

# Exhibitor & Sponsor Information

**2021 MI NAHRO**  
**Spring Virtual CONFERENCE**

**May 12-13**

Virtual HopIn Platform



## **ABOUT THE SHOW**

You're invited to take part in the 2021 MI NAHRO Virtual Spring Conference. This event will take place on April 14-15, 2021 via virtual method. 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 BOOTH INFORMATION**

### **Moderated or Open or Invite Only**

If you choose a live session in your vendor booth, you can then choose whether you want it to be open or moderated or invite only. An open vendor booth lets people join on live camera as they please. A moderated vendor booth (you would be the moderator), requires your approval for attendees to join on live camera. Invite only means you would be the only one able to participate on live camera.

### **Event Offer**

Optionally: you can choose to include a special offer in your booth, such as a percentage off of a product, a coupon code, a giveaway, or whatever you'd like. This is a text-only field. Shoot "hello" messages to all Conference attendees in real time (example: "CompanyX is giving away a gift basket - drop your card at our booth!")

### **Video**

Livestream or pre-recorded. The video in your booth can be pre-recorded as a YouTube video, Vimeo video, or Wistia video. Or it can be a live session where you or your team can be on live camera with guests. Up to 10 people can be on camera. Lastly, you can create a custom stream using RTMP to hybridize your booth. Meaning, if you have a physical event booth and you'd like to record it live for the online Hopin event booth, you can use RTMP.

## **Once the Conference starts, how do I enter and run my exhibit booth at a Hopin event?**

It's important to make sure you are "in" your vendor booth at the Hopin event when it's time. This will allow you to answer questions in the Booth Chat and be on live camera to engage with visitors, if you've chosen that format.

When it's time for the event, head to the registration page five minutes before the event starts. Click Enter Event.

To enter your booth, click Expo on the left-hand side and find your booth. Click it to enter. Conference attendees can "find" your company booth by browsing around the Expo, as they would in person.

- If it's a pre-recorded video, then your job is easy. Just man the Booth chat. TIP: Use the Event chat to invite people to your booth.
- If it's a live session and it's Open, click Participate. Make sure you've given browser permissions for Hopin to use your camera and mic.
- If it's a live session and you are the moderator, click the blue button Start Session. Again, make sure Hopin can use your camera and mic. Select your audio and video devices and hit Apply and Join Session. You're live!
  - Share your screen to show photos, a video, demo, etc.
  - You can also chat in writing with all booth visitors at once.

When people request to join a moderated session, you'll see their name pop up in the moderation panel below. Click their profile image to allow them to join. They then select their AV devices and will be on camera shortly. Click the RED button in their screen to remove them. When a visitor clicks on your booth, they can hear and see what's happening there, just as they would strolling down an aisle without actually requesting to join your booth.

## How Exhibitors Can Network For Exposure Throughout the Conference.

Your team reps can also quick-search all participants to just chat one-on-one.

Invite any participant (or a small group) for a private on-the-spot video meet-up!

Jump into spontaneous speed-date style networking to meet new managers or board members. Your session ends in 3 minutes- no awkward partings.

Schedule a demo or short "How-to" talk at your booth, and invite whomever you wish.

It works both ways! Participants can also easily find your team members by name and reach out with a click.

There you go! That's how you enter, run and network with your vendor booth at a Hopin event.

Let us know if you have any questions!

## WHAT TECHNOLOGY DO I NEED?

For the best Hopin experience we recommend:

- Using Google Chrome or Firefox (Please avoid Brave, Safari, and Microsoft IE or Edge).
- Make sure your browser is up to date, you can download Google Chrome here: <https://www.google.com/chrome/>
- Check your internet speed and network. Hopin recommend a minimum of 5mbps download and 2mbps upload. Ideally, we like to see 30mbps download and 10mbps upload or higher for the best quality - test your speed here.
- We recommend attending the event using a laptop or PC, as we cannot guarantee it will work flawlessly on your phone.

## EXHIBIT BOOTH RATE

Exhibitor Fee (single representative) - \$200  
(Fee includes one virtual booth)

Each booth can contain pre-recorded or live video, branded content, Website and Twitter links, special offers, salespeople on live camera, and customized button CTAs.

## SPONSORSHIP OPPORTUNITIES

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

### Gold Sponsor - \$700

- Exhibit Booth in the online Expo Floor. Choice of prepared video or live participation in booth. Read more about how the vendor experience works under the "Vendor Booth" information section.
- Acknowledgement and introduction to the full conference by MI NAHRO President.
- 2 minutes to speak and introduce your company at either the opening or closing conference remarks.
- Logo and brief company description on the event reception page and in the event expo area in order of prominence.
- Logo displayed on conference website registration

page more prominently than other sponsors.

- Recognition in all email communication to prospective attendees and registered attendees of the conference.
- Conference attendee list for pre and post conference communication.
- Full Page ad in conference program. Ads are to be submitted to [minahro@minahro.org](mailto:minahro@minahro.org) by May 1st.

### Silver Sponsor - \$500

- Exhibit Booth in the online Expo Floor. Choice of prepared video or live participation in booth. Read more about how the vendor experience works under the "Vendor Booth" information section.
- Acknowledgement and introduction to the full conference by NCRC President.
- Opportunity to choose to moderate and introduce a conference session speaker.
- Logo and brief company description on the event reception page and in the event expo area in order of prominence.
- Logo displayed on conference website registration page in order of prominence.
- Recognition in all email communication to prospective attendees and registered attendees of the conference.
- Conference attendee list for pre and post conference communication.
- 1/2 Page ad in conference program. Ads are to be submitted to [minahro@minahro.org](mailto:minahro@minahro.org) by May 1st.

### Bronze Sponsor - \$300

- Exhibit Booth in the online Expo Floor. Choice of prepared video or live participation in booth. Read more about how the vendor experience works under the "Vendor Booth" information section.
- Acknowledgement and introduction to the full conference by NCRC President.
- Logo and brief company description on the event reception page and in the event expo area in order of prominence.
- Logo displayed on conference website registration page in order of prominence.
- Recognition in all email communication to prospective attendees and registered attendees of the conference.
- Conference attendee list for pre and post conference communication.
- 1/4 Page ad in conference program. Ads are to be submitted to [minahro@minahro.org](mailto:minahro@minahro.org) by May 1st.

## SHOW DATES AND HOURS

Wednesday, May 12th

8:30 a.m. - 3:00 p.m.

Thursday, May 13th

8:30 a.m. - 1:00 p.m.

## SHOW INQUIRIES

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

Cheryl Anne Farmer, State Service Officer  
[minahro@minahro.org](mailto:minahro@minahro.org) or 734-498-2493

# Exhibitor & Sponsor REGISTRATION FORM

**May 12-13, 2021**

## MI NAHRO Spring Virtual 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)** ☐ \$200

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

### ADDITIONAL INFORMATION

- ☐ Our company would enjoy providing the following door prize:

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



### SPONSOR FEES:

Gold Sponsor ☐ \$700  
Silver Sponsor ☐ \$500  
Bronze Sponsor ☐ \$300

### 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 **May 5, 2021**. 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