

MTA's *UP North Summit* sponsor details



Don't miss MTA's ***UP North Summit*** being held Aug. 1-2, 2018 (with pre-*Summit* events on July 31) at the Island Resort & Conference Center in Harris, near Escanaba. This biennial event brings more than 100 township officials from the Upper Peninsula and northern Michigan together for premier education and exceptional networking. As a sponsor of the ***UP North Summit***, you'll get heightened visibility and exclusive marketing opportunities. We appreciate your support of township government!

Agenda* Eastern Standard Time

Tuesday, July 31:
Pre-Summit day

Wednesday, Aug. 1:
8 a.m.

Set up begins for Northern Market Expo

9:30 a.m.

Northern Market Expo & Continental Breakfast

10 a.m.

Opening Session

12:15 p.m.

Networking Lunch

1 p.m.

Breakout sessions

2:30 p.m.

Northern Market Expo

3 p.m.

Breakout sessions

4:30 p.m.

General Session

6:30 p.m.

Evening dinner & event

Thursday, Aug. 2:
8 a.m.

Breakfast

9 a.m.

Legislative panel

10:30 a.m.

Breakout sessions

Noon

Networking Lunch

1 p.m.

General sessions

2:45 p.m.

Breakout sessions

4p.m.

Adjourn

**subject to change*

Sponsor Benefits

- Complimentary name and address list of attendees registered by July 16
- Signage at the event
- Your company's literature or trinket inserted in attendee bags
- Recognition on MTA's website (www.michigantownships.org)
- Company logo in event registration brochure, included in the June issue of *Township Focus* magazine (if sponsorship commitment is made by May 14)
- Recognition in the on-site agenda
- Recognition in the *Summit* Opening Session presentation
- Thank you in the event wrap-up in *Township Focus*
- If sponsoring a specific event or session, sponsor will be recognized in the PowerPoint presentation, by the speaker and in the handout.
- For sponsors at the \$1,000+ level, complimentary use of a meeting room for a 1- to 2-hour demonstration or reception (Tuesday or Wednesday evening)

Important Deadlines

- Respond by May 14 to be recognized in the event registration brochure.
- To have your company's literature OR a trinket inserted in the attendee bags, either ship or deliver your items to MTA (Attn: Ashley Maher, 512 Westshire Dr., Lansing, MI 48917) by **July 16**.
- Reference the MTA ***UP North Summit*** or block number 12U6XG when making hotel reservations via phone at (877) 475-7375 by **July 16**. Contact the Island Resort & Casino for details on reserving a hospitality suite.

Make the most of your commitment to townships

Advertising Run an ad in *Township Focus* announcing your sponsorship or inviting people to this event, your display, and/or your hospitality suite. **New or returning* advertisers receive 15 percent off with a completed contract.** For more information on advertising in *Township Focus*, see attached contract, visit www.michigantownships.org, or contact Ashley at (517) 321-6467 or ashley@michigantownships.org.

**Companies that have not advertised in the last 18 months qualify as a returning advertiser.*

***Discounts cannot be combined.*



UP North Summit Sponsorship Sign-up Form

MICHIGAN TOWNSHIPS ASSOCIATION

Aug. 1 & 2, 2018 Island Resort & Conference Center, Harris

About your sponsorship

To maximize your benefits, promptly return this application to MTA along with a high-resolution digital copy of your company logo in JPEG, TIFF or EPS format. Email logo to ashley@michigantownships.org. To be included in the **UP North Summit** registration brochure, MTA must receive your sign-up form by May 14, 2018.

SUBMISSION OF THIS APPLICATION INDICATES ACCEPTANCE OF THE FOLLOWING:

- MTA reserves the right to determine the appropriateness of sponsorship. Acceptance of sponsorship does not imply endorsement of the sponsor's products or services.
- Sponsors will honor the educational focus of the **UP North Summit**, with business activity restricted to the exhibit area by sponsors who are also participating in the Northern Market Expo and/or at the event they are sponsoring. Solicitation of business in educational workshops or Northern Market Expo area without being a registered exhibitor is strictly prohibited.

Sponsor Opportunities Available on a first-come, first-served basis!

<input type="checkbox"/> Dinner (Wed.) (<i>Two sponsorships available</i>)	\$1,000	<input type="checkbox"/> Entertainment (Wed. Evening)	\$ 500
<input type="checkbox"/> Pre-Summit Course Sponsor (Tues., two available)	\$ 500	<input type="checkbox"/> Breakfast (Thurs.)	\$ 500
<input type="checkbox"/> Opening Session (Wed. Morning)	\$ 500	<input type="checkbox"/> Lunch (Thurs.)	\$ 500
<input type="checkbox"/> Lunch (Wed.)	\$ 500	<input type="checkbox"/> Continental Breakfast (Wed.)	\$ 350
<input type="checkbox"/> "Ask the Experts" Session (Wed.)	\$ 500	<input type="checkbox"/> Event Marketing Eblasts (<i>includes company logo and link to company website</i>)	\$ 300
<input type="checkbox"/> Legislative Panel Session (Thurs.)	\$ 500	<input type="checkbox"/> General Sponsorship	\$ 300 min.
<input type="checkbox"/> General Session (Thurs.)	\$ 500	<input type="checkbox"/> Individual Educational Session (<i>topics available by request</i>)	\$ 250
<input type="checkbox"/> Refreshment/Snack Breaks (Wed. & Thurs.)	\$ 500		

Registration

Company name _____

Contact person _____ Email _____

Mailing address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Payment

Check # _____

Credit card (circle one): MasterCard VISA Card # _____

Expiration date ____ / ____ Cardholder name _____

Cardholder signature _____

Invoice our company in the amount of \$ _____. Payment due upon receipt.

MTA'S 2018 Northern Market Expo

Island Resort & Conference Center, Harris

general drawing that MTA staff will conduct in the afternoon for all attendees who have turned in their fully signed "Passport to Prizes" card, which requires each township official to stop by your display.

Pricing For just \$125 (\$100 for UP North Summit sponsors), your company can secure a spot, staffed by one of your representatives. Each additional representative is \$35.

Registration

Company name _____

Contact person _____ Email _____

Mailing address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Type of product/service sold _____

Name(s) of representative(s):

1) _____

2) _____

3) _____

Payment

Sponsor representative \$100 + _____ additional representative(s) x \$35 = Total \$ _____

OR

Representative \$125 + _____ additional representative(s) x \$35 = Total \$ _____

Check # _____ **OR** Credit card (circle one): MasterCard VISA

Card # _____ Expiration date ____ / ____

Cardholder name _____

Cardholder signature _____

Sponsorship Opportunities

Gain heightened visibility and exclusive marketing opportunities by being a sponsor at the **UP North Summit**. Get your logo printed in the on-site program and on signage at the event. You'll also be able to have your company's literature or a small gift placed in the attendee welcome bags! Sponsorships start at only \$250. Contact Ashley Maher at (517) 321-6467 or ashley@michigantownships.org for details.

To complete your registration, send this form with payment to MTA, Attention: Ashley Maher via fax at (517) 321-8908, email at ashley@michigantownships.org or mail to: P.O. Box 80078, Lansing, MI 48908-0078.

Held on Wednesday, Aug. 1, 2018, in conjunction with the MTA UP North Summit, this event is a unique chance for your company to network with township officials in northern Michigan. Bring your table-top or free-standing display and benefit from exclusive face-to-face time with local leaders. Enjoy coffee and pastries in the morning and have lunch with attendees!

IMPORTANT: To enhance the value of the Northern Market, your company is required to provide a door prize with a \$25 minimum value for a

Agenda

Eastern Standard Time

Wednesday, Aug. 1

8-9 a.m.

Check-in & set up

9:30-10 a.m.

Attendee registration & Northern Market Expo open

11:15 a.m.-12:15 p.m.

Northern Market Expo open

12:15-1 p.m.

Networking lunch

2:30-3 p.m.

Northern Market Expo open & prize drawings

3 p.m.

Move-out

Accommodations & Hospitality Suites

A limited number of overnight rooms at the Island Resort & Casino will be available at discounted rates. Reference the MTA **UP North Summit** or block number 12U6XG when making housing reservations via phone at (877) 475-7375 by July 16. Contact the Island Resort & Casino for details on reserving a hospitality suite.

Advertising

Run an ad in *Township Focus* inviting township officials to visit your display! **New or returning* advertisers receive 15 percent off with a completed contract.** For more information on advertising in *Township Focus*, see attached contract or contact MTA.

*Companies that have not advertised in the last 18 months qualify as a returning advertiser.
**Discounts cannot be combined.



Michigan Township Focus

Display Advertising
Information

Published monthly, except for a combined Spring issue, by the Michigan Townships Association (MTA), *Township Focus* magazine is circulated to more than 6,500 elected township officials including supervisors, clerks, treasurers and trustees, as well as more than 1,000 planning commission chairpersons, township attorneys and superintendents/managers. Member county elected officials, equalization directors and road commissioner chairpersons also receive the magazine, as do state officials, and state and federal legislators.

Total Circulation: 9,600 plus thousands of additional exposures through "pass-along" value to other township employees.



Pricing and Billing

Frequency discounts are earned on the basis of total advertising placed in *Township Focus* within a 12-month period. Receive the largest discount by advertising in *Township Focus* 11 times per year.

Billing options include annual pre-payment or monthly invoices for companies with contracts in good standing. Payment of invoices is expected within 30 days of issuance of the invoice. Invoices for display ads are sent at the beginning of the month. Advertising contracts will be suspended if invoices are more than 90 days past due. NOTE: New advertisers are required to pay two months in advance until a line of credit with MTA is established.

General Regulations—All advertising is subject to publisher approval. MTA reserves the right to reject any advertising, and/or cancel any insertion order or contract at any time. Placement of advertising is not an endorsement of products or services by MTA.

Cancellation Policy—Contracts and orders for insertion are due by the closing date of the issue, and cannot be cancelled after that date.

Specifications

Ads must be submitted in high-resolution (300 dpi minimum) digital format, preferably PDF, TIF or EPS. Color ads must be CMYK. Specific Pantone colors will incur additional charges.

All supporting font and graphic files must be embedded or included in a zipped folder.

MTA must receive ad copy six weeks prior to the issue date. EXAMPLE: For the October issue, ad copy must be received by mid-August.

Changes in ad size, copy, frequency or other issues affecting the contract must be confirmed in writing or emailed to MTA.

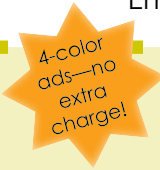
Questions may be directed to
Ashley at (517) 321-6467, ext. 254
or email ashley@michigantownships.org.

Save even more!

Become an MTA Allied Service Provider to receive additional discounts up to 15% off display advertising rates! Find out more at www.michigantownships.org/asp.asp

Michigan Township Focus

Company/Firm _____
 Address _____
 City _____ State _____ Zip _____
 Contact Person _____ Title _____
 Email _____ Phone _____



Insertion order & rates

Starting insertion issue and year: _____

Select issue(s):

- January
- February
- March
- April/May
- June
- July
- August
- September
- October
- November
- December



Allied Service Providers receive discounts on display ads 1/4-page and larger.

- President's Round Table (15% off)
- Leadership Circle (10% off)
- Keystone Club (5% off)

Indicate ad size and frequency:

	Rate per insertion		
	x11	x6-10	x1-5
<input type="checkbox"/> Full-page (8.5" x 11") w/bleeds	\$900	\$949	\$991
<input type="checkbox"/> Half-page (7.17" x 4.67")	\$557	\$599	\$636
<input type="checkbox"/> Quarter-page (3.5" x 4.67")	\$398	\$435	\$466
<input type="checkbox"/> Eighth-page (3.5" x 2.25")	\$244	\$276	\$302

Special positions (subject to availability)

<input type="checkbox"/> Inside front cover (8.5" x 11") w/bleeds	\$1,060	\$1,108	\$1,150
<input type="checkbox"/> Inside back cover (8.5" x 11") w/bleeds	\$954	\$996	\$1034
<input type="checkbox"/> Back cover (7.5" x 8.25")	\$1,166	\$1,219	\$1,267

I agree to have our ad published in *Township Focus* for _____ issue(s) annually at the rate of \$ _____ per issue. (NOTE: Size of ad may vary month to month. Contact MTA for details.)

Advertising copy (check one):

- Enclosed Will be sent under separate cover Use ad on file

Billing options (check one):

- Check enclosed for \$ _____
 Invoice my company (available to established advertisers):
 Monthly Annual prepayment for all ads
 New advertiser (prepayment required) VISA MasterCard

Credit Card #: _____ Exp. Date: _____

Cardholder Name: _____

I understand that any ad copy changes must be submitted six weeks prior to the issue in which I want the changes to appear. I authorize my previous ad to be repeated if the new copy or instructions are not furnished by the ad closing date. Ad copy that needs manipulation by MTA staff in order to print will incur additional costs at the rate of \$60 per hour.

The Michigan Townships Association reserves the right to reject any advertising, or interrupt insertion of ads if the advertiser's account becomes more than 90 days past due. If the company wishes to interrupt this contract before it is completed, MTA must be given 60 days' notice, and billing will be adjusted to reflect the appropriate ad frequency rate. Please retain a copy of this contract for your records.

PRINT NAME OF PERSON SIGNING CONTRACT

SIGNATURE

DATE