

CAPITAL CONFERENCE



Annual Expo
March 20-21, 2012



ANNUAL EXPO @ CAPITAL CONFERENCE

March 20-21, 2012 — The Lansing Center, Lansing, Michigan

The Michigan Municipal League's Capital Conference, held each spring, is a critical policy briefing for municipal officials to gain an understanding of key issues that will affect their jurisdiction in the coming year.

Capital Conference offers intense keynotes and in-depth presentations on the day's hottest legislative topics for local officials serious about navigating the political landscape, as well as opportunities to meet and greet their state representatives and senators.

This year we've streamlined our spring and fall expos into one amazing Annual Expo, where local elected officials can meet and interact with representatives from companies servicing municipalities. The Annual Expo is the ideal opportunity for you to connect with the key municipal decision makers: the councilmembers, mayors, managers, clerks, and finance directors. They are responsible for millions of dollars in purchases each year.

Exhibitors are welcome to attend educational sessions and events. The League believes that the more you know about our municipalities' problems, the better prepared you will be to help them find solutions. A detailed program will be available on our website.

VENDOR AGENDA

Tuesday, March 20

2:00 – 5:15 pm Booth Check-in & Set-up

2:30 – 3:30 pm Opening General Session

3:45 - 5:15 pm Regional Roundtables

5:30 – 7:30 pm MML Liability & Property Pool Kick Off Reception in the Expo Hall

Wednesday, March 21

7:30 am – 3:15 pm Annual Expo Open

7:30 – 8:30 am Continental Breakfast in the Expo Hall

8:30 – 9:45 am General Session

9:45 – 10:15 am Networking Break

10:15 – 11:30 am Concurrent Sessions

11:30 – 11:45 am Networking Break in the Expo Hall

11:45 am – 1:00 pm Legislative Luncheon. (Ticket required \$25.) (Expo Hall remains open.)

1:00 – 1:45 pm Networking Break in the Expo Hall

1:45 – 2:45 pm General Session

2:45 – 3:15 pm Networking Break in the Expo Hall

3:15 – 5:30 pm Expo Load Out

4:30 – 6:30 pm Legislative Reception (Ticket required \$25.)

GENERAL INFORMATION

SPONSORSHIP

Sponsorship is proven to boost your visibility and profitability. Take a look at the Capital Conference agenda on our website. See a session that looks like a perfect fit for your services — we'd be happy to list you as the session sponsor. Sponsorship opportunities may be purchased by either a single sponsor or several sponsors jointly. The League invites you to propose other sponsorships beyond those discussed. Please contact Terri Murphy, 734-669-6342, tmurphy@mml.org for more information.

Platinum Level (\$5,000+)

- Signage at the sponsored event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review
- Full page color ad in conference program
- Three full conference registrations
- Complimentary "C" booth in Expo Hall

Gold Level (\$3,000 - \$4,999)

- Signage at the sponsored event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review
- Half page color ad in program
- Two full conference registrations

Silver Level (\$1,000 - \$2,999)

- Signage at the sponsored event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review
- Quarter page color ad in conference program
- One full conference registration

Bronze Level (\$500 - \$999)

- Signage at the sponsored event
- Recognition in the program
- Recognition on the League's website
- Recognition in The Review

ADVERTISING

Display ads are scattered throughout the program among the session and event descriptions. The program page size is 5.5" x 8.5". All ads are full color.

Ad Size	Dimensions	Cost
Full Page	5" wide x 7¾" tall	\$800
Half Page - Horizontal	5" wide x 3" tall	\$450
Quarter Page	5" wide x 1¾ " tall	\$300

- The deadline for program advertising is **February 10, 2012, which includes the submission of your artwork.** Refunds will not be made in the event that the art submission deadline is missed.
- Digital artwork is required. Please supply digital artwork in PC format. Your artwork should be a resolution of at least 300 dpi, in .pdf or .jpg format. Email artwork to artwork@mml.org .
- Participants in the League's Business Alliance Program can take discounts on advertising of 10% (Silver Level), 20% (Gold Level), and 30% (Platinum Level).

EXHIBIT BOOTH COST & AVAILABILITY

110 vendor spaces are available at this popular expo being held at the Lansing Center. The exhibit hall is centrally located and on the main thoroughfare to all meeting spaces.

An up-to-date map and list of booths already reserved is on the League's website.

- "A" Booths – (\$1075) – The most desirable locations in the show. "A" booths are first seen at the entrance.
- "B" Booths – (\$975) – Are located at corridor ends and around the perimeter.
- "C" Booths – (\$875) – Located in high-traffic corridors, "C" booths are typically located mid-row.

EXHIBIT BOOTH PACKAGE

- 8-foot back wall and 3-foot side rails; 1 covered and skirted (3 sides) table (4-foot, 6-foot, or 8-foot - there is a \$25 fee for changing table size onsite); two chairs; 1 waste basket
- Sign with company's name and booth number. (Note: Most displays cover this sign. The main purpose of the sign is to assist exhibitors in finding their booth during move-in.)
- Continental breakfast and light refreshments will be available throughout the day in the Expo Hall. Lunch is NOT included. If you prefer to attend the Legislative Luncheon with delegates, you must purchase a ticket (\$25).

BADGES

- Up to TWO badges are included with each booth. Additional badges are available with the purchase of Luncheon tickets (\$25).
- Badges must be finalized by March 10, 2012. Changes after March 10 must be made onsite.

ELECTRICAL

Basic electrical service (standard 20 amp outlet) should be ordered through the Michigan Municipal League for \$75 using your booth reservation form. The deadline for ordering electrical service through the League is March 10, 2012. Orders after March 10 must be submitted on site and will incur an additional \$25 fee. Refunds will not be given for un-used or cancelled electricity.

CONFIRMATION

Within 48 hours of faxing your registration to the League, each exhibitor will receive a confirmation email which will include:

- Space assignment
- Registration and billing summary
- A personalized housing code. Housing reservations at the Radisson will only be accepted for registered expo vendors with a personal housing code.

Shortly after receiving your confirmation you will receive additional information via email, including:

- Conference agenda
- Attendee lists – A digital file of pre-registered conference attendees will be emailed to each exhibitor approximately three weeks before the expo. A post-conference data file of the final attendee list will be emailed to each exhibitor one week after the conference.
- Forms to order additional furnishings, shipping and freight handling, forklift and labor service from the expo service contractor (decorator). For more information regarding these items contact:

Spencer Freed, Director of Operations – Art Craft Display, Inc.
1-800-878-0710

SHIPPING YOUR DISPLAY

DO NOT ship your display and/or materials directly to the Lansing Center, it WILL get lost and it WILL take several hours to locate once you are on site. You will be able to ship to Art Craft Display's warehouse in Lansing. Your exhibit materials will be waiting for you in your exhibit booth when you arrive. Information about shipping your display will be provided in the Exhibitor Kit you'll receive after registration.

EXHIBIT RULES

These rules are a bona fide part of the contract for exhibit space with the Michigan Municipal League (the League or show management). The League reserves the sole right to interpret, amend, and enforce these regulations and to establish any further regulations not specifically covered below to ensure the successful operation of the show. Each exhibitor, for themselves and his employees or contractors, agrees to abide by these rules and amendments or additions made to them.

1. Valid Application for Space: A completed exhibit space application and payment in full are required to guarantee the exhibitor's reservation for booth space, advertising and/or sponsorship.
2. Exhibitor Eligibility: The League reserves the right to decline, prohibit or deny access to or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the League, the show or its intended audience.
3. Payment: All charges for exhibit space must be paid in full with good U.S. funds by date specified on contract/application. Exhibitors not complying will not be allowed to move in without express permission of show management.
4. Refunds/Cancellations: 50% refund for cancellations before the deadline. In no event will a refund be made for a cancellation after the deadline. No refunds will be made if spaces engaged are not used.
5. Guarantee: the League cannot guarantee by your exhibiting at this event any financial gain to you or your organization, nor can they guarantee attendance of the same.
6. Space Rental and Assignment of Location: Whenever possible, the League will assign space based on the exhibitor's requests. However, show management reserves the right to make the final determination of all space assignments in the best interests of the educational exhibit.
7. Exhibits and Public Policy: The exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, public safety, and states sales tax while participating in this show. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.
8. Liability for loss, theft, property damage, or destruction and personal injury:
 - a. Exhibitor hereby waives any and all claims against the League, their agents or representatives resulting from loss, theft, damage, or destruction to its property or from personal injuries to it, its agents and/or employees.
 - b. Exhibitor assumes 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 exposition. Exhibitor thereby waives any right or indemnification which it may have against the sponsor, their agents or representatives for any and all claims arising from exhibiting.
 - c. The League, their agents or representatives will not be liable for the fulfillment of this lease as to delivery of space if non-delivery is due to any of the following causes by reason of the building being destroyed by fire, terrorist acts, war, acts of God or nature, strikes, the authority of the law, or for any other causes beyond the League's control.
9. Insurance: The League has not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so. The exhibitor will obtain appropriate insurance coverage during this event, including move in and move out days, and be prepared to furnish a certificate of insurance, if requested.
10. Payment of Royalties: Exhibitor agrees to pay all royalties, license fees, or other charges accruing or becoming due to any firm, person or corporation by reason of any music or other entertainment played, staged, or produced by the exhibitor, including royalties or licensing fees due to BMI, ASCAP or SESAC.
11. Litigation arising from alleged infringement of copyrights, trademarks, and patents is the sole responsibility of the exhibitor.
12. Change of time, place or floor plan: Show management shall have the right to change the location, time and floor plan of the exposition.
13. Facility Rules: The exhibitor agrees to abide by all rules and regulations of the building in which the event takes place.
14. Exhibit Restrictions: Nothing shall be attached to the walls, doors, etc. Damage arising by failure to observe these rules shall be paid by the exhibitor. All exhibits must fit within their assigned space and must not obstruct the view or interfere with the exhibits of others. No exhibitor shall infringe upon the rights and privileges of another exhibitor. All booth equipment and electrical wiring must conform to state and local fire codes.
15. Set-up/dismantle: Exhibits must be set-up and dismantled within the hours specified on the contract/application. Any space not claimed by one hour before the show opens may be resold or reassigned without refund, unless the exhibitor has made prior arrangements for late move-in.
16. One company per booth: Advertising material or signs of firms other than those who have engaged space are prohibited without express permission of show management. Canvassing, solicitation or business in the interest of business, except by exhibiting firms, is prohibited. Two companies may not share booth space without express permission of show management.
17. Subletting of space: The exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than their own in the exhibit space without consent of the show management.
18. Give-aways: Exhibitors may collect business cards in their booth to have a drawing to give away an item or items of their choice. Winners will be posted on a display board. Exhibitors must comply with any state regulation/licensing pertaining to conducting a lottery or game of chance.
19. Food sales: Any exhibitor selling or distributing food products is solely responsible to pay any concession fee, and for complying with any state and local food preparation regulations.
20. Promotion: The exhibitor authorizes the League, their employees or agents, to use exhibitor's name to promote the event and to solicit other exhibitors for this and future events.