

# Michigan Rehabilitation Conference and Exposition

*Proud Partner of Think Beyond the Label*

## Exhibitor Information

October 26-27, 2011 DeVos Place/Amway Grand Plaza

**why EXHIBIT:** New Partner: Conference Sponsors—**MARO and the Michigan Rehabilitation Association**—are pleased to welcome **Think Beyond the Label**. This partner expands our audience and provides additional depth to the program offerings. Last year's conference drew 400 participants, and we are working hard to increase attendance this year.

### CONTINUING THIS YEAR

5 Events will take place in the Exhibit Hall

- Opening Awards Luncheon
- Grand Opening Reception
- Thursday Networking Breakfast
- Thursday Lunch—Exhibitor one minute of fame
- Closing Prize Drawing

Sell your products--conference policy encourages sales to be made on the conference floor.

No competing solicitation from conference sponsors for raffle gifts and cash donations.

Cash prizes awarded to attendees for visiting exhibits—\$500, \$300, \$200

Visiting exhibits can earn Continuing Education Credits for attendees.

Win major prizes in an EXHIBITOR ONLY drawing!

Exhibitors participate in all conference activities.

**who ATTENDS:** The Michigan Rehabilitation Conference and Exposition attracts over 400 professionals from Community Rehabilitation Organizations, Michigan Rehabilitation Services, Michigan Commission for the Blind, Community Mental Health Agencies, Michigan Works! Agencies, Independent Living Centers, Michigan human services agencies, private rehabilitation providers, special education, school-to-work transition services and universities.

Attendees include agency directors, rehabilitation administrators and counselors, supports coordinators and case managers, independent living specialists, vocational evaluators, job placement specialists, job coaches, social workers, special education teachers, consultants and administrators, work-study coordinators and graduate students, consumers, and business and industry personnel. And we continue to reach out to new attendees.

**give me THE DETAILS:** The exhibit area is adjacent to the DeVos Place conference area. The proximity of conference events to the exhibit area offers maximum visibility for exhibitors. Exhibit space is barrier free, carpeted and has excellent lighting and ventilation. All meal functions for conference attendees take place in the exhibit area.

The standard booth is 10 feet wide by 8 feet deep, equipped with one 2' by 6' skirted display table. All booths will have an 8' high backdrop and 3' high sides, one wastebasket, carpeting and chairs. Art Craft Display will equip booths and can supply exhibitors with additional furnishings, equipment and drayage services at an added charge. Details will be e-mailed to you in advance of the conference.

# Exhibition Rules and Regulations

The following rules and regulations will govern the Michigan Rehabilitation Conference & Exposition and are made a part of all contracts for space between the Sponsors and the person, partnership or corporation engaging space. The Sponsors reserve 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.

Only exhibitors and conference personnel will be admitted to the exhibit hall during set up.

**Booth size** - 10 feet by 8 feet per floor plan. Booths will be equipped with: One 8' high backdrop and 3' high sides, one skirted display table, one wastebasket, carpeting and chairs. See brochure for pricing structure.

**Subletting of Space** No exhibitor shall assign or sublet any part of the space allotted to them, except upon written permission of the Sponsors. 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 October 25 at 4:00 p.m. and must be completed by 10:30 a.m., October 26. Exhibitors must have their exhibit removed from DeVos Place by 8:00 p.m., October 27 or their remaining effects will be placed in storage at the exhibitor's expense.

**Tear Down of exhibits may not begin before 3:00 p.m., October 27, 2011**

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

**Electric Service** The building will be adequately illuminated for general use. Any outlets, telephone lines, or electrical requirements must be arranged for in advance with the MARO office.

**Insurance and Liability** All items that can be carried away should be placed in safekeeping when booth is not attended. Sponsors are not responsible for any loss of exhibit or part by theft, fire, water, accident, or any other cause, nor 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. Exhibitors should ascertain that their Public Liability and Employee Compensation policies embrace coverage of the public visiting their employees attending the exhibit. Endorsement of current policy may be necessary.

**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 the Sponsors 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 a PRO RATA basis. Sponsors are released from any and all claims from damages which may arise in consequence thereof.

Your company or 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.

The conference sponsors reserve 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.**

# EXPOSITION SCHEDULE

## Tuesday, October 25

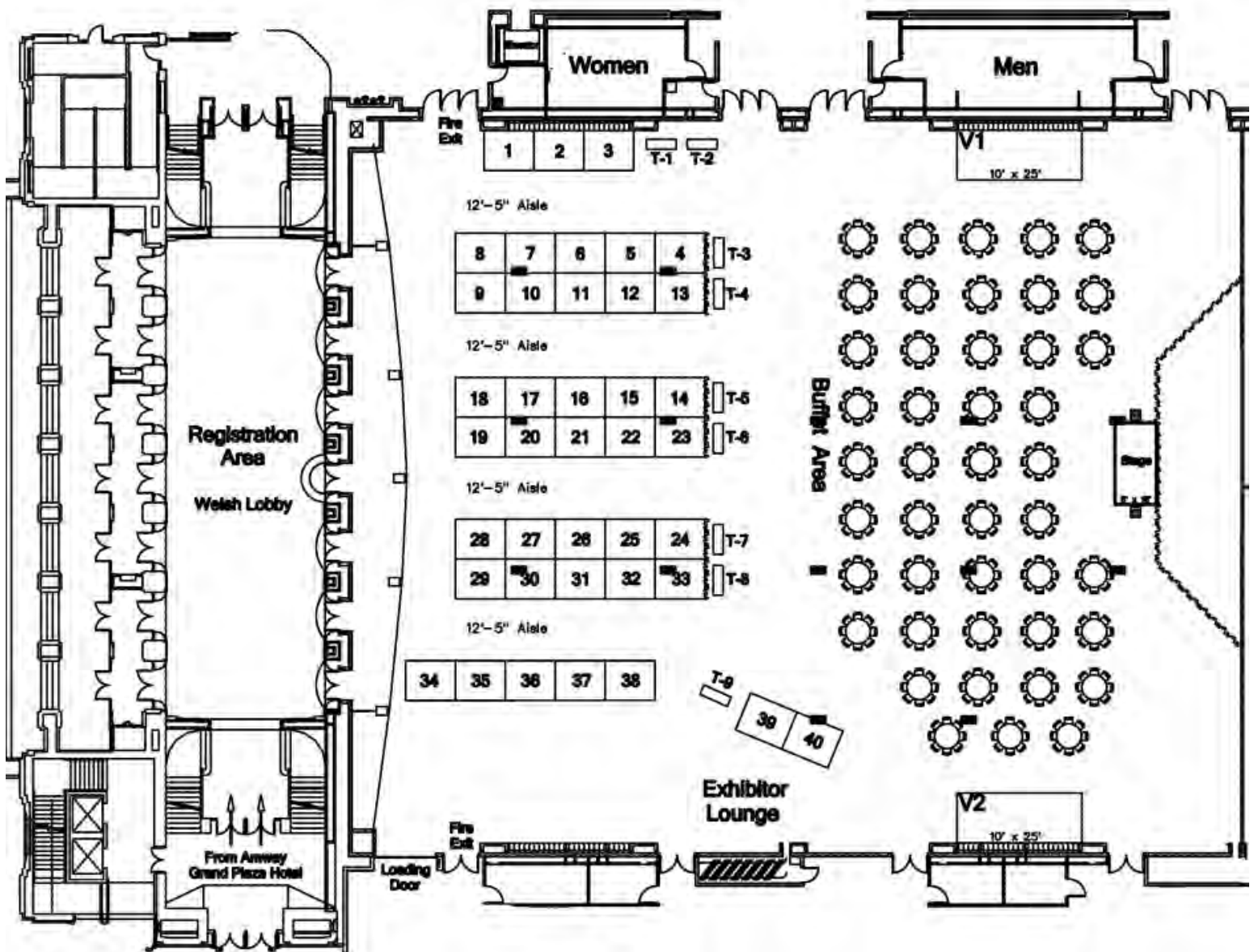
4:00 p.m.-8:00 p.m. Exhibitor Dock Open  
 4:00 p.m.-10:00 p.m. Exhibit Setup

## Wednesday, October 26

8:00 a.m.-10:00 a.m. Exhibit Setup  
 10:30 a.m. Exhibits Open  
 11:30 a.m.-1:30 p.m. Awards Lunch & Keynote Address  
 4:45 p.m. Reception & Exhibit Grand Opening  
 6:30 p.m. Exhibits close

## Thursday, October 27

7:30 a.m.-3:00 p.m. Exhibits Open  
 7:30 a.m.-9:00 a.m. Networking Breakfast  
 12:00 p.m. Lunch in Exhibit Hall  
 2:30-3:00 p.m. Exhibit Finale (Prize Drawings)  
 3:00 p.m. Exhibits Close and breakdown



**V=Vehicle Displays**

**T=Tables for Micro-Enterprises**

# MICHIGAN REHABILITATION CONFERENCE & EXPOSITION

## EXHIBITOR APPLICATION AND CONTRACT

Company \_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_ e-mail \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

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

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

Booth rental includes **two** conference registrations. Registration includes entry into all educational sessions, social events, reception, opening awards luncheon, networking breakfast and a special prize drawing for exhibitors. Additional registrations are available at regular conference fees (See below). Cancellation of exhibit space must be **received in writing** no later than October 12, 2011 to receive a refund. Cancellations and refund requests are subject to a \$50 processing charge. No refunds after October 12.

### Exhibitor name badges to read:

Name \_\_\_\_\_ Name \_\_\_\_\_

Additional conference registration for exhibit representatives @\$295 x ( ) = \_\_\_\_\_  
Subtotal \$ \_\_\_\_\_

Additional name badges to read: \_\_\_\_\_

[ ] Please check if you require a reasonable accommodation to participate. Attach a written description of need.

### EXHIBIT BOOTH FEES

A nonrefundable \$100 deposit must be submitted when booth reservation is made. All booth fees must be paid by October 12, 2011. **Prior year exhibitors also receive a \$50 discount.**

	<u>Regular</u>	<u>Prior year</u>	
1 Booth	\$650	-\$50	_____
2 Booths	\$1100	-\$50	_____
Vehicle Display	\$1500	-\$50	_____
		Subtotal for additional registrations	_____
		Subtotal for advertising	_____
		Grand Total	_____

Location preferred: 1st Choice # \_\_\_\_\_ 2nd Choice # \_\_\_\_\_ 3rd Choice # \_\_\_\_\_

Do you need electricity? Yes [ ] No [ ]

Description of products/services to be exhibited (7-10 words for inclusion in program):

Competitors from whom separation is desired:

### Advertise your products and services in the conference program. Conference exhibitors save 50%.

	<u>Exhibitor</u>	<u>Non-Exhibitor</u>	
Quarter Page 4" x 5"	\$100	\$200	\$ _____
Half Page 8" x 5"	\$175	\$350	\$ _____
Full Page 8" x 10"	\$325	\$650	\$ _____
Inside Front Cover	\$700	\$1400	\$ _____
Outside Rear Cover	\$700	\$1400	\$ _____
Inside Rear Cover	\$600	\$1200	\$ _____
Business Card	\$50	\$100	\$ _____

Ads must be received by September 20, 2011. **Preferred format is PDF or High Resolution JPEG File.** Send on disk or, if under 5 megabytes, e-mail to [dprice@maro.org](mailto:dprice@maro.org)

Payment in full must accompany all advertising and sponsorships.

**Other sponsorship opportunities are available including speakers, break-out sessions, breaks and meal functions. Contact Todd Culver at (517) 484-5588 or e-mail [tculver@maro.org](mailto:tculver@maro.org)**

To reserve your booth, mail or fax the application with check or purchase order to:

### **Michigan Rehabilitation Conference & Exposition**

P.O. Box 16218  
Lansing, MI 48901-6218  
Fax (517) 484-5411  
Phone (517) 484-5588

To pay for your exhibit booth with a credit card, call Karen Stevens at the MARO office, (517) 484-5588 or e-mail [kstevens2@maro.org](mailto:kstevens2@maro.org)

## **HOTEL INFORMATION**

### **Amway Grand Plaza**

Reservations must be made directly with the hotel and must be received by October 5, 2011 to guarantee a room. On-line reservations will be available after June 13 through the conference website:

[www.michiganrehabilitationconference.org](http://www.michiganrehabilitationconference.org)

### **Rooms Rates**

**Hotel: \$117 sgl/dbl, \$127 triple, \$137 quad**

No charge for self-parking if staying at the hotel. Valet parking is \$25/day. Free valet parking if vehicle displays a disability parking placard.

Rates are subject to a 6% state and 8% local tax. If tax exempt, please bring exemption letter or verification of federal ID number on your organization letterhead.

