

88TH ANNUAL CONVENTION & MEMBERSHIP MEETING

SOARING EAGLE CASINO & RESORT MT. PLEASANT, MICHIGAN



MMA
Michigan Movers Association

EXHIBITOR RULES & GUIDELINES

MANAGEMENT AUTHORITY

These rules and guidelines have been developed for the purpose of providing a well-balanced, well-regulated exhibit hall. MMA and Eurich Management Services reserve the right in all emergencies, differences of opinion or complaints to make such rulings as, in their judgment, are in the best interests of the MMA and the success of this event. The exhibitor agrees to abide by all such rulings.

APPLICATION FOR SPACE

Each company whose products or services will be displayed or promoted must be the company which applies for and occupies the exhibit table. Application for space must be made on the form provided. Payment in full must accompany application. Cancellations on or before January 22, 2010 subject to \$75 administrative fee. Cancellations after January 22, 2010 do not receive any refund. No-shows are not eligible for a refund. No part of the exhibit space may be sublet without the permission of MMA. No two companies may share an exhibit table.

REGISTRATION & BADGES

All attendees and exhibitor company representatives must wear a name badge issued by MMA at all times during sessions, meal functions and exhibit hours. Exhibitors are responsible for persons wearing a badge as representing that exhibitor. Representatives from companies not exhibiting may register but may not conduct business of any type at any event during the convention. MMA may expel any individual violating this provision.

BOOTH GUIDELINES (TABLETOPS)

All table top exhibits include a six-foot table and two chairs. Exhibitors will be placed around the perimeter of the room starting with the front entrance based on the date their application and payment are received. Exhibitors may not obstruct the vision to other booths by oversized displays, signs, etc. The sound level from any audio source is not to interfere with communication at other booths. Each table top will include a Michigan wine or beer with complimenting hors d'oeuvre for attendee sampling, on Wednesday evening.

BOOTH SET-UP & BREAKDOWN

Exhibitors must set up their booth between the hours of 2:00-5:00 p.m. on Wednesday, February 3, 2010. Exhibit hours will be held between 5:30-9:00 p.m. on Wednesday, February 3, 2010 and from 8:00 a.m. till 12:00 p.m. on Thursday, February 4, 2010. Booth breakdown will take place between the hours of 12:00 and 3:00 p.m. on Thursday, February 4, 2010. No booths may be broken down before that time or priority space may be denied at future events.

DECORATING & SHIPPING

Electricity, booth set up assistance and shipping should be handled directly with the Soaring Eagle Casino & Resort. Shipments should be sent no earlier than February 1, 2010 and should be addressed:

SOARING EAGLE CASINO & RESORT
HOTEL LOADING DOCK C MICHIGAN MOVERS ASSOCIATION
6800 SOARING EAGLE BLVD
MT. PLEASANT, MI 48858

Please indicate on boxes/packages to HOLD FOR:

(EVENT NAME/CONTACT PERSON)

Also, indicate on boxes/packages the # out of # boxes.
Example: 1 of 6 boxes.

Questions of the hotel can be answered at 989-775-5393.
Questions of MMA call 517-327-9207.

HOLD HARMLESS/LIABILITY

Exhibitor assumes responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought on the Soaring Eagle Casino & Resort premises, and agrees to indemnify the Soaring Eagle Casino & Resort, MMA and Eurich Management Services, LLC from any and all such losses, damages and claims. In addition, each exhibitor is responsible for carrying current product and personal injury liability insurance. Exhibitor agrees that if MMA or Eurich Management Services, LLC should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision making body, the damages to which the exhibitor will be entitled are limited to the amount of the exhibit fee paid by the exhibitor.

I have read and understand the provisions of these rules and guidelines. I agree to abide by and be legally bound by this agreement as testified by the signature below.

COMPANY

AUTHORIZED REPRESENTATIVE

DATE

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Demonstrate your support for MMA through exhibit and sponsorship opportunities. We will recognize your company with on-site signage, company introduction at the banquet and a prominent listing in our next newsletter. Select as many of the following activities as you wish. Priority will be given to sponsorship forms received with payment at our office. You must be a MMA member or associate member to participate.

TABLE TOP EXHIBIT - \$250/table

Gain Maximum visibility at the MMA's biggest event! Distribute information about your company and its products. Each table top exhibit will be given a Michigan wine as well as a paired hors d'oeuvre to offer to attendees for sampling. You may provide door prizes. All activities will be held in the exhibit hall to provide your company optimum exposure! Registration not included. Please refer to the Exhibitor Rules & Guidelines on the back of this page for more information. The Rules & Guidelines form must be signed and returned to MMA with your application.

ANNUAL BANQUET - \$1250 or \$700

There is no greater prestige than hosting our industry's annual banquet. Introduce the MMA President to begin the evening ceremonies. Place company handouts at each table. Full Sponsor (\$1250) receives a free Table Top Exhibit and two free registrations. Co-sponsors (\$700) each receive a free Table Top Exhibit and one free registration.

GROUP BREAKFAST - \$800

Kick off the Thursday morning business session and seminar by hosting our group breakfast. Place company handouts at each table. Receive a free Table Top Exhibit and two free registrations.

REFRESHMENTS DURING GENERAL SESSION - \$400

Refreshments will be set up in the back of the meeting room during the general seminar session on Thursday morning. We will offer soft drinks, coffee & tea.

GROUP LUNCHEON - \$650

Our closing event for this year's convention will feature Michael Fielek from the Michigan Public Service Commission as a guest speaker. Introduce our speaker, place company handouts at each table and receive a Table Top Exhibit and one free registration.

FINANCIAL PARTNER - \$400

Unable to participate in any of the above activities but still want exposure for your company? Become a financial partner with MMA. Donate money to offset our general cost of promoting this event. Your company will be recognized at all group sessions.

GAMING SPONSORSHIP - \$1000

Sponsor after dinner gaming for \$1000. This sponsorship will allow each attendee to have \$10 for their gaming pleasure. Sponsorship includes a free Table Top Exhibit and two free registrations.

SPONSORSHIP/EXHIBITOR FORM

88TH ANNUAL CONVENTION & MEMBERSHIP MEETING

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- Yes, our company would like to Exhibit
- Yes, our company would like to sponsor the following event(s) _____

Company Name _____ Contact Name _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____

- I would like to donate a raffle prize to be given away at the MMA event.
Raffle Prize Donation _____

SEND THIS FORM ALONG WITH PAYMENT TO:

MMA | 3225 W. St. Joseph | Lansing, MI 48917
Fax: 517-321-0495

QUESTIONS?

Contact Rebecca Holloway in the MMA office at 517-327-9207 or at rebecca@eurich.com

PAYMENT INFORMATION

I have enclosed a check in the amount of \$ _____ (please make checks payable to MMA)

Please charge my card for the amount of \$ _____

VISA MasterCard

Card Number _____ Exp Date _____

Name on Card _____

Signature _____