

MICHIGAN REALTORS®

THE CONVENTION

Grand Traverse Resort & Spa | Acme, MI | September 30 - October 2, 2026



**MICHIGAN
REALTORS®**
GOT
GAME

2026

**EXHIBITOR & SPONSORSHIP
PROSPECTUS**

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ATTENDEE DEMOGRAPHICS

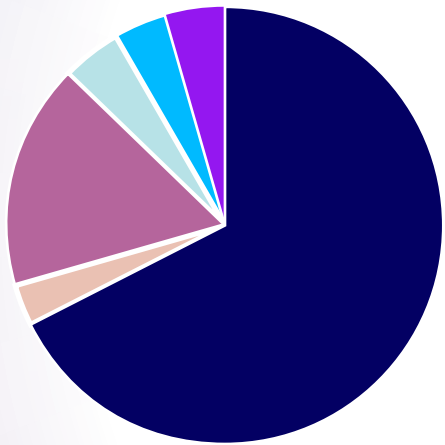
ATTENDANCE HISTORY

Distinguish yourself by exhibiting or sponsoring 2026 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

YEAR	HOST	ATTENDEES
2025	Grand Rapids	1030
2024	Mt. Pleasant	1024
2023	Detroit	927
2022	Grand Rapids	1104
2021	Traverse City	982
2020	Virtual	717
2019	Detroit	1200

WHO WILL YOU REACH?

Members Primary Real Estate Industry Focus



67.7%	Residential Realtors®
3.88%	Commercial Realtors®
18.56%	Broker
6.31%	Association Executive/Staff
2.43%	Affiliate/Vendor/Service Provider
1.12%	Other

Years of Industry Experience



19.7%	0-4 Years
12.41%	5-9 Years
16.92%	10-14 Years
16.54%	15-20 Years
17.29%	21-25 Years
17.67%	25+ Years

ABOUT THE CONVENTION

MICHIGAN REALTORS®

THE CONVENTION

Grand Traverse Resort & Spa | Acme, MI | September 30 - October 2, 2026

The Convention is the premier real estate education and trade show event in the Great Lakes State! Michigan Realtors® is honored to host The Convention each year. Packed full of quality CE Marketplace certified knowledge sessions, numerous networking opportunities and diverse new products and services, it's sure to be an experience you won't want to miss.

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

VENUE

Expo Location

Governor's Hall

100 Grand Traverse Village
Acme, MI 49610

Convention and Hotel Location

Grand Traverse Resort & Spa

100 Grand Traverse Village
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 8/31/2026.

Standard Booth - \$1,175

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

Premium Booth - \$1,275

Prominent 10'x10' booth space; Includes (1) 10' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.

SPECIAL EVENTS IN THE EXPO

Wednesday, September 30, 2026

Welcome Reception in the Expo
5:30-7:00 PM

Thursday, October 1, 2026

Expo Open
10:00 AM-6:00 PM

Lunch in the Expo
11:00 AM-1:00 PM

Happy Hour in the Expo
4:30-6:00 PM



EXHIBITOR DETAILS

Installation must be completed between 8am - 2pm on Wednesday, September 30, 2026.

Exhibitor Dismantling: Thursday, October 1, 2026 (Beginning at 6:00 PM)

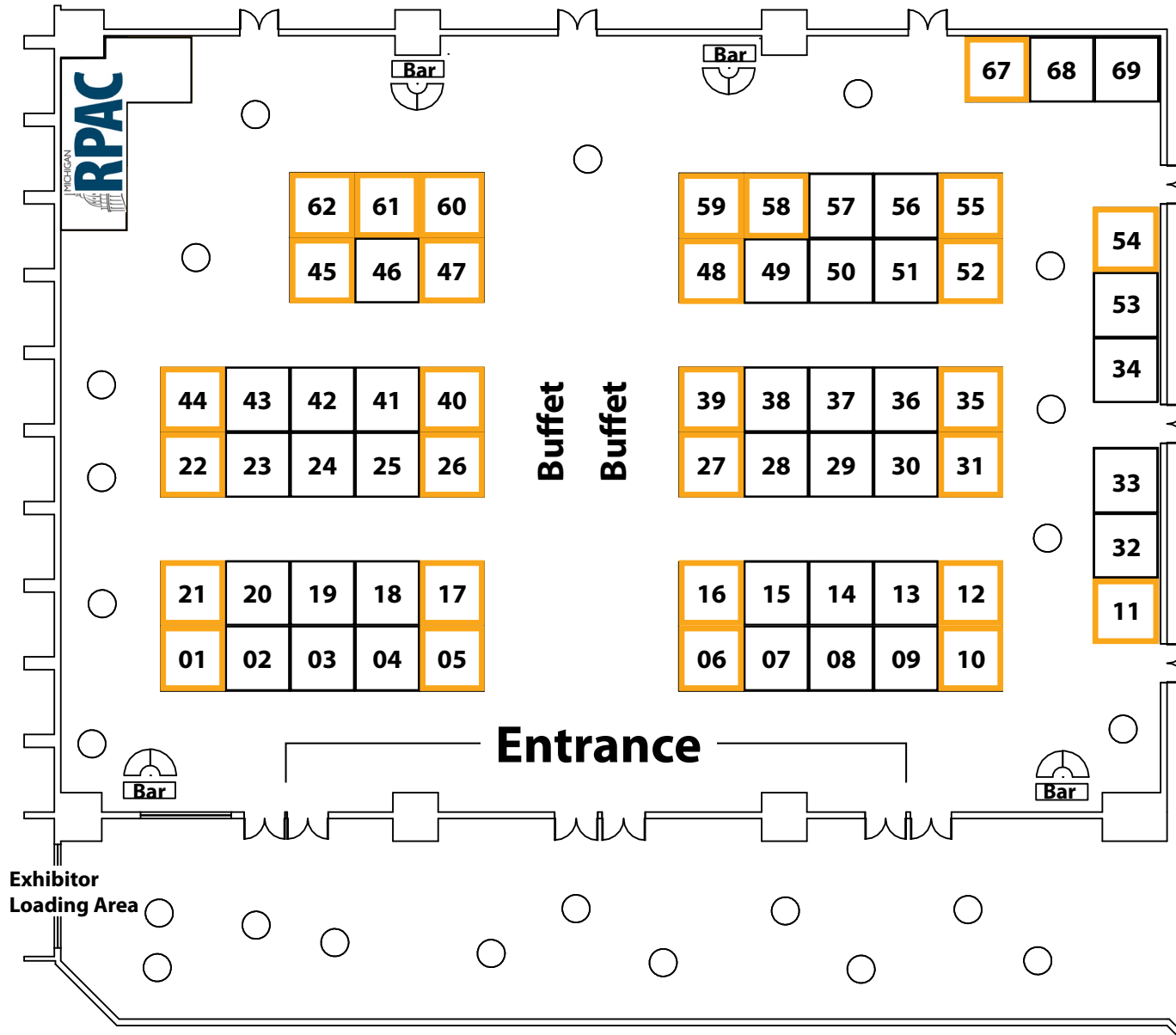
Exhibit must not be disturbed, dismantled or removed before 6:00 pm on Thursday, October 1, 2026. Financial penalty for violators will apply.

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.

THE CONVENTION

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GRAND TRAVERSE RESORT & SPA GOVERNORS HALL

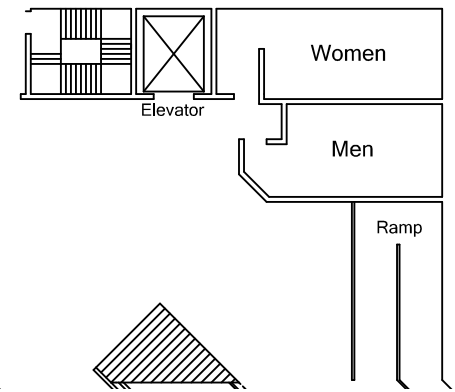


KEY

- 10'x 10' Standard Booth (\$1,175)
- 10'x 10' Premium Booth (\$1,275)

Note that bars will be placed towards 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.





SPONSORSHIP LEVELS COMPARISON

	SUPERIOR \$12,000	MICHIGAN \$8,500	HURON \$6,000	ERIE \$4,000	ONTARIO \$2,500
Logo on event signage	✓	✓	✓	✓	✓
Recognition on event marketing materials	✓	✓	✓	✓	✓
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	✓	✓	✓		
Opportunity to play a 30-second video at your sponsored event and at the registration desk	✓	✓			
Discount on additional booth purchases	(50%)	(25%)			
Additional 2 Convention registrations	✓				
Full-page ad in The Convention Highlights	✓				
Exclusive Ad in September E-News	✓				
Half-page ad in The Convention Highlights		✓	✓	✓	

* SELECT SPONSORED EVENT OF YOUR CHOICE

SUPERIOR

Welcome Reception, Grand Assembly, or Realtor® Royale.

MICHIGAN

Lunch in Expo, Happy Hour, or Rise & Refocus Keynote.

HURON

Honor 'N Mingle or Registration Desk.

BRAND VISIBILITY



\$2,000 – WI-FI

Actively engage attendees Wednesday - Friday with the sponsor's brand through Wi-Fi recognition.

\$1,000 – A MOBILE DEVICE CHARGING STATION

Get remarkable on-site visibility Wednesday - Friday 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.

\$1,200 – BAG INSERTS

Sponsor provides print material to be inserted into attendee tote bags.

\$800 – 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.

EVENT GUIDE ADS

\$850 – 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")

MULTIPLE AVAILABLE

\$600 – FLOOR CLING SPONSOR

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

\$500 – SUPPORTING SPONSOR

Includes logo on event signage and recognition on event marketing materials.

\$400 – KNOWLEDGE SESSION

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

GIVE AWAY ITEMS

Opportunity to display your company logo on event swag items. Michigan Realtors® will create the design file for production.

\$7,500 – TOTE BAGS

\$3,000 – WATER BOTTLES

\$2,200 – BADGE LANYARDS

\$1,000 – SCHEDULE-AT-A-GLANCE



ATTENDEE EXPERIENCE

REFRESHMENTS

\$3,000 – BREAKFAST THURSDAY OR FRIDAY

Sponsor the buffet breakfast and prepare attendees for a great start to their day at The Convention. Appropriate company signage will show attendees you sponsored the breakfast.

\$1,500 – HYDRATION STATION SPONSOR

Help keep the attendees hydrated! Water coolers will be placed in various places on the property and displayed appropriately with your company logo.

\$1,500 – COFFEE STATIONS (4 AVAILABLE)

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

\$1,400 – WEDNESDAY WELCOME RECEPTION BAR (3 AVAILABLE)

Drive additional traffic to your booth at the grand opening of the Expo by passing out drink tickets while interacting with attendees.

\$1,400 – THURSDAY HAPPY HOUR BAR (3 AVAILABLE)

Drive additional traffic to your booth on Thursday by passing out drink tickets leading up to the Happy Hour event.

\$1,000 – WEDNESDAY ARRIVAL BEVERAGES

Help us welcome attendees to The Convention with refreshments.

\$800 – REALTOR® SEND OFF SNACKS

Send attendees off with a snack for their ride home. Appropriate signage with your company logo will be displayed.



ATTENDEE EXPERIENCE

\$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

Help Michigan Realtors® staff welcome attendees to The Convention! Your creative ability will be taken to the test to capture attendees arriving as we kick off the event.

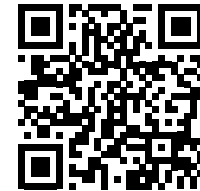
\$700 – INNOVATE KNOWLEDGE SESSION (5 AVAILABLE)

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 1, 2026.

Please visit www.cemarketplace.net to review the certification process.



SPONSORED EVENTS

*Sponsored events are available within sponsorship packages found on page 8. Please contact sponsor@mirealtors.com to inquire on sponsored event opportunities and stand alone sponsored event opportunities.

\$12,000 – GRAND ASSEMBLY

Join in on the opening session for The Convention. Includes installation of the 2026 Michigan Realtors® President.

\$6,000 – HONOR 'N MINGLE

This reception honors Michigan Realtor® of the Year nominees.

\$12,000 – WELCOME RECEPTION

The grand opening of the Expo. Attendees mingle with Exhibitors all while enjoying complimentary hors d'oeuvres and refreshing beverages.

\$8,500 – RISE & REFOCUS KEYNOTE

Help get attendees excited for a full day of learning ahead with the Thursday morning keynote speaker.

\$8,500 – LUNCH IN EXPO

Attendees enjoy a complimentary strolling lunch in the Expo while networking with fellow attendees and exhibitors.

\$8,500 – HAPPY HOUR IN THE EXPO

The final hour of the Expo, this event is filled with excitement!

\$12,000 – REALTOR® ROYALE

Help us celebrate with attendees and have some fun! Enjoy a drink, dancing, and networking with attendees at Realtor® Royale.

\$5,000 – YOUNG PROFESSIONALS NETWORK (4 available)

Sponsorship includes logo on event banner at the YPN Synergy Series Reception and YPN Perspective (education session) at Michigan Realtors® The Convention.

YOUNG PROFESSIONALS NETWORK MICHIGAN

YPN RECEPTION

Wednesday September 30, 2026

YPN PERSPECTIVE SESSIONS

Thursday October 1, 2026

\$5,000 - YPN CHAMPION SPONSOR

Sponsorship includes logo on event banner at YPN Synergy Series Reception. Company name listed on drink tickets and in various print promotional and on-site materials. Company website hyperlinked on any online promotional materials and event website. Admittance for 2 persons to attend the event. One Available.

\$1,400 - BAR SPONSOR

Sponsorship includes logo on event banner at YPN Synergy Series Reception. Company name listed on drink tickets and in various print promotional and on-site materials. Company website hyperlinked on any online promotional materials and event website. Sponsorship includes a booth in the Expo. Admittance for 2 persons to attend the event. One Available.

\$1,000 - RECEPTION SPONSOR

Sponsorship includes logo on event banner at YPN Synergy Series Reception. Company name listed on signage and in various print promotional and on-site materials. Company website hyperlinked on any online promotional materials and event website. Admittance for 2 persons to attend each event. Multiple available.

\$700 - KNOWLEDGE SESSION SPONSOR

Sponsorship includes logo and website hyperlink on event website. Opportunity the speaker to introduce at YPN Perspective (education session). Two available.

\$500 - SUPPORTING SPONSOR

Sponsorship includes logo and website hyperlink on event website. Company name listed in various print promotional and on-site materials.

INTERESTED IN A
SPONSORSHIP?**CONTACT:** Kaetana Kelly**EMAIL:** kkelly@mirealtors.com**PHONE:** 517.334.5554**WEBSITE:** www.mirealtors.comHAVE SOMETHING
ELSE IN MIND?

Please contact Kaetana to discuss any other sponsorship ideas you have!

MICHIGAN REALTORS®

**Click Here to Purchase
Sponsorship / Exhibit Booth**

Contact the Events Team

sponsor@mirealtors.com

517.372.8890

Becky Francoeur, CTA, CMP

Events Manager

Kaetana Kelly

Events & Data Specialist

