



2014 Fall Conference Vendor Marketing Opportunities

October 16, 2014
Suburban Collection Showplace
46100 Grand River
Novi, MI 48374
(248) 348-5600

MICHIGAN SELF-INSURERS' ASSOCIATION

Contact:

Geri Root, CMP, CMM, Event Planner

Voice: 517.827.5420 • Fax: 866.861.8517 • geri@rootmanagement.net



FALL CONFERENCE

October 16, 2014

Suburban Collection Showplace

EXHIBIT SPACE BENEFITS

Exhibitor space rental includes all of the following:

- One 8' skirted table for your tabletop display.
- Networking opportunities with key decision makers throughout the entire conference.
- Lunch with attendees and hospitality services.
- Recognition in the attendee registration material.
- Exhibitor ribbons for your representatives.
- Appreciation and recognition throughout the event.

FEES*

MSIA Member:

- 2 Exhibit Representatives—\$450
- Each additional representative—\$50

Non-Member:

- 2 Exhibit Representatives—\$750
- Each additional representative—\$50

*Fee includes lunch for registered exhibitors, one exhibit table, and hospitality services.

DETAILS AND CONDITIONS

- Verbal commitments will not hold an exhibitor table for your organization.
- To ensure production and promotional deadlines are met, exhibitor information must be submitted by September 25, 2014.

REGISTRATION AND PAYMENT

Visit www.michselfinsurers.org to register.



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GOLD EXHIBITOR PACKAGE

The exclusive Gold Exhibitor Package includes the following:

- Recognition in conference promotion.
- Recognition in conference materials to include company logo, description, and contact information.
- Prime booth location.
- Professional signage recognizing all Gold Exhibitors.
- Gold Exhibitor ribbons for your representatives.
- Exhibit booth with registration for two exhibit representatives, including lunch and hospitality services.
- Networking opportunities with key decision makers.
- Recognition on the MSIA website.
- Appreciation and recognition throughout the conference.
- Table tents with company logo.

FEE

\$900—This opportunity is reserved for MSIA members only.

DETAILS AND CONDITIONS

- There are opportunities for only 6 Gold Exhibitors.
- Verbal commitments will not hold your position as a Gold Exhibitor.
- To ensure production and promotional deadlines are met, exhibitor information must be submitted by September 25, 2014.

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Gold Exhibitor



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SPONSORSHIP OPPORTUNITIES

Attendee Badge Sponsor—\$500

Sponsor name/logo will be placed on attendee badges, along with the MSIA logo. This opportunity is available to companies that are not exhibiting.

Lanyard Sponsor—\$750 (MSIA to provide lanyards) or \$250 (Sponsor provides lanyards)

Sponsor name/logo will be placed on attendee lanyards. This opportunity is available to companies that are not exhibiting. Commitment must be received by September 12 to allow time for order placement.

CEU Credit Sponsor—\$250

Sponsor name/logo by any reference to CEU (Continuing Education Unit) credit.

USB Drive/Conference Material Sponsor—\$1,500

Sponsor name/logo on flash drives and lanyards. Flash drives will be pre-loaded with conference materials. Commitment must be received by September 12 to allow time for order placement.

Notepad/Pen—\$250 (Sponsor provides pads/pens) or \$1,000 (MSIA provides pens/pads)

Sponsor name/logo on pens and notepads given to each attendee at check in. Commitment must be received by September 12 to allow time for order placement.

Breakfast Sponsor—\$1,000

Sponsor name/logo tents on buffet station and attendee tables. Sponsor will also have the opportunity to address attendees for 2-3 minutes to discuss their business.

Lunch Sponsor—\$1,500

Sponsor name/logo tents on buffet station and attendee tables. Sponsor will also have the opportunity to address attendees for 2-3 minutes to discuss their business.

Beverage Station Sponsor—\$500

Sponsor name/logo tents on beverage stations and attendee tables. Sponsor will also have the opportunity to address attendees for 2-3 minutes to discuss their business.

DETAILS AND CONDITIONS

- Verbal commitments will not hold your sponsorship.
- To ensure production and promotional deadlines are met, exhibitor information must be submitted by September 25, 2014, unless otherwise noted.

REGISTRATION AND PAYMENT

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CONFERENCE LOCATION

Suburban Collection Showplace

46100 Grand River

Novi, MI 48374

(248) 348-5600

HOTEL ACCOMMODATIONS

Hyatt Place Detroit/Novi

46080 Grand River

Novi, MI 48374

(248)-5600

This new hotel is located at the Suburban Showplace Collection. The Hyatt Place is offering a special rate of \$139 for attendees and exhibitors of the MSIA Fall Conference. To make reservations, call (248) 348-5600. For directions and more information about the hotel, visit: <http://www.novi.place.hyatt.com/en/hotel/home.html>. Reservations must be made by September 15 to guarantee special rate.

OPEN EXHIBIT TIMES

The exhibits open with breakfast at 7:45 a.m. The exhibits will be held in the same room as the education session. Specific break times will be offered throughout the day for visiting the exhibit booths. The conference ends at 3:30 p.m. Dismantling of the exhibits will begin immediately following the close of the conference.

EXHIBIT SET-UP AND TEAR DOWN

Exhibit Set-up: 6:00 a.m.-7:30 a.m.

Exhibit Tear-Down: Immediately following the close of the event. **We ask that you do not tear down exhibits during the conference, to avoid disruption of the education session.**

EXHIBIT BOOTH ELECTRICITY

The Michigan Self-Insurers' Association will not be responsible for electrical needs. All electrical needs must go through Suburban Collection Showplace and their contractor (BOCO Enterprises).

If you need electricity for your booth, you must make arrangements online at www.SuburbanCollectionShowplace.com or complete the attached form on page 6 and fax it to (248) 380-3005. Payment for these services must be made directly to BOCO Enterprises, Inc.

FOR ASSISTANCE

Geri Root, CMP, CMM, Event Planner

Michigan Self-Insurers' Association

P.O. Box 119 · DeWitt, MI 48820

Voice: (517) 669-3914 · Fax: (866) 8651-8517

geri@rootmanagement.net · www.michselfinsurers.org

BOCO Enterprises, Inc. 46100 Grand River Ave, Novi, MI 48374 phone: 248-348-5600 fax: 248-380-3005

You may also order all services online at www.SuburbanCollectionShowplace.com

Name Of Show _____ Date Of Show _____
 Company Name _____ Customer Name _____
 Address _____ City _____
 Email Address _____ State _____ Zip _____
 Phone _____ Extension _____ Fax # _____ Booth # _____ Order Date _____
 Form Of Payment: Cash Check Master Card Visa American Express Discover
 Check / Credit Card Number: _____ Exp. Date _____ Authorized Charge Amount: _____

If paying by credit card, please place authorization signature here: _____

Please make checks payable to **BOCO Enterprises, Inc.*** No refunds five days prior to show. If faxing order, please call to confirm receipt.

Rates quoted include bringing of service to the exhibit booth. All wiring of electrical work on exhibitors displays are charged on time and material basis. Tagging of equipment for proper voltage, phase, connections, etc. is exhibitor's responsibility.

Exhibitors using sensitive electronic equipment should provide their own power conditioning. BOCO Enterprises and/or Suburban Collection Showplace are not responsible for voltage or frequency variances.

*Full payment must accompany order to receive advance rate. No exceptions. Payment in full must be rendered prior to opening of show. Advance order deadline: five (5) working days prior to first move-in day. All orders received after deadline or on site are subject to floor order rate. Any orders requiring collection during or after the show are subject to the floor rate, including declined credit cards.

Requirement(s)	120 V - Single Phase			208 V - Single Phase			208 V - Three Phase			480 V - Three Phase			Total
	Qty	Advance	Floor	Qty	Advance	Floor	Qty	Advance	Floor	Qty	Advance	Floor	
Lighting outlet 120 volt. 60 cycle outlet up to 2000 watts		\$65	\$95										
30 amp					\$170	\$250		\$200	\$285		\$625	\$950	
40 amp					\$240	\$340		\$275	\$410				
50 amp					\$245	\$345		\$285	\$425				
60 amp					\$390	\$445					\$750	\$1050	
100 amp					\$595	\$835		\$685	\$950		\$1200	\$1200	
150 amp					\$775	\$1050		\$895	\$1160				
200 amp					\$1170	\$1260		\$1370	\$1460				

Exhibit booth cleaning
 BOCO Enterprises, Inc. is the exclusive contractor for all cleaning services at the Suburban Collection Showplace. For your convenience, we are offering an individual booth cleaning service for your upcoming show. This is an optional service that will not be provided without the return of this form as well as advanced payment.

Choose one:
A. Nightly cleaning services - carpets vacuumed or floor swept, wastebaskets emptied, tables wiped. Service is provided nightly, after show closing. Service commences on the final night of move in and ends the night before closing of the show.
 Total Booth Sq. Ft. X .11 X Total Show Days = Total Cost

B. One time Cleaning Service - Carpets vacuumed or floor swept, wastebaskets emptied, tables wiped. One time service provided the night before the first open show day only
 Total Booth Sq. Ft. X .11 X Total Show Days = Total Cost

Phone and Internet
 All orders for phone service must have credit card number and expiration date filled out on top of form, even if paid by cash or check. Phone service includes all connection and instrument if necessary.

Please note:
 All credit card machines, lap tops, fax machines, etc., must be programmed to dial "9" for all outgoing calls. Data transmission capabilities are limited and exhibitors should inquire if there are questions concerning the compatibility of any equipment with BOCO Enterprises, Inc. phone system. Direct lines may need to be ordered through SBC. Customers are responsible for all local and long distance charges made on phone lines from move-in through move-out of show. Billing for all additional charges will be at a later date.

Qty	Advance	Floor
Telephone services - outgoing calls	\$150	\$175
Telephone services - incoming/outgoing calls	\$175	\$200
All internet services provided on-site by Bright House Networks service is accessed through Internet Explorer and paid for by credit card. The service is \$20.00 per day with additional charges for IT support.		
Cable/Hardwire Internet Installation Fee	\$65	\$95

Total Due

Water/drain/air/gas
 Water service is 3/8" poly pipe with shut off. Any required connections are the responsibility of the exhibitors. Drains are provided via pump. Power outlet in booth is required for drain but may be connected with other equipment. *if draining any tub or unit, a small amount of excess water will remain. Exhibitors should use caution when moving units in the building.

Qty	Advance	Floor
Water	\$145	\$185
Drain	\$175	\$225
Air**	\$235	\$295

**Compressed Air Connection 1/2 Inch
 Gas
 Labor
 Contact BOCO Enterprises, Inc. directly at 248-348-5600 ext. 205 for pricing and connection information.
 \$50.00 per hour Straight Time
 \$75.00 per hour Overtime

Total Due

Grand Total

Once move-in has begun, please visit the service desk for all related issues.

Diamond Banquet and Conference Center

Rules and Regulations

1. **RIGHT OF INSPECTION.** The Licensor reserves the right to inspect all cartons, packages, and containers brought into or out of the Facility.
 2. **PROPERTY OF LICENSOR.** The Licensee may not use or operate any equipment, furnishings, or other property of the Licensor without the prior written consent of the Licensor, and under no circumstances may the Licensee remove said equipment, furnishings, or other property from the Facility.
 3. **DESIGNATED ENTRANCES.** All persons, articles, exhibits, fixtures, displays, and property of any kind and description shall be brought into and out of the Facility only at and through those entrances and exits as the Licensor may designate from time to time.
 4. **RESTRICTED AREAS.** Restricted areas of the Facility are labeled "Authorized Personnel Only", and only the Licensor shall have access to those areas.
 5. **PUBLIC SAFETY.** The Licensee shall not bring, or allow to be brought, into the Facility any material, substances, equipment, or object which may endanger the life of, or cause bodily injury to, any person in the Facility or which is likely to constitute a hazard to any other property therein.
 6. **PROHIBITION AGAINST FLAMMABLE MATERIALS.** No flammable materials, such as bunting, tissue paper, crepe paper, etc., shall be used for decorations or advertising in the Facility. All such materials to be used for decorative or advertising purposes must first be treated with a flame-retardant, and such use shall be in accordance with all applicable federal, state, and municipal fire and safety rules and regulations.
 7. **PROHIBITION AGAINST FLAMMABLE LIQUIDS AND GASES.** The Licensee shall not without the prior written consent of the Licensor put up or operate any engine or motor or machinery in the Facility or use oils, burning fluids, camphene, liquid oxygen, ethylene, propane, kerosene, naphtha, gasoline, or other flammable gases for either mechanical or other purposes or any other agent other than gas or electricity for illuminating the Facility. Said prohibition against the use of oils, gases, and gasoline will not apply to the use of fork lifts, motor drive vehicles, cranes, etc., necessary for the installation and removal of exhibits in the Facility, but shall apply to the operation of any exhibit in the Authorized Area. Where any automobiles, trucks, or gasoline engines are to remain in the Facility during any portion of the License Period, the Licensee shall take the following precautions:
 - (a) All battery cables are to be disconnected and taped so as to avoid any possibility of emission of sparks therefrom;
 - (b) All gasoline tanks are to register in the Empty or E range on their gauges by order of the City of Novi Fire Marshall;
 - (c) In the event draining of tanks and refueling must be completed outside of the Facility. Fuel is to be removed or dispensed only with safety equipment approved by the Licensor;
 - (d) All gasoline tanks must be sealed with a locking type gasoline cap. If such a cap is not available, the tank must be sealed in accordance with all federal, state, and municipal fire and safety regulations;
 - (e) All liquid propane tanks are to be removed from the Facility during any portion of the License Period.
- NOTE: Added to these Rules and Regulations and made a part hereof are the Novi Fire Marshall requirements. All occupants will need to follow the B.O.C.A. fire protection code.
8. **SMOKING.** Smoking is prohibited in the Facility at all times.

9. **EMERGENCY EQUIPMENT.** Fire-fighting and emergency equipment shall not be blocked or obstructed under any circumstances. This includes fire hose and fire extinguisher cabinets, fire pull and alarm boxes, and all entrances and exits to first aid facilities within the Facility.
10. **MOTORIZED VEHICLES.** No motorized vehicle shall be operated on any carpeted or tiled areas in the Facility under any circumstances.
11. **USE OF CARTS.** Carts or dollies which have steel wheels are not permitted in any carpeted or tiled area in the Facility. In motion, all crates moved in and out of the Facility must be handled in a manner so as to maximize the protection of and minimize the risk of damage to all carpeting, painted surfaces, door fixtures, etc.
12. **USE OF TAPE.** Licensee, as well as all of Licensee's exhibitors, are strictly prohibited from using any unauthorized style of tape or adhesive substance on any surface within the facility, including the "show floor". Duct tape, plastic double-sided tape, or masking tape are specifically prohibited! Only cloth backed carpet tape is allowed -- the acceptable type of tape is available for purchase from the Service Desk during move in hours.
13. **CRATE STORAGE.** The Licensee shall remove all crates, packaging and related materials from the Authorized Area prior to the beginning of the Show Period set forth in the Agreement.
14. **BROADCAST RIGHTS.** The Licensor reserves all rights and privileges for outgoing radio and television broadcasts originating from the Facility during the License Period.
15. **RECORDING.** No visual or audio recording of any type or kind, including photographic images, shall be made in the Facility without the prior written approval of the Licensor. The Licensor reserves the right to charge the Licensee an additional charge to be paid in accordance with the provisions of Article III of the Agreement for that privilege.
16. **ATTENDANCE CAPACITY.** The Licensee shall not admit into the Facility a larger number of persons than the Facility can accommodate, as determined by federal, state, and municipal fire and safety rules and regulations. Furthermore, the Licensee shall not admit into any Authorized Area a larger number of persons than can freely and safely move about therein. The decision of the Licensor, in its sole discretion, shall be final in this respect.
17. **LIVE ANIMALS.** The Licensee shall not permit any live animal, reptile, fish, or bird to enter, nor suffer the same to remain in the Facility unless it is a properly and safely muzzled "seeing eye" dog accompanying a blind person or is an animal, reptile, fish, or bird which the Licensor has in writing expressly consented to allow in the Facility. All such animals so admitted must at all times remain on a leash, within a pen, or under similar control.
18. **EXHIBITOR'S CONTRACTS.** The Licensee shall have valid, properly executed and compatible written contracts with all performers and exhibitors who are to use the Authorized Area under the Licensee's right to use such, and the Licensee shall submit the same upon demand to the Licensor.
19. **PERFORMANCE AND EXHIBIT APPROVAL.** The Licensor retains the final right to approve every performance and exhibit offered in the Facility and in no event shall any such performance or exhibit take place if the Licensor objects to such.
20. **TOURS.** The Licensor reserves the right to conduct public tours of the Facility and Authorized Area therein during the License Period in such a manner as to minimize any interference with the Licensee's use thereof.
21. **SOLICITATIONS.** No collections or donations, whether for charity or otherwise, shall be made, attempted, or announced in the Facility without the prior written approval of the Licensor.
22. **LOST ARTICLES.** The Licensor shall have the sole right to collect and have the custody of all articles left, lost, or checked in the Facility by persons attending any performance, exhibition, or entertainment given or held in the Facility, and the Licensee shall not collect or interfere with the collection or custody of such articles.
23. **KEYS.** All Facility keys required by the Licensee during its use of the Authorized Area under the terms of the Agreement may be obtained from the Licensor, must be returned to the Licensor at the end of the License Period, and are subject to a ten dollar (\$10.00) deposit per key.
24. **PARKING.**
Exhibitor Parking: All exhibitors must park in the designated exhibitor parking area only, which may be by way

of an off-site shuttle program at a location to be determined by Licensor. All exhibitors will be allowed free access in and out of the parking lot during move-in and move-out periods only. No vehicles will be allowed in the lot overnight. Violators will be towed at owner's expense. Licensee understands and agrees that this Exhibitor Parking Areas may be designated at an off-site location by Licensor and accommodated via a shuttle system.

Exhibitor Parking Permits: Exhibitor Parking Permits allowing unlimited access in and out of the parking lot are available through the Licensor at a reduced rate. Fees paid for parking prior to the purchase of an Exhibitor Parking Permit will not be credited toward the purchase price of an Exhibitor Parking Permit. All Exhibitor Parking Permits must be purchased no later than the close of the first day of an event. Exhibitor Parking Permits must be prominently displayed on the dashboard of the vehicle.

Parking Areas: The Licensor shall attempt to provide as many parking spaces on-site as possible. In the event that the amount of on-site parking spaces will not be sufficient for Licensee's projected attendance, the Licensor shall attempt to coordinate with the adjacent property owner to the West of the Expo Center facility property to utilize an existing parking area, or coordinate with the City of Novi the institution of a temporary parking area, or to implement an off-site shuttle program which will be utilized in the event that the on-site parking falls short of the required amount. The acceptability and determination of whether or not to proceed with arrangements with the adjacent property owner's parking area or the development of the on-site temporary parking area would remain solely with the Licensor, but, in any event, the Licensor and Licensee shall coordinate a mutually acceptable off-site shuttle program.

25. **COMPLIANCE.** Exposition management, in cooperation with local officials, reserve the absolute right to take whatever steps are necessary to insure the strict adherence to these provisions, and if any costs are incurred to provide compliance, these costs shall be the responsibility of show management.

Boco Enterprises/Suburban Collection Showplace
By order of its Board of Directors