**Exhibitor & Sponsor Information**

*Charting the Course*

**2017 Joint Housing Conference**

**MI NAHRO • MHDA • UPHO**

*September 20-22, 2017*

Crystal Mountain Resort
Thompsonville, Michigan

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**ABOUT THE SHOW**

You’re invited to take part in the 2017 Joint Housing Conference. This event will take place at Crystal Mountain Resort in Thompsonville, Michigan, on September 20-22, 2017. Attendance is expected to be around 225 professionals from the industry.

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**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.

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**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) - $425
( Fee includes one table, meals for two company representatives, cocktails and hors d’oeuvres at hospitality)

additional 6’ tables ......................$50 each
additional representative ......................$50 each

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**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.

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**SPONSORSHIP OPPORTUNITIES**

Your company can expand its visibility at this event by being a conference sponsor. Sponsorship opportunities include:

**Gold Sponsor - $2000**

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.

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**Room Key Advertising**

The gold sponsor is the only sponsor whose company logo appears on the room key sleeve 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.

**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 complimentary 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 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 a silver sponsor your company’s name will be featured on the conference website, the on-site conference 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 - $600

Exhibit Space
As a bronze sponsor your company will receive a complimentary vendor table that includes registrations 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 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 a bronze sponsor your company’s name will be featured on the conference website, the on-site conference agenda and on sponsor recognition signage at the conference.

Lunch Sponsor - $500
Thursday Continental Sponsor - $400
Thursday AM & PM Break Sponsor - $400
Friday Breakfast Sponsor - $500
Each sponsor will get additional sign recognition during each of the above events.

_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 or additional exposure for those that will be there.

SHOW DATES AND HOURS
Wednesday, September 20
5:00 p.m. - 10:00 p.m. exhibit setup
Thursday, September 21
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:
MI NAHRO Service Officer, Cheryl Anne Farmer,
169 Templar, Pinckney, MI 48169 or minahro@minharo.org

Jim Ward of Ward Energy LLC will be assisting with your onsite needs. He can be reached at 313.319.1822 or wardenergyllc@comcast.net.

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 responsibility of the exhibitor to obtain insurance to cover the exhibitor’s property.

HOTEL INFORMATION
Crystal Mountain Resort
12500 Crystal Mountain Dr.
Thompsonville, MI 49638
A block of rooms under the name of Joint Housing Conference until August 21, 2017

Make your reservations by filling out the attached room reservation form and sending it directly to the hotel.

Room rates: $119 /night for a Studio/Hotel room or $139 /night for a Suite or $159 /night for a one bedroom condo. (single or double occupancy) Please see rooming form for other pricing options.

Wednesday, September 20 @ 10:00 a.m.
2017 Joint Housing 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 6, 2017.

Betsie Valley: 18 Holes w/ a cart; $40/person
Exhibitor & Sponsor REGISTRATION FORM

September 20-22 MI NAHRO • MHDA • UPHO
2017 Joint Housing 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) ☐ $425
(Fee includes one table, meals for two company representatives, cocktails and hors d’oeuvres at hospitality)

Extra Table(s)______@$50=________

Booth #  Choice 1st______2nd______3rd______

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:

SPONSOR FEES:
Gold Sponsor ☐ $2000
Silver Sponsor ☐ $1000
Bronze Sponsor ☐ $600
Folder Insert ☐ $100
Lunch Sponsor ☐ $500
Thurs. Cont. Sponsor ☐ $400
Thurs. AM & PM Break ☐ $400
Fri. Breakfast Sponsor ☐ $500

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 September 6, 2017. Questions? Contact MI NAHRO Service Officer, Cheryl Anne Farmer, 169 Templar, Pinckney, MI 48169 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.

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EXHIBITOR & SPONSOR INFORMATION

_______________________________________
Company Name

_______________________________________
Address

_______________________________________
City/State/ZIP

_______________________________________
Phone

_______________________________________
Website

_______________________________________
Email

_______________________________________
Company Representative

_______________________________________
Company Representative

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Charting the Course
2017 Joint Housing Conference
Exhibitor Layout

James Bay room

1. Elevators
2. Storage
3. Bathroom
4. Bathroom
5. Mechanical
6. Covered Patio
7. Bar Service
8. Food and Beverage
9. Exit to parking lot and patio
10. Offices
11. Covered Patio
12. James Bay room
13. Podium
14. AV
15. Exit to parking lot and patio
16. Bathrooms
17. Bathrooms
18. Bathrooms
19. Bathrooms
20. Bathrooms
21. Bathrooms
22. Bathrooms
23. Bathrooms
24. Bathrooms
25. Bathrooms
26. Bathrooms
27. Bathrooms
28. Bathrooms
29. Bathrooms
30. Bathrooms
31. Bathrooms
32. Bathrooms

1. 12.
2. 13.
3. 14.
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11. 22.
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29. 30.
30. 31.
31. 32.
CRYSTAL MOUNTAIN ACCOMMODATIONS

Our accommodations offer a unique guest experience with a variety of different lodging options and conveniently allow houseguests to take advantage of our houseguest perks during their stay. All accommodations are non-smoking and feature daily stay-over service, air conditioning, satellite television, microwave, coffee maker, toaster, video player, hairdryer, iron and ironing board. Please visit our Lodging and Package Details and Resort Map for more information.

Studio Room, Hotel and Suite Options

PINEHURST STUDIO ROOMS ~ Studio Rooms are nestled among the pines and situated along the 9th fairway of our Betsie Valley golf course. Pinehurst offer a convenient location near Kinlochen and the Buck Quad chairlift, while remaining only a short distance from the village core. ~ Lodging Amenities • Sleeps 2 guests • One queen bed • Private bath with jetted tub in select units • Efficiency kitchen • Two-story building with exterior doorways; no elevator

HAMLET HOTEL OR CRYSTAL COLONY HOTEL ~ Hotel accommodations are conveniently located in the heart of the resort near the Kinlochen and Crystal Spa, and just a short distance away from the slopes, Park at Water's Edge and the Crystal Conference Center. ~ Lodging Amenities • Sleeps up to 4 guests • Two queen beds OR one queen bed and one queen Murphy bed • One bath with jetted tub in select units • Efficiency kitchen • Community ice machine available in building • Two or three-story building with interior hallways; no elevator; luggage service available at Front Desk

INN AT THE MOUNTAIN SUITES ~ Suites are located in the heart of the village core, next to the Crystal Conference Center, across from the Park at Water's Edge Outdoor Pool and close to the slopes. ~ Lodging Amenities • Sleeps up to 4 guests • Private bedroom with king bed • One queen Murphy bed in living area • Private bath with jetted tub for two • Efficiency kitchen • Electronic work station with voice and data ports • Private outdoor balcony • Community ice machine, washer and dryer available in building • Two-story building with interior hallways; has an elevator • Barrier free accommodations upon request

1-5 Bedroom Condo Options

PINEHURST ~ One, two or three Bedroom Condos nestled among the pines and situated along the 9th fairway of our Betsie Valley golf course. Pinehurst boasts beautiful views and offers a convenient location near Kinlochen and the Buck Quad chairlift, while remaining only a short distance from the village core. ~ Lodging Amenities • Sleeps 2-4 guests • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen and dining area • Living room with fireplace • Two-story building with exterior doorways; no elevator

WINTERGREEN ~ One, two or three bedroom condos are beautifully situated along our Betsie Valley golf course and just steps away from the Park at Water's Edge Outdoor Pool, walking distance to the Crystal Conference Center and the slopes. ~ Lodging Amenities • Sleeps 4-8 guests • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen and dining area • Living room with fireplace • Private outdoor patio or deck • Washer and dryer in select units • Two-story building with exterior doorways; no elevator

KINLOCHEN ~ One, two, or three bedroom condos are located just steps from the slopes and the first tee of the Betsie Valley golf course. Kinlochen is home to the Thistle Pub & Grille and the Pro Shop/Nordic Center. ~ Lodging Amenities • Sleeps 6-10 guests • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen with dining area • Living room with fireplace • May have a private outdoor deck • Community ice machine, washer and dryer available in building • Three-story building with interior hallways; has an elevator

MOUNTAINTOP ~ Two bedroom accommodations, with breathtaking panoramic views, and ski-in/ski-out convenience in select units, are perched on the top of Crystal Mountain overlooking the beautiful Betsie River Valley and beyond. ~ Lodging Amenities • Sleeps 8-12 guests • Master bedroom with king • Unit layout and bedding configuration varies bed • Master bath with jetted tub for two • 1 1/2 baths • Full kitchen and dining area • Living room with fireplace • Washer and dryer • Walkout deck • Summer private outdoor pool • Three-story building with exterior doorways; no elevator

MOUNTAIN SIDE ~ Located on the side of Crystal Mountain, our four and five bedroom condos are nestled on our Mountain Ridge or Betsie Valley golf courses, these accommodations are perfect for your family retreat. ~ Lodging Amenities • Sleeps 9-14 guests • Unit layout and bedding configuration varies • Master suite with king bed and jetted tub • 2 or 3 guest baths • Full kitchen and dining area • Living room with fireplace • Walkout deck • Gas grill available in the summer • May have a washer and dryer • Two or three-story building with exterior doorways; no elevator

2-4 Bedroom Stand Alone Home Options

COTTAGES AT WATER’S EDGE ~ This unique neighborhood offers two and three bedroom cottages surrounded by gently flowing streams and waterscapes, just steps away from the slopes, Park at Water's Edge and Crystal Conference Center. ~ Lodging Amenities • Sleeps 6-9 guests • Master bedroom with king bed • Unit layout and bedding configuration varies • 1 or 2 baths • Full kitchen and dining area • Living room with gas-log fireplace or gas woodstove • Screened porch and sun deck • Washer and dryer • 1 3/4 or 2 baths • One or two-story building with exterior doorways; no elevator

BUNGALOWS AT CRYSTAL GLEN ~ Three and four bedroom Bungalow residences are located at the base of the slopes and just steps away from Crystal Peak, Peak Pool and Fitness Center, Kinlochen, and the Lodge. ~ Lodging Amenities • Sleeps 9-10 guests • Master bedroom with king bed • Unit layout and bedding configuration varies • 2 or 2 3/4 baths • Full kitchen and dining area • Living room with fireplace • Walkout deck • Washer and dryer • Two-story building with exterior doorways; no elevator

RESORT HOMES ~ Three and four bedroom private Resort Homes are furnished with all you need for the perfect retreat. Accommodations are located a short drive to the slopes, golf courses and Park at Water's Edge outdoor pool. ~ Lodging Amenities • Sleeps 8-16 guests • Unit layout and bedding configuration varies • 2 or 3 baths • Full kitchen and dining area • Living room with fireplace • Accommodations may have a deck • One to three-story building with exterior doorways; no elevator • Wireless internet is only available in select resort homes
Reservations may be made by calling 1-855-520-2974, by utilizing this form or by booking online at Book Online Here. This is a direct link to the Crystal Mountain online booking system with your group code. If the group code (45X69O) does not populate into the online booking system form automatically, it is possible your organization’s security settings may be blocking this. In this case, after you click the link and get to the online booking system, you may need to click on the “Have a Special Code?” link and key in your group code (45X69O) manually to view the selections for your group.

Reservations must be made by August 21, 2017, reservations received after this date will be taken on a space-available basis and at the prevailing discounted rate. If room type requested is not available, the next available room type and rate will be confirmed. Crystal Mountain does it’s best to accommodate requests, however cannot guarantee specific rooms/units. Please inquire with reservation staff for additional unit types available beyond those listed.

Check-in: 5:00pm  
Check-out: 11:00am

<table>
<thead>
<tr>
<th>Room</th>
<th>Single/Double Rate</th>
<th>Single/Quad Rate</th>
<th>Indicate 1st &amp; 2nd Choice</th>
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</thead>
<tbody>
<tr>
<td>Studio/Hotel Room</td>
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<tr>
<td>Suite</td>
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</tr>
<tr>
<td>One Bedroom Condo</td>
<td>$ 159</td>
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<tr>
<td>Two Bedroom Condo</td>
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<tr>
<td>Two Bedroom Cottage/Kinlochen</td>
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<tr>
<td>Three Bedroom Condo/Resort Home</td>
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<tr>
<td>Three Bedroom Cottage/Kinlochen/Bungalow</td>
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</table>

*Quoted rates are subject to 6% state tax, 2% local assessment and 9% service fee.

Package Includes: Lodging Only (per unit, per night)
- Up to 2 children ages 17 & under sleep free when occupying same room with 1 paying adult.
- There is a $20.00 plus tax, per person, per night charge for additional adults above the quoted occupancy.
- Credit card imprint is required at check-in for all guests.

Deposit / Cancellation Policy: A deposit equal to the first night’s lodging is required with each reservation. Please make check or money order payable to Crystal Mountain or include a credit card number below. Do not send cash. Deposit is fully refundable if cancellation is made 14 days prior to your arrival date. Deposits are non-refundable if the cancellation occurs within 14 days of arrival. Modifications to your reservation including changing dates or reducing the length of your stay will result in a charge equal to one night’s stay. No refund on unused portion of package stays.

Tax exempt individual: If your agency is tax exempt you may qualify for exemption from the 6% state use tax; reservations are not exempt from the 9% service fee or the 2% assessment. To qualify for exemption please complete the tax exempt form and provide any required documentation. Reservations must be paid with agency funds. If an agency credit card is being used for payment, a credit card authorization form must be completed. In addition we must receive a legible copy of the credit card showing the last 4 digits of the card and the agency name. For your convenience Tax Exempt Instructions are included to provide the specific requirements and where to send your documents. (Personal funds or cash do not qualify for tax exemption)
- Agency check enclosed.
- Agency credit card completed below (MUST include credit card authorization form).
- Please use my personal credit card to guarantee the reservation. Payment with agency funds will be provided prior to arrival.

AUTHORIZATION NOTE: I authorize and acknowledge that all of the charges below will be processed to my payment card as detailed above. (Due to PCI compliance; we can only accept the last 4 digits of the credit card by e-mail- once the reservation is set up a Reservation Agent will call you for the credit card information).

Credit Card #: ___________________________  Expiration Date: _____/_____  Billing Zip Code: ___________

Please contact Reservations with any questions at 1-855-520-2974. The information can be provided in the following ways:

Mail to: Crystal Mountain Resort Reservations  
12500 Crystal Mountain Drive  
Thompsonville, MI 49683  

Fax to: 231-378-4879  
Email to: reservations@crystalmountain.com