



Vendor Opportunities

More than 1,000 township officials, employees and board/commission members from across the state will gather at the year's most important educational and networking event, MTA's Annual Conference & Expo, held April 22-25, 2024, at the Grand Traverse Resort in Acme Township (near Traverse City).

Expo

Looking for an opportunity to connect one on one with township decision-makers? The MTA Expo guarantees access to hundreds of potential customers in a short amount of time.

Advertising

Advertising in the Conference program is a sure-fire way to get your message in front of your target audience. The four-color program, distributed to every Conference attendee, is also used as a reference guide all year!

Conference sponsorship

Looking for visibility, brand recognition, and to increase your company's marketing efforts? MTA represents more than 6,500 township officials in 1,240 townships of all sizes, all over the state. Demonstrate your commitment to township government and contribute to the success of the Conference by becoming a Conference sponsor.

Hospitality suites and meeting rooms

Sponsors and MTA Allied Service Providers have the opportunity to reserve hospitality suites and large rooms at the host hotel, the Grand Traverse Resort. Contact Kristin Kratky at (517) 321-6467 ext. 230 or kristin@michigantownships.org for more information.

Contact Ashley Maher at (517) 321-6467 ext. 254 or ashley@michigantownships.org for more information. For more details on marketing opportunities at MTA's 2024 Conference & Expo, visit www.michigantownships.org/marketing.asp.



MTA Expo Grand Traverse Resort • Tennis Courts • April 23 & 24

Booth package includes:

- Each standard booth is 10 feet wide and 10 feet deep, carpeted
- 8-foot-high draped back wall with 3-foot-high side rails
- 8-foot covered and skirted display table, two chairs and a wastebasket
- One sign per exhibitor with company name and booth number
- Conference program (includes attendee list)
- NEW! 10 drink tickets for April 23 MTA Expo Reception
- WiFi suitable for checking email and browsing the internet
- Listing in the April/May issue of *Township Focus*
- Listing in the exhibitor product data guide in the Conference program distributed on-site to all attendees, guests, speakers and exhibitors
- Name badges (must be submitted by March 31)

Standard booth rates

- \$1050 per standard booth
- \$999 per booth if three or more are reserved
- \$799 per non-profit booth (aisle 600)

Booth assignments

- For best available booth, purchase your exhibit booth online at <https://bit.ly/MTA2024Expo>. Registrations received via email or mail will be processed in the order they are received with full payment.
- Exhibit spaces are assigned on a first-come, first-served basis, with priority given to MTA Allied Service Providers and sponsors.
- Exhibitors may not share a booth with another company.

Utilities

Electricity and internet can be purchased through the Grand Traverse Resort. To order, download the utility order form located at www.michigantownships.org/expo/.

Confirmation

Exhibitors will receive a confirmation email, which will include booth assignment, name badge form, information on ordering additional booth furnishings, additional drink tickets and appetizers for the MTA Expo Reception, and personalized housing code to reserve rooms in hotels with MTA room blocks.

Hotel reservations available Jan. 24, 2024, at 10 a.m.

Discounted rooms in the MTA housing block will be available for exhibitors at Traverse City-area hotels, but you must register for the Expo before making room reservations. Once your Expo registration form and payment are received and processed, you will receive a personalized housing code, necessary for reserving rooms through MTA's housing bureau, at www.grandconnection.com/mta2024. The code will be emailed to the email associated with the registration. Note: Allied Service Providers and sponsors are able to register for housing Jan. 3-17, 2024, using the housing code sent via email. **IMPORTANT:** All Expo registration and housing confirmations will come from MTA or our housing bureau, Grand Connection; any third-party emails or websites are fraudulent.

Cancellations

Registrations cancelled prior to Feb. 29, 2024, will receive a 50% refund. No refunds will be issued thereafter. There are no exceptions.

Schedule

Exhibitor Move-in:

Monday, April 22

1 to 4 p.m.

AND

Tuesday, April 23

7:30 to 9:30 a.m.

Enjoy a cup of coffee on MTA during early set-up hours.

Expo Open:

Tuesday, April 23

10:15 a.m. to 1 p.m. AND

MTA Evening in the Expo Reception

4 to 6 p.m.

Wednesday, April 24

9:45 a.m. to 1 p.m.

Exhibitor Move-out:

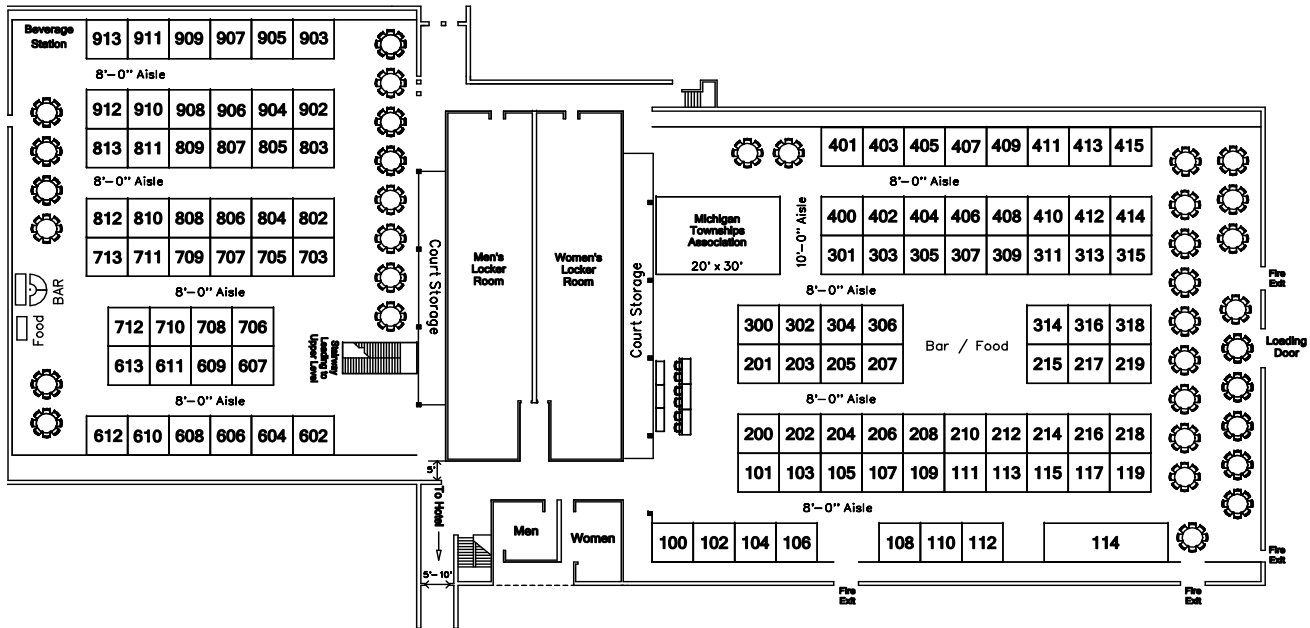
Wednesday, April 24

1 to 4 p.m.

Floor Plan

IMPORTANT:

View the online floor plan at <https://bit.ly/MTA2024Expo> and click on "Halls & Floorplans" before selecting your booth(s) to see available space.



New this year!

MTA Evening in the Expo Reception Tuesday, April 23, 4-6 p.m.

Exhibitors, get ready to elevate your presence at the MTA Expo Reception! Want to leave a lasting impression on township officials and make your exhibit stand out? Here's a game-changing idea: purchase appetizers (details in your confirmation materials) from the Grand Traverse Resort, hand out 10 drink tickets (included in your booth purchase) and become the toast of the town(ship)!

Additional options

Draw more attention to your booth!

Add a 24-by-24 inch color floor graphic to your booth purchase and attendees won't have any question as to where to find your company. Graphics include exhibitor logo and booth number, and will be placed throughout Grand Traverse Resort. *Limited quantity available.*

Network after the Expo

Exhibitors can purchase MTA Banquet tickets when registering for the Expo. After the Expo closes on April 24, stick around and enjoy dinner, network with old clients and new, and watch the evening program and entertainment. Exhibitors will receive their Banquet ticket voucher upon check-in at the Expo, and must exchange the voucher at the MTA Ticket Xchange to select a seat. Additional details will be included in the on-site program. *Limited quantity available.*

2024 MTA Expo Registration

Register Online at <https://bit.ly/MTA2024Expo>
Grand Traverse Resort • Tennis Courts • April 23 & 24



Company Name _____

Contact Person _____ Email _____

Mailing Address _____

City, State, Zip Code _____

Phone _____ Website _____

Company Category (check **one** that best applies)

- | | | | | |
|---|--|--|--|---|
| <input type="checkbox"/> Architects | <input type="checkbox"/> Election Products/Services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Ordinance Codification | <input type="checkbox"/> Surveying |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Engineers | <input type="checkbox"/> IT & Software Consultants | <input type="checkbox"/> Planning & Zoning Consultants | <input type="checkbox"/> Traffic & Transportation |
| <input type="checkbox"/> Billing Service | <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Landscape Architects | <input type="checkbox"/> Recreation Supplier | <input type="checkbox"/> Water & Wastewater |
| <input type="checkbox"/> Benefits Consulting | <input type="checkbox"/> Equipment Supplier | <input type="checkbox"/> Land Use Consultants | <input type="checkbox"/> Retirement Consultants | <input type="checkbox"/> Other |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Financial Services/Advisors | <input type="checkbox"/> Non-profit/Education | <input type="checkbox"/> Solid Waste/Recycling | |

Note: The information listed above will be used in the exhibitor section included in the Conference program. If you would like different information to appear in the program, email information to ashley@michigantownships.org by March 6, 2024.

1. Choose your booth: Indicate your first choices for your booth location. If your choices are unavailable, you will be contacted to choose from available spaces. Booth assignments will be confirmed by email. **IMPORTANT:** View the online Expo floor plan at <https://bit.ly/MTA2024Expo>, click "Halls & Floorplans" before selecting your booth(s).

	One Booth	Additional Booths			
1st choice	_____	_____	_____	_____	_____
2nd choice	_____	_____	_____	_____	_____
3rd choice	_____	_____	_____	_____	_____
4th choice	_____	_____	_____	_____	_____

2. Calculate amount due: Indicate total number and types of booths, then calculate amount due.

_____	x \$1050 per single booth	\$ _____
_____	x \$999 per booth for three or more booths	\$ _____
_____	x \$799 non-profit booth (600 aisle)	\$ _____
<input type="checkbox"/>	Allied Service Provider Expo booth discount.....	-\$ _____
President's Round Table = 15% Leadership Circle = 10% Keystone Club = 5%		
	Subtotal	\$ _____
_____	x \$100 per 24 in. x 24 in. floor graphic (Limited number available, color graphic; see details on page 2)	\$ _____
_____	x \$76 per Banquet ticket April 24 at 6:30 p.m. (Limited number available, see more information on page 2)	\$ _____

TOTAL DUE \$

3. Set-up day: Indicate the day(s) you will set up your booth. Monday, April 22 (1 to 4 p.m.) Tuesday, April 23 (7:30 to 9:30 a.m.)

4. Agree to terms: This is a legally binding contract. All parts of this brochure and registration form are considered part of the contract and are incorporated herein by this reference (see Expo rules). In signing, you are agreeing, as a representative of the company stated above, to fully comply with all rules of the Expo.

Authorized Signature _____ Date _____

5. Payment: Check Enclosed Credit Card: MasterCard VISA *Unfortunately, we do not accept American Express or Discover.*

Card # _____ Exp. Date _____ CSV _____

Cardholder Name _____

Cardholder Signature _____

6. Confirmation: Send booth confirmation to the following email: _____

Return this contract with payment to: Michigan Townships Association, P.O. Box 80078, Lansing, MI 48908-0078
 Fax: (517) 321-8908; Email: ashley@michigantownships.org

No booth assignments or reservations will be made until the full booth fee is received at the MTA office.

MTA Expo Rules

The Michigan Townships Association (MTA) reserves the right to reject any exhibit deemed offensive and reflecting unfavorably on township government or the Association.

MTA reserves the right to restrain any exhibits that, because of noise, operation method or other reason, become objectionable.

Unless prior written permission is received from MTA, the maximum height for all partitions and dividers must not exceed three (3) feet. These height limitations do not apply to displayed merchandise or to end-cap booths.

MTA reserves the right to restrain any exhibit materials or construction that obstructs the view of adjacent booths.

No helium balloons are permitted in the exhibit hall.

Open flame is not permitted. Fire regulations will be observed. All pertinent fire codes and laws, ordinances, and regulations pertaining to health, fire prevention and public safety shall be strictly observed. Fire exits cannot be blocked at any time—no exceptions. Use of crepe paper is not permitted and all decorative materials shall be fireproof. No flammable liquids will be permitted within the building.

Exhibitors displaying vehicles will be responsible for their own floor protection including drop cloths under engines and boards under tires. Vehicle must be five gallons or ¼ tank, whichever is less, of fuel. Vented gas caps need to be taped (sealed). Batteries are to be disconnected with the cable ends taped and wire-tied down to prevent them from contacting the terminal posts. All vehicles, even electric, should be diapered as they still have moving parts that are lubricated. 100% electric vehicles would be exempt from fuel controls. Electric/gas combo models would follow the rules and regulations for internal combustion engine vehicles (gas, diesel).

Exhibitors may not use the lobby entrance to the hotel for moving in exhibit materials. All exhibitors, equipment and materials must enter using the appropriate loading dock near the tennis courts and spa. Exhibitors shall be solely responsible for delivery, handling, setup and removal of their own displays and materials. Grand Traverse Resort does not supply labor or carts for setup.

All trucks, trailers and exhibit vehicles are required to park at the Grand Traverse Resort water tower parking lot, or as designated.

No merchandise may extend from the exhibit booth into the aisles. Aisles and doorways must remain unobstructed. Exhibitors are asked to maintain the appearance of their booths at all times.

Dispose of refuse in appropriate containers.

There will be NO SMOKING on the exhibit floor at ANY TIME.

Exhibitors and their representatives must wear official identification badges, supplied by MTA, while they are in the exhibit hall.

The exhibit hall will be locked overnight and MTA will provide physical security during certain hours the exhibit hall is not open. MTA and the Grand Traverse Resort cannot be held responsible for the security of any exhibits or belongings within or outside of the exhibit hall at any time. Exhibitors may contract additional security as necessary.

All exhibit materials should be shipped to Art Craft Display. Exhibit materials shipped to Grand Traverse Resort may be re-consigned back to Art Craft Display. Grand Traverse Resort will not be responsible for additional shipping charges and delivery delays that may result. Storage is NOT available for crates or excess exhibit material by the Grand Traverse Resort prior, during or after the show.

All electrical outlets must be supplied and installed by building personnel only. Utility ordering information will accompany your confirmation materials.

THE EXPO WILL OPEN AT 10:15 A.M. ON TUESDAY, APRIL 23. All set-up must be completed in time for the show opening. If an exhibit is not set up by 9:30 a.m., MTA reserves the right to assign that exhibitor's space to another company.

Each exhibit must be attended by a company representative at all times while the Expo is open. NO BOOTH MAY BE LEFT UNATTENDED AT ANY TIME DURING OFFICIAL EXPO HOURS.

ALL EXHIBITS MUST REMAIN INTACT UNTIL 1 P.M. ON WEDNESDAY, APRIL 24. MTA RESERVES THE RIGHT TO PENALIZE ANY EXHIBITOR NOT COMPLYING WITH THIS MOVE-OUT SCHEDULE. EXHIBITORS WHO MOVE OUT AFTER SCHEDULED HOURS WILL BE SUBJECT TO FEES FOR OVERTIME WORK.

Any damages to the building caused by exhibitors or their employees must be paid by the exhibitor. Exhibitors may not fasten any display fixtures to the building floor, or put nails, screws or tacks on the building walls. No signs, posters or other materials may be attached to any doors, walls or other areas of the Grand Traverse Resort.

The exhibitor assumes all responsibility and liability for losses, damages and claims arising out of injury, damage or theft to their displays, equipment and other property brought onto the premises of the Grand Traverse Resort. The exhibitor shall indemnify and hold harmless the facility, agents, servants and employees, and MTA from all such losses, damages and claims.

Exhibitors, by contracting for display space, agree to all rules and regulations of the Grand Traverse Resort management.

Should the premises for the show, in MTA's sole judgment, become unfit for occupancy, or should the Conference & Expo be materially interfered with by any act beyond the control of MTA, the contract for exhibit space will be terminated. MTA will not incur any liability for damages to an exhibitor as a result of such termination.



Conference Program Booklet Advertising

You've registered for the Expo, now make sure they remember you!

AD COPY DUE March 6, 2024

Company Name _____

Contact Person _____

Email _____

Mailing Address _____

City, State, Zip Code _____

Phone _____

Register your booth at the 2024 Expo before Feb. 15, and take an additional 10% OFF Conference program advertising!
Not applicable in conjunction with any other discount.

Ad Size	Rate	Amount
Covers (8.5" x 11"):		
<input type="checkbox"/> Inside Front <input type="checkbox"/> Inside Back <input type="checkbox"/> Back	\$790	_____
<input type="checkbox"/> Full Page (8.5" x 11")	\$630	_____
<input type="checkbox"/> Half Page (3.5" x 9.625" or 7.17" x 4.67")	\$450	_____
<input type="checkbox"/> Third Page (2.25" x 9.625" vertical only)	\$385	_____
<input type="checkbox"/> Quarter Page (3.5" x 4.67")	\$325	_____
<input type="checkbox"/> Eighth Page (3.5" x 2.25")	\$280	_____
	Total	_____
Less Allied Service Provider discount, sponsor discount OR early booth registration discount		
		= _____
	DUE	\$ _____

Payment: Check Enclosed Credit Card: MasterCard VISA *Unfortunately, we do not accept American Express or Discover.*

Card # _____ Exp. Date _____ CSV _____

Cardholder Name _____

Cardholder Signature _____

Details All ads are four-color. High-resolution TIFF, EPS and PDF formats are accepted, and digital advertising copy can be emailed to ashley@michigantownships.org. New copy must meet exact specifications or it will be returned for corrections. MTA can make limited minor corrections for a nominal fee. Design services also available at minimal cost. For more information, email Ashley or call at (517) 321-6467, ext 254.

New copy will be submitted via email Pick up our ad from the *Township Focus*. Pick up our ad from the 2023 Conference program

Ads cannot be purchased online. Return this contract with payment and ad copy by March 6, 2024, to:

Michigan Townships Association, P.O. Box 80078, Lansing, MI 48908-0078

Fax: (517) 321-8908; Email: ashley@michigantownships.org

Catch the attention of potential clients at the MTA Expo ... and keep it.

As an exhibitor at the MTA Expo, you are eligible to order a one-time-use electronic list of ALL delegates who attend MTA's Annual Educational Conference. List includes name, title, township and physical mailing address.

Please complete the order form and rental agreement and return it to MTA. Payment must accompany the order form, along with an email address for the electronic list.

NOTE: No lists will be sent without a completed rental agreement. If you have questions, contact Ashley Maher at (517) 321-6467, ext. 254 or ashley@michigantownships.org. MTA does not use a third party to distribute attendee lists.

Conference sponsors at the Platinum or Gold level receive a complimentary list of labels of the pre- and post-Conference attendees, while sponsors at the Silver level receive a complimentary list of pre-Conference attendees. Sponsors must complete and return an order form and rental agreement.

MTA Educational Conference Mailing List Order Form

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Choose the item(s) you want to receive:

2024 PRE-Conference delegate electronic list (\$75 or \$100 after deadline)
MUST receive payment and rental agreement by March 25, 2024; list will be emailed early April. \$ _____

2024 POST-Conference delegate electronic list (\$100 or \$150 after deadline)
MUST receive payment and rental agreement by May 15, 2024; list will be emailed late May. \$ _____

BEST DEAL: Receive both the PRE-Conference and POST-Conference electronic list for only \$150, if ordered by March 25, 2024. \$ _____

Total Due \$ _____

Payment Options:

Check (payable to MTA) Credit card: VISA MasterCard *Unfortunately, we do not accept American Express or Discover.*

Card number _____ Exp. date _____ CSV _____

Cardholder name _____

Cardholder signature _____

Return this completed form and the rental agreement (page 7) by the specified date, along with payment to:

Michigan Townships Association
PO Box 80078, Lansing, MI 48908-0078
Fax: (517) 321-8908

MTA Mailing Address Rental Agreement Terms

**FOR ONE-TIME
USE ONLY**

The Michigan Townships Association (MTA) authorizes and agrees to rent the MTA mailing address of Conference attendees (requested on this form), for the price indicated on page 6, to _____ (name), the responsible party representing _____ (name of business/organization), subject to the terms and conditions identified below:

- 1) MTA retains full ownership rights of its mailing addresses in all formats and mediums, including digital databases.
- 2) MTA reserves the right to refuse to rent, or to withdraw authorization of use of its mailing addresses to any person or entity if any of the addresses are to be used, or are used, for a purpose inconsistent with the mission or policies of MTA.
- 3) I affirm that, in my capacity as _____ (title), I have the authority to agree to the terms and conditions of this rental agreement on behalf of _____ (name of business/organization).
- 4) I agree to use the mailing address only for a one-time use defined as one (1) mailing to any of the rented addresses by postal delivery. Indicate use: pre-Conference post-Conference both
- 5) I agree that I will not do, nor allow others to do, the following:
 - a) make copies of any of the mailing addresses in any form;
 - b) give, sell, deliver, or otherwise convey any of the mailing addresses to any other party or person in any form;
 - c) use any of the mailing addresses for a purpose inconsistent with the mission or policies of the MTA
 - d) remove or alter the MTA rental registration number that is attached to each member name and address from any of the mailing addresses.
- 6) I agree that I will remit to MTA an additional rental fee of two thousand dollars (\$2,000), immediately due and payable to the Michigan Townships Association, for each use that is not authorized by MTA of any of the rented mailing addresses by any party, with or without the express consent of myself or the business/organization that I represent here.
- 7) I agree that I will remit to MTA an additional fee of three thousand dollars (\$3,000), immediately due and payable to the Michigan Townships Association, for any other violation of any other term or condition of this agreement, with or without the express consent of myself or the business/organization that I represent here.

Signature of Responsible Party

Organization

Printed Name of Responsible Party

Date

Email address

**MTA Rental Agreement
Identification Number**
