EXHIBITOR PACKET

MICHIGAN COUNTIES 2020 ANNUAL CONFERENCE
AUGUST 18-27, 2020

Gone Virtual

NEW CHALLENGES.
NEW THINKING.

MAC
MICHIGAN ASSOCIATION OF COUNTIES
EXHIBITOR OPPORTUNITIES

The cost to exhibit your products and/or services at the 2020 Virtual Michigan Counties Annual Conference is: $200

Deadline to register your digital slot is July 15.

The Exhibitor Event will be from 12pm to 1pm on Aug. 19. Additional details on how the event will operate will be shared after registration closes on July 15.

**Current MAC Corporate and Affiliate Members** receive a 10 percent discount on an exhibit space. For questions, please contact Tammi Connell or Megan McKenna 517-624-2672 or [conference@micounties.org](mailto:conference@micounties.org).

Cancellation Policy: Refund of registration fee, minus an administrative fee of $100, will be made if cancellation is necessary, provided written notice is postmarked no later than July 24, 2020. Absolutely no refunds will be given for requests after July 24, 2020.

SPECIAL OPPORTUNITY

PRESIDENT’S GATHERING
To replace our traditional President’s Banquet, we will hold a digital gathering that will feature an exciting speaker.

ADVERTISING OPPORTUNITIES

Each of the conference attendees is provided a full-color event program in their registration bag. This program is their guide to all conference events and makes an excellent platform from which to present information. Ads need to be camera-ready and high-resolution in one of the following formats: JPEG, PNG, PDF. We must receive your ad copy to [conference@micounties.org](mailto:conference@micounties.org) by 5PM on July 15, 2020.

- **$400**
  - Full-page
    - 8.5w x 11h

- **$200**
  - Half-page
    - 8.5w x 5.5h

- **$100**
  - Quarter-page
    - 5.5w x 5.5h

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SPONSORSHIP OPPORTUNITIES

The Michigan Association of Counties values and appreciates the participation of our sponsors at our two co-hosted conferences each year. To better assist these sponsors with determining what level of participation is best, the following opportunities are offered:

**SUPERIOR | $3,750**  
- Introduction of a speaker at a plenary session  
- Full-page ad in onsite program  
- Recognition in onsite program  
- Complimentary exhibit booth  
- Recognized in signage and conference scripts  
- Recognition on MAC’s website  
- 5 complimentary conference registrations  
- Social media promotion on MAC channels (5 tweets, 5 FB posts, 5 Instagrams)  
- Inclusion in all media materials issued for conference

**MICHIGAN | $2,500**  
- Full-page ad in onsite program  
- Recognition in onsite program  
- Complimentary exhibit booth  
- Recognized in signage and conference scripts  
- Recognition on MAC’s website  
- 3 complimentary conference registrations  
- Social media promotion on MAC channels (3 tweets, 3 FB posts, 3 Instagrams)

**ONTARIO | $1,000**  
- Half-page ad in onsite program  
- Recognition in onsite program  
- Recognized in signage and conference scripts  
- Recognition on MAC’s website

**ERIE | $500**  
- Recognition in onsite program  
- Recognized in signage and conference scripts  
- 10 percent discount on exhibit booth

**HURON | $1,250**  
- Full-page ad in onsite program  
- Recognition in onsite program  
- Complimentary exhibit booth  
- Recognized in signage and conference scripts  
- Recognition on MAC’s website  
- 2 complimentary conference registrations  
- Social media promotion on MAC channels (1 tweet, 1 FB post, 1 Instagram)

**ST. CLAIR | $250**  
- Recognition in onsite program  
- Recognized in signage and conference scripts

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**THE VALUE OF BEING A MAC MEMBER**

MAC provides membership opportunities for businesses and nonprofits that share our mission of helping counties provide the best possible public services to Michigan residents. Corporate and affiliate members also receive a 10 percent discount on an exhibit booth AND a 10 percent discount on sponsorship opportunities at each MAC conference. Call 517-624-2672 for details. To learn more about the benefits of being a member, [click here](#).

**AFFILIATE MEMBERS**

- Area Agency on Aging Association of Michigan
- C.C.E. Central Dispatch Authority
- Community Economic Development Association of Michigan
- Community Mental Health Association of Michigan
- County Road Association of Michigan
- Friend of the Court Association of the State of Michigan
- Health Care Association of Michigan
- Michigan Association for Local Public Health
- Michigan Association of County Treasurers
- Michigan Association of County Veterans Counselors
- Michigan Association of Equalization Directors
- Michigan Association of Registers of Deeds
- Michigan Association of County Parks & Recreation Officials
- Michigan Municipal Risk Management Authority
- Nurse-Family Partnership
- Prosecuting Attorneys Association of Michigan
- UPCAP Services Inc.
- UPWARD Talent Council - Michigan Works
- USDA Rural Development Office

**CORPORATE MEMBERS**

- 4North
- Astria
- Berends, Hendricks & Stuit
- Blue Cross Blue Shield of Michigan
- Brown & Brown of Central Michigan
- Clark Construction Company
- CompOne Administrators Inc.
- Consumers Energy
- CoPro Plus
- Cummings, McClary, Davis & Acho, P.L.C.
- Dickinson Wright PLLC
- DTE Energy
- Enbridge
- Enterprise Fleet Management
- Envisage Technologies, Inc.
- Gallagher & Co.
- Granger Construction
- ITG Holdings Corp., a Fortis Co.
- Kofie Technologies, Inc.
- Maner Costerisan PC
- Maxmix
- Miller, Canfield, Paddock and Stone, PLC
- Michigan Municipal Risk Management Authority
- Multi-Bank Securities, Inc.
- Munithra
- Nationwide Retirement Solutions
- PFM Asset Management, LLC
- TowerPinkster

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