

# MICHIGAN WORKS! ANNUAL CONFERENCE



SEPTEMBER 9-11, 2018 | GRAND RAPIDS



## SPONSOR & EXHIBITOR OPPORTUNITIES

### Engaging. Dynamic. Results-Oriented.

We offer sponsors and exhibitors a variety of ways to interact with attendees before, during and after the event.

Put your brand top of mind with **WiFi naming rights**, collect valuable feedback with a **mobile app survey**, engage with workforce development decision-makers in an **exhibit booth** ... the possibilities are as endless as your imagination.

Don't see the opportunity you're looking for? **Let us customize a package to meet your needs.**

**Questions?** Contact [Laura Covey](mailto:CoveyL@michiganworks.org), [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org) or (517) 371-1100 ext. 204.

### > Recognition

Gain visibility

- Online presence
- Event mobile app inclusion
- Strategic, colorful signage

### > Connection

Find leads

- Wide range of networking opportunities
- Opt-in roster of attendees
- Connect with new / existing customers

Visit [www.michiganworksconference.org](http://www.michiganworksconference.org) for more information and to register.



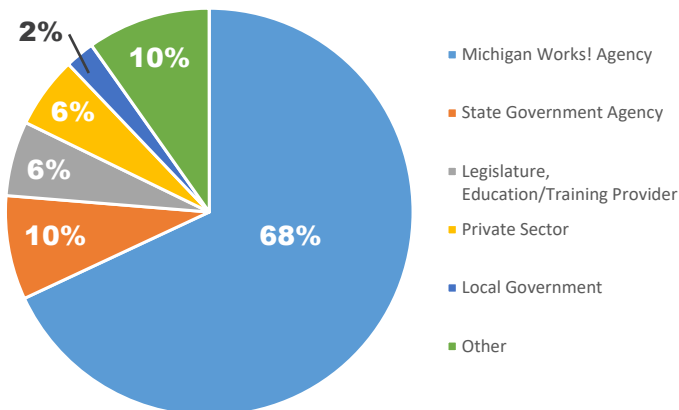
# MICHIGAN WORKS! ANNUAL CONFERENCE

## Attendee Profile

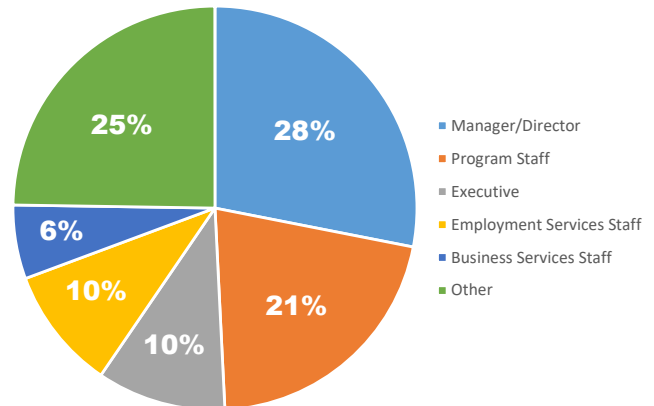


**2017 Total Attendance: 618 (36% first time attendees)**

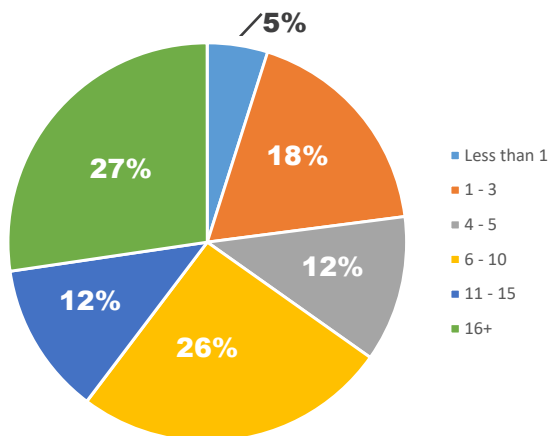
### Attendees by Organization



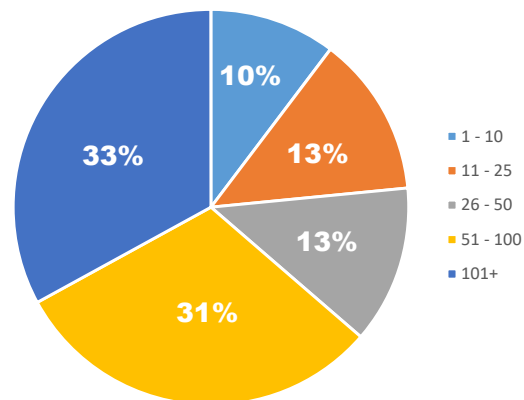
### Attendees by Job Function



### Attendees by Years in Industry



### Attendees by Employer Size



## Annual Conference Highlights for Sponsors and Exhibitors

- Partner Showcase is located adjacent to Registration and Keynote Sessions for increased traffic
- All breaks are held in the Partner Showcase for maximum exposure
- Expanded exhibit hours to increase connections
- Maintained historically low sponsor and exhibitor costs - Delivering 2018 value at 2008 prices
- All sponsors and exhibitors are profiled in the event mobile app with hyperlinked contact information
- All sponsors and exhibitors will receive pre- and post-event attendee lists (requires a signed user agreement)

# Gold Sponsorship > \$5,000

## Recognition

- One (1) home screen banner ad in the event mobile app
- Verbal recognition during General Sessions and at sponsored event (if applicable)
- Featured on signage, eBlasts, social media wall, Conference website and in event mobile app
- Materials / handouts to attendees at sponsored event (if applicable)

## Connection

- Two (2) complimentary full Conference registrations
- Free premium exhibit space (including two free exhibitor registrations)
- One (1) item in the official Conference bag
- Copy of pre- / post-registration list
- Invitation to Leadership Connection Reception

## Gold sponsorship opportunities

In addition to the benefits listed above, each gold sponsorship features additional recognition:

### Leadership Connection Reception

- Exclusive VIP event
- Logo featured in marketing materials

### Opening Reception

- Name / logo printed on table trifold displays

### Conference Bag

- Name / logo on bags distributed to all attendees
- Sponsor responsible for production and cost

### Photo Booth

- Name / logo featured on all photo booth-related signage and marketing materials

### Conference Website

- Banner ad displayed on every page of the Conference website

### Opening Session

- Printed material displayed at each seating area

### Lunch Session

- Printed material displayed at each seating area

### Mobile App Sponsor

- Name / logo prominently featured on homepage
- Name / logo featured on all mobile app-related signage and marketing materials

# Silver Sponsorship > \$3,000

## Recognition

- Verbal recognition during General Sessions and at sponsored event (if applicable)
- Featured on signage, eBlasts, social media wall, Conference website and in event mobile app
- Materials / handouts to attendees at sponsored event (if applicable)

## Connection

- One (1) complimentary full Conference registration
- One (1) item in the official Conference bag
- Copy of pre- / post-registration list
- Opportunity to purchase premium exhibit space

### Silver sponsorship opportunities

In addition to the benefits listed above, each silver sponsorship features additional recognition:

#### WiFi Network

- Your clever slogan displayed as the Conference WiFi network name
- Viewed by every attendee who logs on to Internet access.

#### Mobile App Scavenger Hunt

- Utilize the mobile app gamification feature to connect attendees with your brand in fun and engaging ways.

#### Attendee Badge Holder / Lanyard

- Name / logo on lanyards distributed to all attendees
- *Sponsor responsible for production and cost*

#### Registration

- Name / logo featured on website registration page
- Name / logo featured in onsite registration area

#### Social Media Wall

- Name / logo featured on social media wall screen
- Displayed prominently every General Session, workshop and throughout each day in the Partner Showcase

#### Hotel Key Card

- Logo / message printed on guestroom key cards
- *Sponsor responsible for cost of production*

#### Continental Breakfast (two opportunities)

- Name / logo featured prominently on signage

#### Closing Session

- Printed material displayed at each seating area

#### Video Spotlight

- Video content featuring your company published to Association & event websites, social media accounts and email communications
- *Association retains the right to refuse unsuitable content*

# Bronze Sponsorship > \$2,000

## Recognition

- Verbal recognition during General Sessions and at sponsored event (if applicable)
- Featured on signage, eBlasts, social media wall, Conference website and in event mobile app
- Materials / handouts to attendees at sponsored event (if applicable)

## Connection

- One (1) complimentary full Conference registration
- One (1) item in the official Conference bag
- Copy of pre- / post-registration list

## Bronze sponsorship opportunities

In addition to the benefits listed above, each bronze sponsorship features additional recognition:

### Afternoon Break (three opportunities)

- Name / logo featured prominently on signage
- Opportunity to display printed materials

### Challenge of Excellence Awards

- Logo included in awards section of event mobile app
- Recognition on awards section of website

### Michigan Works! Executive Breakfast

- Name / logo featured in event invitations
- Display printed materials at each table

### Annual Meeting

- Display printed materials at each seating area
- Upgrade to banner ad in event mobile app

### Phone Charging Station

- Name / logo featured at charging station
- Opportunity to display printed materials at charging station

### Social Media Contest (three opportunities)

- Name / logo featured as part of a social media contest - Questions posted to Association or Sponsor's social media accounts, participants answer using a specified hashtag
- Winner(s) selected randomly from participants
- *Sponsor responsible for prizes*

### Official Snap Chat Filter

- Name / logo featured on one of the event's official snap chat filters
- *Association retains the right to reject unsuitable content*
- *Sponsor responsible for production and cost*

### Schedule Signage

- Name / logo featured on oversized daily schedule signage in the Partner Showcase

### Directional Signage

- Name / logo featured on oversized directional signage throughout the facility.

# Supporting Sponsorship >

## Recognition

- Featured on signage, eBlasts, social media wall, Conference website and in event mobile guide

## Connection

- Copy of pre- / post-registration list

### Supporting sponsorship opportunities >

#### Mobile App Home Screen Banner Ad - \$1,000

- Located on the main menu screen
- Clicking the banner directs users to a customizable sponsor page

#### Attendee Survey - \$750

- Get feedback and gain insights from event attendees via event mobile app
- Collect user contact information for sales leads

#### Bag Stuffer - \$500

- One (1) item in the official Conference bag

#### Association Website Internal Rotating Banner - \$300

- 220 px x 158 px, runs through 12/31/18

#### Push Notification - \$300 per instance

- Your message delivered direct to attendees via the mobile app
- Act Fast - Limited to the first 10 instances

#### Workshop Sponsor - \$250

- Your logo displayed next to a workshop of your choice on the schedule and description pages within the mobile app and on session signage

#### Contributing Sponsor - \$250, \$500 or \$1,000

- Your generous cash contribution helps defray the cost of the event

---

# In-Kind Sponsorship >

- Showcase your brand to hundreds of attendees with your in-kind donation of goods or services.
- These generous donations are given to attendees as prize giveaways.
- All sponsors are recognized publicly at the Conference, in our event mobile app and during the closing session.

# Exhibitors > \$1,000

## Recognition

- Featured in eBlasts, official event mobile app guide and Conference website

## Connection

- 8' x 8' booth space with standard drapery
- One (1) 6' table with linens and two chairs
- Two (2) Conference registrations for booth personnel
- Copy of pre- / post-registration list
- One (1) item in the official Conference bag
- Product and services listing with contact information in event mobile app
- All meals and networking events included

## Exhibitor Highlights

Exhibit booths are located in the Partner Showcase adjacent to the registration area and the General Session room for maximum visibility.

### Partner Showcase/ Exhibit Area Hours\*

#### Installation / Set-up

Sunday, September 9  
9:00 - 11:00

#### Partner Showcase Hours

Sunday, September 9  
11:00 - 4:00

Monday, September 10

10:00 - 4:00

#### Dismantle / Tear-down

Monday, September 10  
4:00 - 5:00pm

### Heavy Traffic Hours

#### Sunday, September 9

- 2:30 - 3:15 - break

#### Monday, September 10

- 10:00 - 10:30 - coffee break
- 1:45 - 2:15 - snack break
- 3:30 - 3:45 - snack break and vendor giveaways

\*Booths must be staffed during exhibit area hours.

### Hotel

The 2018 Conference will be held at the Amway Grand Plaza Hotel.

#### [Online Reservations Now Available](#)

To reserve by phone, please use our dedicated reservation lines to guarantee our special group rate of \$169 per night (taxes, fees and discounted parking extra):

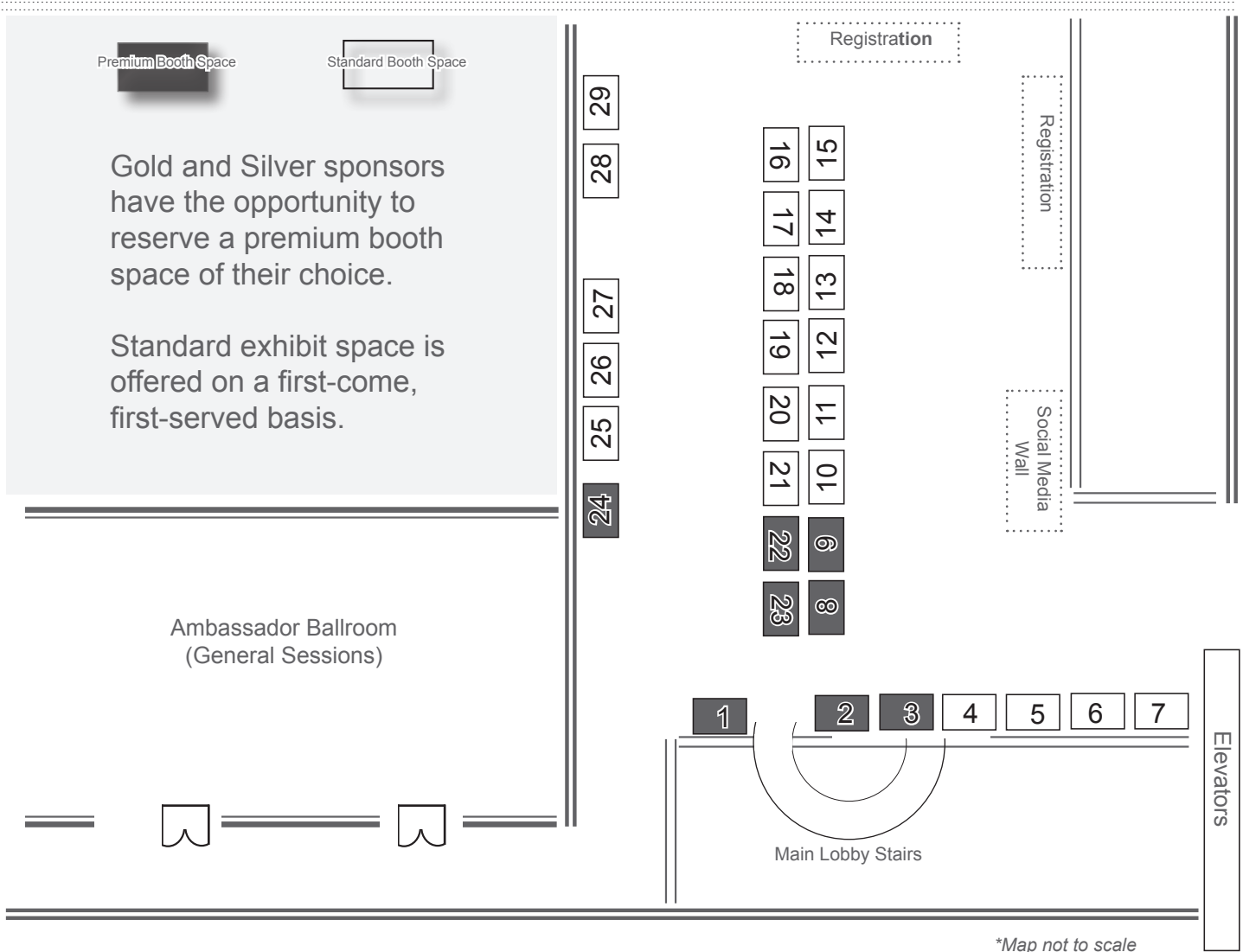
Toll Free: (800) 253-3590

Local: (616) 776-6450

This room block is first-come, first-served and available until full.

# Partner Showcase >

## Amway Grand Plaza Hotel - Center Concourse



### Booth Package - 8' x 8'

Items provided in your booth, per exhibitor:

- 8' high backwall drape (black)
- 3' high sidewall drape (black)
- One (1) 6' draped table
- Two (2) chairs
- Complimentary wireless internet
- 7" x 44" cardstock identification sign - available upon request at no additional charge
- Electricity is available upon request at no additional charge



# Sponsorship / Exhibitor Registration Form

Online registration is also available with credit card payment or invoice. See below for URL.  
*Full payment is due at time of registration. Mailed forms that do not include payment cannot be considered.*

Organization: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Product/Service to be exhibited: \_\_\_\_\_

## Select sponsorship/exhibitor type

- Gold Sponsorship – \$5,000  
(specify) \_\_\_\_\_
- Silver Sponsorship – \$3,000  
(specify) \_\_\_\_\_
- Bronze Sponsorship – \$2,000  
(specify) \_\_\_\_\_
- Supporting Sponsorship  
(specify) \_\_\_\_\_

- Contributing Sponsorship
  - \$250
  - \$500
  - \$1,000
- In-Kind Sponsorship  
(specify) \_\_\_\_\_
- Exhibitor Package - \$1,000  
First, second booth choices: \_\_\_\_\_, \_\_\_\_\_
- Please do not locate my booth near these companies:  
\_\_\_\_\_, \_\_\_\_\_

## Authorized Signature

I have read and agree to comply with all rules and regulations outlined on page 8 and agree to submit all information required. *I confirm that payment has been submitted online or is attached to this form:*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**To register online, visit [www.michiganworksconference.org/sponsor-exhibit/](http://www.michiganworksconference.org/sponsor-exhibit/)**

Mail this completed form with payment to:  
Michigan Works! Association  
2500 Kerry Street, Suite 210  
Lansing, MI 48912-3657

*Full payment is due at time of registration. Mailed forms that do not include payment cannot be considered.*

# Sponsor and Exhibitor Terms



## Eligibility

Michigan Works! Association will send an exhibitor information kit with all necessary information pertaining to exhibiting upon receipt of online registration or signed registration form with payment.

*No booth can be assigned until full payment is received by the Michigan Works! Association.* Gold and silver sponsors receive priority booth selection. Booths are not considered reserved until full payment is received.

Sponsor agrees to pay sponsorship fee in its entirety in order to reserve and secure sponsorship benefits. Benefits will not begin until payment is received.

## Cancellation Policy

Cancellations of exhibitor booth or sponsorship are due by **August 23, 2018** - cancellation of a sponsorship after **August 23, 2018** will not receive a refund.

Cancellations must be made in writing only to Laura Covey at [CoveyL@michiganworks.org](mailto:CoveyL@michiganworks.org).

## Security

Exhibitors are responsible for the security of their booth and for any loss or damage to their property during all published show hours. Michigan Works! Association encourages exhibitors to remove laptops and valuables from the exhibit area at the end of the exhibit hours each day.

Michigan Works! Association, staff, volunteers, the event hotel and the event decorating company will not be liable or responsible for the property of the participants from damage, theft, loss, fire, accident or other causes.

## Insurance

The exhibitor assumes responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless Michigan Works! Association and the hotel, their agents and employees from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitors to obtain business interruption and property damage insurance covering such losses by the exhibitor.

## Event Cancellation

In the event of cancellation of the Conference due to fire, strikes, government regulations or other causes beyond the Michigan Works! Associations control, Michigan Works! Association shall not be held liable for failure to hold the Conference as scheduled and the Michigan Works! Association shall determine the amount of exhibit fees to be refunded.

*Sponsorship and exhibitor forms that do not include payment cannot be considered.*



# Schedule at a Glance\*

\*tentative



## Sunday, September 9

Registration  
11:00 – 4:00

Partner Showcase  
11:00 – 4:00

**Inside Politics**  
1:00 – 2:30

**Workshops**  
1:15 – 2:30

Partner Showcase Break  
2:30 – 3:15

Annual Meeting with Special  
Guest  
3:15 – 5:00

**Workshops**  
3:15 – 4:30

Leadership Connection (by  
invitation)  
5:00 – 6:30

Opening Reception  
6:00 - 7:00 Cocktails  
7:00 - 9:30 Reception

## Monday, September 10

Registration  
8:00 – 4:00

Partner Showcase  
10:00 – 4:00

Continental Breakfast  
7:30 – 8:00

**OPENING SESSION**  
8:00 – 10:00

Partner Showcase  
Coffee Break  
10:00 – 10:30

**Workshops**  
10:30 – 11:45

**LUNCH SESSION**  
11:45 – 1:45

Partner Showcase  
Dessert Break  
1:45 – 2:15

Governor's Talent Investment  
Board (GTIB) Meeting  
2:00 – 4:00

**Workshops**  
2:15 – 3:30

Partner Showcase  
Snack Break  
3:30 – 3:45pm

**Workshops**  
3:45 – 5:00

## Tuesday, September 11

Registration  
8:00 – 9:00

Continental Breakfast  
7:30 – 8:15

Leadership Breakfast (by invi-  
cation)  
7:30 – 9:30

**Workshops**  
8:15 – 9:30

**CLOSING SESSION**  
9:45 – 12:00