

September 11-13, 2011  
Amway Grand Plaza Hotel  
Grand Rapids, Michigan

## *Sponsorship and Exhibitor Prospectus*

### **You're Invited**

Michigan Works! Association invites you to sponsor and exhibit at the 2011 Michigan Works! for People Annual Conference, September 11-13 at the Amway Grand Plaza Hotel, Grand Rapids, Michigan.

Don't miss this opportunity to promote your products and services to over 700 colleagues from various organizations within the workforce development community!

*Sponsorships and exhibit space are allotted on a first-come, first-served basis - sign-up today!*

### **Profile of Attendees**

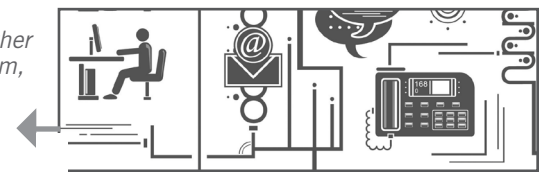
The 2011 Michigan Works! for People Annual Conference is Michigan's largest workforce development conference.

Exhibitors and sponsors have the opportunity to interact with Michigan Works! Agency directors, frontline and operating staff, board members, program planners, partners in education and economic development, senior state government administrators, legislators, and other workforce development professionals.

By becoming a sponsor or exhibitor, the products and services you offer will reach over 700 people.

### **Benefits of Sponsorship / Exhibiting**

- ▶ *Gain visibility among statewide workforce development professionals*
- ▶ *Connect with new and existing customers*
- ▶ *Stay up-to-date on challenges facing the workforce development system*



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### Platinum Sponsor (\$7,500)

#### Benefits

- ▶ Opportunity to provide one three minute video to be played during General Sessions  
*Sponsor is responsible for production; subject to approval by Michigan Works! Association*
- ▶ Verbal Recognition during General Sessions
- ▶ Up to six (6) complimentary full conference registrations
- ▶ Materials / handouts to attendees at sponsored event (if applicable)
- ▶ Free Premium Exhibit Space
- ▶ One full page insert in official event program
- ▶ Recognition on event signage, in official event program, and on the Conference Web site
- ▶ One item in the official Conference bag
- ▶ Copy of pre-registration list provided two weeks prior to the Conference
- ▶ Copy of final registration list

#### Opportunities

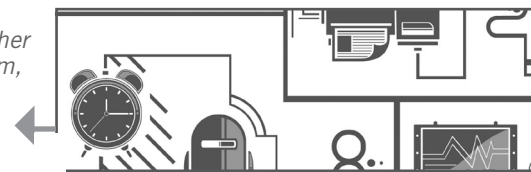
*Platinum sponsorship options offer the maximum visibility.*

##### Reception

- Company name and logo prominently displayed on reception signage
- Other benefits tailored to meet the specific needs of the sponsor

##### Web Site

- Company banner ad displayed on every page of the conference web site. Style guide specifications apply
- Other benefits tailored to meet the specific needs of the sponsor



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## *Sponsorship and Exhibitor Prospectus*

### Gold Sponsor (\$5,000)

#### Benefits

- ▶ Verbal Recognition during General Sessions
- ▶ Up to four (4) complimentary full conference registrations
- ▶ Free Premium Exhibit Space
- ▶ One full page insert in official event program
- ▶ Materials / handouts to attendees at sponsored event (if applicable)
- ▶ Recognition on event signage, in official event program, and on the Conference Web site
- ▶ One item in the official Conference bag
- ▶ Copy of pre-registration list provided two weeks prior to the Conference
- ▶ Copy of final registration list

#### Opportunities

*All of our Gold sponsorship options offer optimal visibility at the most popular events.*

##### Conference Bag

- Name and logo on over 800 conference bags that will be distributed to all attendees
- Every attendee will be a walking advertisement for your company
- *Sponsor is responsible for production and cost*

##### Opening Session Keynote

- Company name and logo prominently displayed on signage, behind speaker
- Printed materials displayed at each seating area
- Verbal recognition during keynote introduction

##### Luncheon Awards Ceremony

- Company name and logo prominently displayed on signage, behind speaker
- Printed materials displayed at each seating area
- Verbal recognition during keynote introduction

##### Workforce Development Board Reception

- Company name and logo prominently displayed on reception signage
- Other benefits tailored to meet the specific needs of the sponsor

##### Flash Drive (Memory Stick)

- Logo on flash drives that are provided to over 800 attendees
- Opportunity to upload a promotional brochure from your organization to each flash drive
- Sponsor is responsible for production and cost

*All Sponsorship materials and payment are due by August 1, 2011. For more information on other 2011 opportunities and discount pre-purchase sponsorships for 2012, contact Erin Cunningham, [cunninghame@michiganworks.org](mailto:cunninghame@michiganworks.org) or call (517) 371-1100 ext. 205*



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## *Sponsorship and Exhibitor Prospectus*

### Silver Sponsor (\$3,000)

#### Benefits

- ▶ Two (2) complimentary full conference registrations
- ▶ Opportunity to Purchase Premium Exhibit Space
- ▶ One half page insert in official event program
- ▶ Materials / handouts to attendees at sponsored event (if applicable)
- ▶ Recognition on event signage, in official event program, and on the Conference Web site
- ▶ One item in the official Conference bag
- ▶ Copy of pre-registration list provided two weeks prior to the Conference
- ▶ Copy of final registration list

#### Opportunities

##### Attendee Badge Holder/Lanyard

- Every attendee will be a walking advertisement for your company
- Print your company name or logo on lanyards that will be distributed to all attendees
- Sponsor is responsible for production and cost

##### Audio / Visual

- Company name, logo and Web site address prominently displayed on screens in every breakout session
- Opportunity to provide a flash screen for display in every breakout session

##### Closing Session Keynote Speaker

- Company name and logo prominently displayed on signage, behind speaker
- Printed materials displayed at each seating area
- Verbal recognition during keynote introduction

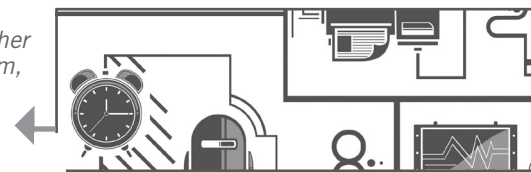
##### Door Hanger Brochure (*Two opportunities*)

- Company name, logo and Web site will be printed on door hangers, delivered to all Conference attendees staying at the Amway Grand Plaza Hotel
- Association will produce door hangers featuring the itinerary for the following day

##### Continental Breakfast (*Two opportunities*)

- Product/demo table next to the continental breakfast buffet in order to facilitate interaction with attendees
- Company name and logo featured on signage in the breakfast area

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## *Sponsorship and Exhibitor Prospectus*

### **Bronze Sponsor (\$2,000)**

#### **Benefits**

- ▶ One (1) complimentary full conference registration
- ▶ One quarter page insert in official event program
- ▶ Materials / handouts to attendees at sponsored event (if applicable)
- ▶ Recognition on event signage, in official event program, and on the Conference Web site
- ▶ One item in the official Conference bag
- ▶ Copy of pre-registration list provided two weeks prior to the Conference
- ▶ Copy of final registration list

#### **Afternoon Break**

- Sponsor name will appear prominently on signage at this popular conference event
- Opportunity to display printed materials

#### **Conference Program**

- The conference program is the main source of information for over 700 attendees
- Logo and Web site will be added to the back cover of the conference program

#### **Workforce Development Board Breakfast**

- Company name and logo prominently displayed on signage
- Printed materials displayed at each seating
- Verbal recognition

#### **Speaker Gifts**

- Includes the option to add a personalized message with each gift
- Sponsor is responsible for cost and gift selection

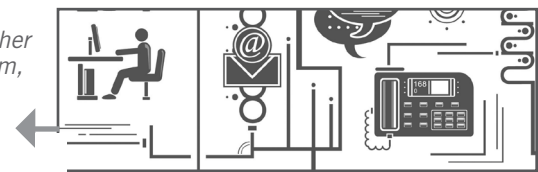
#### **Welcome Gift**

- Your gift (and company logo!) will be the first thing attendees receive upon check-in
- Includes the option to add a personalized message with each gift
- Sponsor is responsible for production and cost

#### **Twitterfall in the Exhibit Hall**

- Sponsor name and logo will be featured at the top of this popular event feature
- Opportunity to provide an electronic banner to display at the top of the display screen
- Informational cards explaining the Twitterfall will be passed out to all attendees, featuring sponsors name, logo and Web site.

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## *Sponsorship and Exhibitor Prospectus*

### General Sponsor

General Sponsorship opportunities are available to provide monetary support to keep registration fees feasible and help surpass delivery expectations year after year

### Opportunities

#### Level 1 - \$250

- Brand Recognition - Sponsor's logo on event signage, in official event program, and on the Conference Web site
- One item in the official Conference bag

#### Level 2 - \$500

- Brand Recognition - Sponsor's logo on event signage, in official event program, and on the Conference Web site
- One item in the official Conference bag
- Copy of pre-registration list provided two weeks prior to the conference
- Copy of final registration list

#### Level 3 - \$1000

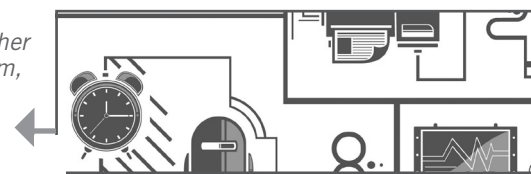
- Brand Recognition - Sponsor's logo on event signage, in official event program, and on the Conference Web site
- One item in the official Conference bag
- Copy of pre-registration list provided two weeks prior to the conference
- Copy of final registration list
- Opportunity to provide one PowerPoint slide to be featured in presentation prior to all General Sessions

### In-Kind Sponsorship

*Provide items such as giveaways, prizes and services*

- Recognition in official event program, and on the Conference Web site
- Special highlighted recognition during the Prize Drawing Session

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## *Sponsorship and Exhibitor Prospectus*

### Exhibitor Package (\$1,000)

- ▶ Two full conference registrations
- ▶ 8' x 8' booth space with standard drapery/signage
- ▶ One 6' table with linens, two chairs, and waste bin
- ▶ Product and services listing with contact information in the conference program
- ▶ One item in the official Conference bag
- ▶ Recognition in the presentation prior to all General Sessions

Internet access and electricity are offered at an additional cost. All booths must be staffed during exhibit hours.

Exhibitors have the ability to choose their space on a first-come, first-served basis. Gold and silver sponsors are offered premium location space, noted on the exhibit map.

### Benefits

Network with conference attendees, and learn more about the changes occurring in Michigan's Workforce Development System.

Increase product sales or expand market reach to organizations throughout Michigan!

Those with new product offerings and those who want a more conspicuous presence in the workforce development arena will also benefit.

### Hotel Reservations

In order to receive the special negotiated room rate, please call (800) 253-3590 and use the group code **1059NK**. This room block is first-come, first-served and available until full.

### Exhibit Hall Hours

Installation/Set-up	Exhibit Hall Hours	Exhibit Hall Hours	Dismantle/Tear-down
Sunday, Sept 11	Sunday, Sept 11	Monday, Sept 12	Monday, Sept 12
9:00a.m. - 11:00a.m.	11:00a.m. - 4:30p.m.	9:30a.m. - 4:00p.m.	4:00p.m. - 6:00p.m.

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# 2011

MICHIGAN WORKS!  
*for people*  
ANNUAL CONFERENCE

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Premium Booth Space

Standard Booth Space

Gold and Silver sponsors have the opportunity to reserve a premium booth space of their choice.

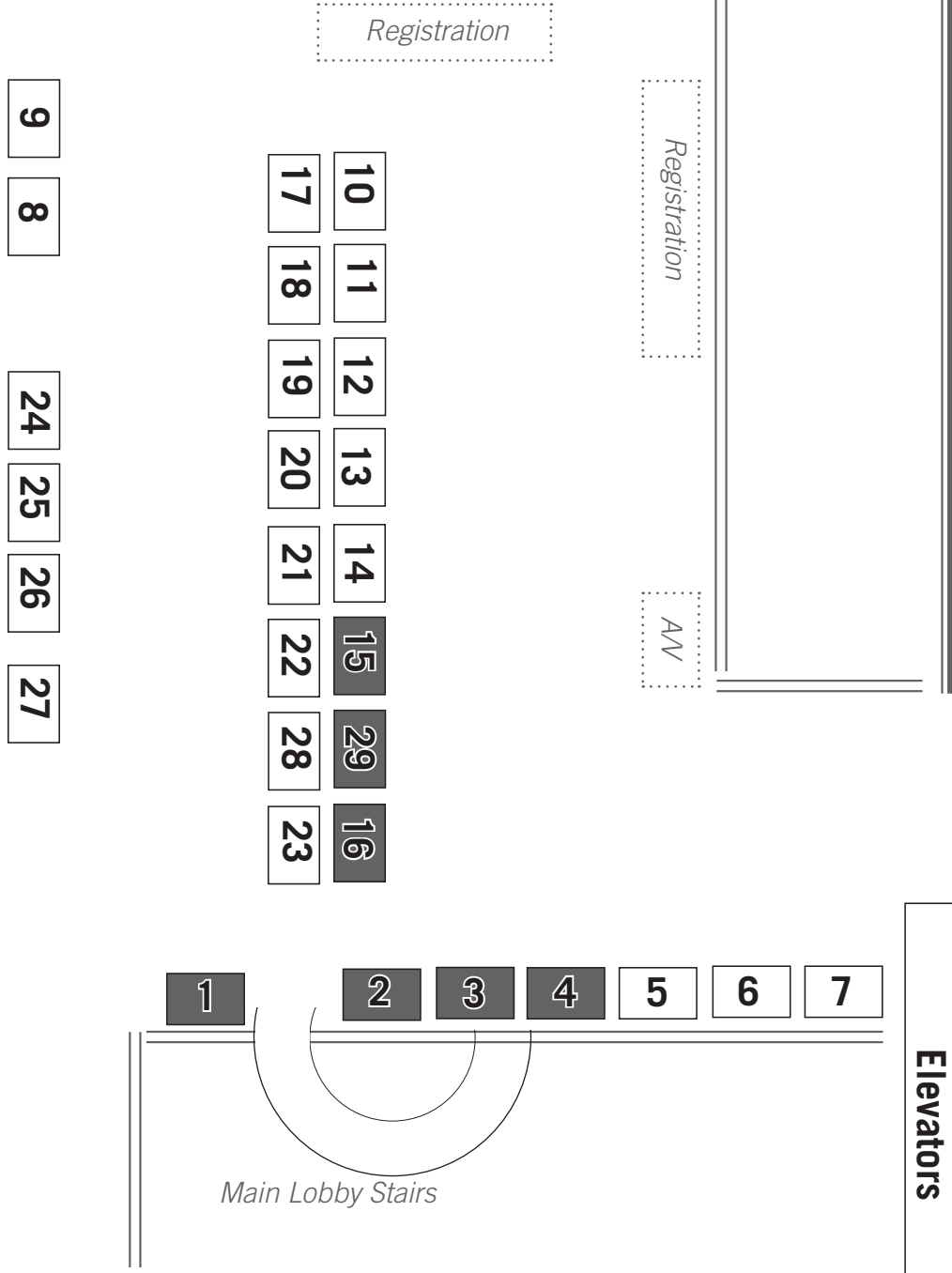
Standard exhibit space is offered on a first-come, first-served basis.

All booths come furnished with a skirted 6' table, two chairs, and a wastebasket.

Electricity and Internet access are available for an additional charge.

Ambassador Ballroom  
(General Sessions)

# 2011 Exhibit Hall Map - Center Concourse



Registration

Registration

AV

Elevators

Main Lobby Stairs

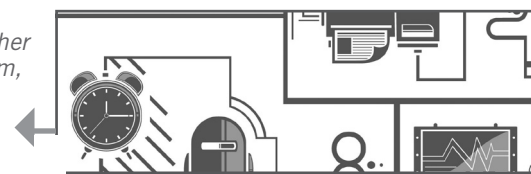
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Benefits	Platinum	Gold	Silver	Bronze	Exhibitor	General
General Session Video						
Free Premium Exhibit Space						
Verbal Recognition During General Sessions						
Conference Program Insertion	<b>Full Page</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>		
Event Signage						
Complimentary Full Conference Registrations	<b>TWO</b>	<b>TWO</b>	<b>TWO</b>	<b>ONE</b>	<b>TWO</b>	
Full Listing in Conference Program						
Brand Recognition - Logo in Conference Program, Web site and eNewsletter						See details
One Item in Conference Bag (800)						See details
Pre & Post Conference Attendee List						See details
General Session Recognition						
Web site Recognition						
Recognition in Conference Program						
Recognition in eNewsletter Updates						

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**Please type or print** *This form is also available online, [www.michiganworks.org](http://www.michiganworks.org)*

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**Select sponsorship and/or exhibitor type:**

Platinum Sponsorship – \$7,500  
(specify) \_\_\_\_\_

Gold Sponsorship – \$5,000  
(specify) \_\_\_\_\_

Silver Sponsorship – \$3,000  
(specify) \_\_\_\_\_

Bronze Sponsorship – \$2,000  
(specify) \_\_\_\_\_

General Sponsorship  
 \$250    \$500    \$1,000

Exhibitor Package – \$1000

Electricity – \$50  
(Amperage Needed:  110  220)

Internet – \$50

In-Kind Sponsorship  
(specify) \_\_\_\_\_

**Exhibitor and Sponsorship Total:**

Sponsorship \$ \_\_\_\_\_

Exhibitor Package \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

*All fees must be paid in full for the application to be considered complete and before a booth number is assigned.  
Sponsorship or exhibitor cancellation must be submitted in writing on or before August 2, 2011 in order to receive a full refund.*

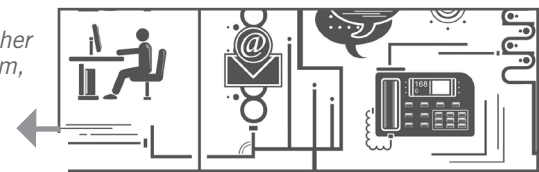
**Method of Payment** *This form and registration is also available online, [www.michiganworksconference.org](http://www.michiganworksconference.org)  
Online payment is via credit card or electronic check*

Mail or fax the completed form with payment to:

Check Enclosed    Send Invoice

Michigan Works! Association  
2500 Kerry Street, Suite 210  
Lansing, MI 48912-3657  
FAX: (517) 371-1140

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1. Refunds: No refunds will be made if spaces engaged are not used, nor will any refund be made for space used but part of the time. Cancellation of exhibit space must be directed in writing to the address specified herein by August 2, 2011. In no event will a refund be made for a cancellation after this date. Any refund due to Exhibitor in accordance with terms herein will be payable within thirty (30) days following the conclusion of the event.
  2. Liability for loss, theft, property damage or destruction, and personal injury:
    - A. Exhibitor hereby waives any and all claims against the sponsor, the Association, facility, decorator, and host city, their employees, agents or representatives resulting from loss, theft, damage, or destruction to its property, or from personal injuries to it, its agents, and/or employees. It is recommended that Exhibitors take precautionary measures of their own, such as securing of small or easily portable articles of value and the removal of them to a place of safe keeping after exhibit hours.
    - B. Exhibitor assumes entire responsibility and hereby agrees to protect, defend, and save the sponsor, the Association, facility, decorator, and host city, their employees, agents or representatives harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises. Exhibitor takes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property of others, or person(s) participating in the trade show. Exhibitor hereby waives any right of indemnification, which it may have against the sponsor; the Association, facility, decorator, and host city, their agents or representatives for any and all claims arising from exhibiting.
    - C. Any damage to facility property through carelessness of the Exhibitor, their employees, or agents must be paid by the Exhibitor causing damage.
  3. Insurance: It is expressly acknowledged that the sponsor, the Association, facility, decorator, and host city, their agents or representatives have not purchased insurance of any kind for the benefit to the Exhibitor, nor is it under any obligation to do so.
  4. The Exhibitor agrees to abide by all rules and regulations of the building in which the event takes place. All rules and regulations are on file in the general office of the building. No part of any exhibit or any signs relating therefore shall be pasted, nailed, or otherwise attached to the walls, doors, etc., in any way as to deface same. The Exhibitor shall pay damage arising by failure to observe these rules.
  5. All Exhibits must conform to the size of their space and must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others or shall any portion of an Exhibits display extend into the aisle. All booths will be confined to a maximum height of 8'. All displays over 4' in height and placed within 10' of an adjoining exhibit must be confined to that area of the Exhibitor's space which is no more than 4' out from the back drape line. Displays requiring greater depth than are shown on the floor, or those requiring greater height than the 8' limits for their background display, may arrange for space on the perimeter with management. The Association will not be responsible for unattended displays.
  6. Any other Exhibitor shall not infringe upon the rights and privileges of another Exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the Exhibitor's booth. Advertising material or signage of firms, other than those who have engaged space, are prohibited. Soliciting for Exhibits or any other reason by registered or unregistered persons, firms, or associations is strictly forbidden. Violation of this regulation will result in removal from the show premises immediately and is subject to any and all remedies available at law. All Exhibitors must wait to dismantle exhibits until show closing.
  7. Only registered Exhibitors will be admitted to the exhibit hall. All attendees must register to enter; present official pass; or purchase admission ticket, where applicable.
  8. All sponsors and exhibitors are responsible for declaring any intentions to sponsor, exhibit, or donate an In-Kind item prior to the conference. Any questions regarding this rule can be directed to Erin Cunningham, (517) 371-1100 or [cunninghame@michiganworks.org](mailto:cunninghame@michiganworks.org).
- Signature: It is understood that by signing this application/contract, we are subject to the provisions of Michigan Works! Association and the exhibitor rules and regulations and agree to abide by them.

**Authorized Signature:** \_\_\_\_\_

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