

Exhibitor & Sponsor Information

Charting the Course

2017 Joint Housing Conference

MI NAHRO • MHDA • UPHO

September 20-22, 2017

Crystal Mountain Resort

Thompsonville, Michigan



ABOUT THE SHOW

You're invited to take part in the 2017 Joint Housing Conference. This event will take place at Crystal Mountain Resort in Thompsonville, Michigan, on September 20-22, 2017. Attendance is expected to be around 225 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) - \$425

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

additional 6' tables\$50 each

additional representative\$50 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 - \$2000

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 sleeve 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.

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 - \$600

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.

Lunch Sponsor - \$500

Thursday Continental Sponsor - \$400

Thursday AM & PM Break Sponsor - \$400

Friday Breakfast Sponsor - \$500

Each sponsor will get additional sign recognition during each of the above events.

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 or additional exposure for those that will be there.

SHOW DATES AND HOURS

Wednesday, September 20

5:00 p.m. - 10:00 p.m. exhibit setup

Thursday, September 21

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:

MI NAHRO Service Officer, Cheryl Anne Farmer,
169 Templar, Pinckney, MI 48169 or minahro@minharo.org

Jim Ward of Ward Energy LLC will be assisting with your onsite needs. He can be reached at 313.319.1822 or wardenergyllc@comcast.net.

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

Crystal Mountain Resort
12500 Crystal Mountain Dr.
Thompsonville, MI 49638

A block of rooms under the name of Joint Housing Conference until August 21, 2017

Make your reservations by filling out the attached room reservation form and sending it directly to the hotel.

Room rates: \$119 /night for a Studio/Hotel room or \$139 /night for a Suite or \$159 /night for a one bedroom condo. (single or double occupancy) *Please see rooming form for other pricing options.*

Wednesday, September 20 @10:00 a.m.

2017 Joint Housing 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 September 6, 2017.

Betsie Valley: 18 Holes w/ a cart; \$40/person

Exhibitor & Sponsor REGISTRATION FORM

September 20-22

MI NAHRO • MHDA • UPHO

2017 Joint Housing 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) \$425
(Fee includes one table, meals for two company representatives, cocktails and hors d'oeuvres at hospitality)

Extra Table(s) _____ @ \$50 = _____

Booth # Choice 1st _____ 2nd _____ 3rd _____

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:

Charting the Course



SPONSOR FEES:

- Gold Sponsor \$2000
- Silver Sponsor \$1000
- Bronze Sponsor \$600
- Folder Insert \$100
- Lunch Sponsor \$500
- Thurs. Cont. Sponsor \$400
- Thurs. AM & PM Break \$400
- Fri. Breakfast Sponsor \$500

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 **September 6, 2017**. Questions? Contact MI NAHRO Service Officer, Cheryl Anne Farmer, 169 Templar, Pinckney, MI 48169 or minahro@minahro.org

Return registration form and payment to:
MI NAHRO

169 Templar, Pinckney, MI 48169
734.498.2493 minahro@minahro.org

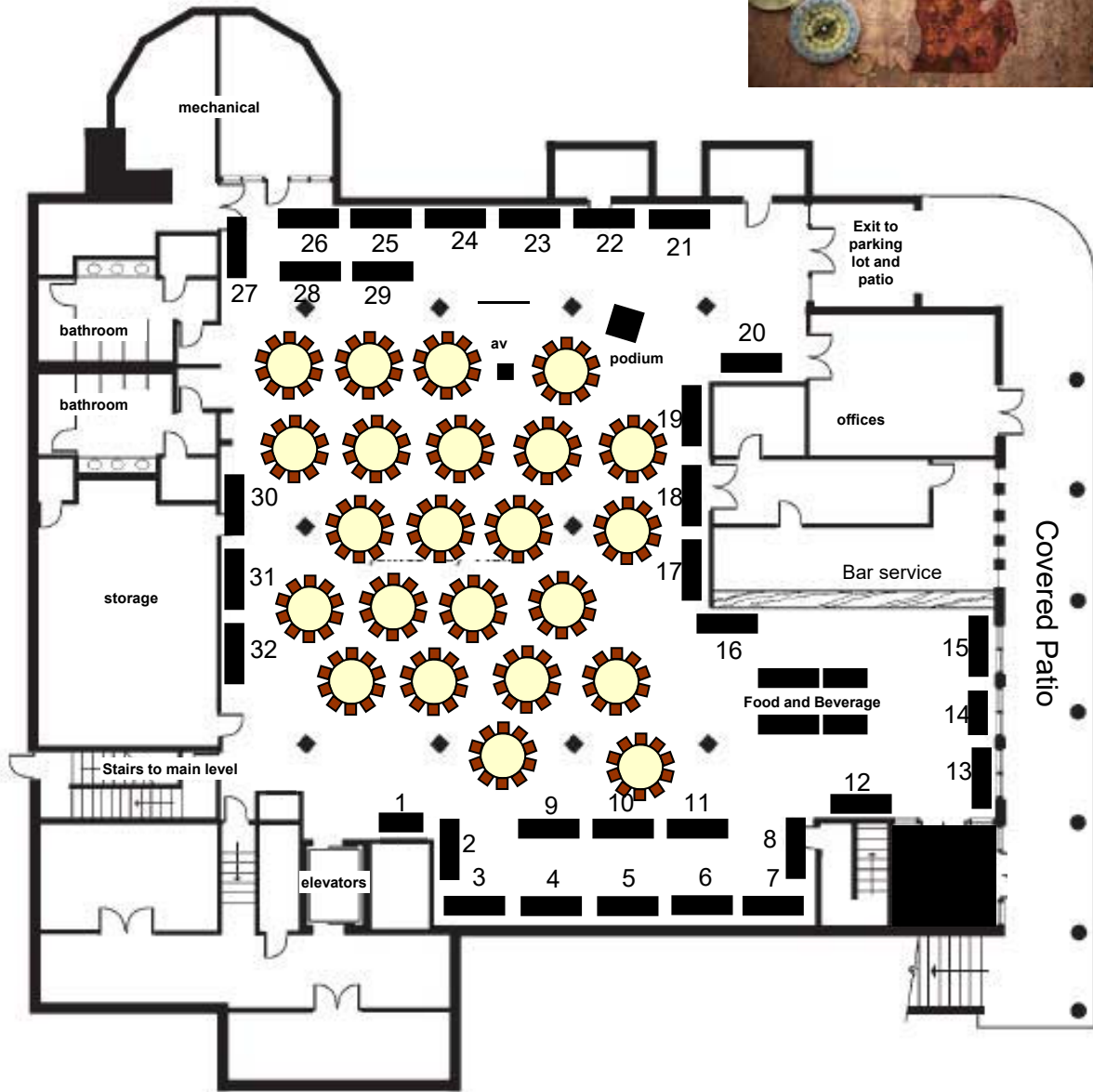
You can also register online at
www.minahro.org

2017 Joint Housing Conference Exhibitor Layout

Charting the Course



James Bay room



- | | | |
|-----|-----|-----|
| 1. | 12. | 23. |
| 2. | 13. | 24. |
| 3. | 14. | 25. |
| 4. | 15. | 26. |
| 5. | 16. | 27. |
| 6. | 17. | 28. |
| 7. | 18. | 29. |
| 8. | 19. | 30. |
| 9. | 20. | 31. |
| 10. | 21. | 32. |
| 11. | 22. | |



CRYSTAL MOUNTAIN ACCOMMODATIONS

Our accommodations offer a unique guest experience with a variety of different lodging options and conveniently allow houseguests to take advantage of our [houseguest perks](#) during their stay. All accommodations are non-smoking and feature daily stay-over service, air conditioning, satellite television, microwave, coffee maker, toaster, video player, hairdryer, iron and ironing board. Please visit our [Lodging and Package Details](#) and [Resort Map](#) for more information.

Studio Room, Hotel and Suite Options

[PINEHURST STUDIO ROOMS](#) ~ Studio Rooms are nestled among the pines and situated along the 9th fairway of our Betsie Valley golf course. Pinehurst offer a convenient location near Kinloch and the Buck Quad chairlift, while remaining only a short distance from the village core. ~ Lodging Amenities • Sleeps 2 guests • One queen bed • Private bath with jetted tub in select units • Efficiency kitchen • Two-story building with exterior doorways; no elevator

[HAMLET HOTEL OR CRYSTAL COLONY HOTEL](#) ~ Hotel accommodations are conveniently located in the heart of the resort near the Kinloch and Crystal Spa, and just a short distance away from the slopes, Park at Water's Edge and the Crystal Conference Center. ~ Lodging Amenities • Sleeps up to 4 guests • Two queen beds OR one queen bed and one queen Murphy bed • One bath with jetted tub in select units • Efficiency kitchen • Community ice machine available in building • Two or three-story building with interior hallways; no elevator; luggage service available at Front Desk

[INN AT THE MOUNTAIN SUITES](#) ~ Suites are located in the heart of the village core, next to the Crystal Conference Center, across from the Park at Water's Edge Outdoor Pool and close to the slopes. ~ Lodging Amenities • Sleeps up to 4 guests • Private bedroom with king bed • One queen Murphy bed in living area • Private bath with jetted tub for two • Efficiency kitchen • Electronic work station with voice and data ports • Private outdoor balcony • Community ice machine, washer and dryer available in building • Two-story building with interior hallways; has an elevator • *Barrier free accommodations upon request*

1-5 Bedroom Condo Options

[PINEHURST](#) ~ One, two or three Bedroom Condos nestled among the pines and situated along the 9th fairway of our Betsie Valley golf course. Pinehurst boasts beautiful views and offers a convenient location near Kinloch and the Buck Quad chairlift, while remaining only a short distance from the village core. ~ Lodging Amenities • Sleeps 4-6 guests • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen and dining area • Living room with fireplace • Two-story building with exterior doorways; no elevator

[WINTERGREEN](#) ~ One, two or three bedroom condos are beautifully situated along our Betsie Valley golf course and just steps away from the Park at Water's Edge Outdoor Pool, walking distance to the Crystal Conference Center and the slopes. ~ Lodging Amenities • Sleeps 4-8 guests • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen and dining area • Living room with fireplace • Private outdoor patio or deck • Washer and dryer in select units • Two-story building with exterior doorways; no elevator

[KINLOCH](#) ~ One, two, or three bedroom condos are located just steps from the slopes and the first tee of the Betsie Valley golf course. Kinloch is home to the Thistle Pub & Grille and the Pro Shop/Nordic Center. ~ Lodging Amenities • Sleeps 6-10 guests • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen with dining area • Living room with fireplace • May have a private outdoor deck • Community ice machine, washer and dryer available in building • Three-story building with interior hallways; has an elevator

[MOUNTAINTOP](#) ~ Two bedroom accommodations, with breathtaking panoramic views, and ski-in/ski-out convenience in select units, are perched on the top of Crystal Mountain overlooking the beautiful Betsie River Valley and beyond. ~ Lodging Amenities • Sleeps 8-12 guests • Master bedroom with king • Unit layout and bedding configuration varies • Master bath with jetted tub for two • 1 1/2 guest baths • Full kitchen and dining area • Living room with fireplace • Washer and dryer • Walkout deck • Summer private outdoor pool • Three-story building with exterior doorways; no elevator

[MOUNTAINSIDE](#) ~ Located on the side of Crystal Mountain, our four and five bedroom condos are nestled on our Mountain Ridge or Betsie Valley golf courses, these accommodations are perfect for your family retreat. ~ Lodging Amenities • Sleeps 9-14 guests • Unit layout and bedding configuration varies • Master suite with king bed and jetted tub • 2 or 3 guest baths • Full kitchen and dining area • Living room with fireplace • Walkout deck • Gas grill available in the summer • May have a washer and dryer • Two or three-story building with exterior doorways; no elevator.

2-4 Bedroom Stand Alone Home Options

[COTTAGES AT WATER'S EDGE](#) ~ This unique neighborhood offers two and three bedroom cottages surrounded by gently flowing streams and waterscapes, just steps away from the slopes, Park at Water's Edge and Crystal Conference Center. ~ Lodging Amenities • Sleeps 6-9 guests • Master bedroom with king bed • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen and dining area • Living room with gas-log fireplace or gas woodstove • Screened porch and sun deck • Washer and dryer • 1 3/4 or 2 baths • One or two-story building with exterior doorways; no elevator

[BUNGALOWS AT CRYSTAL GLEN](#) ~ Three and four bedroom Bungalow residences are located at the base of the slopes and just steps away from Crystal Spa, Peak Pool and Fitness Center, Kinloch, and the Lodge. ~ Lodging Amenities • Sleeps 9-10 guests • Master bedroom with king bed • Unit layout and bedding configuration varies • 2 or 2 3/4 baths • Full kitchen and dining area • Living room with fireplace • Walkout deck • Washer and dryer • Two-story building with exterior doorways; no elevator

[RESORT HOMES](#) ~ Three and four bedroom private Resort Homes are furnished with all you need for the perfect retreat. Accommodations are located a short drive to the slopes, golf courses and Park at Water's Edge outdoor pool. ~ Lodging Amenities • Sleeps 8-16 guests • Unit layout and bedding configuration varies • 2 or 3 baths • Full kitchen and dining area • Living room with fireplace • Accommodations may have a deck • One to three-story building with exterior doorways; no elevator • *Wireless internet is only available in select resort homes*



Group Name: Nat'l Assn. Housing & Redevelopment Officials - MI Chapter

Group #: 45X690

Issued: 3/20/17

Dates: September 19, 2017-September 22, 2017

Reservations may be made by calling 1-855-520-2974, by utilizing this form or by booking online at [Book Online Here](#). This is a direct link to the Crystal Mountain online booking system with your group code. If the group code (45X690) does not populate into the online booking system form automatically, it is possible your organization's security settings may be blocking this. In this case, after you click the link and get to the online booking system, you may need to click on the "Have a Special Code?" link and key in your group code (45X690) manually to view the selections for your group.

Reservations must be made by **August 21, 2017**, reservations received after this date will be taken on a space-available basis and at the prevailing discounted rate. If room type requested is not available, the next available room type and rate will be confirmed. Crystal Mountain does it's best to accommodate requests, however cannot guarantee specific rooms/units. Please inquire with reservation staff for additional unit types available beyond those listed.

Check-in: 5:00pm

Check-out: 11:00am

Room	Single/Double Rate	Single/Quad Rate	Indicate 1 st & 2 nd Choice
Studio/Hotel Room	\$ 119		
Suite	\$ 139		
One Bedroom Condo	\$ 159		
Two Bedroom Condo		\$ 238	
Two Bedroom Cottage/Kinochen		\$ 279	
Three Bedroom Condo/Resort Home		\$ 279	
Three Bedroom Cottage/Kinlochen/Bungalow		\$ 389	

*Quoted rates are subject to 6% state tax, 2% local assessment and 9% service fee.

Package Includes: Lodging Only (per unit, per night)

- Up to 2 children ages 17 & under sleep free when occupying same room with 1 paying adult.
- **There is a \$20.00 plus tax, per person, per night charge for additional adults above the quoted occupancy.**
- Credit card imprint is required at check-in for all guests.

Deposit / Cancellation Policy: A deposit equal to the first night's lodging is required with each reservation. Please make check or money order payable to Crystal Mountain or include a credit card number below. Do not send cash. Deposit is fully refundable if cancellation is made 14 days prior to your arrival date. Deposits are non-refundable if the cancellation occurs within 14 days of arrival. Modifications to your reservation including changing dates or reducing the length of your stay will result in a charge equal to one night's stay. **No refund on unused portion of package stays.**

Group #: 45X690

Please Print

Arrival Date: _____ Departure Date: _____ Number of: Adults in Party: _____ Children 17 & under: _____

Mr. Mrs. Ms. Dr. (circle one): Name : _____

Address: _____

City: _____ State: _____ Zip: _____ Telephone #: _____ (Home)

E-mail Address: _____ (Work)

Conference attendees sharing same room: _____

Special requests: (handicap accessible, etc.): _____

Would you like to be contacted for lesson, recreation, tee time or spa reservations? Yes _____ No _____

Signature: _____ Date: _____

Tax exempt individual: If your agency is tax exempt you may qualify for exemption from the 6% state use tax; reservations are not exempt from the 9% service fee or the 2% assessment. To qualify for exemption please complete the [tax exempt form](#) and provide any required documentation. Reservations must be paid with agency funds. If an agency credit card is being used for payment, a [credit card authorization form](#) must be completed. In addition we must receive a legible copy of the credit card showing the last 4 digits of the card and the agency name. For your convenience [Tax Exempt Instructions](#) are included to provide the specific requirements and where to send your documents. (Personal funds or cash do not qualify for tax exemption)

_____ Agency check enclosed.

_____ Agency credit card completed below (MUST include credit card authorization form).

_____ Please use my personal credit card to guarantee the reservation. Payment with agency funds will be provided prior to arrival.

AUTHORIZATION NOTE: I authorize and acknowledge that all of the charges below will be processed to my payment card as detailed above. (Due to PCI compliance; we can only accept the last 4 digits of the credit card by e-mail- once the reservation is set up a Reservation Agent will call you for the Credit card information).

Credit Card #: _____ Expiration Date: ____/____/____ Billing Zip Code: _____

Agency or individuals name as it appears on Card: _____

(Agency credit card or copy MUST be presented upon check in)

Please contact Reservations with any questions at 1-855-520-2974. The information can be provided in the following ways:

Mail to: Crystal Mountain Resort Reservations 12500 Crystal Mountain Drive Thompsonville, MI 49683
Fax to: 231-378-4879 Email to: reservations@crystallmountain.com