



2016 Fall Conference
Exhibitor and Sponsor Opportunities

October 12-13, 2016

Lansing Center

Exhibit Hall A

333 E. Michigan Avenue

Lansing MI 48933

Michigan Self-Insurers' Association

Contact: Keeli Baker

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Email: events@michselfinsurers.org

Website: www.michselfinsurers.org



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Please join us for our 2016 Fall Conference! We are looking forward to another great event! Please contact our office with questions.

General Exhibitors

General Exhibit Space Benefits

- One 6' skirted table
- 2 chairs
- 2 conference registrations
- Lunch with attendees
- Networking opportunities with key decision makers throughout the conference
- Recognition in all event promotional materials
- Exhibitor ribbons for name badges
- Recognition throughout the event
- **NOTE: there will not be carpet in the exhibit area. Feel free to bring a rug or other accommodation.**

Fees

- **MSIA Member Discount**
 - 2 Representatives: \$500.00
 - 3 Representatives: \$600.00
 - 4 Representatives: \$700.00
- **Non-Member**
 - 2 Representatives: \$800.00
 - 3 Representatives: \$900.00
 - 4 Representatives: \$1000.00

Details and Conditions

- Completed registration form **and payment** are required for exhibit space confirmation.
- To ensure inclusion in promotional and conference materials, all exhibitor information must be received by MSIA office by **September 1, 2016**.
- An email confirmation will be sent to the contact email listed on your registration.

Registration and Payment

- Register and pay online at www.michselfinsurers.org



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Gold Exhibitors – Members Only

Gold Exhibit Space Benefits

- Premium space limited to 8 gold exhibitors
- One 6' skirted table
- 2 chairs
- 2 conference registrations
- Lunch with attendees
- Networking opportunities with key decision makers throughout the conference
- Recognition in all event promotional materials
- Recognition in conference materials includes company logo, description, and contact information
- Gold exhibitor ribbons for name badges
- Recognition throughout the event, including a prominent visual rolling logo display during breaks and lunch

Fee: \$1,000.00

Details and Conditions

- Registrations limited to 8 gold exhibitors
- Completed registration form **and payment** are required for exhibit space confirmation.
- To ensure inclusion in promotional and conference materials, all exhibitor information must be received by MSIA office by **September 1, 2016**
- An email confirmation will be sent to the email listed on your registration form.

Registration and Payment

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Sponsorship Opportunities

CEU Credit Sponsor \$250

Sponsor name/logo placed next to any reference to Continuing Education Unit credit.

Notepad/Pen Sponsor \$250

- Sponsor name/logo on pens and notepads distributed to attendees. A sample product must be provided to MSIA by September 1. Sponsor must provide enough materials for all attendees. Please contact our office for attendee count prior to ordering materials.

Breakfast Sponsor \$1,000

- Sponsor name/logo tents at buffet station and attendee tables.
- 1 event registration
- Sponsor will be given 2-3 minutes to address the attendees over lunch.

Lunch Sponsor \$1,500

- Sponsor name/logo tents at buffet station and attendee tables.
- 1 event registration
- Sponsor will be given 2-3 minutes to address the attendees over lunch.

Beverage Station Sponsor \$500

- Sponsor name/logo tents at beverage stations and attendee tables.
- 1 event registration

Reception Sponsor \$1,500

- Sponsor name/logo tents at appetizer station and attendee tables.
- 1 event registration
- Sponsor will be given 2-3 minutes to address the attendees over lunch.

Details and Conditions

- Completed registration form **and payment** are required for sponsorship confirmation.
- **To ensure inclusion in promotional and conference materials, all exhibitor information must be received by the MSIA office by September 1, 2016.**
- An email confirmation will be sent to the email listed on your registration form.

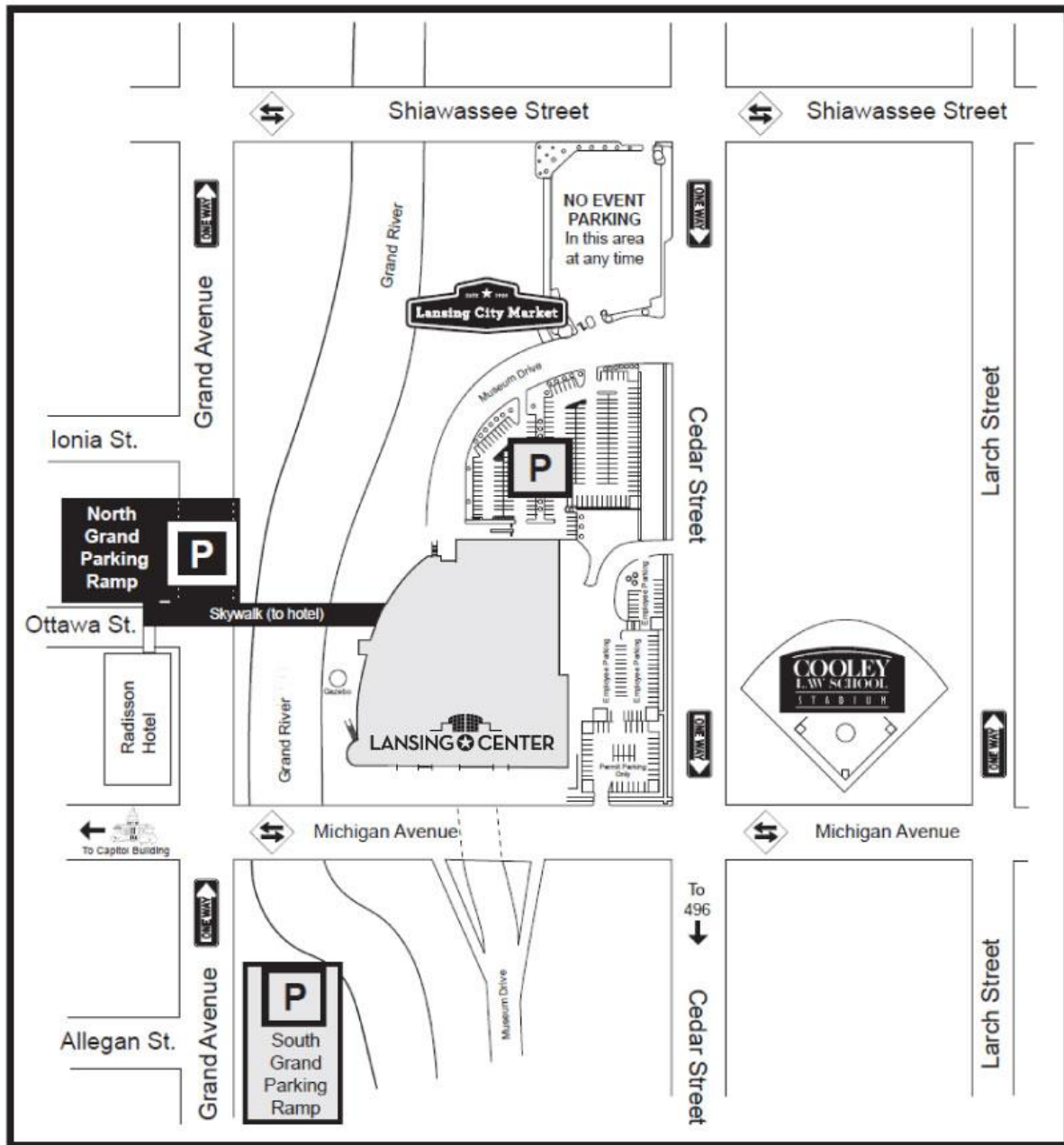
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Lansing Center Area Map



P = Primary Parking

P = Secondary Parking

General Information

Exhibit Set-Up

- Location: Exhibit Hall A – floor plan attached
- **Set-Up Times**
 - **Wednesday, 10/12/16: 8:00 a.m. – 5:00 p.m.**
-reception begins at 5:00 p.m.
 - **Thursday, 10/13/16: 6:00 a.m. – 8:00 a.m.**
-exhibit hall opens at 8:00 a.m.
 - **If you are not set up by the program opening, you will be asked to hold off set-up until the next break.**

Directions

FROM THE DETROIT AREA:

Follow I-96 West to the 496 Downtown Exit. Continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive (just after the Lansing City Market). Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

FROM THE FLINT AREA:

Follow 69 West to 127 South to the 496 West Downtown exit and continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Avenue to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

FROM THE SAGINAW AND BAY CITY AREA:

Follow I-75 South to 69 West to 127 South to the 496 West Downtown exit and continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Avenue to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

FROM THE JACKSON AREA:

Follow 127 North to the 496 Downtown Exit. Continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Avenue to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

FROM THE BATTLE CREEK AREA:

Follow 69 North to 496 East Downtown Exit and continue on 496 to the Cedar/Larch & Pennsylvania exits. Follow the Cedar/Larch signs and exit right onto Larch Street going (North). Follow Larch to Shiawassee. Turn left on Shiawassee (go one Block) to Cedar. Turn left on Cedar, then turn then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking beneath the building, and enter the building through the glass parking area lobby.

FROM THE KALAMAZOO AREA:

Follow I-94 East to 69 North to 496 East Downtown Exit and continue on 496 to the Cedar/Larch & Pennsylvania exits. Follow the Cedar/Larch signs and exit right onto Larch Street (going North). Follow Larch to Shiawassee. Turn left on Shiawassee (go one block) to Cedar. Turn left on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking beneath the building, and enter the building through the glass parking area lobby.

FROM GRAND RAPIDS AREA:

Follow I-96 to 496 East Downtown Exit and continue on 496 to exit 6 (Pine / Walnut St.). Merge onto the service drive and take about ½ mile to Grand Avenue. Turn left (north) onto Grand Avenue. Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which changes into Museum Drive. Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

FROM WESTBOUND I-496:

I-496 west to Exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

FROM EASTBOUND I-496:

I-496 east to exit 6 (Pine / Walnut St.). Merge onto the service drive and take about ½ mile to Grand Avenue. Turn left (north) onto Grand Avenue. Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto City Market Drive (just past the colorful Marketplace Apartments), which eventually changes into Museum Drive. Follow signs for Lansing Center parking, and enter the building through the glass parking area lobby.

Shipping and Delivery of Exhibit Materials

- No move-in or move-out shall occur through any pedestrian entrance or exit. Nor shall passenger elevators and stairs be used for transporting freight from level to level unless prior authorization is given by Lansing Center.
- **Shipments:** If you have a small amount of freight and you want to ship it directly Lansing Center, make sure you have the name of the event and the exhibitor, as well as the booth number (if known) labelled on the boxes or pallets. Lansing Center has no area for long term storage, so shipments should be received within 48 hours of the event. If the shipment has to be sent early, please arrange with the service decorator for storage and delivery.
- **Delivery:** **Ship for delivery no earlier than October 10, 2016**
- **Electricity Accessories: Request and pay online at**
<https://www.lansingcenter.com/services-forms/utilities-order-form>
- **Signage:** Decorations, signs, banner, etc. may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns. Adhesive-backed (stick-on) decals, or similar items (including stick-on name tags), may not be distributed or used in the building

Dining / Entertainment Suggestions (Walkable)

Tropo Restaurant <http://www.tropo.org/>

Knight Cap <http://knightcap.com/>

American Fifth Spirits <http://americanfifthspirits.com/>

Lansing Brewing Company <http://www.lansingbrewingcompany.com/>

The Beer Grotto <http://beergrotto.com/>

The Exchange <http://www.lansingexchange.com/>

Waterfront Bar & Grille <http://waterfrontlansing.com/>

Nuthouse <http://www.nuthousesportsgrill.com/>

Midtown Brewing Company <http://www.midtownbrewingco.com/>

Tavern + Tap <http://www.tavernandtap.com/>



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Event Venue Information

Lansing Center – Exhibit Hall A

- Address: 333 E. Michigan Ave., Lansing MI 48933
- Phone: (517) 483-7400

Hotel – Lansing Radisson

- Overnight Accommodations: Radisson Hotel
 - <https://www.radisson.com/lansing-hotel-mi-48933/lansing>
 - Room Rate: 189.95
 - Parking: Parking lots under and north of Lansing Center are available at \$6.00 per entry, per day. The facility is open 24 Hours. Fees are charged 6am – 11pm (Monday – Sunday) and on event days. Credit card payments are available at all exits. Cash payments are accepted if a parking attendant is present. Pay-on-foot machines are also available in the lobby of Lansing Center and the parking level of the building. The pay-on-foot machines may be used to pay for parking in the lots located north and under Lansing Center. Pay-on-foot machines will accept cash, coupons or credit card payments.
- **Hours:** 24 hours **Rate:** \$6 Flat Fee **Cash & Credit Cards:** Accepted at entrance or exit.

Special Needs

- Please contact our office with any special needs.

Miscellaneous

- Exhibitors may bring in & distribute to event attendees pre-packaged snack items (candy, etc.)



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2016 Fall Conference Exhibitor and Sponsor Mail-In Registration Form
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Contact Information – Please Print

Company/Organization: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: () _____ Cell for on-site contact: () _____

Email: _____

Exhibitor & Sponsorship Options		
Gold Exhibitor	Cost: \$1,000 - Members Only *email office with digital logo and company description for brochure	Company Representatives 1. _____ 2. _____
General Exhibitor	Cost - Select one <input type="checkbox"/> MSIA Member Discount ___ 2 Attendees \$500 ___ 3 Attendees \$600 ___ 4 Attendees \$700 <input type="checkbox"/> Non-Members ___ 2 Attendees \$800 ___ 3 Attendees \$900 ___ 4 Attendees \$1000	1. _____ 2. _____ 3. _____ 4. _____
Sponsorship	Circle one Breakfast \$1,000 • Lunch \$1,500 • Reception \$1,500 CEU Credit \$250 • Notepads \$250 • Beverage Stations \$500	Amount Due \$ _____

Payment

Exhibitor Agreement

Please make check payable to "MSIA" and mail to office address listed above. You will receive an email confirmation with your assigned booth number after payment is received. Please contact our office with questions.

Exhibitor agrees to carry and maintain and provide evidence of liability and other insurance in amounts sufficient to provide coverage against any claims arising from any activities arising from Exhibitor's booth.

Exhibitor shall indemnify, defend and hold harmless the Michigan Self Insurers' Association and Hotels and their officers, agents, members, and employees from all demands, claims, loss, and damage to persons or property arising out of or caused by Exhibitor's negligence in connection with their Booth and conference participation.



Kids' Chance of Michigan

Educating Children of Injured Workers

Silent Auction at MSIA Fall Conference Item Donation Registration Form

What is Kid's Chance of Michigan? *Kids' Chance of Michigan is one of 26 state chapters associated with Kids' Chance of America, a national organization. At Kids' Chance of Michigan we're dedicated to helping Michigan kids who need it most – those who need assistance for college or vocational education because a parent has been killed or catastrophically injured in a work-related accident. Our mission is to raise funds to provide need based scholarships to qualifying kids ages 17-22 to pursue their educational dreams at a college, community college, trade or vocational school.*

What kind of silent auction donation items are suggested? *Gift Baskets, Sporting Event Tickets, Use of a Condo/Cottage for a Weekend, Concert Tickets, Spa or Massage, iPad, iPod, GPS, Gift Cards.*

Is there a minimum value required per submission? *Items must have an estimated minimum value of \$100.*

Will your donation be tax deductible? *Kids' Chance of Michigan qualifies as a charitable organization under the Internal Revenue Service Code Section 501(c)(3) and therefore, all contributions are tax deductible.*

Can I donate if we don't have a vendor table? *Yes, anyone can donate.*

What is the deadline for donation form submission: *Submit Completed Form by May 20th, 2016 so that display and bid forms can be prepared for the auction.*

Where should Item be delivered? *Lansing Center, Lansing, MI*

What is the deadline for item delivery: **Wednesday, September 28 @ 12:00 noon.** *If you wish to make a donation but cannot take care of the item's delivery, please email <susan.r.azar@gm.com> to make other arrangements.*

When is the silent auction? *October 12-13, 2016*

ITEM DESCRIPTION: _____

DONATED BY: _____

CONTACT PERSON: _____

CONTACT'S EMAIL: _____

CONTACT'S CELL PHONE: _____

ESTIMATED VALUE: _____

CAN YOU GUARANTEE DELIVERY TO THE HOTEL BY Wednesday, June 1st @ noon: Yes No

Deadline for submission: Friday, September 23, 2016