

**2023 MI NAHRO SPRING CONFERENCE**

# **NAVIGATING THE RAPIDS**



**APRIL 12-14, 2023**

**Amway Grand Plaza Hotel, Grand Rapids**

# EXHIBITOR & SPONSOR INFORMATION

## ABOUT THE SHOW

You're invited to take part in the 2023 MI NAHRO Spring Conference. This event will take place at the Amway Grand Plaza Hotel in Grand Rapids, Michigan, on April 12-14, 2023. Attendance is expected to be around 130 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) - **\$375**  
(Fee includes one table, meals for one company representative, cocktails and hors d'oeuvres at hospitality)

Exhibitor Fee (two representatives) - **\$550**  
(Fee includes one table, meals for two company representatives, cocktails and hors d'oeuvres at hospitality)  
additional 6' tables .....\$50 each  
additional representative .....\$150 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 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 - \$350**

### **Thursday Continental Sponsor - \$250**

### **Thursday AM & PM Break Sponsor - \$250**

### **Friday Breakfast Sponsor - \$350**

**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, April 12

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

Thursday, April 13

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

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

### **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**

#### **Amway Grand Plaza Curio Collection by Hilton**

187 Monroe Ave NW  
Grand Rapids, MI 49503  
616.774.2000 or 800.253.3590

#### **Reservations:**

A block of rooms under the name of Michigan NAHRO until **March 13, 2023** reference group code MI NAHRO when making reservation. Reservation number is 800.253.3590

Room rates: \$149 per night  
(single or double occupancy)

#### **Parking:**

\$16 per night for self parking  
\$20 per night for valet parking

**Wednesday, April 12th@10:00 a.m.**

**2023 MI NAHRO GOLF SCRAMBLE @ The Mines Golf Club - 18 holes**

330 Covell Ave SW, Grand Rapids, MI 49534

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 5, 2023

# EXHIBITOR & SPONSOR INFORMATION

**April 12th-13th**

## **2023 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)  \$375

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

Exhibitor Fee (two representatives)  \$550

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

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

### **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:  
\_\_\_\_\_



**Amway Grand Plaza  
Grand Rapids, Michigan**

### **SPONSOR FEES:**

Gold Sponsor	<input type="checkbox"/> \$1500
Silver Sponsor	<input type="checkbox"/> \$1000
Bronze Sponsor	<input type="checkbox"/> \$600
Folder Insert	<input type="checkbox"/> \$100
Lunch Sponsor	<input type="checkbox"/> \$350
Thurs. Cont. Sponsor	<input type="checkbox"/> \$250
Thurs. AM & PM Break	<input type="checkbox"/> \$250
Fri. Breakfast Sponsor	<input type="checkbox"/> \$350

### **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 5, 2023**. Questions? Contact MI NAHRO Service Officer, Cheryl Anne Farmer, 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.