

The Michigan Municipal League

2010 Capital Conference & Spring Expo

April 14, 2010 @ The Lansing Center



Contents

About the MML Capital Conference & Spring Expo	1
Exhibitor Agenda	1
Exhibit Frequently Asked Questions	1
General Information	2
Exhibit Space Cost	2
Exhibit Space Package	2
Badges	3
Sponsorship	3
Advertising	4
Exhibit Rules	4
Expo Map	6
Expo Registration Form	7

About the MML Capital Conference & Spring Expo

April 14, 2010

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.

The Spring Expo is an important educational component of the Capital Conference. It is attended by local government officials and representatives from approximately 100 companies. The municipal officials come from municipalities ranging in population from very small (under 500) to the largest (approximately one million) in the state. Officials from almost 400 different communities will attend. The municipal titles most heavily represented are the top decision makers: council members, mayors, city/village managers, clerks, attorneys and finance directors. They are responsible for millions of dollars in purchases each year. In addition to making important contacts among these municipal officials, many exhibitors find that the other companies in the Expo are potential clients or could be valuable partners on future endeavors.

The expo is a key event where local officials can meet vendors face-to-face to learn about products, services and emerging technologies. Officials rely on this event to preview consultants before requesting proposals for new capital projects and other big-budget programs.

Exhibitor Agenda

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 is available in the conference resources section at www.mml.org.

Tuesday, April 13

- 2:00 - 4:30 pm Booth Check-in and Set-Up
- 4:30 - 5:00 pm Opening General Session
- 5:00 - 7:00 pm MML Liability & Property Pool Conference Kick Off Party

Wednesday, April 14

- 7:00 am – 7:30 am Booth Check-in and Set-up
- 7:30 am – 3:15 pm Spring Expo
- 7:45 – 8:45 am Continental Breakfast in the Expo Hall
- 9:00 – 10:00 am General Session
- 10:15 - 11:30 am Concurrent Sessions
- 11:30 am – Noon Networking Break in the Expo Hall
- Noon – 1:45 pm Legislative Luncheon with Delegates. Ticket required (\$25). Expo Hall remains open although most delegates will be in the luncheon.
- 1:30 – 2:45 pm Concurrent Sessions
- 2:45 - 3:15 pm Networking Break in Expo Hall
- 3:15 - 4:30 pm State and Federal Affairs Update
- 3:15 - 5:30 pm Move out
- 4:30 – 6:30 pm Legislative Reception, ticket required (\$25)

Exhibit Frequently Asked Questions

Why should I exhibit?

- Increase your visibility in the \$260 billion municipal market.
- Introduce your products/services and showcase your projects to officials looking for new ideas and solutions to meet the daily challenges of local governance.
- Interact with elected officials and top-level municipal decision makers who may otherwise be difficult to reach.
- Scout the competition.
- Connect with other companies for collaborative efforts.
- Reinforce your company’s presence in the industry.

When's the show?

Wednesday, April 14, 7:30 am – 3:15 pm. A detailed conference schedule will be available at www.mml.org.

When's the set-up?

Tuesday, April 13, Noon – 4:30 pm and Wednesday, April 14, 6:30 – 7:30 am

What are the deadlines?

March 2, 2010	Deadline for submitting advertising artwork
March 2, 2010	Sponsorship (for the program listing) Reserving advertising space
March 13, 2010	50% Cancellation Refund Cut Off, no refunds after this date
March 30, 2010	Badge names

Who attends?

More than 700 local government officials...mayors and village presidents, city and village clerks, council members, city and village managers, municipal attorneys, finance directors, community development directors and the heads of other key departments.

Can vendors sponsor sessions?

Yes. Contact Terri Murphy, 734-669-6342, tmurphy@mml.org

Program advertising?

Yes. See Program Advertising, page 4.

Sponsorship opportunities?

Opportunities starting at \$500. Contact Terri Murphy, 734-669-6342, tmurphy@mml.org

Discounts?

Yes. Companies enrolled in the League's Business Alliance Program receive a \$50 discount on exhibit space as well as discounts on advertising. Michigan state agencies receive a \$50 discount.

General Information**Reserving Exhibit Space**

To reserve exhibit space simply complete the [form located on our website](#) and fax to 734-662-6939. Space is assigned on a first come-first served basis.

Deadlines

Space must be reserved and paid in full by March 2, 2010, to be listed in the program. If space is available, we will still accept booth reservations and sponsorship after that date, but cannot guarantee that they will be listed in the program.

Badge names must be finalized by March 30, 2010.

Exhibit Space Cost & Availability

116 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 at www.mml.org.

- "A" Booths – (\$925) – The most desirable locations in the show. "A" booths are the first seen at the main entrance.
- "B" Booths – (\$825) – Are located at corridor ends and around the perimeter.
- "C" Booths – (\$725) – Located in high-traffic corridors, "C" booths are typically located mid-row.

Two badges are included with each booth.

Discounts

Companies enrolled in the League's Business Alliance Program receive a \$50 discount on space and advertising.

Exhibit Space Package

Prices range from \$725 to \$925, depending on location in the exhibit hall. Included with each booth are:

- 8-foot back wall and 3-foot side rails.
- 1 covered and skirted (3 sides) table – Displays may not extend into the aisles. To accommodate this restriction, you have your choice of table size: 4-feet, 6-feet or 8-feet. (There is a \$25 fee for changing table size onsite.)
- 2 chairs
- 1 Waste basket
- The entire exhibit hall is carpeted
- Sign with company's name and booth number. (Note: Most displays cover this sign. The main purpose of the sign is to assist the exhibitor to find their booth during move-in.)
- Two badges are included in the standard booth package. Badges for registered exhibitors allow for attendance of the Expo and Conference sessions. If you have more than one person staffing your booth, we encourage exhibitors to take turns attending sessions.
- Continental breakfast and light refreshments 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).
- If your company is enrolled in the League's Business Alliance Program, a sign on the booth will indicate the company's level of participation.
- 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.

Electrical

Electricity is available for a flat fee based on wattage. 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 30, 2010. Orders after March 30 or on site will incur an additional \$25 fee. Refunds will not be given for un-used or cancelled electricity.

Badges

Up to TWO badges are included with each booth.

Badge Changes – Badges must be finalized by March 30, 2010. Changes after March 30 must be made onsite.

Exhibitor Move-in & Unloading

Tuesday, April 13, 2010 - 2:00 to 4:30 pm

Wednesday, April 14, 2010 - 6:30 - 7:30 am

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 link to the housing form and personalized registration code. Housing reservations at the Radisson will only be accepted for registered expo vendors by faxing the housing form with personal registration code.

Exhibitor Kit

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

- Space assignment
- Invoice for any outstanding balance
- An exhibitor information sheet
- Conference agenda
- 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 Sales
 ArtCraft Display, Inc.
 1-800-878-0710
sfreed@artcraftdisplay.com

Shipping Your Display

Information about shipping your display will be provided in the exhibitor kit you'll receive after registration. You will be able to ship to ArtCraft Display's warehouse in Lansing. Your exhibit materials will be waiting for you in your exhibit booth when you arrive.

Sponsorship

Sponsorship is proven to boost your visibility and profitability. The Center for Exhibition Industry Research has shown that companies sponsoring events, items and promotional space related to the conference and trade show have exhibit space traffic an average of 104 percent higher than those that don't sponsor. The Michigan Municipal League reserves the right to limit or revise any sponsorship opportunity, and to accept or refuse any sponsorship offer.

Custom sponsorship opportunities are available. Please contact Terri Murphy, 734-669-6342, tmurphy@mml.org for more information.

Levels of Sponsorship

Sponsor level is determined by the total of all items sponsored by your firm.

- Platinum Level (\$5,000+)
 - Signage and appropriate recognition at the sponsored event
 - Recognition in the program
 - Recognition on the League's website
 - Recognition in The Review
 - A plaque recognizing your contribution
 - Full page color ad in conference program
 - Three full conference registrations
- Gold Level (\$3,000 - \$4,999)
 - Signage and appropriate recognition at the sponsored event
 - Recognition in the program
 - Recognition on the League's website
 - Recognition in The Review
 - A plaque recognizing your contribution
 - Half page color ad in conference program
 - Two full conference registrations

- Silver Level (\$1,000 - \$2,999)
 - Signage and appropriate recognition at the sponsored event
 - Recognition in the program
 - Recognition on the League's website
 - Recognition in The Review
 - A plaque recognizing your contribution
 - Quarter page color ad in conference program
 - One full conference registration
- Bronze Level (\$500 - \$999)
 - Signage and appropriate recognition at the sponsored event
 - Recognition in the program
 - Recognition on the League's website
 - Recognition in The Review
 - A plaque recognizing your contribution

Custom-Made Sponsorship

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 above. Contact Terri Murphy at 734-669-6342 or tmurphy@mml.org for more information.

Advertising

Studies by the Center for Exhibition Industry Research indicate that you can increase your booth traffic by an average of 46 percent by advertising in convention-related publications.

Display ads are scattered throughout the program among the session and event descriptions and in the listing of exhibitors. The program size and format will resemble a magazine. The page size is 5.5" x 8.5". All ads are full color.

Discounts

Participants in the League's Business Alliance Program can take discounts on advertising of 10% (Silver Level) 20% (Gold Level) and 30% (Platinum Level).

Ad Size	Dimensions	Cost
full page	4 1/4" wide x 8 1/4" high	\$750
1/2 page vert	2 1/8" wide x 8 1/4" high	\$375
1/2 page horiz	4 1/4" wide x 4 1/8" high	\$375
1/4 page vert	2 1/8" wide x 4 1/8" high	\$300
1/4 page horiz	4 1/4" wide x 2 1/16" high	\$300

The deadline for program advertising is March 2, 2010. 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 and a printed image for confirmation. [Click here](#) for digital art guidelines. Email artwork to artwork@mml.org.

Exhibit Rules

These rules are a bona fide part of the contract for exhibit space with the Michigan Municipal League (MML or show management). MML 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 himself 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: MML 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 MML, 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: MML 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, MML 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 MML, 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 Michigan Municipal 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 Michigan Municipal League's control.
9. Insurance: The MML 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. Special events: Only companies that are currently enrolled in the Michigan Municipal League's Business Partnership Program may host a hospitality suite. No unauthorized hospitality suites will be allowed.
19. Give-aways: Exhibitors may collect business cards in their booth to have a drawing to give away an item 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.
20. 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.
21. Promotion: The exhibitor authorizes Michigan Municipal League, their employees or agents, to use exhibitor's name to promote the event and to solicit other exhibitors for this and future events.