



2021 SHAPE Michigan Annual State Convention
Lansing Convention Center, Lansing MI
November 4-6, 2021

PROGRAM PRESENTATIONS

Educators like to learn how your programs/products/services can be applied in their classroom, schools and districts. If included with the registration materials is a Call for Presenters form where you may submit a 1 hour presentation (1 hour per booth). Exhibitor Showcase Presentations are limited to exhibitors who have purchased a booth or sponsorship. Presentation forms must be returned to SHAPE Michigan by July 15, 2021.

CONVENTION FORMAT

Workshops and educational sessions are presented during Thursday and Friday. Exhibit days are Thursday and Friday.

EXHIBITOR BOOTHS

Each booth is 8' x 10', with a table and chair. Electricity and additional supplies may be ordered through the Lansing Center at the exhibitor's cost. Packets for additional coverage will be sent with confirmations.

BOOTH SELECTION

Priority is given to convention and association sponsors. Booths are assigned by the convention management in order of registrations received. Please note on your registration any specific booth set-up needs (corner or hard back needed).

MOVE-IN HOURS

Thursday move-in 7:30am – 10:00am.

Information on possible Wednesday evening move-in to follow.

Exhibit Hall Hours: Thursday – 11:00am – 5:00pm & Friday – 9:00am – 5:00pm.

Please plan to keep your exhibit open until this time.

USE OF SPACE – LIABILITY

Activity must be confined to the limits of the exhibit booth. Arrangements outside of this must be preauthorized through SHAPE Michigan convention management. No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the consent the SHAPE Michigan. Exhibitors assumes full responsibility for complying with facility, local, city, and state laws regarding sales tax and regulations concerning fire, safety, electrical wiring, health standards and damages.

LOADING/UNLOADING

All exhibitors, equipment and materials must enter using the appropriate loading dock or the entrance by the exhibit hall. Exhibitors shall be solely responsible for delivery, handling, setup, and removal of their own displays and materials. The venue does not supply labor or carts and setup.

ORDERING ADDITIONAL EQUIPMENT

For any additional equipment needed, please fill out the attached forms and return them in a timely manner.



SPONSORSHIP / EXHIBIT OPPORTUNITIES

BRONZE	SILVER	GOLD
Non-Profit Option		
Single Booth	Single Booth	Double Booth
\$400	\$600	\$900
1 Convention Registration Included	2 Convention Registrations Included	2 Convention Registrations Included
	½ Page Advertisement in Convention Book	1 Full Page Advertisement in Convention Book

All above options include the following:

Logo on SHAPE Michigan Website for 1 year.

Promotion on SHAPE Michigan social media sites

Tote Stuffer at Annual Convention and Regional Workshops – (provided by Exhibitor)

Additional Options Available:

Add-on Workshop Package - \$200

- Will have access as exhibitor for all Regional workshops for SHAPE Michigan for 2021-2022
- 1 Booth and Tote Stuffer

Catalog or Tote Stuffer ONLY - \$200

- Every registrant receives a tote bag.
- To provide your own flyer or gift, please provide 700 items shipped to :
- SHAPE Michigan, PO Box 208, Laingsburg MI 48848



APPLICATION AND CONTRACT FOR EXHIBIT SPACE
2021 SHAPE Michigan Convention
November 4-6, 2021
Lansing Convention Center, Lansing MI

Return Application and Payment to:

SHAPE Michigan 2021 Convention
P.O. Box 208
Laingsburg, MI 48848
Phone: (517) 347-0485
Email: shapemichiganoffice@gmail.com

Name of Company: _____

Contact Person: _____

Email: _____ Phone: _____

Website: _____ Toll Free Phone: _____

Mailing Address: _____

City/State/Zip: _____

Company Representatives or Booth Attendants – Names for Name Tags: _____

Please write a one-sentence description of your business for Convention Program/App:

EXHIBITOR REGISTRATION PROCESS

Email your interest in having a booth to the SHAPE Michigan Convention Manager:
Rebecca Langdon-Hagerty: shapemichiganoffice@gmail.com

To purchase any booth space, advertisements or sponsorships, complete the attached application and mail it back with 50% deposit or full payment. A deposit of 50% will hold your booth reservation until October 1. All fees are due by October 13, 2021.

Logos and ads, black/white and color, should be submitted to the Convention Manager for inclusion in the program, app and/or website.

Late Registrations: Registrations received after October 1, 2021 – **Fees increase \$100.**

Travel and hotel accommodations are the exhibitor's responsibility. Special Convention Rates for



lodging will be available.

APPLICATION

Please select 1 or more Registrations received after October 31, 2021 – Fees increase \$100

BRONZE -	\$400	\$ _____
SILVER -	\$600	\$ _____
GOLD	\$900	\$ _____
Workshop Package	\$200	\$ _____
Catalog or Tote Stuffer	\$200	\$ _____

Payment Information **Amount:** \$ _____

CREDIT CARD

Check Payable to **SHAPE Michigan**

Card # _____

Exp. Date _____ CSC _____

Name on card: _____

Billings Address: _____

o Will donate prize(s) for door prize drawings

Please retain a copy of the exhibit contract for your records!

Convention Manager - shapemichiganoffice@gmail.com

SHAPE Michigan

PO Box 208

Laingsburg, MI 48848

www.Shapemichigan.us