

# PURE MICHIGAN®

## Governor's Conference on Tourism

The Pure Michigan Governor's Conference is Michigan's only all-industry educational and networking event for hospitality & tourism leaders. Each year, the Michigan Lodging & Tourism Association, Travel Michigan and Michigan State University draw in hundreds of tourism industry decision-makers from across the state of Michigan to learn, network and explore new opportunities.



**Monday, March 26, 2012**  
**Amway Grand Plaza Hotel**  
**Grand Rapids, MI**

### **Schedule:**

Exhibitors will be located right outside the general session room. Breakfast and breaks will be served on the tradeshow floor to provide more interaction with conference attendees.

**AAA Luncheon**– The AAA luncheon (12:00-1:00 pm) will provide exhibitors a chance to be seated with attendees throughout lunch and participate in a business card exchange.

**Pure Michigan Reception**– From 6:00-7:00 pm, exhibitors will have another opportunity to interact with attendees during the Pure Michigan reception, which will take place in the exhibit area.

**Giveaways**– To increase traffic to the tradeshow, each exhibitor is encouraged to provide a giveaway to be displayed at their booth. All giveaways will be promoted prior to the conference by MLTA staff. Additional information will be sent once you have secured a booth for the conference.

### **Why Exhibit???**

- In 2011, there were 650 industry professionals at the Pure Michigan Governor's Conference. Develop sales contacts and see and be seen by prospective customers.
- Cross-sell and expand offerings and solidify relationships with existing customers.
- Exhibitors can participate in all conference activities, which maximizes networking and marketing opportunities!

# Exhibitor Packet



The following rules and regulations will govern the Pure Michigan Governor's Conference Exhibition and are made a part of all contracts for space between the Michigan Lodging and Tourism Association and the person, partnership or corporation engaging space. MLTA reserves the right to bar from the Conference any exhibit, or part of exhibit, person or thing that is not, in their opinion, in keeping with the character and purpose of the Conference.

**BOOTH SIZE** One 6 foot table. Booths will be equipped with: One skirted display table, one waste basket, and two chairs. See brochure for pricing information.

**SUBLETTING OF SPACE** No exhibitor shall assign or sublet any part of the space allotted to them, except upon written permission from MLTA. Nor shall they exhibit, or permit to be exhibited in their space, any merchandise or advertising matter not a part of their regular business.

**INSTALLATION OF EXHIBITS** may begin **March 25th at 3:00 p.m.** and must be completed by **8:00 a.m. March 26th. Tear down of exhibits may not begin before 7:00 p.m., March 26, 2012.**

*\*Please be considerate of noise as dinner will be taking place in the Ballroom\**

*\*Exhibits are encouraged to be setup prior to breakfast which starts at 7:00am\**

**FIRE HAZARD** All exhibits must conform to all local ordinances and regulations and the laws of the State of Michigan.

**ELECTRICAL SERVICE** The building will be adequately illuminated for general use. Any outlets, telephone lines, or electrical requirements must be arranged for in advance with Amway Grand Plaza Hotel, at an additional cost provided by the exhibitor.

**INSURANCE AND LIABILITY** All items that can be carried away should be placed in safekeeping when the booth is not attended. MLTA is not responsible for any loss of exhibit or part by theft, fire, water, accident, or any other cause, not for the loss or damage to any goods consigned to their care, nor will they be responsible for any injury that may occur to an exhibitor or to his/her employees.

**DESTRUCTION OF PREMISES, ETC.** If the premises are destroyed by fire or the elements, strikes or any other cause or if circumstances shall make it impossible for MLTA to permit any exhibit to occupy the premises, then, under these circumstances, such exhibitor shall be obliged to pay for space only for the period that was or could have been occupied at the PRO RATA basis. MLTA will be released from any and all claims from damages which may arise in consequences thereof.

Your company, your company representative, or your agent, shall be held jointly, collectively and individually responsible for any and all debts for all exhibit costs, fees and charges.

MLTA reserves the right to adjust the layout of the exhibit hall pending notification of exhibitors.

**EXHIBITORS MUST BE PRESENT AT THEIR BOOTH(S) DURING SHOW HOURS.**

# Exhibitor Sign Up and Contract

Mail completed form to:  
3815 W. St. Joseph Hwy. STE A200  
Lansing, MI 48917  
Or fax to 517-267-8990



Amway Grand Plaza Hotel  
Grand Rapids  
March 26, 2012

Company Information

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City, St, Zip \_\_\_\_\_

*We hereby agree to and understand the requirements, restrictions and conditions stated in this publication.*

Authorized Signature: \_\_\_\_\_

A.) Booth rental includes **ONE** conference registration, additional exhibitor registrations can be purchased for \$150.00. Registration includes entry into all educational sessions, social events, refreshment breaks, receptions and meals. Cancellation of exhibit space must be **received in writing** no later than February 1, 2012 to receive a refund. Cancellations and refund requests are subject to a \$50 processing charge. No refunds after February 1.

Name Badge

**Exhibitor Name Badge to Read:**

Name \_\_\_\_\_

B.) Additional conference registration for exhibit representative @ \$150 = \$\_\_\_\_\_

Additional name badges to read:

Name(s) \_\_\_\_\_

\_\_\_\_\_

Exhibit Booth Fees

**EXHIBIT BOOTH FEES**

C.) A non-refundable \$100 deposit must be submitted when booth reservations are made. All booth fees must be paid by February 1, 2012. Prior year exhibitors receive a \$50 discount.

	<u>Member</u>	<u>Non Member</u>	<u>Prior Year</u>	
1 Booth	\$450	\$800	-\$50	\$_____
			Addition Registrations Total	\$_____
			<b>GRAND TOTAL</b>	<b>\$_____</b>

Booth Number Preference: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

\*Booth preference is given on a first come first serve basis\*

Payment Method

Check Enclosed Made payable to MLTA     Credit Card

Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_

Expiration \_\_\_\_\_ CID # \_\_\_\_\_

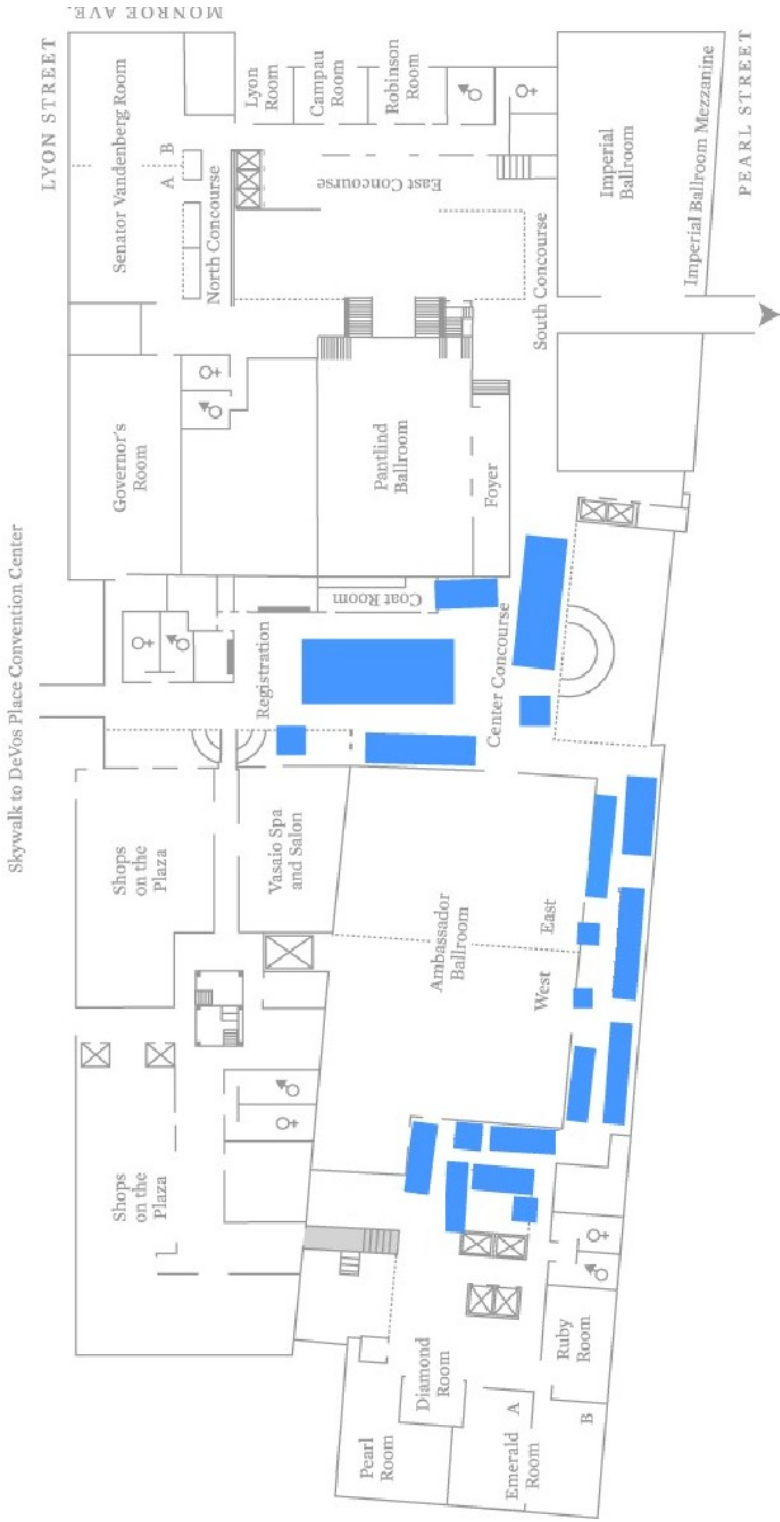
Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**\*\*Electrical Needs\*\***

An exhibitor packet from the Amway Grand Plaza Hotel with all information pertaining to electrical and shipping needs will be provided via e-mail upon booth payment.

# Amway Grand Plaza Hotel Meeting Space Layout



The following layout is the Concourse Level located on the second floor of the Amway Grand Plaza Hotel. This map will give you a better understanding as to where the tradeshow show will take place. Shaded blue areas located in the Center Concourse, Crown Foyer and West Concourse will all be used as exhibitor space. Please see the exhibitor map located on the next page to see exact booth layout. The general session will be taking place in the Ambassador Ballroom. Breakfast and breaks will be located within the trade show area.

# Exhibitor Map

