

STRONGER

TOGETHER



2023
ANNUAL CONFERENCE
Partnership • Trust • Collaboration

September 10-12, 2023 • Detroit

www.michiganworks.org/the-event

Sponsorship & Exhibitor Opportunities

Engaging. Dynamic. Results-Oriented.

You are invited to be a part of Michigan's largest workforce development conference and make the connections you need to drive your business forward. This year, we are in Motor City!! Join us as we celebrate partnership, trust and collaboration between the thousands of agencies that continue to strengthen, train and support Michigan's workforce.

We offer sponsors and exhibitors a variety of ways to interact with attendees before, during and after the event. Don't see the opportunity you're looking for? Let us customize a package to meet your needs.

Questions? Contact [Kimberly Way, WayK@michiganworks.org](mailto:WayK@michiganworks.org) or (517) 376-1932

> 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

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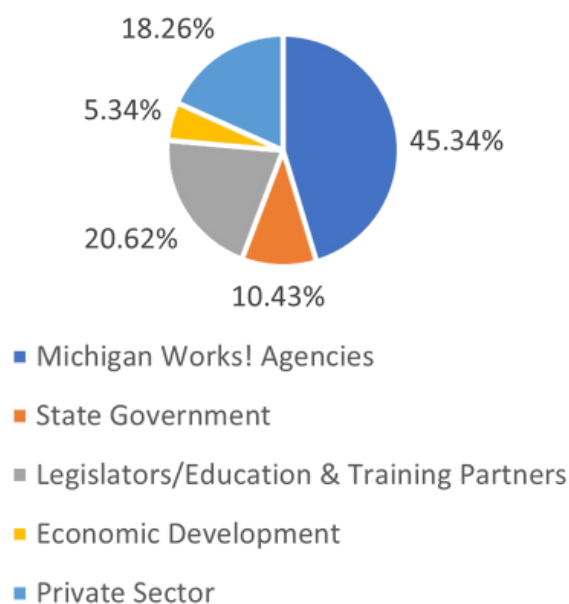
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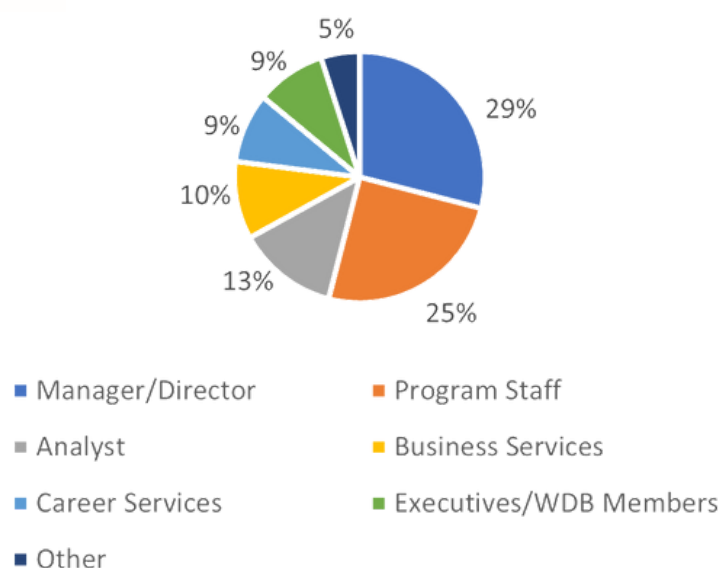
Attendee Profile

Total Registrations in 2022:
805

Attendees by Organization



Attendees by Job Function



Highlights for Sponsors and Exhibitors

- Exhibit Hall is located adjacent to Registration for increased visibility
- All breaks are held in the Exhibit Hall for maximum exposure
- Expanded exhibit hours to increase lead capture
- Maintained historically low sponsor and exhibitor costs - Delivering 2022 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, September 10
9:00 - 11:00am

Exhibit Hall Hours

Sunday, September 10
11:00 - 4:00pm

Registration opens at 11 on Sunday

Monday, September 11

9:45 - 4:00pm

Dismantle / Tear-down

Monday, September 11
4:00 - 5:00pm

Heavy Traffic Hours

Sunday, September 10 Breaks

2:30 - 3:15 - break

Monday, September 11 Breaks

9:45 - 10:15 - coffee break

1:15 - 2:00 - snack break

3:15 - 3:45 - snack break

*Booths must be staffed during exhibit area hours.

Hotel and Conference Location

The 2023 Conference will be held at the Detroit Marriott at the Renaissance Center in Detroit, MI.

For information on rates and availability, please visit the [Conference website Hotel & Travel page](#).

All room blocks are first-come, first served and available until full.

Executive Sponsorship

\$10,000

Your Executive Sponsorship comes with the following benefits, including:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two (2) 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 (1) 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

- Printed material displayed at each seating area*
- Logo onscreen during session
- Keynote speaker acknowledgement for sponsorship

Closing Session

- Printed material displayed at each seating area*
- Logo onscreen during session
- Keynote speaker acknowledgement for sponsorship

Lunch Session

- Printed material displayed at each seating area*
- Logo onscreen during session
- Keynote speaker acknowledgement for sponsorship

Exhibit Hall

- Name/logo featured on all Exhibit Hall-related signage and marketing materials
- First choice of Exhibit Booth space to ensure highest visibility

Opening Reception: off-site at Brew Detroit (2 opportunities)

- Name/logo printed on signage at reception
- Name/logo printed on table displays
- Guest pass to reception

Registration

- Name/logo featured on website registration page where all attendees register for conference
- Name/logo featured in onsite registration area at registration desk

Name Badge Sponsor

- Logo printed on name badges given to every registrant at conference
- Badges printed on-site
- Name/logo on relevant materials

Pocket Guide

- Name/logo featured on printed conference agenda given to all attendees
- Creation, printing and distribution is the Association's responsibility

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

Platinum Sponsorship

\$8,500

Your Platinum Sponsorship comes with the following benefits, including:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two (2) 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 (1) 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:

Mobile App

- Name/logo prominently featured on homepage
- Name/logo featured on all mobile app-related signage and marketing materials

Post-Event Survey

- Name/logo prominently featured on survey provided to *all* attendees post-event
- Get feedback and gain insights from event attendees

Schedule Signage

- Name/logo prominently featured on oversized daily schedule signage displayed for all attendees
- Most visited and viewed sign at event

Beer Garden Sponsor

- Name/logo prominently featured on signage in Beer Garden at Opening Reception
- Name/logo featured on all mobile app-related signage and marketing materials

Transportation to off-site reception (utilizing Detroit Bus Company)

- Can provide items for giveaway to participants while in route
- Verbal recognition during bus route
- Guest pass to reception

Workforce Development Board Breakfast *(invite only, premier event)*

- Name/logo featured prominently on event invitations
- Display printed materials at each table*
- Opportunity to provide introductory remarks to panel

Presenter and Speaker Gifts

- Sponsor logo on physical gift that is given to all speakers and presenters as a "thank you" for their time and expertise - approx 150 gifts
- *Association is responsible for design, production and distribution of gifts, sponsor responsible for providing logo*

Directional Signage

- Name/logo prominently featured on floor decals located throughout venue to guide registrants
- By far our most visited sign of conference

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

Gold Sponsorship

\$6,500

Your Gold Sponsorship comes with the following benefits, including:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two (2) 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 (1) 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

- Name/logo on bags distributed to all attendees
- *Sponsor responsible for design, production and cost of printing and shipping bags*

Badge/Lanyard Holders

- Name/logo on lanyards distributed to all attendees
- *Sponsor responsible for design, production and cost of printing and shipping lanyards*

Continental Breakfast (2 opportunities)

- Name/logo featured prominently on signage displayed at breakfast, and *everyone* is thankful for breakfast during conference.

Phone Charging Station (2 opportunities)

- Lockers to charge up to 8 phones at a time
- Name/logo displayed on screen attached to locker and on a custom wrap
- *Sponsor responsible for design to display on screen and wrap*

Conference WIFI

- Sponsor the WIFI network that all attendees will use to stay connected
- Name/logo prominently featured on WIFI network signage and other conference materials

Video Spotlight (3 opportunities)

- Video content published to Association & event websites, social media accounts and email communication
- Video to be played once during a designated general session
- *Video to be created by sponsor, not exceeding 30 seconds in length*

Specialty Drink at Opening Reception

- Sponsor to name specialty drink served on site at reception
- Name/logo prominently featured on signage at reception

Conference Photographer

- Name/logo featured prominently on signage relating to specific sponsorship
- Verbal recognition at General Session

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

Silver Sponsorship

\$4,500

Your Silver Sponsorship comes with the following benefits, including:

- Materials/handouts to attendees at sponsored event (if applicable)
- Featured on signage, emails and conference website
- One (1) 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 (1) 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

- Display printed materials at each seating area
- Upgrade to banner ad in event mobile app
- Recognized at Annual Meeting in front of Association Board and Partners

"Inside Politics" Session *(premier event)*

- Display printed materials at each seating area
- Upgrade to banner ad in event mobile app
- Recognized at session in front of Association Board and Partners

Closing Session Coffee Bar & Snack

- Name/logo featured prominently on signage located at coffee bar
- Opportunity to display printed materials at tables during closing session*

Opening Day Snack Break *(2 opportunities)*

- Name/logo featured prominently on signage located at break station
- Opportunity to display printed materials at snack break*

Breakfast Snack Break *(2 opportunities)*

- Name/logo featured prominently on signage located at break station
- Opportunity to display printed materials at snack break*

Salty Snack Break *(2 opportunities)*

- Name/logo featured prominently on signage located at break station
- Opportunity to display printed materials at snack break*

Dessert Snack Break *(2 opportunities)*

- Name/logo featured prominently on signage located at break station
- Opportunity to display printed materials at snack break*

Welcome Gift Sponsor

- Name/logo featured prominently on signage located near registration desk
- Welcome gift of choice given to each participant, branded with your logo for maximum exposure
- *Sponsor is responsible for securing gift & cost of design, production and shipping**

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

Bronze Sponsorship

\$3,500

Your Bronze Sponsorship comes with the following benefits, including:

- | | |
|---|---|
| <ul style="list-style-type: none">• Materials/handouts to attendees at sponsored event (if applicable)• Featured on signage, emails and conference website• One (1) complimentary full conference registrations• Copy of pre- & post-registration list | <ul style="list-style-type: none">• Recognition in event mobile app• Verbal recognition during general session as a valued sponsor• \$200 discount on Exhibit Booth space• One (1) 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

- Name/logo on bags distributed to all attendees
- *Sponsor responsible for design, production and cost of printing and shipping bags*

Badge/Lanyard Holders

- Name/logo on bags distributed to all attendees
- *Sponsor responsible for design, production and cost of printing and shipping lanyards*

Continental Breakfast (2 opportunities)

- Name/logo featured prominently on signage displayed at breakfast, and *everyone* is thankful for breakfast during conference.

Water Bottle/Thirst Quencher

- Provide water bottles for participants in conference bag. Can be used at water stations throughout the facility
- *Sponsor is responsible for cost of design, printing and shipping of water bottles*

Champions of Workforce Development Award

- Name/logo featured on signage associated with award winner.
- Verbal recognition during award ceremony

Shining Star Award

- Name/logo featured on signage associated with award winners (recognizing Michigan Works! Agency staff)
- Verbal recognition during award ceremony

Challenge of Excellence Awards

- Name/logo featured on signage associated with award winners (featuring Employer, Legislator and Volunteer of the Year)
- Verbal recognition during award ceremony

Head Shot Lounge

- Name/logo featured on signage associated with are for participants to receive complimentary head shots during conference break

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

Supporting Sponsorship

\$1,500

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

Conference Bag Item

- One (1) item in the official conference bag
- *This can be a promotional item or a flyer/handout. Design, production and cost is the responsibility of the sponsor*

Workshop Sponsorship

- Your logo displayed next to a workshop of your choice on the schedule and description pages within the mobile app and on session signage
- *Sponsor responsible for indicating the intended session, some restrictions apply*

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

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 for details.

Exhibitors

\$1,200

Your Exhibitor Registration comes with the following benefits:

- Featured in emails, official event mobile app guide and conference website
- One (1) 6' table with linens and two chairs
- Product and services listing in event mobile app
- One (1) item in the official Conference Bag
- All meals and networking events included in registration

- 8' x 8' booth space with standard drapery, sign with company name booth number
- Two (2) booth staff registrations
- Complimentary booth electricity and wireless internet
- Copy of pre- & post-event registration list

Exhibit booths are located in the Exhibit Hall directly attached to the registration area and in close proximity to workshop rooms for maximum visibility. All snack and coffee breaks are served in the exhibit hall for maximum exposure.

Exhibit Hall Hours

**Subject to change*

Installation / Set-up

Sunday, September 10

9:00 - 11:00am

Exhibit Hall Hours

Sunday, September 10

11:00 - 4:00pm

Registration opens at 11 on Sunday

Monday, September 11

9:45 - 4:00pm

Dismantle / Tear-down

Monday, September 11

4:00 - 5:00pm

Heavy Traffic Hours

Sunday, September 10 Breaks

2:30 - 3:15 - break

Monday, September 11 Breaks

9:45 - 10:15 - coffee break

1:15 - 2:00 - snack break

3:15 - 3:45 - snack break

*Booths must be staffed during exhibit area hours.

Hotel and Conference location

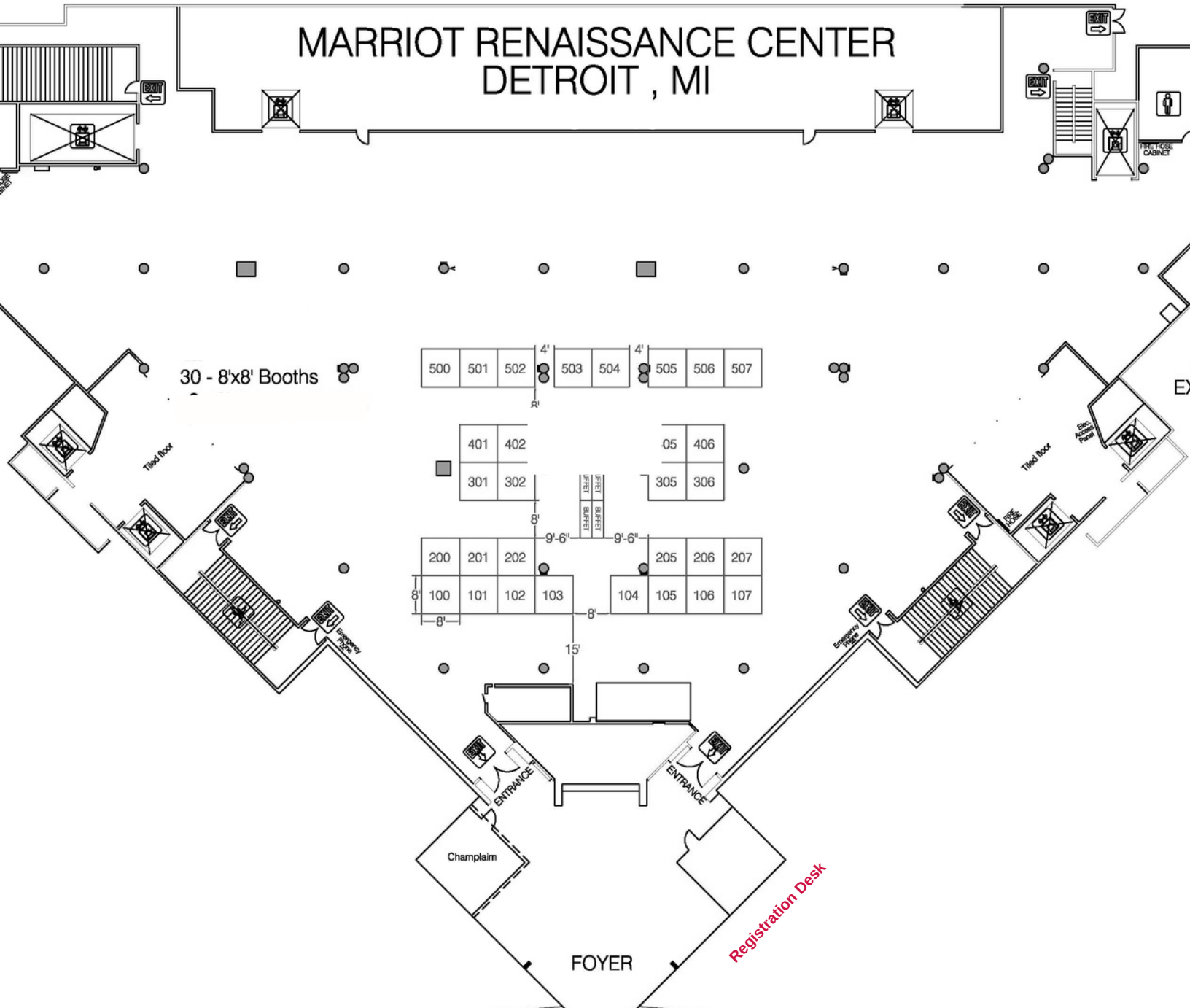
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For information on rates and availability, please visit the [Conference website Hotel & Travel page](#).

All room blocks are first-come, first served and available until full.

Exhibitor Hall Map - Ontario Exhibit Hall

Detroit Marriott at the
Renaissance Center
Level 3



Schedule at a Glance*

*tentative

Sunday, Sept. 10

Registration
11:00 – 4:00
Exhibit Hall Hours
11:00 – 4:00

Inside Politics
1:00 – 2:30

Workshops
1:15 – 2:30
Exhibit Hall Break
2:30 – 3:15
Annual Meeting
3:15 – 5:00

Workshops
3:15 – 4:30
Opening Reception
6:00 – 9:00

Monday, Sept. 11

Registration
7:30 – 4:00
Exhibit Hall Hours
9:45 – 4:00

Continental
Breakfast 7:30 – 8:00

OPENING SESSION
8:00 – 9:45

Exhibit Hall
Coffee Break
9:45 – 10:15

Workshops
10:15 – 11:30

LUNCH SESSION
11:30 – 1:15

Exhibit Hall
Dessert Break
1:15 – 2:00

Workshops
2:00 – 3:15

Exhibit Hall
Snack Break
3:15 – 3:45

Workshops
3:45 – 5:00

Tuesday, Sept. 12

Registration
7:30 – 9:00

Continental Breakfast
8:00 – 8:30

Leadership Breakfast
(by invitation)
8:00 – 9:45

Workshops
8:30 – 9:45

CLOSING SESSION
10:00 – 12:00

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 24th, 2023 by 12PM 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. A refund of the sponsorship and/or exhibit booth fee, minus a \$100 service charge, will be given for cancellations received by 11:59 pm on Thursday, August 24 2023.

Cancellations received on or after August 25, 2022 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.