**WHO SHOULD EXHIBIT? YOU!**

Are you looking to expand your market, increase your sales, or simply inform those in the physical plant industry about the services your organization provides? Then this is the place to be!

**Don’t delay! Space is limited!**

Exhibitor spaces open to the first 70 paid organizations!

**BENEFITS OF EXHIBITING AND SPONSORING**

- Meet face-to-face with potential clients including leaders in the Michigan physical plant community.
- Increase exposure for your company and its products and services.
- Free listing of your company contact information in the 2010 program.
- Each booth includes: one 6 ft. table and 2 chairs.
- Various sponsorship levels to fit your budget!
- Some sponsorship levels include booth and registration!

**EXHIBIT HOURS**

- Exhibit area is open throughout the conference; Thursday morning through Friday afternoon
- Dedicated exhibit hours:
  - Set up: Thursday morning 6:30 – 8:30 a.m.
  - Open during all concurrent sessions and featured showcase times
  - Clean up: Friday afternoon 12:30 – 2:30 pm

**LOCATION**

Boyne Highlands Resort – Harbor Springs
600 Highland Drive, Harbor Springs, MI 49740 • Phone: 231-526-3000
Room Rate: variable • Attendee Code is: bh4005 to receive the conference rate

**ZERO WASTE COMMITMENT**

The MiAPPA Summer Conference 2010 is working toward Zero Waste and we need your help to succeed! Conferences are waste generating events and we need your support to reduce the environmental footprint of this event. Exhibitors and sponsors are encouraged to help us reach this goal by the following guidelines:

- All exhibit signage must be **reusable**.
- Printed materials must be done on **100% post-consumer recycled content paper** using **vegetable based inks**.
- Promotional items given out must be **durable** and useful.
- Surplus promotional items **must be taken back with you** at the end of the conference.
EXHIBIT AND SPONSORSHIP LEVELS

**PLATINUM SPONSORS • $5,000 AND ABOVE**
- 1 complimentary booth (1 – 6 ft table w/2 chairs)
- 6 Conference Registrations INCLUDED (each additional $150)
- Larger than Gold Sponsorship name/logo printed in conference booklet
- 3 – 4 sentence description of the services your company provides included in the conference booklet
- Name/logo included on Platinum Sponsors’ slide during dinner time slideshow
- Identifying Platinum Sponsorship signage at your booth
- Name/logo printed on banner that will hang above the registration desk throughout the conference
- Recognized as a sponsor of the networking dinner (Thursday)
- Website acknowledgement of sponsorship

**GOLD SPONSORS • $2,500 – 4,999**
- 1 complimentary booth (1 – 6 ft table w/2 chairs)
- 3 Conference Registrations INCLUDED (each additional $150)
- Larger than Silver Sponsorship name/logo printed in conference booklet
- 2 sentence description of the services your company provides included in the conference booklet
- Name/logo included on Gold Sponsors’ slide during dinner time slideshow
- Identifying Gold Sponsorship signage at your booth
- Name/logo printed on banner that will hang above the registration desk throughout the conference
- Recognized as a sponsor of the business lunch (Thursday)
- Website acknowledgement of sponsorship

**SILVER SPONSORS • $1,000 – 2,499**
- 1 complimentary booth (1 – 6 ft table w/2 chairs)
- 2 Conference Registrations INCLUDED (each additional $150)
- Name/logo printed in conference booklet
- Name/logo included on Silver Sponsors’ slide during dinner time slideshow
- Identifying Silver Sponsorship signage at your booth
- Recognized as a sponsor of the welcome breakfast (Thursday)
- Website acknowledgement of sponsorship

**BRONZE SPONSORS • $500 – 999**
- 1 Conference Registration INCLUDED (each additional $150)
- Name printed in conference booklet
- Name included on Bronze Sponsors slide during dinner time slideshow
- Identifying Bronze Sponsorship signage at booth of your sponsorship (if applicable)
- Website acknowledgement of sponsorship

**BOOTHE • $600**
- 1 – 6 ft table with two chairs
- 1 Conference Registration INCLUDED (each additional $150)
- First come first served! Only 70 spaces available!

**CONFERENCE ATTENDANCE • $400 PER PERSON**
Includes conference programs, meals, and sessions
Add’l attendee registration from the same company $150

**MISCELLANEOUS SPONSORSHIPS**
If you don’t see a sponsorship program that fits your budget – we are happy to work with you to customize a sponsorship level that meets your needs! Contact Michelle Holstege at: 616-331-3845 or holstegm@gvsu.edu.

EXHIBIT AND SPONSORSHIP GUIDELINES

These rules and guidelines have been developed for the purpose of providing a well-balanced, well-regulated exhibit hall and conference.

**MANAGEMENT AUTHORITY**
MiAPPA reserves the right in all emergencies, differences of opinion, or complaints to make such rulings as, in their judgement, are in the best interest of MiAPPA and the success of this event. The exhibitor agrees to abide by all such rulings.

**APPLICATION FOR SPACE**
Products or services displayed or promoted must be the company that applied for and occupies the exhibit table. Application for space must be made on the form provided. Payment in full must accompany the application. Booth cancellations on or before July 1, 2010 will incur an administrative fee of $300. Cancellations after July 11, 2010 or no-shows will receive no refund. No part of the exhibit space may be sublet without the permission of MiAPPA. No two companies may share an exhibit table.

**REGISTRATION AND BADGES**
All attendees and exhibitor company representatives must wear a name badge issued by MiAPPA at all times during the sessions, meal functions, and exhibit hours. Exhibitors are responsible for persons wearing a badge as representing the exhibitor. Company representatives not exhibiting may attend but may not conduct business of any type at any event during the conference.

**BOOTH GUIDELINES (TABLE TOPS)**
All table top exhibits include a six foot table and two chairs. Exhibitors may not obstruct the vision to any other booths by oversized displays, signs, etc. The sound level from any audio source is not to interfere with communication at other booths. You must bring your own power strips and extension cords if your booth requires electricity. Exhibitors are responsible for any costs incurred from renting these items from Boyne Highlands Resort. (Requests for renting these items from Boyne Highlands Resort. (Requests for renting these items from Boyne Highlands Resort.

**DECORATING AND SHIPPING**
Booth set-up assistance and shipping should be handled directly with Boyne Highlands Resort. (Requests for renting these items from Boyne Highlands Resort.

**ZERO WASTE**
Exhibitors agree to use reusable signage at their booth and any printed materials be done on 100% post-consumer recycled content paper using vegetable-based inks. Exhibitors will only provide giveaways that are durable and useful and will take any surplus back with them after the event. Exhibitors are encouraged to highlight their own environmental programs and practices at their displays.

**HOLD HARMLESS/LIABILITY**
Exhibitor assumes responsibility and liability for losses, damages, and claims arising out of injury or damage to displays, equipment and other property brought on to the premises, and agrees to indemnify Boyne Highlands Resort and MiAPPA from any and all such losses, damages and claims. Each exhibitor is responsible for carrying product and personal injury liability insurance. Exhibitor agrees that if MiAPPA should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision making body, the damages to which the exhibitor will be entitled are limited to the amount of the exhibit fee paid by the exhibitor.
MiAPPA Summer Conference 2010
Exhibitor and Sponsor
Registration Form

If you are interested in being a sponsor of the MiAPPA Summer Conference 2010 hosted by North Central Michigan College, please complete this form and return by June 15, 2010. Please type or print. One registration form per person. If more than one person per company is attending, please send registrations together. Please photocopy extras. Payment must accompany this application for exhibit space. Table top locations will be determined by sponsorship levels and on a first come basis. Act now! Conference registration goes up $25.00 after June 15, 2010.

Return completed forms along with payment to:
Mail: Michelle Holstege (MiAPPA Conference)  
Grand Valley State University  
1126 Service Building  
1 Campus Drive  
Allendale, MI 49401

Fax: Attn Michelle Holstege  
616-331-3841  
Email: holstegm@gvsu.edu

☐ Platinum Sponsor • $5,000 +  
☐ Gold Sponsor • $2,500 – 4,999  
☐ Silver Sponsor • $1,000 – 2,499  
☐ Bronze Sponsor • $500 – 999  
☐ Conference Attendee Only • $400.00  
☐ Booth Only • $600.00  
(Includes 1 conference registration)  
# of booths _______ x $600 = ________

☐ Request for electrical outlet for booth  
☐ Additional Attendee from same company • $150.00

To avoid service fees send a check made payable to:
Grand Valley State University  
Reference: MiAPPA Summer Conference 2010
Or pay by credit card:  
☐ Visa  ☐ Mastercard  
☐ Discover  ☐ American Express

Card Number: ____________________________  
Card Expiration: _______ Security Code ______

☐ I have read and understand the rules and guidelines. I agree to abide by and be legally bound by this agreement.

Name

Badge Name

Title

Company/Organization

Address

City  State  Zip

E-mail

Phone  Fax

Web Address

Authorized Company Representative