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## PRESIDENT'S ROUND TABLE BENEFITS

Annual Fee: \$10,000



### Electronic Mailing List

- A free *electronic* version of MTA's membership mailing list so that you can reach your desired audience whenever you want without the wait or cost of obtaining mailing labels. This benefit has *never been offered before*, and is only available on a complimentary basis to those in the PRESIDENT'S ROUND TABLE. (User must sign an affidavit agreeing that the list will only be used by the company and not be sold, distributed or reproduced in any manner.)

### Enjoy Lunch with the MTA President

- Who says that there's no such thing as a "free lunch?" During the MTA Annual Conference, a representative from your company will have the opportunity to have lunch with MTA's president—*courtesy of MTA*.

### Conduct a "Township Business Solutions" Session at Conference

- Demonstrate your products or share your expertise in a classroom setting! Your company will have the option of conducting a special "Business Solutions" session—a brand new track being offered for the first time at the upcoming MTA Annual Conference. (Content and format subject to approval by the MTA Education Center.)

### Author an article for the *Michigan Township News*

- Be seen as knowledgeable, and become more visible by taking advantage of the opportunity to draft an article for the *Michigan Township News*, with a circulation of almost 10,000. (Content and format subject to approval by the MTN editorial staff.)

### Monthly Banner Ad

- For the first time ever, your company can place a complimentary banner ad on MTA's monthly electronic newsletter, *E-News*. (Ad must be supplied by company and is subject to approval by MTA.)

### Priority at Trade Expo

- Pick your spot! Your company is given the opportunity to have first choice when selecting its booth(s) at the MTA Trade Expo.

### Materials in Conference Registration Bags

- MTA will include a brochure or promotional piece supplied by your company in the delegate bags distributed at the MTA Annual Conference.

### Recognition in Print & on the Web

- Your company will be in the "spotlight" as MTA provides a 1/2-page feature in an upcoming issue of the *Michigan Township News*.
- Along with your company's name, logo, contact information, and a description of your company's products/services being featured in the MAIN SECTION of MTA's Allied Service Provider online directory, your company will also have a free link from the MTA Web site that brings interested parties directly to your Web site.
- Appear in the Allied Service Provider index—a new addition in the *Michigan Township News*.

### Hit the Road with MTA

- Join MTA staff on the District Meeting tour as your company receives the opportunity for one of its representatives to participate FREE at the Vendor Showcase, which is conducted at various sites around the state (an opportunity to gain visibility at the local level more than a dozen times

during the year). Continental breakfast and lunch included! (NOTE: Companies must agree to bring a door prize worth approx. \$25 to be given away at each site during lunch. Each additional representative will be billed \$40 per site.)

### Provider Logo

- Use the Allied Service Provider logo in your company's marketing materials.
- MTA will include the logo in all ads placed in the *Michigan Township News*, *Township Officials Directory*, Conference Program and on the MTA Web site.
- Logo signage will appear on your table-top display at the District Meeting Vendor Showcases and also on your booth at the MTA Trade Expo.

### Show Your Support

- Receive a frameable certificate for display in your office, denoting that your company is an Allied Service Provider.

### Free Products

- Receive five complimentary subscriptions to the *Michigan Township News*.
- Every other year, receive five copies of the new bi-annual *Michigan Township Officials Directory*.

### Discounts Equate to Additional Savings

- Receive a 15% discount on all ads that are a 1/4-page or larger which are placed in the *Michigan Township News*, Conference Program, *Michigan Township Officials Directory* and on the MTA Web site. (Not to be combined with any other offers.)
- Save 15% on all booths reserved at the MTA Trade Expo. (Not to be combined with any other offers.)
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products. *This adds up to considerable savings!*



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### LEADERSHIP CIRCLE

Annual Fee: \$5,000

### Conduct a “Township Business Solutions” Session at Conference OR author an article for the *Michigan Township News* (choose one of the following each year of participation)

- Demonstrate your products or share your expertise in a classroom setting! Your company will have the option of conducting a special “Business Solutions” session—a brand new track being offered for the first time at the upcoming MTA Annual Conference. (Content and format subject to approval by the MTA Education Center.)

**OR**

- Be seen as knowledgeable, and become more visible by taking advantage of the opportunity to draft an article for the *Michigan Township News*, with a circulation of almost 10,000. (Content and format subject to approval by the MTN editorial staff.)

### Monthly Ad in Electronic Newsletter

- For the first time ever, your company can place a complimentary small ad or Web link on MTA's monthly electronic newsletter, *E-News*. (Ad must be supplied by company and is subject to approval by MTA.)

### **Priority at Trade Expo**

- Pick your spot! Your company is given a priority status when selecting booth(s) at the MTA Trade Expo.

### **Materials in Conference Registration Bags**

- MTA will include a brochure or promotional piece supplied by your company in the delegate bags distributed at the MTA Annual Conference.

### **Recognition in Print & on the Web**

- Your company will be in the “spotlight” as MTA provides a 1/4-page feature in an upcoming issue of the *Michigan Township News*.
- Along with your company’s name, logo, contact information, and a description of your company’s products/services being featured in the MTA Allied Service Provider online directory, your company will also have a free link from the MTA Web site that brings interested parties directly to your Web site.
- Appear in the Allied Service Provider index—a new addition in the *Michigan Township News*.

### **Hit the Road with MTA**

- Join MTA staff on the District Meeting tour as your company receives the opportunity for one of its representatives to participate FREE at the Vendor Showcase, which is conducted at various sites around the state (an opportunity to gain visibility at the local level more than a dozen times during the year). Continental breakfast and lunch included! (*NOTE: Companies must agree to bring a door prize worth approx. \$25 to be given away at each site during lunch. Each additional representative will be billed \$40 per site.*)

### **Mailing Labels**

- Receive a free set of mailing labels containing the names and addresses of all of Michigan’s elected township officials.

### **Provider Logo**

- Use the Allied Service Provider logo in your company’s marketing materials.
- MTA will include the logo in all ads placed in the *Michigan Township News*, *Township Officials Directory*, Conference Program and on the MTA Web site.
- Logo signage will appear on your table-top display at the District Meeting Vendor Showcases and also on your booth at the MTA Trade Expo.

### **Show Your Support**

- Receive a frameable certificate for display in your office, denoting that your company is an Allied Service Provider.

### **Free Products**

- Receive two complimentary subscriptions to the *Michigan Township News*.
- Every other year, receive two copies of the new bi-annual *Michigan Township Officials Directory*.

### **Discounts Equate to Additional Savings**

- Receive a 10% discount on all ads that are a 1/4-page or larger which are placed in the *Michigan Township News*, Conference Program, *Michigan Township Officials Directory* and on the MTA Web site. (*Not to be combined with any other offers.*)
- Save 10% on all booths reserved at the MTA Trade Expo. (*Not to be combined with any other offers.*)
- Take advantage of the member discount rate when your company’s representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products. *This adds up to considerable savings!*



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## KEYSTONE CLUB

Annual Fee: \$2,000

### Recognition in Print & on the Web

- Along with your company's name, logo, contact information, and a description of your company's products/services being featured in the MTA Allied Service Provider online directory, your company will also have a free link from the MTA Web site that brings interested parties directly to your Web site.
- Appear in the Allied Service Provider index—a new addition in the *Michigan Township News*.

### Hit the Road with MTA

- Join MTA staff on the District Meeting tour as your company receives the opportunity for one of its representatives to participate FREE at the Vendor Showcase, which is conducted at various sites around the state (an opportunity to gain visibility at the local level more than a dozen times during the year). Continental breakfast and lunch included! (NOTE: Companies must agree to bring a door prize worth approx. \$25 to be given away at each site during lunch. Each additional representative will be billed \$40 per site.)

### Mailing Labels

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### Provider Logo

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- Logo signage will appear on your table-top display at the District Meeting Vendor Showcases and also on your booth at the MTA Trade Expo.

### Show Your Support

- Receive a frameable certificate for display in your office, denoting that your company is an Allied Service Provider.

### Free Products

- Receive one complimentary subscription to the *Michigan Township News*.
- Every other year, receive one free copy of the new bi-annual *Michigan Township Officials Directory*.

### Discounts Equate to Additional Savings

- Receive a 5% discount on all ads that are a 1/4-page or larger which are placed in the *Michigan Township News*, Conference Program, *Michigan Township Officials Directory* and on the MTA Web site. (Not to be combined with any other offers.)
- Save 5% on all booths reserved at the MTA Trade Expo. (Not to be combined with any other offers.)
- Take advantage of the member discount rate when your company's representatives attend MTA educational events—including the Conference—and when purchasing MTA publications and products. *This adds up to considerable savings!*

## Frequently

### Asked Questions

**Q: How is the Allied Service Provider program different from current programs that MTA offers its vendors?**

As the economy has cycled from recession to recovery and the make-up of township officials has changed over the past few years, the MTA Board recognizes that township officials need to have increased knowledge of what products and services are available to them. Based on interviews and feedback from vendors, MTA has bundled some of its most desirable opportunities into packages that **offer participating vendors more value for their dollar than if purchased separately**. In fact, one of the most unique aspects is that **participating vendors can now receive benefits that have never before been offered**. However, vendors may elect to purchase advertising, rent booth space, buy mailing labels, etc. separately rather than enroll in the Allied Service Provider Program.

**Q: Our company has been a sponsor at the Annual Conference. Will this opportunity still exist, and if so, why should we enroll in the Allied Service Provider program and be a sponsor too?**

Established programs that MTA offers, such as sponsorship opportunities at the Annual Educational Conference and corporate funding of scholarships for the Township Governance Academy, will continue to be available. These opportunities are targeted to reach a defined audience with a specific purpose, and thus provide a different type of benefit to the sponsoring company. While different, such opportunities can reinforce and augment the marketing aspects of the Allied Service Provider program.

**Q: Why are there three levels in the program versus one?**

Just as in other aspects of life, a “one-size-fits-all” approach doesn’t provide the best fit for most companies. Your marketing goals are likely different from those of your competitors. Your company has unique objectives. The variety offered in the three Allied Service Provider levels allows companies to choose the benefits that are of most value to them.

**Q: My life is complicated enough. Isn’t this just going to add more complexity to it?**

Our goal is to simplify your sales and customer service efforts by providing “one-stop marketing,” a package of opportunities housed under one roof. As an Allied Service Provider, you’ll receive the award-winning *Michigan Township News*, which features an events calendar and information about upcoming activities. Plus, you’ll be able to plan ahead and put your strategies into place earlier in the process, knowing what benefits and discounts your company is entitled to throughout the year.