

2020 Michigan Works! Annual Conference

Sept 13-15 | Detroit

#MWConf @MichWorksAssn

Sponsor & Exhibitor Opportunities

Engaging. Dynamic. Results-Oriented.

Come be a part of Michigan's largest workforce conference and make the connections you need to drive your business forward. We offer sponsors and exhibitors a variety of ways to interact with attendees before, during and after the event.

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

Contact [Kimberly Way](#), training@michiganworks.org or (517) 371-1100 ext. 203.

> 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

Online registration is required for all sponsor and exhibitor opportunities. Visit michiganworks.org to get started!

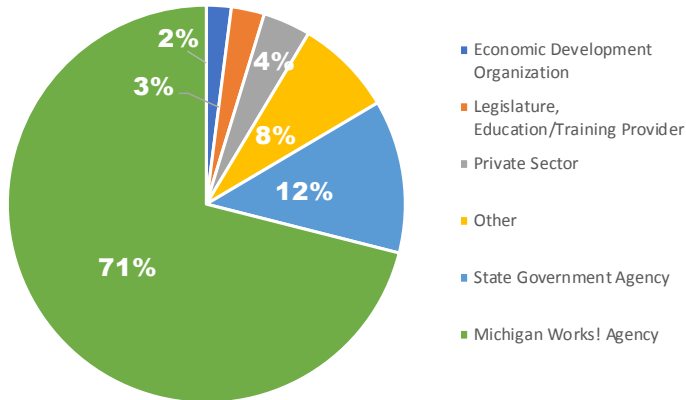


MICHIGAN WORKS! ANNUAL CONFERENCE

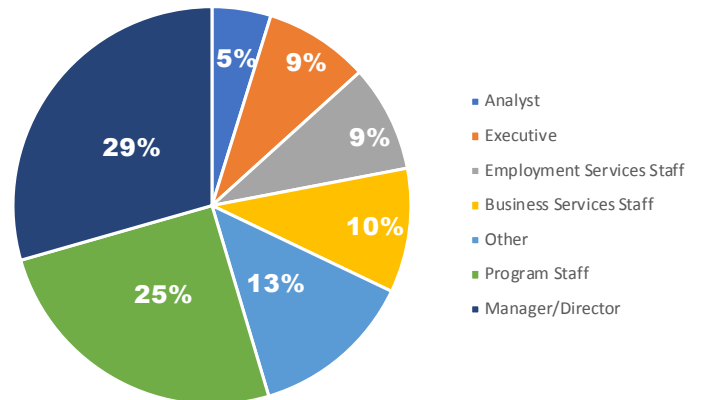
Attendee Profile

2019 Total Attendance: 779

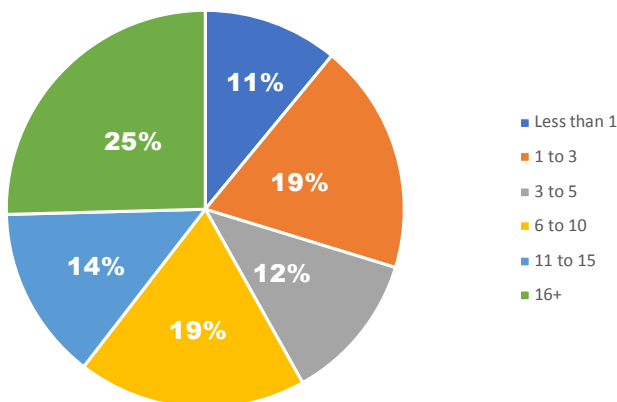
Attendees by Organization



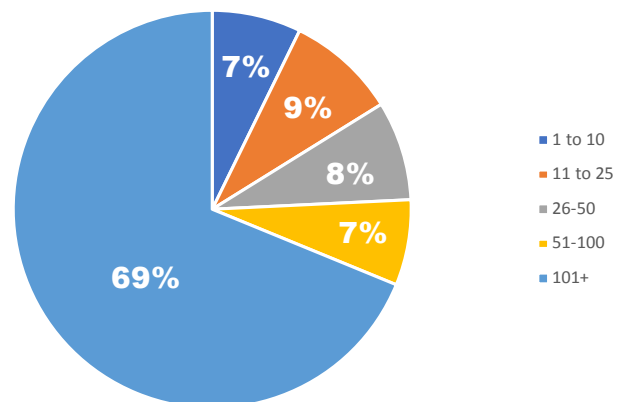
Attendees by Job Function



Attendees by Years in Industry



Attendees by Employer Size



Highlights for Sponsors and Exhibitors

- Partner Showcase is located adjacent to registration area, and in close proximity to workshop rooms for **increased traffic**
- All breaks are held in the Partner Showcase for **maximum exposure**
- **Expanded exhibit hours** to increase exposure
- Maintained historically low sponsor and exhibitor costs, delivering **2020 value at 2008 prices**
- All sponsors / exhibitors are profiled in the **event mobile app** with linked contact information
- All sponsors / exhibitors will receive pre- and post-event **attendee lists** (requires a signed agreement)

Gold Sponsorship – \$5,000

Recognition

- Priority recognition in event mobile app
- Verbal recognition during General Sessions and at sponsored event (if applicable)
- Featured on signage, emails, social media wall and Conference website
- 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
- Copies of pre- / post-registration lists

Gold Sponsorship Opportunities

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

AV Sponsorship

Name / logo displayed on splash screens before every workshop

Conference Bag

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

Partner Showcase

Name / logo featured on all Partner Showcase-related signage and marketing materials

Opening Reception

Name/logo featured on all opening reception signage and Conference website

Opening Session

- Printed material displayed at each seating area
- *Sponsor responsible for production and cost*

Lunch Session

Printed material displayed at each seating area

Mobile App Sponsor

Name / link featured on all mobile app-related signage and Conference website

Coffee Break Sponsor

Name / logo displayed on signage next to coffee breaks in the Partner Showcase

Silver Sponsorship – \$3,000

Recognition

- Verbal recognition during General Sessions and at sponsored event (if applicable)
- Featured on signage, emails, 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
- Copies of pre- / post-registration lists
- Opportunity to purchase premium exhibit space

Silver Sponsorship Opportunities

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

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

Pocket Guide

Logo featured prominently in event Pocket Guide, which is given to all attendees

Social Media Wall

Name / logo featured on social media wall screen displayed in Partner Showcase

Continental Breakfast (two opportunities)

Name / logo featured prominently on signage

Super Session Sponsor

Name/logo and event signage featured in a 90-minute super session workshop

Closing Session

- Printed material displayed at each seating area
- *Sponsor responsible for production and cost*

Video Spotlight

Video content featuring your company published to association & event websites, social media accounts, and email communications

Bronze Sponsorship – \$2,000

Recognition

- Verbal recognition during General Sessions and at sponsored event (if applicable)
- Featured on signage, emails, 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
- Copies of pre- / post-registration lists

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
- *Sponsor responsible for production and cost*

Challenge of Excellence Awards

- Listed in awards section of event mobile app
- Recognition on awards section of website

Michigan Works! Executive Breakfast

- Display printed materials at each table
- *Sponsor responsible for production and cost*

Annual Meeting

- Display printed materials at each seating area
- Recognition in event mobile app and on website

Phone Charging Station

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

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.

Contributing Sponsorship

Recognition

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

Connection

- Copies of pre- / post-registration lists

Contributing Sponsorship Opportunities

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 **EXCEPTIONAL VALUE**

- One (1) item in the official Conference bag

Association Website Internal Rotating Banner - \$300

- 220 px x 158 px, runs through 12/31/20

Event Contributor - \$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.
- Contact Kimberly Way, training@michiganworks.org or (517) 371-1100 ext. 203 for details.

Exhibitors – \$1,000

Recognition

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

Connection

- 8' x 8' booth space with standard drapery, sign with company name and booth number
- 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
- Complimentary wireless internet
- Electricity is available upon request at no additional charge

Exhibitor Highlights

Exhibit booths are located in the Partner Showcase adjacent to the registration area and in close proximity to workshop rooms for maximum visibility.

Partner Showcase/ Exhibit Area Hours*

Installation / Set-up

Sunday, September 13
9:00 - 11:00

Partner Showcase Hours

Sunday, September 13
11:00 - 4:00

Monday, September 14
10:00 - 4:00

Dismantle / Tear-down

Monday, September 14
4:00 - 5:00pm

Heavy Traffic Hours

Sunday, September 13

- 2:15 - 3:00 - break

Monday, September 14

- 10:00 - 10:30 - coffee break
- 1:45 - 2:15 - snack break
- 3:30 - 4:00 - snack break

*Booths must be staffed during exhibit area hours.

Hotel

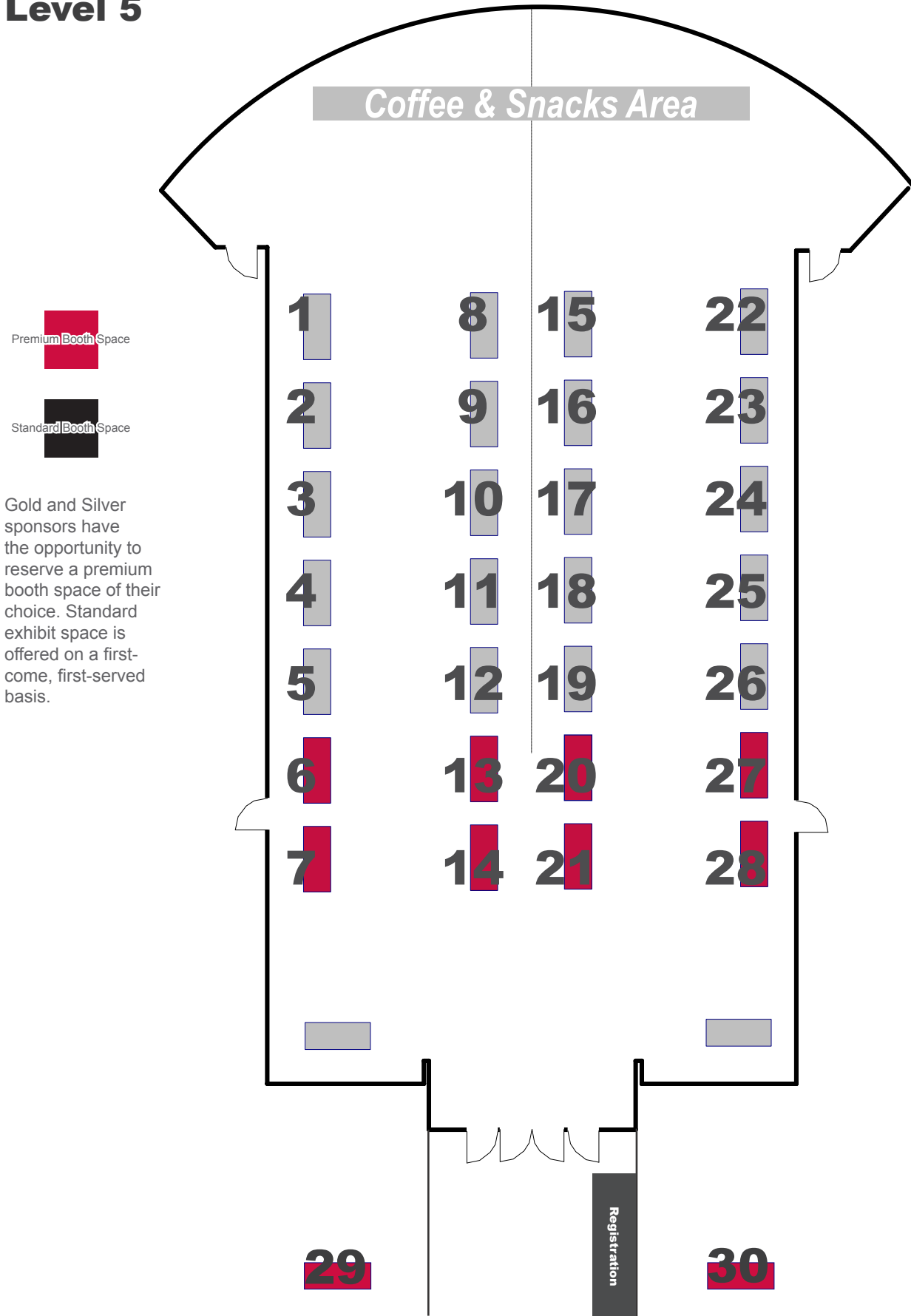
The 2020 Conference will be held at the Detroit Marriott at the Renaissance Center.

For information on rates and availability, please visit the [Conference website Hotel & Travel page](#).

All room blocks are first-come, first-served and available until full.

Partner Showcase Map

Mackinac Ballroom,
Level 5



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 must be received in writing to Kimberly Way, training@michiganworks.org. A refund of the sponsorship and/or exhibit booth fee, minus a \$100 service charge, will be given for cancellations received by **11:59 pm on Thursday, August 20, 2020**.

Cancellations received on or after August 21, 2020 will not receive a refund. Refunds will not be given for no-shows.

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! Association's 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.

Schedule at a Glance*

*tentative

Sunday, September 13

Exhibitor Set-up
9:00 am – 11AM

Registration
11:00 am – 4:00 pm

Partner Showcase/Exhibitors
11AM – 4:00 pm

Annual Meeting
1:00 pm – 2:15 pm

Workshops (Round 1)
1:00 pm – 2:15 pm

Partner Showcase Break –
45 minutes
2:15 pm – 3:00 pm

Workshops (Round 2)
3:00 pm – 4:15 pm

Inside Politics and Super
Sessions
3:00 pm – 4:30 pm

Opening Reception
6:00 pm – 9:30 pm

Monday, September 14

Registration
7:30 – 4:00

Partner Showcase
10:00 – 4:00

Continental Breakfast
7:30 – 8:00

OPENING SESSION
8:00 – 10:00

Partner Showcase Coffee
Break – 30 minutes
10:00 am – 10:30 am

Workshops (Round 3)
10:30 am – 11:45 am

LUNCH SESSION
11:45 – 1:45

Partner Showcase Dessert
Break - 30 minutes
1:45 pm – 2:15 pm

Workshops (Round 4)
2:15 pm – 3:30 pm

Partner Showcase Salty Snack
Break – 30 minutes
3:30 pm – 4:00 pm

Workshops (Round 5) –
Ten in 30s
4:00 pm – 4:30 pm

Tuesday, September 15

Registration
7:30 – 9:30

Continental Breakfast
7:30 am – 8:15 am

Michigan Works! Executive
Breakfast & Presentation
7:30 am – 9:30 am
By Invitation Only

Workshops (Round 6)
8:15 am – 9:30 am

CLOSING SESSION
9:45 – 12:00