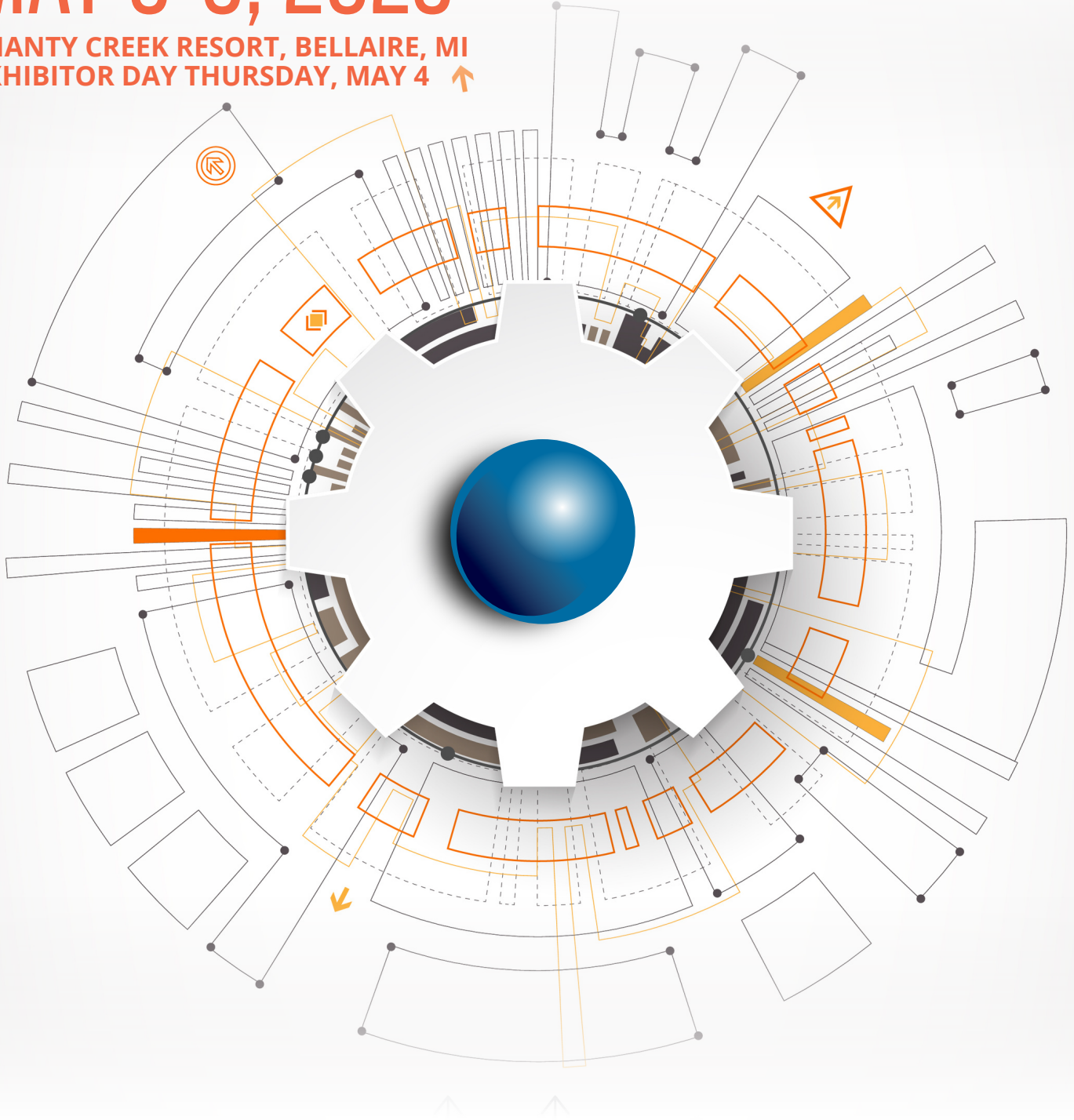


MICHIGAN SOCIETY OF PROFESSIONAL ENGINEERS

# ANNUAL CONFERENCE

## MAY 3-5, 2023

SHANTY CREEK RESORT, BELLAIRE, MI  
EXHIBITOR DAY THURSDAY, MAY 4 ↑



## EXHIBITOR PROSPECTUS

# Exhibitor Benefits

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## Connect

Reach licensed Professional Engineers from all disciplines across Michigan working in design consulting, construction, manufacturing, utilities, public works, state and federal agencies, and higher education.



## Network

- The Networking Reception brings PEs, SEs, firm owners and top managers together with vendors providing products and services to the industry.
- Meals and breaks in exhibit area
- Thursday Networking Reception in exhibit area
- Opportunity to participate in Special Golf Outing (Separate fee/ registration required)



## Promote

- Attendee List
- Receive name, company, and contact information for attendees
- All attendees will have the option to opt out of the email list
- Company profile and logo in Program Book

## Exhibitors Also Receive:

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- 6' skirted table plus two chairs for Thursday
- Two exhibitor representatives (including one full conference registration)
- Complimentary wireless internet connection and electricity, if requested in advance

## Tentative Exhibitor Schedule

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### Wednesday, May 3

Golf Outing (Separate Registration Required)

### Thursday, May 4

**6:30 - 7:30 am** - Exhibitor Set Up

**2:30 - 2:45 pm** - Break

**7:30 - 8:30 am** - Registration and Continental breakfast

**4:00 - 5:30 pm** - Networking Reception in Exhibit Area

**10:30 - 11 am** - Break

**5:30 - 6:30 pm** Exhibitor Teardown

**12:00 - 1:30 pm** - Lunch in Exhibit Area

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## Questions?

Contact Jeannine Harlow at (517) 487-9388 or [jeannine@frontlineco.com](mailto:jeannine@frontlineco.com).

# Advertising Opportunities

## Program Book Advertising

Full Page Ad - \$500    Half Page Ad - \$300

Ads and logos should be submitted as .png or .jpg files. Submit ads and descriptions to [jeannine@frontlineco.com](mailto:jeannine@frontlineco.com) by April 3, 2023.

## Event Sponsorship & Exhibit Opportunities

### Platinum Sponsor \$1,500

Select one of the following:

- ☐ Friday Awards Lunch
- ☐ Networking Reception
- ☐ Education Session Sponsorship

#### Platinum Sponsor Benefits

- Exhibitor Space (optional)
- **Two Conference Registrations**
- Inclusion in marketing materials as Platinum sponsor
- Company logo on conference website
- Half page ad in Program Book
- Company profile & logo included in Conference Program
- Logo/url in MSPE pre-conference promotional eblasts
- Signage at sponsored event
- Verbal recognition at conference
- Recognition as conference sponsor in Designer Digest April Issue

### Gold Sponsor/Exhibitor \$850

Select one of the following:

- ☐ Thursday Lunch
- ☐ Thursday or Friday Breakfast
- ☐ Education Session Sponsorship

#### Gold Sponsor Benefits

- Exhibitor Space (optional)
- **One Conference Registration**
- Quarter page ad in Conference Program
- Company profile and logo included in Program Book
- Logo/url in MSPE pre-conference promotional eblasts
- Signage at sponsored event
- Verbal recognition at conference

### Exhibitor Only \$650

See Exhibitor Benefits Above

## Other Sponsorship Opportunities

### Exclusive Lanyard Sponsor \$500

- Company name and/or logo printed on the lanyards distributed to all conference participants
- Company profile and logo in Program Book

### Golf Hole Sponsor \$150

- Name/logo on hole sponsor sign
- Listing in conference program

# Agreement Form

## Exhibit / Sponsor Opportunities

☐ Platinum Sponsor/Exhibitor  
\$1,500

☐ Gold Sponsor/Exhibitor  
\$850

☐ Exhibitor Only  
\$650

## Other Sponsorship Opportunities

☐ Exclusive Lanyard Sponsor  
\$500

☐ Golf Hole Sponsor  
\$150

## Program Book Advertising

☐ Full Page Ad  
\$500

☐ Half Page Ad  
\$300

### Company Descriptions for Sponsor/Exhibitor Guide

Company descriptions should be limited to 50 words. Copy will be edited if submissions exceed 50 words. Send descriptions and logos to [jeannine@frontlineco.com](mailto:jeannine@frontlineco.com) by April 3, 2023.

### Exhibitor Representatives

Exhibitors may have two individuals on-site to staff the exhibit space, one of which is entitled to complimentary registration. For Sponsors, the number of representatives depends on sponsorship level- Platinum Sponsors receive two conference registrations, and Gold and Exhibitor only receive one registration.

### Payment and Cancellation Policy

Refunds of exhibit space, with a written notice of cancellation, can be requested until April 3, 2023. After April 3, 2023 until April 15, 2023, 50% of the total fee will be refunded. No refunds will be issued after April 15, 2023. A \$100 administrative fee will be deducted from any cancellation.

Company Name (as it should appear in Program Book)

Contact Person

Email

Address

City

State

Zip

Phone

## Payment Information

### ☐ CHECK

Make checks payable to Michigan Society of Professional Engineers  
**PO Box 160, Parma, MI 49269**

Send a copy of the agreement with your check.

Also, email this form to

[jeannine@frontlineco.com](mailto:jeannine@frontlineco.com)

### ☐ CREDIT CARD

Indicate the billing contact and email address for your electronic invoice. Your invoice will come from PayPal. A PayPal account is not required to complete payment.

Billing Contact

Billing Email Address

Please submit pages 2 & 3 to  
[jeannine@frontlineco.com](mailto:jeannine@frontlineco.com)

Questions?

Contact Jeannine Harlow, Marketing Manager

Phone (517) 487-9388

## Group Room Rate

**\$134**  
+ Taxes/Fees  
Book online  
**HERE**

A limited block of rooms is available at Shanty Creek Resort for the evenings of May 3-5. Reservations must be made **by April 3, 2023** to guarantee a rate of \$134 per night + taxes/fees.