



Vendor Opportunities

More than a 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 25-28, 2022, at the Lansing Center.

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 will reach more than 1,000 township officials who attend the MTA Annual Educational Conference. It's also used as a reference guide all year! Register your booth at the 2022 Expo before Feb. 18, and take an additional 10% OFF Conference program advertising!

Tell MTA members about your company now! MTA offers affordable print advertising in the awarding-winning monthly magazine, *Township Focus* (circulation 9,000+, plus online views) and our new digital advertising options in our weekly e-newsletter, *Township Insights* (circulation 11,000+). More information is available at www.michigantownships.org/advertising.asp.

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 plus thousands more employees and volunteers. Demonstrate your commitment to township government and contribute to the success of the Conference—by becoming a Conference sponsor.

Hospitality suites and meeting rooms

A limited number of hospitality suites and meeting rooms for a reception or demonstrations are available at the Radisson hotel or the Lansing Center. 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 2022 Conference & Expo, visit www.michigantownships.org/marketing.asp.

MTA EXPO Lansing Center • Exhibit Hall A • April 26 & 27

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 booklet (includes attendee list)
- Listing in the April/May issue of *Township Focus*
- Listing in the MTA Conference app and on MTA's website for virtual Conference attendees
- Listing in the exhibitor product data guide in the Conference program
- Coffee service Tuesday, April 26 from 7 to 9 a.m.
- Name badges (must be submitted by April 1)

Standard booth rates

- \$999 per standard booth
- \$950 per booth if three or more are reserved
- \$750 per non-profit booth (aisle 90-97)

Booth assignments

- Exhibit spaces are assigned on a first-come, first-served basis, with priority given to MTA Allied Service Providers and sponsors.
- Exhibit space is assigned on the day the contract with total payment arrives at the MTA office. If MTA receives two or more requests for the same booth space on the same day, the company that has exhibited with MTA the longest will receive priority.
- Exhibitors may not share a booth with another company.

Utilities

Electricity and internet can be purchased through the Lansing Center. To order, visit www.lansingcenter.com/exhibit and click on "Order Utilities." Questions can be directed to the Lansing Center at (517) 483-7400, ext. 241.

Parking

Parking is available at the Lansing Center a fee, as well as at several nearby public parking garages. Details will be provided in confirmation materials. Shuttle service will be provided to/from the Lansing Center, featured off-site events and overflow hotels.

Confirmation

Exhibitors will receive a confirmation email, including booth assignment, name badge form, information on ordering additional booth furnishings and personalized housing code to reserve hotel rooms within MTA room blocks.

Hotel reservations available Jan. 25, 2022, at 10 a.m.

Discounted rooms in the MTA housing block will be available for exhibitors at Lansing 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/mta2022.** The code will be emailed to the confirmation email listed on the registration form. Note: Allied Service Providers and sponsors are able to register for housing Dec. 6-29, 2021, using the housing code sent via email.

Cancellations

Registrations cancelled prior to March 18, 2022 will receive a 50% refund. No refunds will be issued thereafter.



Schedule

Exhibitor Move-in:

Monday, April 25

1 to 4 p.m.

AND

Tuesday, April 26

7 to 9 a.m.

Expo Open:

Tuesday, April 26

9:45 a.m. to 2:45 p.m.

Wednesday, April 27

9:45 a.m. to 1:30 p.m.

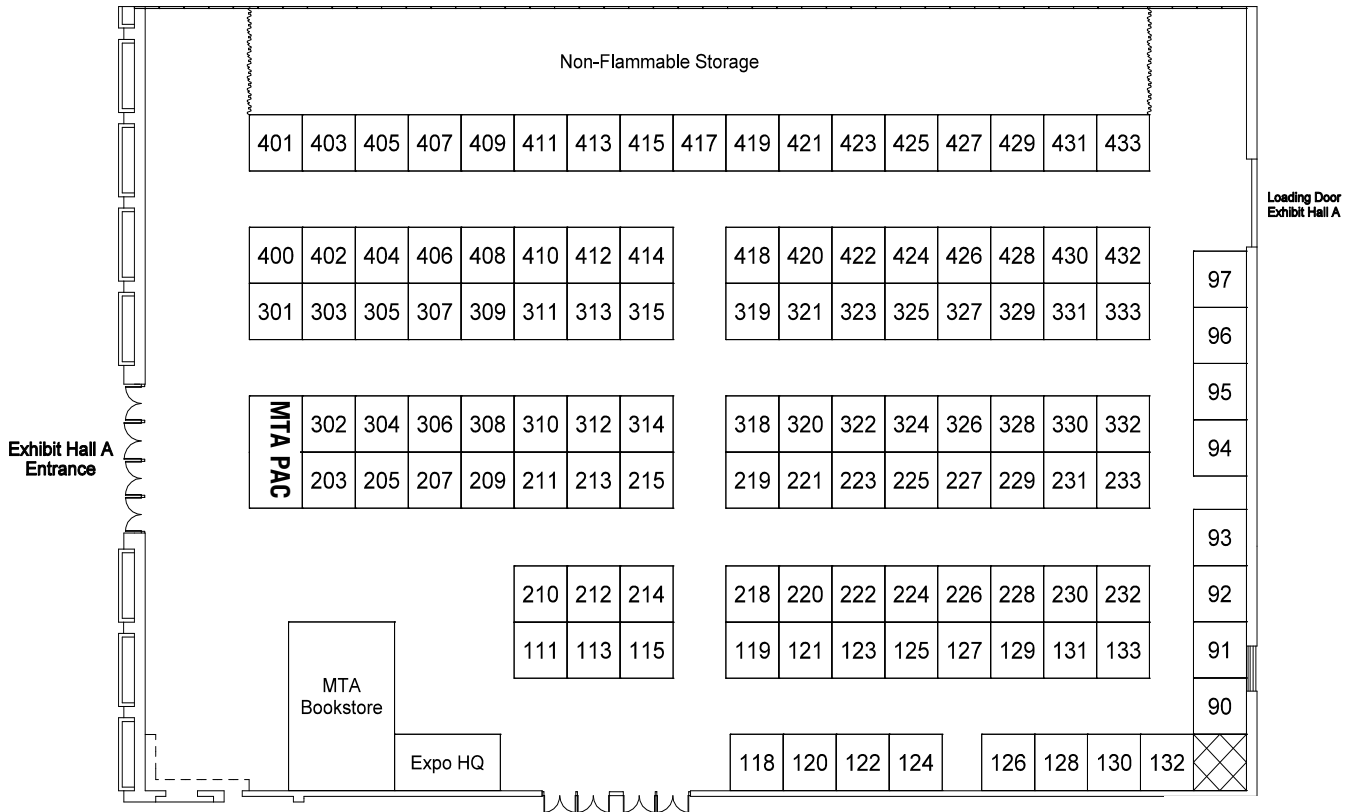
Exhibitor Move-out:

Wednesday, April 27

1:30 to 4 p.m.

Floor Plan

IMPORTANT: View the online Expo floor plan at www.michigantownships.org/expo.asp **before** selecting your booth(s) to see available space.



Additional options

Draw more attention to your booth!

Add a 24 inches x 24 inches color floor graphic on 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 Lansing Center. *Limited quantity available.*



Network after the Expo

New this year, exhibitors can purchase MTA Banquet tickets when registering for the Expo. After the Expo closes on April 27, 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.*

MTA Rules

Michigan Townships Association (MTA) reserves the right to reject or remove affiliation with any company, at any time, which in its sole judgment is contrary to the character, objectives and best interests of MTA or township government and any agreement allowing such affiliation shall immediately cease.

MTA reserves the right to reject any exhibit deemed offensive or 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 obstruct the view of adjacent booths.

No helium balloons are permitted in the exhibit hall.

All decorative materials must be flame-proof. Open flame is not permitted. Fire regulations will be observed.

No merchandise may extend from the exhibit booth into the aisles. Aisles and doorways must remain unobstructed.

Dispose of refuse in appropriate containers.

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

The exhibit area will be locked and subject to Lansing Center security during the hours it is closed. Exhibitors are responsible for their own booth security during exhibit hours.

All electrical outlets must be supplied and installed by building personnel only. Utility ordering information is listed on page 1.

All setup must be completed in time for the show opening. If an exhibit is not checked in with Expo Headquarters and fully set up by the opening time listed on the schedule, 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 EXPO HOURS.**

ALL EXHIBITS MUST REMAIN INTACT UNTIL 1:30 P.M. ON WEDNESDAY, APRIL 27. MTA reserves the right to penalize any exhibitor not complying with this move-out schedule. Exhibitors who move out after scheduled hours may 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 in the building walls. No signs, posters or other materials may be attached to any doors, walls or other areas of the Lansing Center.

Exhibitors are asked to maintain the appearance of their booths at all times.

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 Lansing Center. The exhibitor shall indemnify and hold harmless the facility, agents 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 Lansing Center management. For a complete list of rules and regulations, visit www.lansingcenter.com/sites/default/files/Documents/ExhibitorGuidelines.pdf.

Should the premises for the show, in MTA's sole judgment, become unfit for occupancy, or should the Conference and 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.

MTA COVID-19 Precautions

Given that an inherent risk of exposure to COVID-19 exists in any public place, MTA will abide by all federal, state and local requirements as well as any facility mandates in place at the time of the event dates. We will not require proof of vaccination to attend our in-person event. Mask-wearing will not be required, but strongly encouraged, and hand sanitizer will be available in abundance.

By registering for MTA's Expo, you acknowledge that your company and its representatives are knowingly and freely assuming all risks related to illness and infectious diseases, such as COVID-19, by participating. You also acknowledge refusal to adhere to federal, state or local government mandates, facility requirements or MTA policies in place at the time of the event may result in immediate removal from the premises and cancellation of your registration, without a refund.

Your company agrees to require all representatives planning to participate in the Expo to refrain from coming and notify MTA should they experience symptoms of COVID-19 or come in close contact with someone who has tested positive. MTA asks that any positive diagnosis within 10 days of the event be reported. If advised of any potential exposures occurring during our Expo, MTA will notify all companies and attendees participating in the event. Any private health or personal data will be treated as confidential.

2022 MTA Expo Registration

Lansing Center • Exhibit Hall A • April 26 & 27

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 18, 2022.

1. Choose your booth: Indicate your first four choices for your booth location. If all of your choices are unavailable, you will be contacted to choose from available booth spaces. Booth assignments will be confirmed by email. **IMPORTANT:** View the online Expo floor plan at www.michigantownships.org/expo.asp before selecting your booth(s). The online floor plan is updated weekly.

	One Booth	Additional Booths (use if purchasing more than one booth)			
1st choice	_____	_____	_____	_____	_____
2nd choice	_____	_____	_____	_____	_____
3rd choice	_____	_____	_____	_____	_____
4th choice	_____	_____	_____	_____	_____

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

_____ x \$999 per single booth	\$ _____
_____ x \$950 per booth for three or more booths	\$ _____
_____ x \$750 non-profit booth (booths 90-97)	\$ _____
<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 27 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 plan to set up your booth. Monday, April 25 (1 to 4 p.m.) Tuesday, April 26 (7 to 9 a.m.)

4. Agree to terms: This is a legally binding contract. All parts of MTA Expo registration materials 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, MTA is unable to accept American Express or Discover.*

Card # _____ Exp. Date _____

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 MTA receives the full booth fee.

Conference Program Booklet Advertising

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

Company Name _____

Contact Person _____

Email _____

Mailing Address _____

City, State, Zip Code _____

Phone _____ Fax _____

**Register your booth at
the 2022 Expo before
Feb. 18, 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	\$775	_____
<input type="checkbox"/> Full Page (8.5" x 11")	\$615	_____
<input type="checkbox"/> Half Page (3.5" x 9.625" or 7.17" x 4.67")	\$440	_____
<input type="checkbox"/> Third Page (2.25" x 9.625" vertical only)	\$375	_____
<input type="checkbox"/> Quarter Page (3.5" x 4.67")	\$315	_____
<input type="checkbox"/> Eighth Page (3.5" x 2.25")	\$275	_____
	Total	_____
Less Allied Service Provider discount, sponsor discount OR early booth registration discount		_____
	DUE	\$ _____

Payment: Check Enclosed: \$ _____ Credit Card: MasterCard VISA Unfortunately, MTA is unable to accept American Express or Discover.

Card # _____ Exp. Date _____

Cardholder Name _____ Cardholder Signature _____

Details All ads are four-color. High resolution TIFF, EPS and PDF formats are accepted. 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 are also available at minimal cost. For more information, contact Ashley at (517) 321-6467 ext. 254 or ashley@michigantownships.org. Advertising copy can be emailed to ashley@michigantownships.org.

AD COPY DUE March 18, 2022

New copy will be submitted via email Pick up our ad from the *Township Focus*. Pick up our ad from the 2020 Conference program

Return this contract with payment and ad copy by March 18, 2022, 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 2022 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 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:

2022 PRE-Conference delegate electronic list (\$75 or \$100 after deadline)
MUST receive payment and rental agreement by March 28, 2022; list will be emailed early April. \$ _____

2022 POST-Conference delegate electronic list (\$100 or \$125 after deadline)
MUST receive payment and rental agreement by May 23, 2022; 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 28, 2022. \$ _____

Total Due \$ _____

Payment Options:

Check # _____ (made payable to MTA)

Credit card: VISA MasterCard

Card number _____ Expiration date _____

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

MTA Rental Agreement
Identification Number