We love where you live.

EXPO & VENDOR INFORMATION
Learn more at cc.mml.org!

March 24-25, 2020

Capital Conference
Lansing Center, Lansing
Vendor Opportunities at Capital Conference

Each spring, hundreds of local officials, state legislators, and media figures gather in Lansing at one of the year’s most important networking and educational events for Michigan’s decision makers. Being an event sponsor or exhibitor puts you right in the heart of the action!

Annual Expo

Looking for an opportunity to connect face-to-face with potential clients from every part of the state? The annual Expo is the place to be! Stake out a prime spot at one of the most popular events of the entire Conference: the Tuesday evening Welcome Reception in the Expo Hall, where vendors and attendees mix and mingle in a fun and informal setting.

Advertising

Advertising in the Capital Conference program is a guaranteed way to get your message in front of your target audience—and our full-color display ads will put your organization in its brightest light!

Conference Sponsorship

Looking for visibility and the ultimate in brand recognition? The League represents thousands of individuals in hundreds of communities of all sizes across the state. By becoming a League event sponsor, that vast reach becomes your reach.

For complete details about marketing opportunities at the League’s Capital Conference, visit cc.mml.org or call Dene Westbrook, 734-669-6314.
Exhibit Booth Cost & Availability

Vendor spaces are available at this popular Expo being held at the Lansing Center. The exhibit hall is centrally located and on the main thoroughfare to all meeting spaces.

An up-to-date map and list of booths already reserved is on the League’s website.

Booth Package

- 8-foot back wall and 3-foot side rails; 1 covered and skirted (3 sides) table (4-foot, 6-foot, or 8-foot - there is a $25 fee for changing table size onsite); two chairs; and 1 waste basket. Booths measure 10’ x 10’ and are carpeted.
- Light refreshments will be available throughout the day in the Expo Hall. Breakfast and Lunch is included for the League’s Business Alliance Participants. For non-Business Alliance companies, breakfast is included, and Lunch tickets are available for purchase at $28.00 each.
- Two badges are included with each booth. If you require additional badges, please contact Dene Westbrook at dwestbrook@mml.org.
- Badges must be finalized by March 6, 2020. Changes after March 6 must be made onsite when checking in.

Electrical

Basic electrical service (standard 20 amp outlet) should be ordered through the Michigan Municipal League for $75 using your booth reservation form. The deadline for ordering electrical service through the League is March 6, 2020. Refunds will not be given for unused or cancelled electricity.

Confirmation

Each exhibitor will receive a confirmation email which will include: space assignment; registration and billing summary; and a personalized housing code.

Leading up to the event, you will receive additional information via email, including:

- Attendee lists – A digital file of pre-registered conference attendees will be emailed to each exhibitor (approximately three weeks before the Expo.) Attendee lists are not available onsite.
- Forms to order additional furnishings; shipping and freight handling; and forklift and labor service from the Expo service contractor (Art Craft).
- Information about shipping your display will be provided in the Exhibitor Kit.

DO NOT ship your display and/or materials directly to the Lansing Center. It WILL get lost and it WILL take several hours to locate once you are on site. Shipping should be arranged through Art Craft Display via the Exhibitor Kit.

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Sponsorship

For over 100 years, the Michigan Municipal League has represented the interests of municipalities across the state and earned their trust. By joining with us and becoming a sponsor, you will have an ideal opportunity to get in front of your target market. Visit cc.mml.org to view complete sponsorship options, or contact Dene Westbrook, 734-669-6314, dwestbrook@mml.org for questions on custom packages.

<table>
<thead>
<tr>
<th>Titanium Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
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<tr>
<td>$5,000</td>
<td>$3,000</td>
<td>$1,500</td>
<td>$750</td>
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<td>• Full page program ad</td>
<td>• Half page program ad</td>
<td>• Quarter page program ad</td>
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<tr>
<td>• Three full conference registrations</td>
<td>• Two full conference registrations</td>
<td>• One full conference registration</td>
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<tr>
<td>• Complimentary “C” booth in Expo Hall</td>
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<td>• Two complimentary Awards Gala tickets</td>
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Advertising

Display ads are scattered throughout the program among the session and event descriptions. The program page size is 5.5” x 8.5”. All ads are full color.

- The deadline for program advertising is February 17, 2020, including the submission of your artwork. Refunds will not be made in the event that the art submission deadline is missed.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>5” wide x 7¼” tall</td>
<td>$930</td>
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<tr>
<td>Half Page - Horizontal</td>
<td>5” wide x 3” tall</td>
<td>$575</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>5” wide x 1¼” tall</td>
<td>$420</td>
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- Your digital artwork should be a resolution of at least 300 dpi, in .pdf or .jpg format. Email artwork to artwork@mml.org.

- Participants in the League’s Business Alliance Program can take discounts on advertising (Premier: Free quarter page ad, Core: 25% discount, and Basic: 15% discount)
Vendor Agenda

Tuesday, March 24
1:00-4:00 pm  Booth Check-in & Setup
2:30-4:30 pm  Capital Conference  
               Welcome General Session
4:30-6:30 pm  **MML Liability & Property Pool Welcome Reception

Wednesday, March 25
7:30-8:30 am  **Legislative Breakfast
8:30-10:00 am General Session
8:00 am-3:00 pm **Annual Expo  
                 Closed during lunch
10:00-10:30 am **Networking Break
10:45-11:45 am Breakout Sessions
Noon-1:00 pm  **Networking Luncheon  
              Tickets are required for non-member companies. Tickets can be purchased for $28 during online booth registration.
1:00-1:30 pm  **Dessert Break
1:30-2:30 pm  General Session
2:30-3:00 pm  **Networking Break
3:00-4:30 pm  Expo Load Out

** Event in Expo hall and open to exhibitors

TO REGISTER, VISIT CC.MML.ORG