

VENDOR
OPPORTUNITIES

MARQUETTE

OCTOBER 15-17 • NORTHERN MICHIGAN UNIVERSITY



MICHIGAN MUNICIPAL LEAGUE
2014 CONVENTION



2014 CONVENTION MARQUETTE



Aaron Peterson/aaronpeterson.net

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Join hundreds of municipal officials who will gather from every corner of the state to a northern Michigan gem nestled on the sparkling shore of Lake Superior. This Upper Peninsula community boasts a thriving downtown, a major university, majestic vistas, and spectacular outdoor recreational opportunities.

The Michigan Municipal League 2014 Convention takes place at internationally acclaimed Northern Michigan University, where local leaders will learn strategic lessons in placemaking, civic engagement, entrepreneurship, urban planning and socioeconomic development that can be adapted to communities of all sizes.

Venture out into the Marquette community during the mobile workshops. Discover the work of the doers and dreamers who are redefining what it means to be a city in today's global village. Sit down face-to-face with the peers and partners who are powering a statewide vision for change.

There is no place in the world like Marquette. And there is a Marquette that many have yet to meet. Come see for yourself how Marquette has transformed itself into a modern, dynamic place for people of all ages.

Join us at Northern Michigan University, October 15-17. It's the place where the Michigan of tomorrow is being built today.

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LEVELS OF SUPPORT

Supporter (\$5,000 +)

Target Opportunities: Delegate Buses (\$5,000), or Closing Lunch (\$6,000,)

Exposure:

- Company logo and link on event App sponsor page
- Logo visibility on League web page
- Exposure in Loop e-newsletter
- Full page ad in event program
- Logo on Convention printed materials
- Place corporate banner at Convention
- Complimentary registrations (4)
- Recognition in *The Review* magazine
- Electronic delegate mailing list

Gold (\$3,000 - \$4,999)

Target Opportunities: General Session (\$3,000) or a Mobile Workshop (\$3,000)

Exposure:

- Logo visibility on League webpage
- Exposure in League's LOOP e-newsletter
- Logo visibility on printed Convention materials
- Place corporate roll-up banner at Convention
- Company visibility and link on Convention mobile app
- Recognition in the League's Review magazine
- Two complimentary registrations
- Half-page ad in Convention program
- Electronic delegate mailing list

Silver (\$1,000 - \$2,999)

Target Opportunities: The Parade of Flags (\$1,500); or one of four Vendor Presentation Sessions (\$1,750)

Exposure:

- Logo visibility on League webpage
- Exposure in the League's LOOP e-newsletter
- Logo visibility on printed Convention materials
- Company visibility and link on Convention mobile app
- Recognition in the League's Review magazine
- One complimentary registration
- Half-page ad in Convention program
- Electronic delegate mailing list

Bronze (\$500 - \$999)

Target Opportunities: Moderate one of twelve breakout sessions (\$750)

Exposure:

- Logo visibility on League webpage
- Exposure in the League's LOOP e-newsletter
- Logo visibility on printed Convention materials
- Company visibility and link on Convention mobile app
- One complimentary registration
- Recognition in the League's Review magazine
- Electronic delegate mailing list

VENDOR OPPORTUNITIES

Sponsor a Mobile Workshop (\$3,000) (Gold Level)

Six mobile workshops will take place at Convention showcasing a different aspect of Marquette. Sponsor one of these mobile workshops being offered on Thursday, October 16:

- Marquette's Waterfront Transformation
- Mining History in the U.P.
- Trail Towns as Recreation Destinations
- Crowdfunding & Microbreweries
- Reimagining Marquette's Historic Main Street
- Bike the Iron Ore Heritage Trail

Host a Vendor Presentation Breakout Session (\$1,750)

Four vendor presentation sessions are available during the Convention. This is a unique opportunity for your firm to make an hour-long presentation in your area of expertise. The presentation should relate to the League's Eight Assets for 21st Century Communities and should not be a direct sales presentation. Rather, it should highlight a specific service area, program or project within your organization that a municipality might consider. Your firm will be prominently listed as a vendor presenter in the program, on the mobile app, and on event signage.

Sponsor a Breakout Session (\$750)

Eight program breakout sessions are available for a sponsorship of \$750 each. When your firm sponsors a breakout session you can moderate that particular session. The session pause-screens will show YOUR LOGO and your firm's message. Your firm will also be prominently listed as a session sponsor in the program, on the mobile app, and on event signage.

AGENDA

Tuesday, October 14

Travel day to Marquette
The League is providing bus transportation for an additional fee. See back page for more info.

Wednesday, October 15

8:30 am-5:30 pm Registration Hours
 9 am-Noon Pre-Convention Workshops
 9 am Board of Trustees Meeting
 Noon Michigan Women in Municipal Government Lunch
 2-3:45 pm Welcoming General Session
 Parade of Flags
 Community Excellence Awards
 4-5:15 pm Breakout Sessions
 5:15-6:15 pm Elected Officials Academy Board Meeting
 6-8 pm Host City Reception

Thursday, October 16

7 am-5 pm Registration Hours
 7:30-8:30 am Michigan Association of Mayors Breakfast
 8:30-9:45 am General Session
 10-11:15 am Breakout Sessions
 11:15 am-Noon Delegate Check-in Annual Meeting
 Noon-4 pm Lunch & Mobile Workshops
 6:30-8:30 pm Reception & Annual Awards Banquet
 8:30 pm Foundation Fundraising Tavern Tour

Friday, October 17

7-11 am Registration Hours
 7:45-8:45 am Governance Committee Meeting & Breakfast
 9-10:15 am Breakout Sessions
 9-10:15 am MBC-LEO Meeting
 10:30-11:45 am Closing General Session
 Community Excellence Award "Race for the Cup" Winner Announced
 11:45 am Closing Lunch

PROGRAM 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 September 16, 2014. Digital artwork is required. Please supply digital artwork in PC format and a printed image for confirmation. For digital art guidelines go to http://www.mml.org/marketing-kit/print/digital_guidelines.htm. Email artwork to artwork@mml.org.
- Participants in the League's Business Alliance Program can take discounts on advertising of 10% (Silver Level), 20% (Gold Level), and 30% (Platinum Level).

AD SIZE	DIMENSIONS	COST
Full Page	4.5" wide x 7.75" tall	\$850
Half Page	4.5" wide x 3" tall	\$500

HOUSING & TRAVEL

Host Hotel

Holiday Inn Marquette
 Phone: 906-225-13510

Reservation Process

Housing reservations will only be accepted for those who have registered for Convention. After registering for Convention, a confirmation email will be sent to you within 48 hours. The confirmation email will contain your registration information and your personalized housing registration code. **The hotel requires that you provide your personalized code in order to make reservations during the Convention.**

