ABOUT THE SHOW
You’re invited to take part in the 2018 MI NAHRO Fall Conference. This event will take place at Crown Plaza Hotel in Grand Rapids, MI, on September 12-14, 2018. Attendance is expected to be around 120 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) - $325
(Fee includes one table, meals for one company representative, cocktails and hors d’oeuvres at hospitality)

Exhibitor Fee (two representatives) - $400
(Fee includes one table, meals for two company representatives, cocktails and hors d’oeuvres at hospitality)

additional representative..............$75 each
additional 6’ tables ......................$50 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 cover 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. Your company logo will be featured on the lower right corner of 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 com-
plimentary 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 confer-
ence 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 fea-
tured on the conference website, the on-site confer-
ence 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 - $500

Exhibit Space
As a bronze sponsor your company will receive a
complimentary vendor table that includes registra-
tions 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 confer-
ence 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 fea-
tured on the conference website, the on-site confer-
ence agenda and on sponsor recognition signage at
the conference.

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.

SHOW DATES AND HOURS
Wednesday, September 12
  7:00 p.m. - 10:00 p.m. exhibit setup
Thursday, September 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
or
Cheryl Anne Farmer, State Service Officer
minahro@minahro.org or 734-498-2493

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 responsibil-
ity of the exhibitor to obtain insurance to cover the
exhibitor’s property.

HOTEL INFORMATION
Crown Plaza Hotel
5700 28th St SE
Grand Rapids, MI 49546
Phone: (616) 957-1770

A block of rooms under the name of Michigan
NAHRO until August 22, 2018 Reference group code
MI NAHRO when making reservation.

Room rates: $129 per night
(single or double occupancy)

Friday, September 14 @ 12:00 p.m.
2018 NAHRO FALL GOLF SCRAMBLE
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 September 7, 2018.

Deer Run Golf Course
13955 Cascade Rd, Lowell, MI 49331
616-897-8481 • www.deerrungolfclub.net

We will golf 18 holes!
Exhibitor & Sponsor REGISTRATION FORM

September 12-14, 2018
MI NAHRO Fall 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)  $325
(Fee includes one table, meals for one company representative, cocktails and hors d’oeuvres at hospitality)

Exhibitor Fee (two representatives)  $400
(Fee includes one table, meals for two company representatives, cocktails and hors d’oeuvres at hospitality)

Extra Table(s)  @$50=_______
Additional Reps  @$75=_______

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:

Company Description: (one sentence)

SPONSOR FEES:

Gold Sponsor  $1500
Silver Sponsor  $1000
Bronze Sponsor  $500
Folder Insert  $100

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 August 29, 2018. Questions?
Call the MI NAHRO office at 734.498.2493 or 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.
Fax: 734.498.8415