



MICHIGAN REALTORS®

# THE CONVENTION

Detroit Marriott at the Renaissance Center • Oct 2-4, 2019

# EXHIBITOR AND SPONSORSHIP PROSPECTUS

# CELEBRATING OVER 100 YEARS IN REAL ESTATE

Established in 1915, the Michigan Realtors® is an integrated advocacy and communications force for the real estate professionals of our State. We are the recognized public policy and legal advocate for private property rights, as well as the acknowledged leading resource for professional development, knowledge exchange, and wide-ranging business services. Our over 31,000 members understand clearly that the most successful Realtors® in Michigan value the benefits of membership in our association. We welcome your connection to us.

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Past President Rep

# TABLE OF CONTENTS

WHY SPONSOR WITH US?.....	4
ABOUT THE CONVENTION .....	5
NEW IN 2019 .....	6
WHAT SPONSORS ARE SAYING.....	7
2018 SPONSORS / EXHIBITORS.....	8
2018 SPONSORS BY LEVELS.....	9
PLATINUM SPONSOR PACKAGE.....	10
DIAMOND SPONSOR PACKAGE .....	11
GOLD SPONSOR PACKAGE.....	12
SILVER SPONSOR PACKAGE .....	13
BRONZE SPONSOR PACKAGE .....	14
SUPPORTING SPONSOR PACKAGE .....	15
EXHIBITOR / SPONSOR OPPORTUNITIES .....	16
EXHIBITOR / SPONSOR REGISTRATION .....	18
2019 EXHIBITORS FLOOR PLAN .....	20
CONTACT INFORMATION .....	21

## WHO PARTICIPATES IN THE CONVENTION?

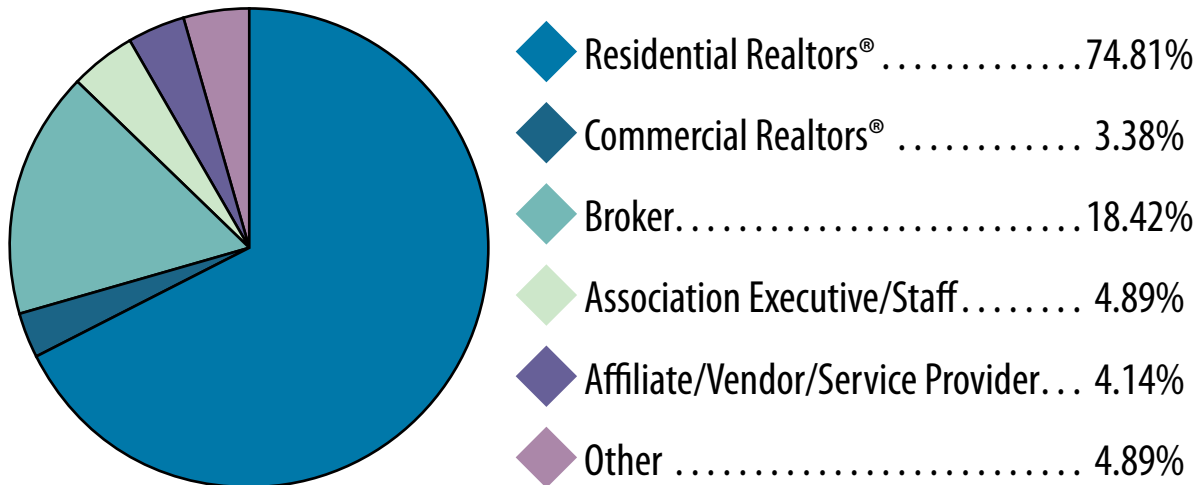
Distinguish yourself by exhibiting or sponsoring 2019 The Convention, and build relationships with: Realtors®, brokers, commercial Realtors®, appraisers, and local association leadership. Depending on your company's sponsorship involvement, your name and brand will be in front of our convention attendees multiple times throughout the three-day event.

### ATTENDANCE HISTORY

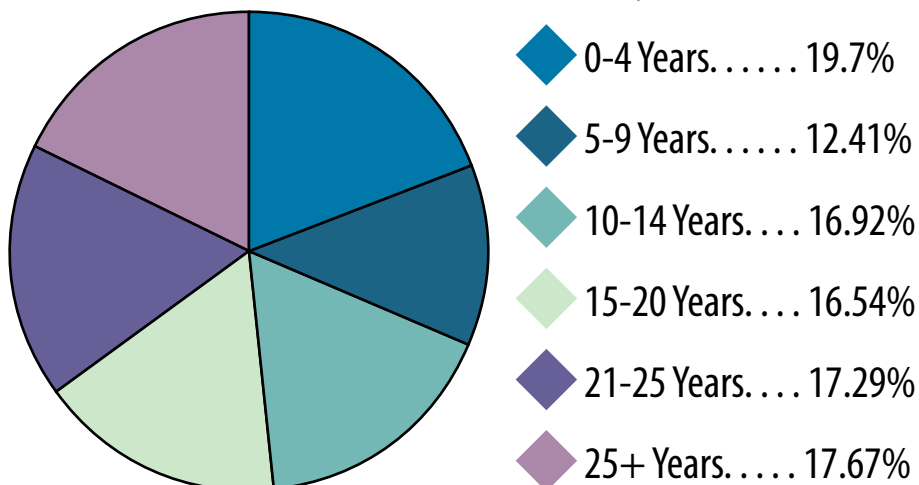
Year	Host	Attendees
2018	Traverse City	1276
2017	Grand Rapids	1287
2016	Mt. Pleasant	1143
2015	Detroit	1042

### WHO WILL YOU REACH?

#### Members Primary Real Estate Industry Focus



#### Years of Industry Experience



# ABOUT THE CONVENTION



The Convention is the premiere professional development and trade show event for Michigan Realtors®.

This event gathers the largest group of real estate professionals for three days of intensive learning, networking and sharing of ideas.

## 2019 HIGHLIGHTS - EXHIBITION

- Expo hours that are conducive to meeting business needs and ample attendee interaction
- Welcome reception held in the expo hall with an extended half hour.
- Networking breaks, lunch and happy hour held in the expo hall
- Efficient move-in time frame on Wednesday eliminates the need for accommodations on Tuesday

## 2019 HIGHLIGHTS - SPONSORS

- Prominent recognition on The Convention signage and supporting materials
- Choose from a myriad of opportunities that aligns with your company's brand and budget!

## 2019 HIGHLIGHTS - THE CONVENTION

- First-timer session
- Realtor® Royale to be held in the Renaissance Center at the Granite City Food & Brewery. To commemorate Motown's 60th Anniversary, enjoy a Realtor® Royale Motown theme!
- Leadership Interest Group session

## VENUE

**Detroit Marriott at the Renaissance Center**  
400 Renaissance Dr. W  
Detroit, MI 48243

## NEW IN 2019

- **Exhibition Item - (2) private booth suites that will allow for hospitality and private conversations.**  
*Located in Ontario Exhibit Hall, and includes: 12'x24' private space, (2) 8' draped tables, (4) chairs, (1) wastebasket, and (4) full-convention registrations. \$4,500*
- **Sponsorship Item – Live Help!**  
*Give the attendees the information they are looking for! Dress up in your company attire and help Michigan Realtors® give direction to the attendees that they may need. \$1,000*
- **Sponsorship Item – Water Coolers**  
*Help keep the attendees hydrated! Water coolers will be placed in various places on the property, and displayed appropriately with your company information. \$1,500/3 Days*
- **Sponsorship Item – Friday Breakfast**  
*Sponsor the buffet breakfast on Friday morning and help the attendees get a great start to their last day at The Convention! Appropriate company signage will show the attendees that you sponsored the breakfast. \$2,000*



## WHAT SPONSORS ARE SAYING

"Independent Bank is proud to partner with Michigan Realtors® and support their various events throughout the year.

We greatly value the relationship this organization has with our bank, as well as their continued effort to promote home ownership opportunities throughout Michigan."

*Kay Wright*

"MSHDA is proud of our long-standing partnership with the Michigan Realtors® through sponsorships of statewide events. The sponsorships have provided extraordinary opportunities for MSHDA to generate awareness of our homeownership programs and create mutually beneficial working relationships with thousands of Realtors® across Michigan.

We value our partnership with the Michigan Realtors® and believe it is a significant factor in helping MSHDA meet our mission of providing homes and preserving places for the people of Michigan."

*Carol Brito*

"Hondros Education Group has been a partner and sponsor with Michigan Realtors® for many years. The success of this relationship is based on their willingness to create solutions that help my business achieve its goals within the state of Michigan. Their staff is always there for me and my entire organization appreciates their dedication."

*Kevin Pasch*

"Advertising with the Michigan Realtors® is not an expense in our mind, it's an investment. Our people deserve the branding and exposure and we have found that in order to grow, you need to be where the eyes are. We will continue our relationship with Michigan Realtors® as we continue to grow in Michigan with more productive offices and quality agents."

*Craig Witt*

# 2018 SPONSORS / EXHIBITORS

CENTURY 21





# 2018 SPONSORS BY LEVELS

## PLATINUM

**CENTURY 21.**



## DIAMOND



## GOLD



**CALIBER**  
HOME LOANS



MCCLELLAND



ANDERSON®

## SILVER



**amplified mail**<sup>SM</sup>  
design for the masses



**ATA** National Title Group  
Midstate Title Agency • Greco Title Agency • Seaver Title Agency



*Title Connect LLC*  
a title insurance agency



First American Title™



## BRONZE



REALTORS PROPERTY RESOURCE



## SUPPORTING



PEARL INSURANCE®



## DIRECT / UNIQUE



Northern Great Lakes REALTORS® MLS



## PLATINUM SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Headline sponsor banner displayed at sponsored event\* provided by Michigan Realtors®
- Opportunity to address attendees at sponsored event
- Banner ad on The Convention Web site
- Complimentary 1 year subscription to Michigan Realtor® Magazine
- Opportunity to play a 30 second video at your sponsored event
- Opportunity to play 30 second video at the registration desk area
- Four invitations for Honor 'N Mingle Reception & Grand Assembly on Wednesday
- Michigan Realtors® E-News exclusive advertisement
- 50% Discount on additional booth purchases
- Full page ad in The Convention Program Book



## DIAMOND SPONSOR PACKAGE



- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Headline sponsor banner displayed at sponsored event\* provided by Michigan Realtors®
- Opportunity to address attendees at sponsored event
- Banner ad on The Convention Web site
- Complimentary 1 year subscription to Michigan Realtor® Magazine
- Opportunity to play a 30 second video at your sponsored event
- Opportunity to play 30 second video at the registration desk area
- Four invitations for Honor 'N Mingle Reception & Grand Assembly on Wednesday
- Michigan Realtors® E-News exclusive advertisement
- 25% Discount on additional booth purchases
- Half page ad in The Convention Program Book

## GOLD SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Headline sponsor banner displayed at sponsored event\* provided by Michigan Realtors®
- Opportunity to address attendees at sponsored event
- Banner ad on The Convention Web site
- Complimentary 1 year subscription to Michigan Realtors® Magazine
- Half page ad in The Convention Program Book



## SILVER SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Quarter page ad in The Convention Program Book



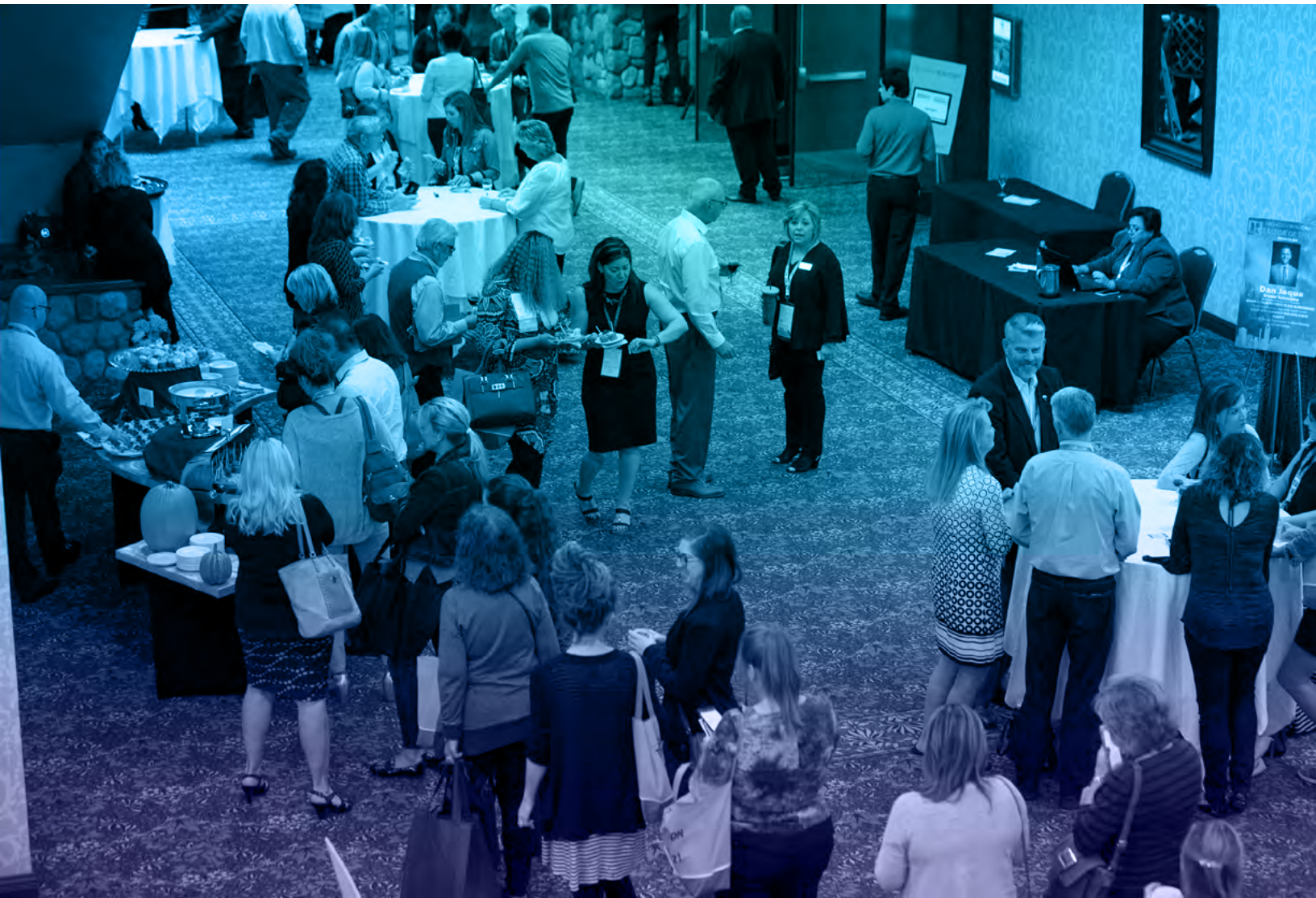
## BRONZE SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- One full event registration



## SUPPORTING SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine



# SPONSORSHIP LEVELS COMPARISON

	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	SUPPORTING \$500
Logo and hyperlink on The Convention Website	√	√	√	√	√	√
Exposure on Michigan Realtors® Social Media Pages	√	√	√	√	√	√
Recognition in <i>Know Before You Go</i> e-mails to attendees	√	√	√	√	√	√
Acknowledgement in The Convention Program Book	√	√	√	√	√	√
Recognition as a partner on event signage	√	√	√	√	√	√
Acknowledgement in November Michigan Realtor® Magazine	√	√	√	√	√	√
Recognition at Grand Assembly	√	√	√	√	√	
Pre and post-event attendee roster	√	√	√	√	√	
Complimentary premium booth at expo; includes 2 Convention registrations	√	√	√	√		
Headline sponsor banner displayed at sponsored event* provided by Michigan Realtors®	√	√	√			
Opportunity to address attendees at sponsored event	√	√	√			
Banner ad on The Convention Web site	√	√	√			
Complimentary 1 year subscription to Michigan Realtor® Magazine	√	√	√			
Opportunity to play a 30 second video at your sponsored event	√	√				
Opportunity to play 30 second video at the registration desk area	√	√				
Four invitations for Honor 'N Mingle Reception & Grand Assembly on Wednesday	√	√				
Michigan Realtors® E-News exclusive advertisement	√	√				
Discount on additional booth purchases	(50%)	(25%)				
Full page ad in The Convention Program Book	√					
Half page ad in The Convention Program Book		√	√			
Quarter page ad in The Convention Program Book				√		
One full event registration					√	

\* SELECT SPONSORED EVENT OF YOUR CHOICE

**PLATINUM**

Grand Assembly, Lunch in Expo, or Happy Hour.

**DIAMOND**

Welcome Event, or Closing Keynote.

**GOLD**

Honor 'N Mingle, Realtor® Royale, Registration Desk, or Knowledge Session.



# THE CONVENTION

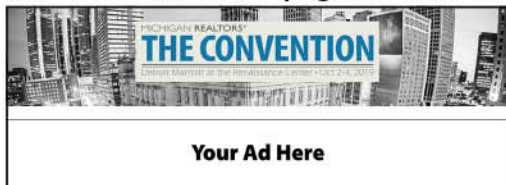
Detroit Marriott at the Renaissance Center • Oct 2-4, 2019

## DIRECT SPONSORSHIP OPPORTUNITIES

### \$500 – Knowledge session

Sponsor The Convention content! Sponsor a knowledge session and introduce the speaker.

### \$500 – The convention homepage banner ad



The Convention homepage is the most visited web page on Mirealtors.com Aug-Sept. Opportunity to display company image for one week. Michigan Realtors® will schedule the running of the image from Sunday 12:00 am - Saturday 11:59 pm. You may suggest a week that you would like to promote.

Please send proposed image in the format of:

- 864x170 pixels
- RGB color
- Ad can be animated gif
- 72 DPI
- Gif, png or jpg
- Include hyperlink

### \$500 – Pitch snips [www.mirealtors.com/pitchsnips](http://www.mirealtors.com/pitchsnips)

### \$500 – Welcome-window cling sponsor

Highlight your business with a window cling. Window clings to be placed by Michigan Realtors® staff in appropriate spaces around the property.

### \$3,000 – Wi-Fi - Wednesday-Friday

Actively engage attendees with the sponsor's brand through WIFI recognition.

### \$2,500 – Hotel key cards

Get your name out in front of all attendees, sponsors, and speakers. The hotel key card will be co-branded with your logo. Michigan Realtors® will design the hotel key card with The Convention 2019 branding.

### \$2,000 – Grand assembly - live streaming

Bring The Convention to our digital audience! We will be live streaming the Grand Assembly on Wednesday, October 2, 2019. Be recognized as the live streaming sponsor and showcase your brand through the viewers frame, as well as the website that will contain the streaming information.

### \$1,500 – Thursday keynote - live streaming

Bring The Convention to our digital audience! We will be live streaming the Thursday keynote on Thursday, October 3, 2019. Be recognized as the live streaming sponsor of the event and showcase your brand through the viewers frame, as well as the website that will contain the streaming information.

### \$1,000 – A mobile device charging station, Wednesday-Friday

Get remarkable onsite visibility by sponsoring the charging station. Located at registration in a high traffic area at The Convention. Attendees can plug in their smart phones and other devices.

### \$1,000 – Live help!

Sport your company's brand while wearing a Michigan Realtors® ASK ME sign. This sponsorship is designed for an outgoing individual who isn't afraid to ask someone if they are lost. Help direct attendees to the session they are looking for or better yet, the Expo!

### \$750 – Expo sign sponsor

The expo sign will allow attendees to effectively locate participating exhibitors. Look to highlight your business on this informational tool located at the entrance of the expo. Michigan Realtors® will create the design.

### \$750 – Treasure tumbler

Sponsor the Treasure Tumbler! Multiple sponsorship available. Attendees must be registered through the Michigan Realtors® event app, Crowdlink. Attendees will have 15 minutes to find the "Treasure Tumbler" and enter to win a \$250 Visa gift card.

### \$600 – INNOVATE knowledge session (limited to 1 per company, Must be an exhibitor or sponsor of event)

\*\*Includes one full event registration

All sessions submitted must be 50 minutes of content. Sessions will be held on Thursday, October 3, 2019, with room set for 70 theater-style.

Please review [www.CEMarketplace.net](http://www.CEMarketplace.net) to review the certification process.

# BRAND VISIBILITY

17

## FOOD AND DRINKS

\$2,000 – Friday breakfast

\$1,500/3 days – Watercooler sponsor

\$1,000 – Per bar in the expo Wednesday or Thursday

Drive additional traffic to your booth by passing out drink tickets while interacting with attendees.

\$1,000 – Thursday beverage break (2 available)

\$1,000 – Thursday snack break in the expo

Snacks for afternoon break (2 available) – Thursday only

\$800 – Wednesday arrival beverages

\$700 – Thursday coffee stations (2 available)

It's the perfect way to start the day! Sponsor a coffee station.

## PROGRAM BOOK

\$800 – Outside back cover 5" x 8"

\$650 – Inside front cover 5" x 8"

\$650 – Inside back cover 5" x 8"

\$350 – Full page ad 5" x 8"

\$275 – Half page ad 5" x 4"

## NETWORKING

\$3,000 – Chair massages

\$1,400 – Realtor® Of The Year Awards

Sponsor the Realtor® of the Year awards! Personalize a gift bag with your business logo. Includes two non-transferable invitations to the Honor 'n' Mingle reception.

\$800 – Arrival photos

## GIVE AWAY ITEMS

\$2,000 – Badge lanyards

\$2,000 – Water bottles

Opportunity to display company logo. Michigan Realtors® will create the design file for production.

\$850 – Schedule-at-a-glance

## CONTACT ME

Jenn Morden, CTA, CMP

[jmorden@mirealtors.com](mailto:jmorden@mirealtors.com)

517.334.5548 (ext. 548)



# EXHIBITOR/SPONSOR REGISTRATION FORM

## I. COMPANY INFORMATION

Company name \_\_\_\_\_ Contact name \_\_\_\_\_  
 Contact e-mail \_\_\_\_\_ Contact phone \_\_\_\_\_ Contact fax \_\_\_\_\_

## ADDRESS FOR WEB SITE & PRINTED MATERIALS

Address \_\_\_\_\_ Preferred Company Name for Print \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ Preferred website for Print \_\_\_\_\_

## II. PRODUCT TYPE

- Advertising/Marketing  Banking/Lending  Education/Professional Development  Energy/Environmental  Financial Services/Planners  Gifts/Specialty Retail  Home Inspection  
 Home Warranty  Information Technology & Equipment  Insurance  Loan/Mortgage Programs  Lock Boxes/Security  Moving/Storage  Multiple Listing Service  
 Real Estate Company/Franchise  Signs  Software  Staging  Telecommunication/Internet  Title Company  Web Design/Hosting  
 Other: \_\_\_\_\_

## III. EXHIBIT BOOTH

Fee includes standard setup (see general info) and two complimentary convention registrations. Floor plan available at [www.mirealtors.com](http://www.mirealtors.com)

Select Your Booth 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ Qty \_\_\_\_\_  20' x 16' Island Booth \$4,500 Qty \_\_\_\_\_  10' x 10' Standard Booth \$975  
 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_ Qty \_\_\_\_\_  12' x 24' Private Exhibitor Meeting Suite Booth \$4,500  
**Are you a first time exhibitor with Michigan Realtors®?**  Yes  No Qty \_\_\_\_\_  10' x 10' Premium Booth \$1075 Cost \$ \_\_\_\_\_

## IV. EXHIBITION INFORMATION

<p><b>Important Dates</b>                  July 31, 2019- Cancellation prior to this date will incur a \$100 cancellation fee, with the remainder of booth fees refunded.                  August 1-31, 2019- Cancellation within this timeframe will receive 50% refund.                  After September 1, 2019- No refunds provided.</p> <p><b>Your Booth</b>                  Each 10' x 10' booth will be provided:                  • (1) 8-foot draped table • (1) waste basket                  • (2) chairs • (2) complimentary booth registrations</p> <p>Each 12' x 24' booth will be provided:                  • (2) 8-foot draped table • (1) waste basket                  • (4) chairs • (4) complimentary booth registrations</p>	<p><b>Important Times</b>                  (Michigan Realtors® reserves the right to alter the hours listed.)                  Move-in: Oct. 2nd 9:00 am - 3:00 pm                  Show Hours: Oct. 2nd 5:30 pm - 7:00 pm                  Welcome Reception in Expo                  Oct. 3rd 8:00 am - 9:00 am Coffee with Exhibitors                  Oct. 3rd 12:00 pm - 1:15 pm                  Networking Lunch in the Expo/Expo Open                  Oct. 3rd 11:00 am - 2:00 pm Expo Open                  Oct. 3rd 3:30 pm - 6:00 pm Expo Open                  Move-out: Oct. 3rd 6:00 pm - 9:00 pm</p>	<p><b>Names and E-mails of Representatives</b>                  (Please Print)</p> <p>1. _____                  2. _____</p>
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## V. EXHIBITOR CARDS

**Yes I would like my company included on the Exhibitor Card for an additional \$50.**  
 Each attendee will be provided with an Exhibitor Card listing all participating exhibitors. Attendees will be required to visit each participating booth to have their card stamped. Those attendees with completed cards will be eligible to win prizes.

## VI. SPONSORSHIP OPPORTUNITIES

Prospectus available at [www.mirealtors.com](http://www.mirealtors.com)

Choose Level  Platinum  Diamond  Gold  Silver  Bronze  Supporting  Unique Sponsorships Cost \$ \_\_\_\_\_  
 \$10,000 \$7,500 \$5,000 \$3,000 \$1,500 \$500

Unique Sponsor Item\* \_\_\_\_\_ Cost \$ \_\_\_\_\_

*\*Visit [www.mirealtors.com](http://www.mirealtors.com) for available direct & unique sponsor opportunities or call 800.454.7842*

## VII. PAYMENT

Required with registration

- Check mailed (Invoice requested)  
 VISA  AMEX  
 MasterCard  DISCOVER

Card Number

Exp. Date		CVV#	

**TOTAL** \$ \_\_\_\_\_

Cardholder Signature \_\_\_\_\_  
 Print Cardholder Name \_\_\_\_\_

## VIII. EXHIBIT SERVICES

Additional fees apply

Electrical, internet, and telecommunication services are handled directly through the host facility and are not included in the booth fee/exhibit package. Information on how to purchase additional services will be posted to The Convention page at [www.mirealtors.com](http://www.mirealtors.com). If exhibit activities are contingent upon electrical, telecommunication services, and/or strong internet signals, we encourage you to weigh options available through the facility well in advance of the Expo dates to ensure availability on site.

Additional or alternate booth furnishing not included in the booth fee/exhibit package and other contracted services can be purchased and arranged through the exhibit services provider selected for the Expo. The exhibit services packet will be made available on the event page at [www.mirealtors.com](http://www.mirealtors.com).

## IX. RULES & REGULATIONS

We agree to abide by all rules, regulations and general information provided with this agreement, or as otherwise provided in writing by Michigan Realtors®. We also agree to accept booth or facility relocation should it become necessary for causes beyond the control of Michigan Realtors® or advisable in the best judgment of Michigan Realtors®. Prospective exhibitors and sponsors will be notified with 15 days of application. Please visit [www.mirealtors.com](http://www.mirealtors.com) for copy of rules & regulations.

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

**HOW TO REGISTER** • email: [jmorden@mirealtors.com](mailto:jmorden@mirealtors.com) • Fax 517.334.5568 • Phone 800.454.7842 • 720 N. Washington Avenue, Lansing, MI 48906

# EXHIBITOR GUIDELINES

**Exhibit Size** Standard booths will be configured and sold in increments of 100 square feet (10' x 10').

**Exhibit Booth Price** Standard booths - \$975; Premium booths - \$1075. Carpet, a draped back wall, draped side panels, eight foot draped table, two chairs, and waste receptacle, and two complimentary registrations are included with the booth fee.

**Application** Reservations for booth space at Michigan Realtors® The Convention & Expo must be made on the appropriate contract form with payment. Michigan Realtors® reserves the absolute right to decline any application for space, for any reason. No booth assignment will be confirmed until the application form and deposit have been received and accepted.

**Payments** Payment must accompany the application for exhibit space. No space will be assigned without a payment. Failure to remit will result in cancellation of space. In no event will an exhibitor be allowed to set up their booth at the show prior to payment of their fee. If the application is not accepted the exhibitor will receive a full refund.

**Exhibit Space** Floor Plan Every effort will be made to maintain the general configuration of the floor plan for this expo. However, Michigan Realtors® reserve the right to modify the plan if necessary, as determined solely by Michigan Realtors®.

**Show Colors** Draping and backdrops are chosen by Michigan Realtors® and may not be altered in any way.

**Installation of Exhibits** Consult Convention Web site for set up times.

**Dismantling and Removal of Exhibits** The dismantle period will be published on the Michigan Realtors® website and communicated to vendors in advance of the show. In no case will dismantling be allowed before the published designated time. If an exhibitor violates this regulation, it may be assessed a \$250 fine or be denied exhibit space in future expos.

Initials \_\_\_\_\_

**Exhibit Staffing** Two (2) complimentary, non-transferable, exhibitor registrations will be provided with each booth sale. These representatives should pre-register prior to the show. All other company attendees must register and pay the appropriate registration fees for expo attendance. All exhibitors must wear badges at all times. Badges are the property of Michigan Realtors® and are not transferable.

**Care of Booths/Facility** No signs or other articles may be posted, nailed, or otherwise attached to any of the walls, pillars, doors, draping, or other parts of the booth or building facility. No attachments may be made to the floors by nails, screws, or other devices. Damages to booth area or facility arising by failure to observe this rule shall be paid by the exhibitor.

Initials \_\_\_\_\_

**Unacceptable Exhibits** The exhibitor agrees not to utilize any displays which Michigan Realtors® determines, in its absolute discretion, would endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Michigan Realtors® to criticism or liability. Exhibits must not obstruct the view or interfere with the exhibit of others. The Association reserves the right to reject or terminate exhibit privileges of any exhibitor due to conduct of personnel, method of operation, materials, or for other causes which the Association believes are not compatible with the purpose of the show. No balloons.

Initials \_\_\_\_\_

Demonstrations and all other activities must be confined to the limits of the exhibitor's booth. Giveaways, magazines, merchandise, and souvenirs may be distributed only within the exhibitor's booth. Exhibitors may not leave merchandise or printed material in the event registration area, lounges, meeting rooms, or other facilities in the convention center.

Advertising materials, signs of firms other than those who have reserved space, are prohibited. Canvassing, solicitation of business except by exhibiting firms, is prohibited.

The exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from other firms other than their own in the exhibit space without written consent of Michigan Realtors®.

Unethical conduct or infraction of rules on the part of any exhibitor or its representatives, or both, will subject the exhibitor or its representatives to dismissal from the exhibit hall, in which event it is agreed no refund shall be made by Michigan Realtors® and that no demand for redress will be made by the exhibitor or its representatives.

**Food and Beverage** Any and all food and beverage items served must be approved by the Expo facility. Food and beverage guidelines are enforced. Generally, only sample size, pre-packaged items are permitted and attendees cannot be charged.

Exhibitor may not hold social functions during official exhibit hours. Exhibitors

may not host or sponsor any event off the show floor that attracts attendees during exhibit hours.

**Liability** Space is provided with the understanding that the exhibitor will indemnify, defend, and hold Michigan Realtors® harmless from any claims, damages, or disputes, including reasonable attorney fees and costs incurred by Michigan Realtors®, arising from the exhibitor's activities prior to, during, and after the exhibition.

The exhibitor must carry workers compensation and general liability insurance for the entire duration of the show, including move-in and move-out. The exhibitor shall provide certificate of insurance to the Michigan Realtors® upon request.

Each exhibitor is charged with the knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention and public safety while participating in this show. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.

The exhibit company, exhibit representative, and agent shall be held jointly and severally liable for any and all debts incurred for all exhibit costs, fees or charges.

**Force Majeure** The Michigan Realtors® will not be liable for any failure to provide exhibit space or any interruption in the duration or extent of exhibition hours if such failure or interruption is due to acts of God, strikes, fire, natural disaster, emergencies, or similar or related causes beyond the control of Michigan Realtors®.

**Security** Adequate and reasonable security service will be provided when the exhibit hall is closed. Neither the management of the expo facility nor Michigan Realtors® shall be liable for damage, loss, or destruction to the exhibits or exhibitors' property by reason of fire, theft, accident, or other destructive causes. Each Exhibitor is responsible for insuring exhibits and exhibit contents, supplies, and equipment. Exhibitors will be allowed entrance to the exhibit hall prior to the hall being opened and must leave the hall immediately upon closing of the show.

**Prize Drawings** Exhibitors may conduct prize drawings from their booths to increase booth traffic or to collect business contact information. Exhibitors are responsible for managing their own drawings. Winners can be announced from the expo floor during the last hour of the closing reception. Consult the on-site welcome packet for prize drawing announcement procedures. Michigan Realtors® is not responsible for notifying winners or delivering prizes.

**Additional Services** All other services are available to exhibitors at additional cost through the official exhibit services contractor(s). An information packet and services order form will be provided to all exhibitors for such items as additional tables, chairs, spotlights, telephone service, internet connection, etc. Charges for additional services shall be payable to the service contractor by the exhibitors.

**Electrical** wiring must conform to the National Electrical Code Safety Rules.

**Internet and telecommunication** services are not included in the booth fee/exhibit package and are ordered and handled through the host facility/exhibit services provider. If your exhibit activities are contingent upon electrical, telecommunication services, and/or strong internet signals, contact the facility to order well in advance of the Expo dates to ensure availability on site.

**Cancellations and Refunds** Cancellations must be made in writing to Michigan Realtors®. A cancellation fee of \$100 per booth will be charged to an exhibitor who cancels its contract prior to July 31, 2019. Cancellations from August 1-31, 2019 will forfeit 50% of the fee paid. Cancellations after August 31st, 2019 obligates the exhibitor to full payment of the booth. Cancellations shall be deemed effective on the date written notice is received by Michigan Realtors®.

**Miscellaneous** The exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein listed and by the Rules, Regulations and General Information established by Michigan Realtors® and as from time to time thereafter modified, and expressly agrees that this contract and such rules and regulations contain the entire agreement between the parties hereto and supersedes any prior agreement, written or oral. This contract shall be interpreted under the laws of the United States and the State of Michigan.

**Reservation of Right to Make Changes** Any matters not specifically covered herein are subject to decision by the Michigan Realtors®. Michigan Realtors® reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such change.

## EXHIBITOR AGREEMENT

We agree to abide by all rules, regulations and general information provided with this contract, or as otherwise provided in writing by Michigan Realtors®. We also agree to accept booth or facility relocation should it become necessary for causes beyond the control of Michigan Realtors® or advisable in the sole judgment of Michigan Realtors®.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# EXHIBITORS

## SELECT YOUR BOOTH

In assigning booth space, consideration is given to date of application, convention sponsors, advertisers and re-reserved vendors. After these considerations, booth assignments are issued on a first come, first assigned basis. Booth fees must be paid by 8/1/2019.

- Standard Booth - \$975  
*10'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.*
- Premium Booth - \$1075  
*Prominent 10'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.*
- Private Exhibitor Meeting Suite - \$4,500  
*12'x24' private space, (2) 8' draped tables, (4) chairs, (1) wastebasket, and (4) full-convention registrations. Allows the exhibitor to bring in hospitality and have private conversations or product demonstrations. \*\*Michigan Realtors will coordinate any requested food and beverage, but will be an additional cost to the exhibitor.*

## EXPO HOURS

\*\*Michigan Realtors® reserves the right to make changes to the schedule.

**Wednesday, October 2, 2019:**..... 5:30-7:30 PM

**Thursday, October 3, 2019:**.....8:00-9:00 AM

**Expo Closed:**.....9:00-11:00 AM

(Please exit exhibit hall at this time)

**Expo Open:**..... 11:00 AM-2:00 PM

**Expo Open:** .....3:30-6:00 PM

## SPECIAL EVENTS IN THE EXPO

Wednesday, October 2, 2019: Welcome Reception in the Expo - 5:30-7:30 PM

Thursday, October 3, 2019: Coffee in the Expo – 8:00-9:00 AM

Thursday, October 3, 2019: Lunch in the Expo – 12:00-1:00 PM

Thursday, October 3, 2019: Happy Hour in the Expo – 5:00-6:00 PM

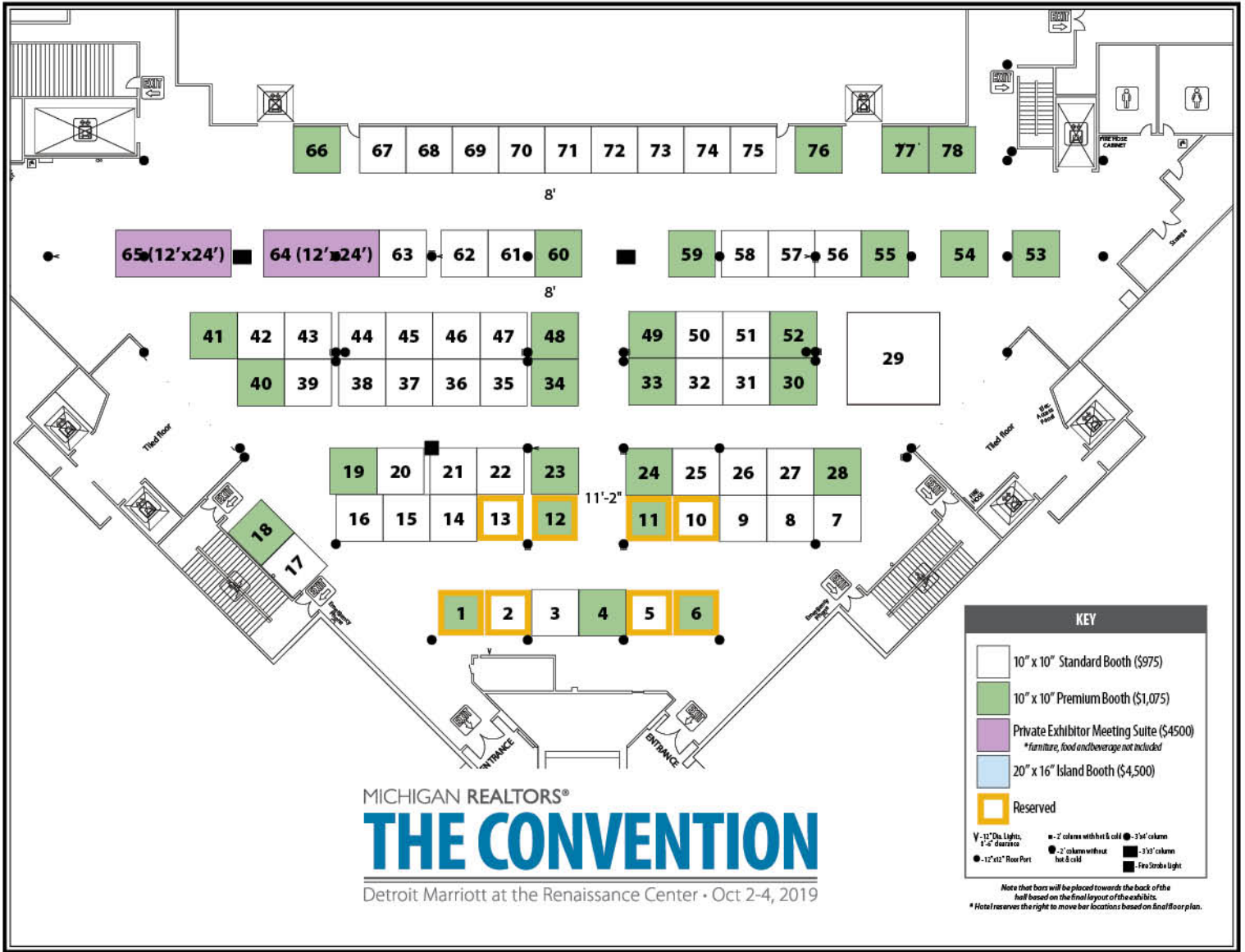
Exhibitor Installation: Wednesday, October 2, 2019: 9:00 AM – 3:00 PM

Installation must be completed by 3:00 pm on March 28.

Exhibitor Dismantling: Thursday, October, 3, 2019 (Beginning at 6:00 PM)

Exhibit must not be disturbed, dismantled or removed before 6:00 pm on Thursday, October 3rd. Financial penalty for violators will apply.

Exhibitor Kits will be sent via e-mail and available online approximately 60 days prior to The convention. The kit will contain information regarding purchasing additional booth furniture, additional draping, accessories, electrical services, internet connections, audiovisual equipment and payment terms.



## CONTACT INFORMATION



**Jenn Morden, CTA, CMP**  
**[jmorden@mirealtors.com](mailto:jmorden@mirealtors.com)**  
517.334.5548 (ext. 548)



MICHIGAN REALTORS®

# TABLE OF CONTENTS

WHY SPONSOR WITH US?.....	4
ABOUT THE CONVENTION .....	5
NEW IN 2019 .....	6
WHAT SPONSORS ARE SAYING.....	7
2018 SPONSORS / EXHIBITORS.....	8
2018 SPONSORS BY LEVELS.....	9
PLATINUM SPONSOR PACKAGE.....	10
DIAMOND SPONSOR PACKAGE .....	11
GOLD SPONSOR PACKAGE.....	12
SILVER SPONSOR PACKAGE .....	13
BRONZE SPONSOR PACKAGE .....	14
SUPPORTING SPONSOR PACKAGE .....	15
EXHIBITOR / SPONSOR OPPORTUNITIES .....	16
EXHIBITOR / SPONSOR REGISTRATION .....	18
2019 EXHIBITORS FLOOR PLAN .....	20
CONTACT INFORMATION .....	21



## WHO PARTICIPATES IN THE CONVENTION?

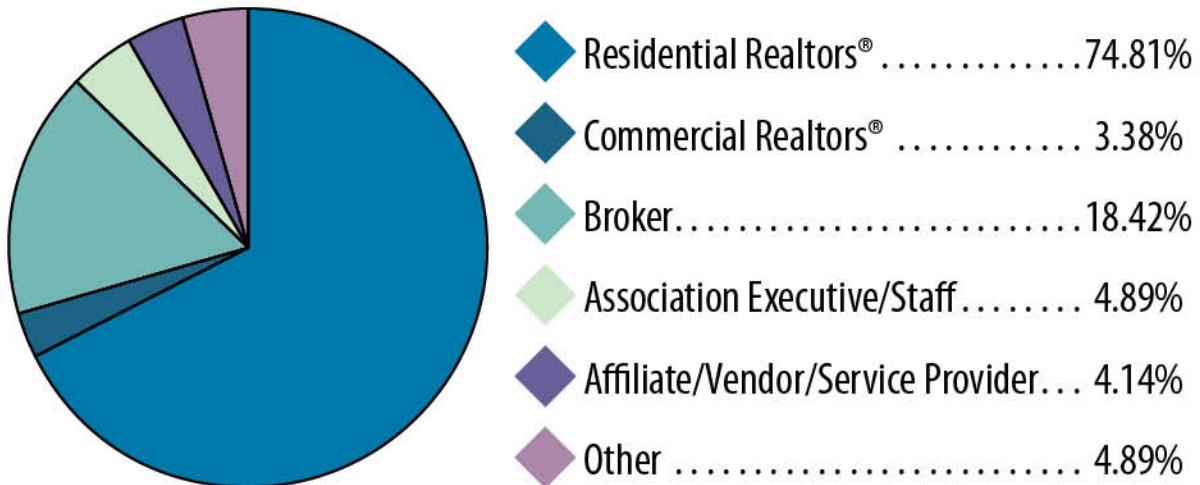
Distinguish yourself by exhibiting or sponsoring 2019 The Convention, and build relationships with: Realtors®, brokers, commercial Realtors®, appraisers, and local association leadership. Depending on your company's sponsorship involvement, your name and brand will be in front of our convention attendees multiple times throughout the three-day event.

### ATTENDANCE HISTORY

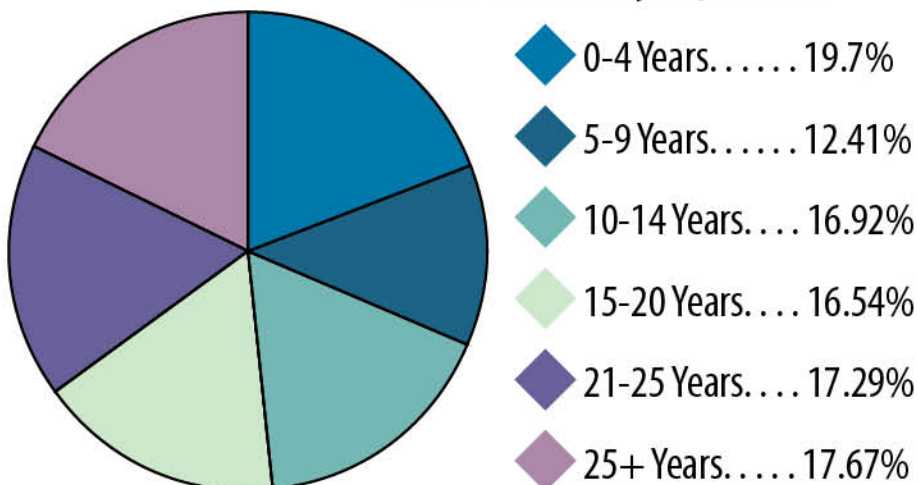
Year	Host	Attendees
2018	Traverse City	1276
2017	Grand Rapids	1287
2016	Mt. Pleasant	1143
2015	Detroit	1042

### WHO WILL YOU REACH?

#### Members Primary Real Estate Industry Focus



#### Years of Industry Experience



# ABOUT THE CONVENTION



The Convention is the premiere professional development and trade show event for Michigan Realtors®.

This event gathers the largest group of real estate professionals for three days of intensive learning, networking and sharing of ideas.

## 2019 HIGHLIGHTS - EXHIBITION

- Expo hours that are conducive to meeting business needs and ample attendee interaction
- Welcome reception held in the expo hall with an extended half hour.
- Networking breaks, lunch and happy hour held in the expo hall
- Efficient move-in time frame on Wednesday eliminates the need for accommodations on Tuesday

## 2019 HIGHLIGHTS - SPONSORS

- Prominent recognition on The Convention signage and supporting materials
- Choose from a myriad of opportunities that aligns with your company's brand and budget!

## 2019 HIGHLIGHTS - THE CONVENTION

- First-timer session
- Realtor® Royale to be held in the Renaissance Center at the Granite City Food & Brewery. To commemorate Motown's 60th Anniversary, enjoy a Realtor® Royale Motown theme!
- Leadership Interest Group session

## VENUE

**Detroit Marriott at the Renaissance Center**  
400 Renaissance Dr. W  
Detroit, MI 48243

## NEW IN 2019

- Exhibition Item - (2) private booth suites that will allow for hospitality and private conversations. *Located in Ontario Exhibit Hall, and includes: 12'x24' private space, (2) 8' draped tables, (4) chairs, (1) wastebasket, and (4) full-convention registrations. \$4,500*
- Sponsorship Item – Live Help!  
*Give the attendees the information they are looking for! Dress up in your company attire and help Michigan Realtors® give direction to the attendees that they may need. \$1,000*
- Sponsorship Item – Water Coolers  
*Help keep the attendees hydrated! Water coolers will be placed in various places on the property, and displayed appropriately with your company information. \$1,500/3 Days*
- Sponsorship Item – Friday Breakfast  
*Sponsor the buffet breakfast on Friday morning and help the attendees get a great start to their last day at The Convention! Appropriate company signage will show the attendees that you sponsored the breakfast. \$2,000*



## WHAT SPONSORS ARE SAYING

"Independent Bank is proud to partner with Michigan Realtors® and support their various events throughout the year.

We greatly value the relationship this organization has with our bank, as well as their continued effort to promote home ownership opportunities throughout Michigan."

*Kay Wright*

"MSHDA is proud of our long-standing partnership with the Michigan Realtors® through sponsorships of statewide events. The sponsorships have provided extraordinary opportunities for MSHDA to generate awareness of our homeownership programs and create mutually beneficial working relationships with thousands of Realtors® across Michigan.

We value our partnership with the Michigan Realtors® and believe it is a significant factor in helping MSHDA meet our mission of providing homes and preserving places for the people of Michigan."

*Carol Brito*

"Hondros Education Group has been a partner and sponsor with Michigan Realtors® for many years. The success of this relationship is based on their willingness to create solutions that help my business achieve its goals within the state of Michigan. Their staff is always there for me and my entire organization appreciates their dedication."

*Kevin Pasch*

"Advertising with the Michigan Realtors® is not an expense in our mind, it's an investment. Our people deserve the branding and exposure and we have found that in order to grow, you need to be where the eyes are. We will continue our relationship with Michigan Realtors® as we continue to grow in Michigan with more productive offices and quality agents."

*Craig Witt*

## PLATINUM SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Headline sponsor banner displayed at sponsored event\* provided by Michigan Realtors®
- Opportunity to address attendees at sponsored event
- Banner ad on The Convention Web site
- Complimentary 1 year subscription to Michigan Realtor® Magazine
- Opportunity to play a 30 second video at your sponsored event
- Opportunity to play 30 second video at the registration desk area
- Four invitations for Honor 'N Mingle Reception & Grand Assembly on Wednesday
- Michigan Realtors® E-News exclusive advertisement
- 50% Discount on additional booth purchases
- Full page ad in The Convention Program Book



## DIAMOND SPONSOR PACKAGE



- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Headline sponsor banner displayed at sponsored event\* provided by Michigan Realtors®
- Opportunity to address attendees at sponsored event
- Banner ad on The Convention Web site
- Complimentary 1 year subscription to Michigan Realtor® Magazine
- Opportunity to play a 30 second video at your sponsored event
- Opportunity to play 30 second video at the registration desk area
- Four invitations for Honor 'N Mingle Reception & Grand Assembly on Wednesday
- Michigan Realtors® E-News exclusive advertisement
- 25% Discount on additional booth purchases
- Half page ad in The Convention Program Book

## GOLD SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Headline sponsor banner displayed at sponsored event\* provided by Michigan Realtors®
- Opportunity to address attendees at sponsored event
- Banner ad on The Convention Web site
- Complimentary 1 year subscription to Michigan Realtors® Magazine
- Half page ad in The Convention Program Book



## SILVER SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- Complimentary premium booth at expo; includes 2 Convention registrations
- Quarter page ad in The Convention Program Book





## BRONZE SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine
- Recognition at Grand Assembly
- Pre and post-event attendee roster
- One full event registration



## SUPPORTING SPONSOR PACKAGE

- Logo and hyperlink on The Convention Website
- Exposure on Michigan Realtors® Social Media Pages
- Recognition in *Know Before You Go* e-mails to attendees
- Acknowledgment in The Convention Program Book
- Recognition as a partner on event signage
- Acknowledgment in November Michigan Realtor® Magazine

