



Exhibitor FAQ

1.) How many attendees will there be at The Convention?

Average of 1,100 attend The Convention.

2.) Where will the Expo be?

Governor's Hall
Grand Traverse Resort & Spa
100 Grand Traverse Village Blvd.
Acme, MI, 49610

3.) How do I become a sponsor and/or an exhibitor?

EXPO SOLD OUT

Sponsorship opportunities and exhibitor registration forms can be found through the links above this Q&A.

- Complete the Sponsor/Exhibitor Registration Form. Be sure to include your booth choices, and what level of sponsorship (if applicable) is filled out.
- Once the registration form has been received, the floor plan will be updated online, with your booth selection.
- A confirmation, along with a receipt of payment, will be sent to your registered email address.
- Please be sure to send a logo, as soon as possible, preferably in EPS, PDF, PNG, TIF, JPG format, to tokenowski@mirealtors.com.
- This will be used on our website and for promotions of The Convention.
- Updates and correspondence will be sent periodically to keep you informed of The Convention details.

Contact Jenn Morden at jmorden@mirealtors.com for additional information.

4.) I'm already a registered sponsor and or exhibitor... What information do I need?

Exhibitor/Sponsor Registration: 2 complimentary registrations for The Convention are included with each 10x10 exhibitor booth registration. Additional attendees may also register at a fee of \$85.00 before 8/30. After 8/30, the fee is \$95.00, and onsite, the fee is \$105.00. There are complimentary registrations included within sponsorship packages, and vary depending on the level. Contract signees will receive an emailed code to use when registering their attendees for The Convention. Please be sure to use your complimentary exhibitor promo code when registering.

5.) What are the benefits of sponsorship?

Early sign-up really increases the partnership value.

Our organization represents over 30,000 industry professionals working across all facets of the housing and commercial real estate realms.

An exhibit and sponsorship opportunity at this annual industry event allows companies to showcase products and solutions to professionals working across all facets of the housing and commercial real estate realms.

- Recognition as an event partner on event signage
- Logo and link on Michigan Realtors® Convention website
- Acknowledgement in The Convention Program Book
- Acknowledgement in the November Michigan Realtor® Magazine
- The Convention pre and post attendee roster

6.) Badge Pickup On-site

Registration is required of everyone attending the Expo. All exhibitor badges will be distributed on-site. Expo Only registrations for additional attendees can be purchased in advance for \$85.00 thru 8/30/2018. Badges and registration are non-transferable. To register company attendees, view Exhibitor resources below.

A Welcome Packet will be in your booth upon arrival. This packet contains information regarding events on the Expo Floor, prize drawings, and the latest expo developments. Please review this information for the latest Expo developments.

7.) When does my booth need to be staffed?

- Set-up by 3:00 pm on Wednesday
- Staff your booth at all Expo OPEN times
- Respect other Exhibitors with your choice in booth set-up
- Tear down booth at or after 6:00 pm on Thursday

8.) Exhibit Services & Security

Art Craft is the exhibit services provider for the Expo and will be in Governors Hall during setup and dismantling of exhibits. Additional fees may apply for equipment and services not ordered in advance. Exhibitors will have access to the Expo Hall during published Expo hours and setup/tear down times only. Governors Hall will be locked and secured during non-show hours, so please do not leave anything in your booth that you may need.

9.) Expo Floor Plan

While every effort is made to maintain the configuration of the Expo Floor Plan, the Michigan Realtors® reserves the right to modify the floor plan up to the start of the Expo, as determined solely by the facility and event organizers.

10.) Setup & Expo Hours

Wednesday, Sept. 26	Get your booth set up Where: Governor's Hall	9:00 am - 3:00 pm **Booths must be set up no later than 3:00 pm. The expo hall will be locked down from 3:00 pm until the close of the Grand Assembly. You must exit the expo hall at 3:00pm.**
Wednesday, Sept. 26	Exhibitor Meeting: Join me for champagne and an informal gathering to get tips for a successful expo!	2:00 pm - 2:30 pm
Wednesday, Sept. 26	Welcome Reception: (After the Grand Assembly) - Meet in Governor's Hall	5:30 pm - 7:00 pm
Thursday, Sept. 27	Caffeinated Chatter: Attendees will gather in the Expo for coffee and a light breakfast - Governor's Hall	7:45 am - 8:45 am
Thursday, Sept. 27	Networking Lunch in the Expo	11:45 am - 1:15 pm
Thursday, Sept. 27	Expo Open - Network with attendees	11:00 am - 2:00 pm and 3:30 pm - 6:00 pm ** Expo hall will be locked down between 2:00-3:30 pm. Please be sure to gather any belongings you may need. Feel free to attend a session or enjoy the city at this time.**
Thursday, Sept. 27	Exhibit Booth Tear Down	6:00 pm - 9:00 pm

11.) Show Colors

Maroon



Black



12.) Vehicle Rules & Regulations

Do you plan on having a vehicle as part of your booth display? If so, please let Jenn Morden know as soon as possible by contacting her at jmorden@mirealtors.com