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 27-30, 2020, 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 new 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!

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 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 or kristin@michigantownships.org for more information.

Contact Ashley Maher at (517) 321-6467 or ashley@michigantownships.org for more information. For more details on marketing opportunities at MTA's 2020 Conference & Expo, visit www.michigantownships.org/marketing.asp.

MTA Expo  Grand Traverse Resort • Tennis Courts • April 28 & 29

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 exhibitor product data guide in the Conference program distributed on-site to all attendees, guests, speakers and exhibitors
- Name badges (must be submitted by April 1)

Standard booth rates
- $995 per standard booth
- $950 per booth if three or more are reserved
- $750 per non-profit booth (aisle 600)

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 Grand Traverse Resort. To order, download the utility order form located at www.michigantownships.org/expo.asp.

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

Hotel reservations available Jan. 23, 2020, 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/mta2020. 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. 9-20, 2019, using the housing code sent via email.

Cancellations
Registrations cancelled prior to Feb. 28, 2020, will receive a 50 percent refund. No refunds will be issued thereafter. There are no exceptions.
Schedule
Exhibitor Move-in:
Monday, April 27
1 to 4 p.m.
AND
Tuesday, April 28
7 to 9 a.m.
Expo Open:
Tuesday, April 28
9:45 a.m. to 2:45 p.m.
Wednesday, April 29
9:45 a.m. to 1:30 p.m.
Exhibitor Move-out:
Wednesday, April 29
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. The online floor plan is updated weekly.

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 Grand Traverse Resort. Limited quantity available.
MTA 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 percent 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 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 9:45 A.M. ON TUESDAY, APRIL 28. All set-up must be completed in time for the show opening. If an exhibit is not set up by 9 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 1:30 P.M. ON WEDNESDAY, APRIL 29. 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.
2020 MTA Expo Registration
Grand Traverse Resort • Tennis Courts • April 28 & 29

Company Name ________________________________________________________________

Contact Person ___________________________ Email ____________________________

Mailing Address ____________________________________________________________

City, State, Zip Code _______________________________________________________

Phone ___________________________ Website _____________________________________

Company Category (check one that best applies)

☐ Architects ☐ Election Products/Services ☐ Insurance ☐ Ordinance Codification ☐ Surveying
☐ Attorneys ☐ Engineers ☐ IT & Software Consultants ☐ Planning & Zoning Consultants ☐ Traffic & Transportation
☐ Billing Service ☐ Environmental Consultants ☐ Landscape Architects ☐ Recreation Supplier ☐ Water & Wastewater
☐ Benefits Consulting ☐ Equipment Supplier ☐ Land Use Consultants ☐ Retirement Consultants ☐ Other
☐ Economic Development ☐ Financial Services/Advisors ☐ Non-profit/Education ☐ 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 10, 2020.

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.

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

$995 per single booth ☐ x ____________ = $ ____________

$950 per booth for three or more booths ☐ x ____________ = $ ____________

$750 non-profit booth (booths 213-220) ☐ x ____________ = $ ____________

Allied Service Provider Expo booth discount ☐
President’s Round Table = 15% Leadership Circle = 10% Keystone Club = 5%

Subtotal $ ____________

$100 per 24 in. x 24 in. floor graphic (Limited number available, color graphic; see details on page 2) ☐ x ____________ = $ ____________

TOTAL DUE $ ____________

3. Set-up day: Indicate the day(s) you will set up your booth. ☐ Monday, April 27 (1 to 4 p.m.) ☐ Tuesday, April 28 (7 to 9 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

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 the full booth fee is received at the MTA office.
Company Name: ________________________________________________________________

Contact Person: ________________________________________________________________

Email: _________________________________________________________________________

Mailing Address: ____________________________________________________________________________

City, State, Zip Code: ____________________________________________________________________________

Phone: ___________________________ Fax: ___________________________

Ad Size | Rate | Amount
---|---|---
Covers (8.5" x 11"):
- Inside Front | $775 | ________
- Inside Back | $775 | ________
- Back | $775 | ________
- Full Page (8.5" x 11") | $615 | ________
- Half Page (3.5" x 9.625" or 7.17" x 4.67") | $440 | ________
- Third Page (2.25" x 9.625" vertical only) | $375 | ________
- Quarter Page (3.5" x 4.67") | $315 | ________
- 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

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 also available at minimal cost. For more information, contact Ashley at (517) 321-6467. Digital advertising copy can be emailed to ashley@michigantownships.org.

AD COPY DUE March 10, 2020

☐ New copy will be submitted via email ☐ Pick up our ad from the Township Focus. ☐ Pick up our ad from the 2019 Conference program

Return this contract with payment and ad copy by March 10, 2020, 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 2020 MTA Expo, you are eligible to order a one-time-use electronic list of ALL delegates who attend MTA’s 67th Annual Educational Conference.

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 electronically without a completed rental agreement. If you have questions, contact Ashley Maher at (517) 321-6467 or ashley@michigantownships.org. 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:

☐ 2020 PRE-Conference delegate electronic list ($75 or $100 after deadline)
   MUST receive payment and rental agreement by March 30, 2020; list will be sent mid March.   $ ________

☐ 2020 POST-Conference delegate electronic list ($100 or $125 after deadline)
   MUST receive payment and rental agreement by May 22, 2020; list will be sent mid May.     $ ________

☐ BEST DEAL: Receive both the PRE-Conference and POST-Conference electronic list for only $150, if ordered by March 30, 2020.  $ ________

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
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 the reverse side of this form, 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