

MICHIGAN REALTORS®

THE CONVENTION

Grand Traverse Resort & Spa, Acme | Sept. 28-30, 2021

2021 EXHIBITOR & 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 34,000 members understand clearly that the most successful Realtors® in Michigan value the benefits of membership in our association. We welcome your connection to us.

2021 MICHIGAN REALTORS® BOARD OF DIRECTORS



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WHO PARTICIPATES IN THE CONVENTION?

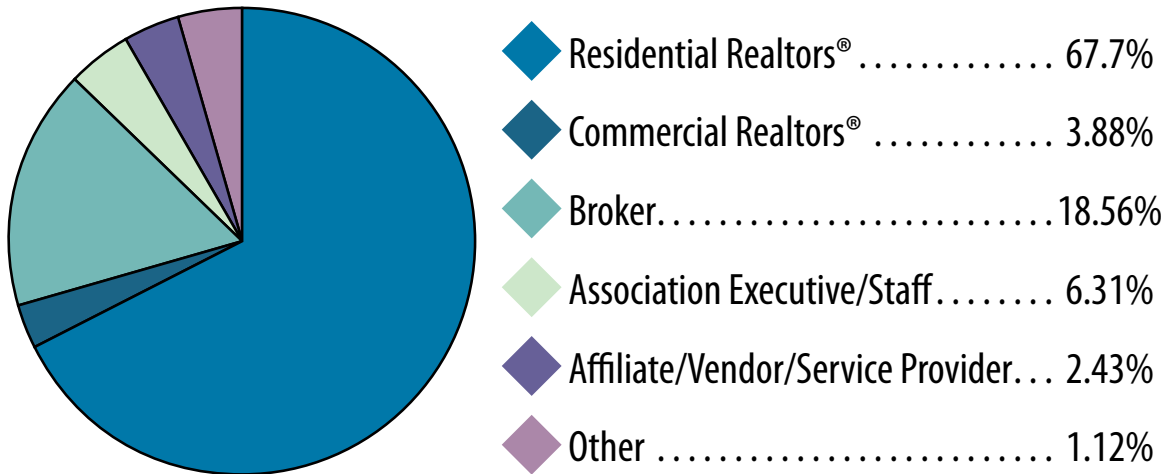
Distinguish yourself by exhibiting or sponsoring 2021 The Convention, and build relationships with: Realtors®, brokers, commercial Realtors®, appraisers, and local association leadership. Depending on your company's sponsorship involvement, your name and brand will be in front of our convention attendees multiple times throughout the three-day event.

ATTENDANCE HISTORY

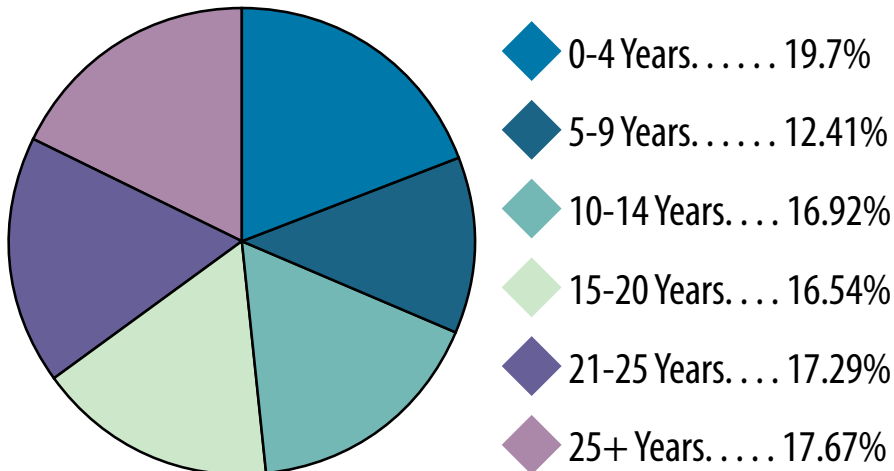
Year	Host	Attendees
2020	Virtual	717
2019	Detroit	1200
2018	Traverse City	1276
2017	Grand Rapids	1287
2016	Mt. Pleasant	1143
2015	Detroit	1042

WHO WILL YOU REACH?

Members Primary Real Estate Industry Focus



Years of Industry Experience



ABOUT THE CONVENTION



Let us gather safely at this year's in-person Convention on September 28th-30th, 2021. Attendance may be limited as we monitor both state and federal Covid-19 guidelines on gathering. Michigan Realtors® will require all attendees to adhere to active Health Orders issued by the Michigan Department of Health and Human Services. If necessary, Michigan Realtors® may also require additional requirements from the Centers for Disease Control and Prevention.

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.

VENUE

Grand Traverse Resort & Spa
100 Grand Traverse Village Blvd
Acme, MI 49610

EXHIBITORS INFORMATION

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 8/1/2021.

- Standard Booth - \$975
8'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.
- Premium Booth - \$1075
Prominent 8'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.

SPECIAL EVENTS IN THE EXPO

Tuesday, September 28, 2021:

Welcome Reception in the Expo - 5:30-7:30 PM

Wednesday, September 29, 2021:

Coffee in the Expo – 8:00-9:00 AM

Wednesday, September 29, 2021:

Lunch in the Expo – 12:00-1:00 PM

Wednesday, September 29, 2021:

Happy Hour in the Expo – 5:00-6:00 PM

Exhibitor Installation:

Tuesday, September 28, 2021: 9:00 AM – 3:00 PM

Installation must be completed by 3:00 pm on Wednesday, September 29.

Exhibitor Dismantling: Wednesday, September 29, 2021 (Beginning at 6:00 PM)

Exhibit must not be disturbed, dismantled or removed before 6:00 pm on Wednesday, September 29. 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.

2021 EXHIBITORS FLOOR PLAN

MICHIGAN REALTORS®

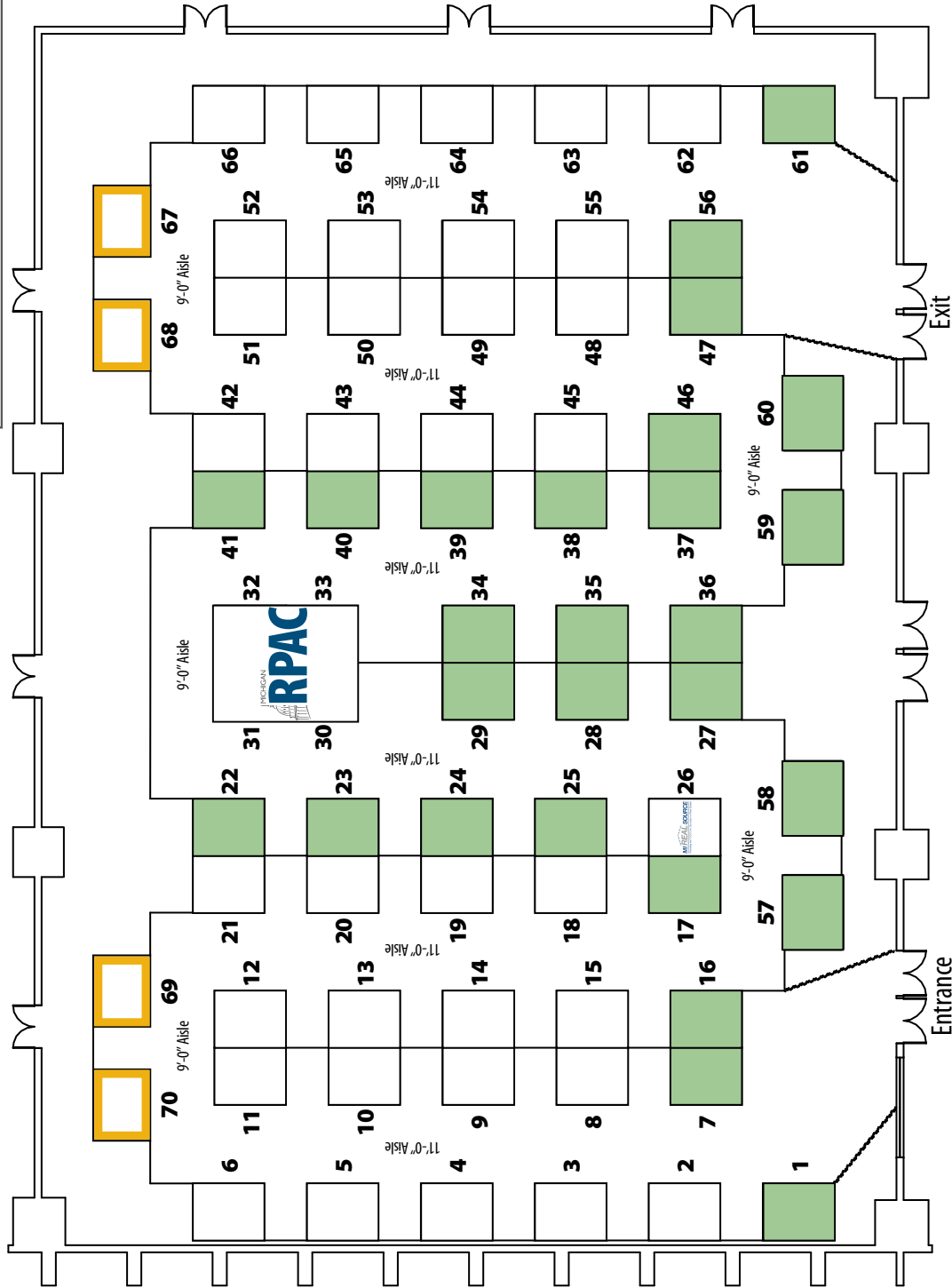
THE CONVENTION

Grand Traverse Resort & Spa, Acme | Sept. 28-30, 2021

KEY

-  8' x 10' Standard Booth (\$975)
-  8' x 10' Premium Booth (\$1,075)
-  Reserved

Note: Booth bars will be placed toward the back of the hall based on the final layout of the exhibits.
*Michigan Realtors reserves the right to move bar locations if deemed appropriate by property.



THE CONVENTION

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DIRECT SPONSORSHIP OPPORTUNITIES



\$500 – Knowledge session

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

\$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 - Tuesday - Thursday

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

\$2,500 – Hotel key cards

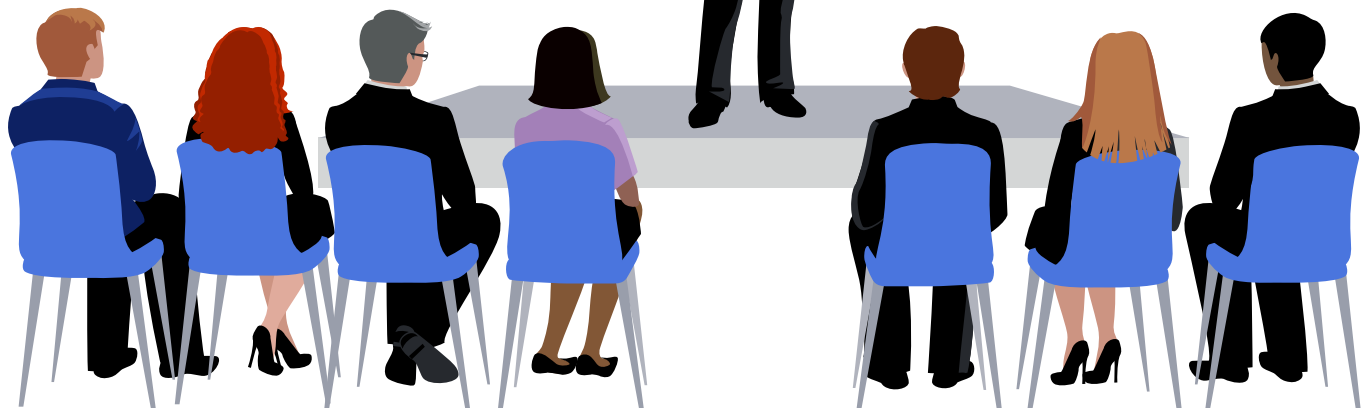
Get your name out in front of all attendees, sponsors, and speakers. The hotel key card will be co-branded with your logo. Michigan Realtors® will design the hotel key card with The Convention 2021 branding.

\$1,000 – A mobile device charging station, Tuesday - Thursday

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!



BRAND VISIBILITY

Brand

\$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. 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 Wednesday, September 29, 2021, with room set for 70 theater-style.

Please review www.CEMarketplace.net to review the certification process.

FOOD & DRINKS



\$2,000 – Thursday breakfast

\$1,500/3 days – Watercooler sponsor

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

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

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

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

Snacks for afternoon break (2 available) – Thursday only

\$800 – Tuesday arrival beverages

\$700 – Wednesday coffee stations (2 available)

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

PROGRAM HIGHLIGHTS



\$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"

GIVEAWAY ITEMS



\$2,000 – Badge lanyards

\$2,000 – Water bottles

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

\$1,000 – Virtual Swagbag

\$850 – Schedule-at-a-glance

\$750 – Realtor Send Off Gifts

NETWORKING



\$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

HEALTH & SAFETY



\$2,000 – Masks

\$2,000 – Temperature Screening

\$2,000 – Sanitizer Station Sponsor (Multiple available)

\$1,500 – Social Distancing Floor Decals

\$1,500 – Branded Hand Sanitizer



DIRECT VIRTUAL SPONSORSHIP OPPORTUNITIES

\$2,000 – Grand assembly - live streaming

Bring The Convention to our digital audience! We will be live streaming the Grand Assembly on Tuesday, September 28, 2021. 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 – Wednesday keynote - live streaming

Bring The Convention to our digital audience! We will be live streaming the Wednesday keynote on Wednesday, September 29, 2021. 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.

\$1,500 – Direct Email Sponsor with Prize Drawing (1 opportunity available)

This allows you the opportunity to create a special prize drawing for your booth and have an email sent to attendees with your logo and booth location. The email will include a branded form for the attendee to fill out and bring to your booth to be entered into the drawing. The form can ask for contact information and up to 5 additional business related questions.

\$500 – Pitch snips www.mirealtors.com/pitchsnips

\$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
- 72 DPI
- RGB color
- Gif, png or jpg
- Ad can be animated gif
- Include hyperlink



CONTACT ME



Jenn Morden, CTA, CMP

jmorden@mirealtors.com

517.334.5548 (ext. 548)

SPONSORSHIP LEVELS COMPARISON

MICHIGAN REALTORS®

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	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 Highlights	√	√	√	√	√	√
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 Tuesday	√	√				
Michigan Realtors® E-News exclusive advertisement	√	√				
Social Media Post	√	√				
Pitch Snips	√	√				
Discount on additional booth purchases	(50%)	(25%)				
Full-page ad in The Convention Highlights	√					
Half-page ad in The Convention Highlights		√	√			
Quarter page ad in The Convention Highlights				√		
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.

EXHIBITOR/SPONSOR REGISTRATION FORM

MICHIGAN REALTORS®
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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

Select Your Booth 1st Choice _____ 2nd Choice _____ Qty 8' x 10' Standard Booth \$975

3rd Choice _____ 4th Choice _____ Qty 8' x 10' Premium Booth \$1,075

Are you a first time exhibitor with Michigan Realtors®? Yes No Cost \$ _____

IV. EXHIBITION INFORMATION

Your Booth

Standard Booth

- 8'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.

Premium Booth

- Prominent 8'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.

VI. SPONSORSHIP OPPORTUNITIES

 Prospectus available at 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 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. 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.

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 for copy of rules & regulations.

Signature _____ Date _____

HOW TO REGISTER • email: jmorden@mirealtors.com • Fax 517.334.5568 • Phone 800.454.7842 • 720 N. Washington Avenue, Lansing, MI 48906

EXHIBITOR GUIDELINES

Exhibit Booth Size and Price 8' x 10' Standard Booth-\$975, 8' x 10' Premium Booth-\$1,075. 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, 2021. Cancellations from August 1-31, 2021 will forfeit 50% of the fee paid. Cancellations after August 31st, 2021 obligates the exhibitor to full payment of the booth. Cancellations shall be deemed effective on the date written notice is received by Michigan Realtors®. If the event is cancelled due to Covid-19 a full refund will be issued.

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.

Michigan Realtors® shall have final approval over the content of each advertisement/ sponsorship proposal. Michigan Realtors® reserves the right to reject or require modifications to any content that it deems objectionable.

All Exhibitors and Sponsors shall adhere to active Health Orders issued by the Michigan Department of Health and Human Services. If necessary, Michigan Realtors® may also require additional requirements from the Centers for Disease Control and Prevention. Failure to adhere to these requirements may result in loss of sponsorship and/or exhibitor space.

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 _____

CONTACT INFORMATION



Jenn Morden, CTA, CMP
jmorden@mirealtors.com
517.334.5548 (ext. 548)



MICHIGAN
REALTORS®