



# Igniting Possibilities

Unleashing Michigan's Workforce Potential



## 2024 ANNUAL CONFERENCE

September 8-10 | Grand Traverse Resort, Traverse City  
[www.michiganworks.org/register](http://www.michiganworks.org/register)

## Sponsorship and Exhibitor Opportunities

### ➤ Recognition

*Gain visibility*

Online presence

Event mobile app inclusion

Strategic, colorful signage

### ➤ Connection

*Find leads*

Wide range of networking opportunities

Opt-in roster of attendees

Connect with new / existing customers

Online registration is required for all sponsor and exhibitor opportunities. For more information and to register, visit [www.michiganworks.org/sponsors-exhibitors](http://www.michiganworks.org/sponsors-exhibitors).

For additional information, contact Kimberly Way, [WayK@michiganworks.org](mailto:WayK@michiganworks.org) or (517) 376-1932

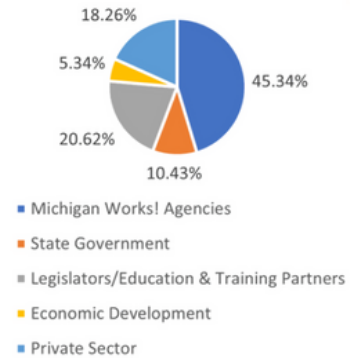


# 2023 Conference Attendance

**851** total registrations

**57** sponsors and exhibitors

Attendees by Organization



## Schedule at a Glance

### SUNDAY, SEPT. 8

Registration  
10 a.m. - 4:30 p.m.

Exhibit Hall  
11 a.m. - 4 p.m.

Inside Politics  
1 p.m. - 2:30 p.m.

Workshops  
1:15 p.m. - 2:15 p.m.

Exhibit Hall Break  
2:15 p.m. - 3:15 p.m.

Workshops  
3:15 p.m. - 4:15 p.m.

Annual Meeting  
3:00 p.m. - 4:30 p.m.

Opening Reception  
6 p.m. - 9 p.m.

### MONDAY, SEPT. 9

Registration  
7:30 a.m. - 4 p.m.

Exhibit Hall  
9:45 a.m. - 4 p.m.

Continental Breakfast  
7:30 a.m. - 8 a.m.

OPENING SESSION  
8 a.m. - 9:45 a.m.

Exhibit Hall Break  
9:45 a.m. - 10:15 a.m.

Workshops  
10:15 a.m. - 11:15 a.m.

LUNCH SESSION  
11:30 a.m. - 1:15 p.m.

Exhibit Hall Break  
1:15 p.m. - 2:15 p.m.

Workshops  
2:15 p.m. - 3:15 p.m.

Exhibit Hall Break  
3:15 p.m. - 4 p.m.

Workshops  
4 p.m. - 5 p.m.

### TUESDAY, SEPT. 10

Registration  
7:30 a.m. - 9 a.m.

Continental Breakfast  
8 a.m. - 8:30 a.m.

Leadership Breakfast  
(by invitation)  
8 a.m. - 9:45 a.m.

Workshops  
8:30 a.m. - 9:45 a.m.

CLOSING SESSION  
10 a.m. - 12 p.m.

# Exhibitors

# \$1,200

Your Exhibitor Registration comes with the following benefits:

- Featured in emails, official event mobile app guide and conference website
- One 6' table with linens and two chairs
- Product and services listing in event mobile app
- One item in the official Conference Bag
- All meals and networking events included in registration
- 8' x 10' booth space or 7' x 10' with standard drapery, sign with company name booth #
- Two booth staff registrations
- Complimentary booth electricity and wireless internet
- Copy of pre- & post-event registration list

## Exhibitor Highlights

- Exhibit booths located in the Governor's hallway and Tower hallway for increased visibility
- All breaks are held in the Governor's hallway for maximum exposure
- Expanded exhibit hours to increase lead capture
- Maintained historically low sponsor and exhibitor costs - Delivering 2024 value at 2008 prices
- All sponsors/exhibitors are profiled in the event mobile app with linked contact information
- All sponsors/exhibitors will receive pre- & post-event attendee list (requires signed agreement)
- Electricity to exhibit booths is included in registration

## Exhibit Hall Hours

*\*Subject to change*

### INSTALLATION/SET-UP

Sunday, Sept. 8  
9:00 a.m. - 11:00 a.m.

### HEAVY TRAFFIC HOURS

Sunday, Sept. 8 Breaks  
2:15 p.m. - 3:15 p.m.

### EXHIBIT HALL HOURS

Sunday, Sept. 8  
11 a.m. - 4:00 p.m.

Monday, Sept. 9 Breaks  
9:45 a.m. - 10:15 a.m.  
1:15 p.m. - 2:15 p.m.  
3:15 p.m. - 4 p.m.

Monday, Sept. 9  
9:45 a.m. - 4:00 p.m.

*\*Booths must be staffed during exhibit hall hours.*

### DISMANTLE/TEAR DOWN

Monday, Sept. 9  
4:00 p.m. - 5:00 p.m.

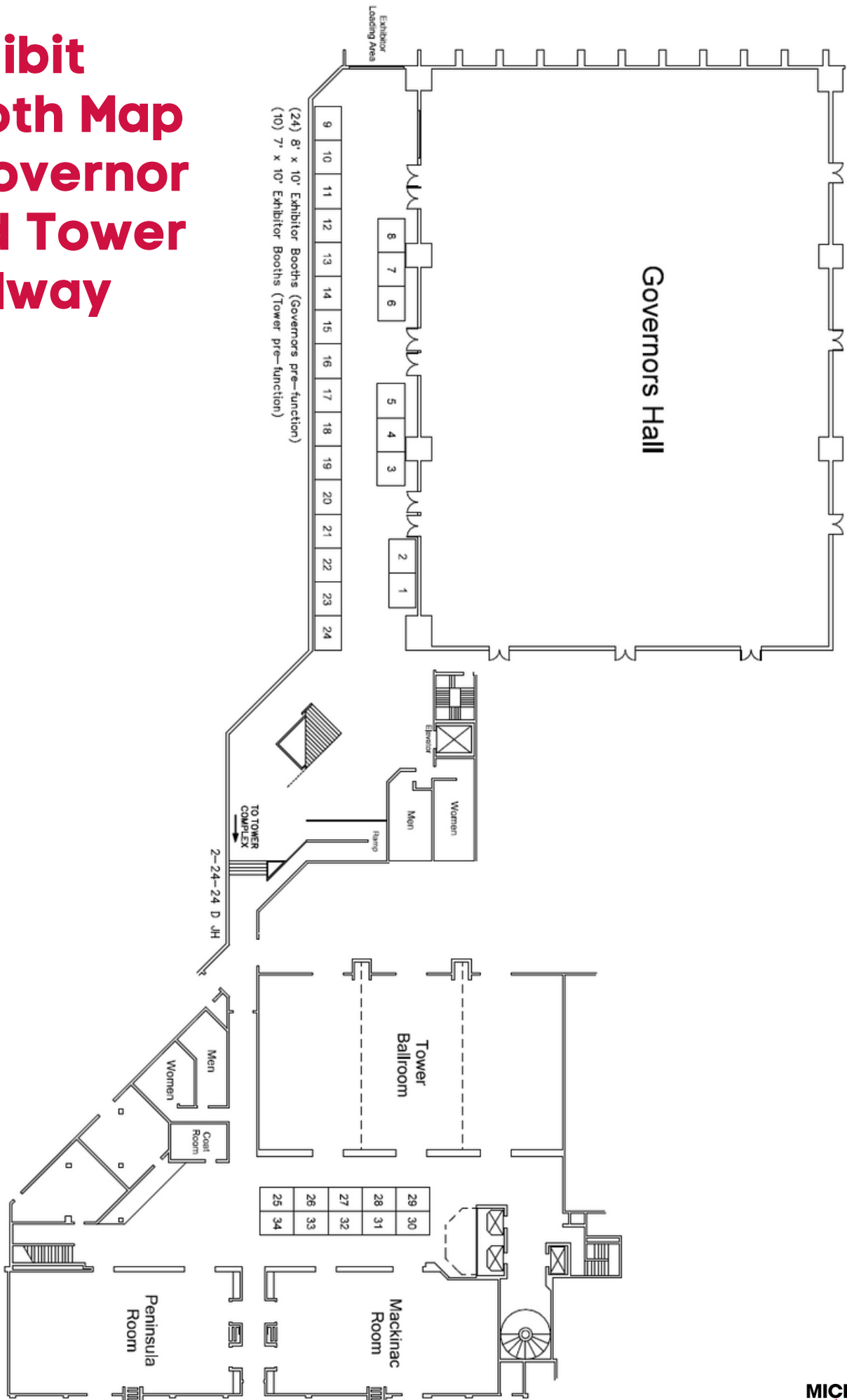
### CONFERENCE LOCATION

The 2024 Conference will be held at the Grand Traverse Resort and Spa in Traverse City, Michigan.

For information on rates and availability, visit the [Conference Website](#).

All room blocks are first come, first served and available until full. Please don't wait on booking a room!

# Exhibit Booth Map - Governor and Tower Hallway



For additional information, contact Kimberly Way, [WayK@michiganworks.org](mailto:WayK@michiganworks.org) or (517) 376-1932

# Executive Sponsorship

# \$10,000

Your Executive Sponsorship comes with the following benefits:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two complimentary full conference registrations
- Copy of pre- & post-registration list
- Priority recognition in event mobile app
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Free premium Exhibit Booth space
- One item in the official Conference Bag

In addition to the benefits listed above, each Executive Sponsorship can choose one of the following opportunities to gain additional recognition & increase connection:

- Opening Session
- Closing Session
- Lunch Session
- Exhibit Hall
- Opening Reception Food & Beverage
- Opening Reception Entertainment
- Registration
- Pocket Guide

# Platinum Sponsorship

# \$8,500

Your Platinum Sponsorship comes with the following benefits:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two complimentary full conference registrations
- Copy of pre- & post-registration list
- Priority recognition in event mobile app
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Free premium Exhibit Booth space
- One item in the official Conference Bag

In addition to the benefits listed above, each Platinum Sponsorship can choose one of the following opportunities to gain additional recognition & increase connection:

- Mobile App
- Post-Event Survey
- Schedule Signage
- Workforce Development Board Breakfast
- Presenter and Speaker Gifts
- Directional Signage

*\*Sponsors are responsible for printing/shipping costs to ensure materials arrive at Association Office or Conference Hotel in time for event.*

# Gold Sponsorship

# \$6,500

Your Gold Sponsorship comes with the following benefits:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two complimentary full conference registrations
- Copy of pre- & post-registration list
- Priority recognition in event mobile app
- Verbal Recognition during general sessions and at sponsored event (if applicable)
- \$400 discount on Exhibit Booth space
- One item in the official Conference Bag

In addition to the benefits listed above, each Gold Sponsorship can choose one of the following opportunities to gain additional recognition & increase connection:

- Conference Bags
- Badge/Lanyard Holders
- Continental Breakfast
- Phone Charging Station
- Conference Wifi
- Video Spotlight
- Conference Photographer

# Silver Sponsorship

# \$4,500

Your Silver Sponsorship comes with the following benefits:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails and conference website
- One complimentary full conference registration
- Copy of pre- & post-registration list
- Recognition in event mobile app
- Verbal recognition during general session as a valued sponsor
- \$200 discount on Exhibit Booth space
- One item in the official Conference Bag

In addition to the benefits listed above, each Silver Sponsorship can choose one of the following opportunities to gain additional recognition & increase connection:

- Annual Meeting
- Inside Politics Session
- Closing Session Coffee Bar & Snack
- Opening Day Snack Break
- Monday Coffee Snack Break
- Salty Snack Break
- Dessert Snack Break
- Welcome Gift

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# Bronze Sponsorship

# \$3,500

Your Bronze Sponsorship comes with the following benefits:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails and conference website
- One complimentary full conference registration
- Copy of pre- & post-registration list
- Recognition in event mobile app
- Verbal recognition during general session as a valued sponsor
- \$200 discount on Exhibit Booth space
- One item in the official Conference Bag

In addition to the benefits listed above, each Bronze Sponsorship can choose one of the following opportunities to gain additional recognition & increase connection:

- Conference Bags
- Badge/Lanyard Holders
- Continental Breakfast
- Shining Star Awards
- Champions of Workforce Development Award
- Challenge of Excellence Award
- Headshot Lounge

# Supporting Sponsorship

# \$1,500

Your Supporting Sponsorship comes with one of the following benefits of your choice:

- |   |      |  |
|---|------|--|
| Conference Bag Item   | -or- | Workshop Sponsorship   |
| • One (1) item in the official conference bag   |      | • Your logo displayed next to a workshop of your choice on the schedule and description pages within the mobile app and on session signage |
| • <i>This can be a promotional item or a flyer/handout. Design, production and cost is the responsibility of the sponsor.</i> |      | • <i>Sponsor responsible for indicating the intended session, some restrictions apply</i>  |

# In-Kind Sponsorship

- Showcase your brand to hundreds of attendees with your in-kind donation of goods or services. These generous donations are given to attendees as prize giveaways on the last day of conference and is truly an anticipated event!
- All sponsors are recognized publicly at the Conference, in our event mobile app and during the closing session.
- Contact Anisa Mazuca, [MazucaA@michiganworks.org](mailto:MazucaA@michiganworks.org) for details.

*\*Sponsors are responsible for printing/shipping costs to ensure materials arrive at Association Office or Conference Hotel in time for event.*

# Sponsor and Exhibitor Terms

## ELIGIBILITY

Michigan Works! Association will send an exhibitor information kit with all necessary information pertaining to exhibiting upon receipt of online registration or signed registration form with payment, including shipping information in and out of conference venue.

*No booth can be assigned until full payment is received by the Michigan Works! Association.* Executive and Platinum sponsors receive priority booth selection. Booths are not considered reserved until full payment is received.

Sponsor agrees to pay sponsorship fee in its entirety in order to reserve and secure sponsorship benefits. Benefits will not begin until payment is received.

If Sponsors are responsible for printed materials or other conference related items, those materials and all costs associated are the obligation of those items fall on the Sponsor, not the Association. This includes selection of vendor, design, production and shipping costs.

Materials need to be delivered the Michigan Works! Association office no later than **Tuesday, August 20, 2024** by 12 p.m. EST in order for Sponsorship obligations to be met. Quantities of items should be 750-800. Unused materials will be returned to sponsor at conclusion of the event.

A refund will not be given if the above deadline is missed, and you risk forfeiting your benefits by not adhering to the materials deadline.

## CANCELLATION POLICY

Cancellations must be received in writing to Kimberly Way, [WayK@michiganworks.org](mailto:WayK@michiganworks.org). A refund of the sponsorship and/or exhibit booth fee, minus a \$100 service charge, will be given for cancellations received by 11:59 p.m. on **Thursday, August 22 2024**.

Cancellations received on or after **August 22, 2024** will not receive a refund. Refunds will not be given for no-shows.

## SECURITY

Exhibitors are responsible for the security of their booth and for any loss or damage to their property during all published show hours. Michigan Works! Association encourages exhibitors to remove laptops and valuables from the exhibit area at the end of the exhibit hours each day.

Michigan Works! Association, staff, volunteers, the event hotel and the event decorating company will not be liable or responsible for the property of the participants from damage, theft, loss, fire, accident or other causes.

## INSURANCE

The exhibitor assumes responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless Michigan Works! Association and the hotel, their agents and employees from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitors to obtain business interruption and property damage insurance covering such losses by the exhibitor.

## EVENT CANCELLATION

In the event of cancellation of the Conference due to fire, strikes, government regulations or other causes beyond the Michigan Works! Associations control, Michigan Works! Association shall not be held liable for failure to hold the Conference as scheduled and the Michigan Works! Association shall determine the amount of exhibit fees to be refunded, if any.