michigan NAHRO until **April 15, 2019** reference group code MI NAHRO when making reservation.

Room rates: \$115 per night  
(single or double occupancy)

[Wednesday, May 1 @ 10:00 a.m.](#)

### **2019 NAHRO SPRING GOLF SCRAMBLE**

Everyone welcome . . . men, ladies, and golfers of all abilities! Contact Cheryl Anne Farmer at 734.498.2493 or minahro@minahro.org for details and to reserve a spot before April 25, 2019.

**We will golf 18 holes!**

**Course to be determined.**

# Exhibitor & Sponsor REGISTRATION FORM

**May 1-3, 2019**

## MI NAHRO Spring Conference

Please fill out the information requested below. Please print clearly.

### EXHIBITOR & SPONSOR INFORMATION

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/ZIP

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Website

\_\_\_\_\_  
Email

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Company Representative

### EXHIBITOR FEES:

**Exhibitor Fee (single representative)**  \$325  
(Fee includes one table, meals for one company representative, cocktails and hors d'oeuvres at hospitality)

**Exhibitor Fee (two representatives)**  \$400  
(Fee includes one table, meals for two company representatives, cocktails and hors d'oeuvres at hospitality)

**Extra Table(s)** \_\_\_\_\_ @ \$50 = \_\_\_\_\_  
**Additional Reqs** \_\_\_\_\_ @ \$75 = \_\_\_\_\_

### ADDITIONAL INFORMATION

- Yes, I need Electricity
- Yes, I need a Name Badge
- Yes, I need a 6' table
- Yes, I need a tablecloth and skirting
- Our company would like to contribute \$ \_\_\_\_\_ to Hospitality.
- Our company would enjoy providing the following door prize:



Company Description:(one sentence)  
\_\_\_\_\_  
\_\_\_\_\_

### SPONSOR FEES:

Gold Sponsor  \$1500  
Silver Sponsor  \$1000  
Bronze Sponsor  \$500  
Folder Insert  \$100

### PAYMENT INFORMATION

TOTAL: \$ \_\_\_\_\_  
Please add the section totals and place sum in space provided above.

Check # \_\_\_\_\_  
Please make checks payable to Michigan Chapter of NAHRO.

### CANCELLATION INFORMATION

Cancellations received 14 days prior to Conference will be refunded less a \$50.00 cancellation fee. **NO CANCELLATIONS AFTER April 17, 2019.** Contact MI NAHRO Service Officer, [minahro@minharo.org](mailto:minahro@minharo.org). Questions?  
Call the MI NAHRO office at 734.498.2493.

Return registration form and payment to:

#### MI NAHRO

169 Templar, Pinckney, MI 48169  
734.498.2493 [minahro@minahro.org](mailto:minahro@minahro.org)

You can also register online at  
[www.minahro.org](http://www.minahro.org).

Fax: 734.498.8415