

Exhibitor  
Registration

Michigan Festivals & Events Association

*presents*



# The 26<sup>th</sup> Annual Convention

"The Art and Business of Celebrations"

Trade Show Hours

Friday 3:45pm - 6:00pm

Saturday 12:00pm - 3:00pm



# Arti GRAS

November 8-11, 2018

Boyne Mountain Resort ★ Boyne Falls, MI



# Marketplace Trade Show Exhibitor Information

**Boyne Mountain Resort**  
1 Boyne Mountain  
Boyne Falls, MI 49713  
(800) 462-6963

*Michigan Festivals & Events Association*

**26th Annual Convention**  
"The Art & Business of Celebrations"

## Easy Steps to Exhibitor Registration

Follow the steps below for the Registration Form. If you have any questions, call the MFEA office, (989) 845-2080 or email, [convention@mfea.org](mailto:convention@mfea.org) and we'll be happy to help you.

Additional forms are available to print out on the MFEA website, [www.mfea.org/convention/marketplace-trade-show/](http://www.mfea.org/convention/marketplace-trade-show/)

### EASY STEP BY STEP DIRECTIONS TO COMPLETE YOUR REGISTRATION FORM

- 1) **Make sure all your contact information is on the form correctly, please type or print clearly.**
- 2) **Marketplace Trade Show booths** are located inside the Trade Show room and have designated hours.  
  
Each booth comes with (1) full registration and (1) complimentary booth worker. This booth worker is only allowed in the Trade Show area and does not have access to the educational workshops, MFEA hospitality suite, meal functions or showcasing. You may upgrade your complimentary booth worker to a full registration for \$165. Please print first and last names clearly so badges are printed correctly.
- 3) Booth information is vital to a smooth-running Trade Show, not to mention your business. **List all equipment that requires electricity.** Inform MFEA of these needs by **October 1, 2018.**

- 4) Your Exhibitor listing will appear on the website, [www.michiganfun.com](http://www.michiganfun.com), within 48 hours of payment. **Don't hesitate, register now! The earlier you get your booth, the more advertising time you receive.**
- 5) Check the box if you will be offering discounts and deals on Saturday, November 10, 2018 from 12:00 p.m. - 3:00 p.m.
- 6) Take advantage of the Advertising Opportunities in the Convention Program. Make your name stand out among attendees. There is a wide range of advertising available for every budget.
- 7) **We recommend that you carry insurance including liability and property damage coverage and if you do, we would appreciate it if you would mail or fax a copy of your coverage to:**  
**MFEA Office**  
**P.O. Box 22,**  
**Chesaning, MI 48616 or Fax (989) 845-5074.**
- 8) **Make your room reservations, see hotel accommodations below & early bird rates.**

Plan to attend the Welcome Luncheon with **Exhibitor Recognition Parade**, Friday, November 9 at 12:00 p.m. Join all Convention attendees for lunch, introduce yourself and your company to have attendees visit your booth.

**\*\*\*all items subject to change**

### TRADE SHOW BOOTH CANCELLATION POLICY

Should you be unable to attend after your payment is received, a substitute participant may attend at no extra charge.

**100% Refund:** Full refunds will be sent if written cancellation is received by **October 1, 2018.**

**50% Refund:** A 50% refund will be sent if written cancellations are received by **October 08, 2018.**

**0% Refund:** There will be no refunds on cancellations made after **October 09, 2018.**

### EMERGENCY CANCELLATION POLICY

Emergency cancellation notices must be **submitted in writing** to the MFEA office and will be reviewed by the 2018 Convention Committee for refund consideration.

## Convention Lodging

Boyne Mountain Resort  
1 Boyne Mountain  
Boyne Falls, MI 49713  
(800) 462-6963

**Book Your  
Reservations  
Today!**

Call the **Boyne Mountain Resort** at **(800) 462-6963** or go to [www.mfea.org/convention/lodging/](http://www.mfea.org/convention/lodging/)

To book your accommodation online visit-  
[www.boynemountain.com](http://www.boynemountain.com)  
Click on accommodations. Enter in dates and promotional  
◇ Reserve prior to **10/8/2018** to receive **\$71++**

**Reservations made October 08, 2018 and later will be accepted on a space available basis at regular rates .**

26th Annual Michigan  
Festivals & Events Convention  
November 8-11, 2018  
1 Boyne Mountain Resort  
Boyne Falls, MI 49713

## EXHIBIT SPACE INFORMATION

The MFEA Convention Marketplace Trade Show is the place to promote your company! Festival, fair and cultural event planners from around the state will be in abundance during one of Michigan's largest conventions. Reserve your space and your business info will be posted on [www.michiganfun.com](http://www.michiganfun.com) within 48 hours of payment!

### EXHIBIT SPACE FEES - Must be an MFEA member to Exhibit

\*A booth space Includes 1 full registration & 1 complimentary booth worker that is only allowed in the Trade Show area

### **Marketplace Booth Space\* \$425 - Booth Space: 7' x 10'**

Located inside the Trade Show room with designated hours  
Additional Booth Spaces \$200 Each—includes booth space only.

### EXHIBIT SPACE EQUIPMENT INCLUDES:

- Pipe-and-drape with 7' high back wall, 3' high side walls
- 2' x 8' table skirted/draped
- 2 chairs
- 1 wastebasket
- Standard additional electricity upon request. **Electrical requirements filled as requested on your registration form.**
- **110v Extension cords and power strips are additional \$18.00 per each per day**
- **220v outlets available for additional cost**

The MFEA office must receive your Trade Show Registration and payment no later than October 15, 2018.

### INSURANCE

We highly recommend that you carry liability and property damage insurance and that you include a copy of this coverage with your returned application. If you do not have this from your own carrier, you may contact Francis L. Dean & Associates, Inc. (877) 732-4746 for information and a quote.

### EXHIBIT SPACE INFO

- **With respect to all paid exhibitors, there will be no soliciting by non-exhibiting associates during trade show hours.**
- Booth security is your responsibility.
- Exhibitors may not give, exchange, or sublet any or all of their booth space.
- **Animals, subject to MFEA and Hotel policy. Please call.**
- **Sounds disruptive to surrounding booths not allowed.**

### EXHIBITOR REGISTRATION

Your first booth space will include **one FULL registration** (please see registration form for details).

### BOOTH WORKERS

One complimentary booth worker is included in the purchase of your Trade Show booth. This booth worker is only allowed in the Trade Show area and does not have access to the educational workshops, MFEA hospitality suite. You may upgrade your complimentary booth worker to a full registration for \$165.

### EXHIBITORS' PROGRAM & WEBSITE LISTING - Early Birds Get More!

Each paid booth will receive a complimentary exhibitor listing of 10 words or less featuring your products/ services in the Exhibitor Listing and on our Convention website, [www.michiganfun.com](http://www.michiganfun.com). **Deadline for inclusion in Exhibitor Listing is October 15, 2018.** As of **Oct 2, 2018** listings will be posted on the MFEA website within 48 hours of payment.

**TIME IS MONEY, BOOK NOW!**

**FULL REGISTRATIONS**— FULL REGISTRATIONS INCLUDE ALL MEALS OFFERED—GET REGISTERED TODAY

### First Aid Kit for Vendors:

Pliers, Screwdriver, Tape, Wire, Business Cards, Pens, Straight Pins  
**Know your electrical request in amps or watts – list this on your registration form.**

### SET-UP

Thursday, November 8

Booth Set Up 5:00 p.m. - 8:00 p.m.

Friday, November 9

Booth Set-up 9:30 a.m. - 12:00 p.m.

**PLEASE ATTEND: Welcome Luncheon & Exhibitor**

**Recognition Parade 12:00 p.m. - 1:30 p.m.**

Final Booth Set-up 1:45 p.m. - 3:30 p.m.

### SHOW DATES & TIMES

#### **Marketplace Trade Show Booths Exhibit Hours**

Friday, November 9 3:45 p.m. – 6:00 p.m.

Saturday, November 10 12:00 p.m. - 3:00 p.m.

**Deals & Discounts - 12:00 p.m. - 3:00 p.m.**

### TEAR DOWN - ALL Trade Show Booths

Saturday, November 10 3:00 p.m. - 4:00 p.m.

### ADVANCE SHIPPING INSTRUCTIONS

Labels should have the following:

**Boyne Mountain Resort**

**1 Boyne Mountain**

**Boyne Falls, MI 49713**

Attention: Guest's Name (Name of Vendor)

Hold For: MFEA Convention November 8 - 11, 2018

Number of boxes (i.e. 1 of 2, 2 of 2, etc.)

Phone: 231-549-6000

**NOTE: Items cannot arrive at the Boyne Mountain Resort prior to October 31, 2018**

### LOADING/UNLOADING INFORMATION

Loading and unloading of larger items is to be done at the loading dock of the hotel, located on Water St. (Dock platform height is 3 1/2 ft.) Each vendor is responsible for providing their own carts.

### PARKING

Information to follow. Please contact MFEA office for additional details at this time.

With respect to all paid exhibitors, there will be **NO SOLICITING BRIEF CASING** by non-exhibiting associates during trade show hours. MFEA is **NOT** responsible for lost, stolen, or damaged items.

**\*\*all items subject to change**



Make plans today to be part of the  
*Michigan Festivals & Events Association*  
**Marketplace Trade Show!**

\*\*\*all items subject to change

**FRIDAY, NOVEMBER 9 - 12:00 P.M. - 1:30 P.M.**

Welcome Luncheon & Exhibitor Recognition Parade

**SPECIAL** Exhibitor Introduction at the Welcome Luncheon...Introduce yourself, your business and give a brief description about what you do and encourage the other attendees to visit your booth at the Trade Show.

**SATURDAY, NOVEMBER 10- 12:00 P.M. - 3:00 P.M.**

Marketplace Trade Show Convention Discounts & Deals

Take this opportunity to offer the Convention attendees **SPECIAL** deals and discounts for visiting your booth on Saturday afternoon. Your offer should be good at this time only. Pull them back in for that "last chance" offer. Don't forget to have a booth give-away!

Sponsorships begin at \$200. If you are interested in your business being more prominent at Convention, visit michiganfun.com; call the MFEA office at 989-845-2080 or email convention@mfea.org.

**SPECIAL Advertising Opportunities**

Advertise with affordable rates targeted to your market!

**All Convention Program ads due by September 11, 2018**

**Ad Sizes**

- Business Card - 1.8" high x 3.50" wide
- Quarter Page - 4.75" high x 3.50" wide
- Half Page - 4.75" high x 7.375" wide
- Inside Front Cover (4 color) - 10" high x 7.375" wide
- Inside Back Cover (4 color) - 10" high x 7.375" wide

**Convention Program Cost**

- \$150
- \$200
- \$350
- \$700
- \$700

See Trade Show Registration Form for payment information.

**MICHIGANFUN.COM WEBSITE ADVERTISING:**

Advertise within the MFEA website - pricing beginning as low as \$100 for One Month—Convention Special  
 Specifications: 300w x 250h pixels JPEG  
 call the MFEA Office for more details at (989)845-2080

**Reasons you'll want to be at Convention:**

- ▶ Obtain new customers
- ▶ Your competition will be there!
- ▶ Web recognition on the www.michiganfun.com website upon paid registration
- ▶ Contract renewals on-site
- ▶ Retain current customers
- ▶ Advertising opportunities in the Convention Program as well as on the website - Call the MFEA office for Convention website ad opportunities
- ▶ Exclusive Marketplace Trade Show Hours
- ▶ Special recognition in the Exhibitors' Program with detailed description
- ▶ Make prime connections throughout the state of Michigan and beyond
- ▶ Attend the entire Convention including the social opportunities and the educational classes
- ▶ Networking throughout the entire Convention, maximize your marketing opportunities

*Ideas Shared...Visions Formed...A New Level!*