



2017 Spring Conference
Exhibitor and Sponsor Opportunities

May 31 – June 1, 2017
Amway Grand Plaza, Grand Rapids
Ambassador Ballroom
187 Monroe NW
Grand Rapids MI 49503

Michigan Self-Insurers' Association
Contact: Keeli Baker
124 W. Allegan, Suite 1900 • Lansing MI 48933
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Email: events@michselfinsurers.org
www.michselfinsurers.org



2017 Spring Conference
May 31 – June 1 • Amway Grand Plaza, Grand Rapids

Please join us for our 2017 Spring Conference! We are looking forward to another great event.

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

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 **May 1, 2017**.
- An email confirmation will be sent to the contact email listed on your registration. If you don't receive an email, you are not confirmed. Please call our office at 517-267-3901 to confirm.

Registration and Payment

- Register and pay online at www.michselfinsurers.org



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Gold Exhibitors – MSIA 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.
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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 May 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. Sponsor will also be given 2-3 minutes to address the attendees.

Lunch Sponsor \$1,500

Sponsor name/logo tents at buffet station and attendee tables. Sponsor will also be given 2-3 minutes to address the attendees.

Beverage Station Sponsor \$500

Sponsor name/logo tents at beverage stations and attendee tables.

Reception Sponsor \$1,500

Sponsor name/logo tents at appetizer station and attendee tables. Sponsor will also be given 2-3 minutes to address the attendees.

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- An email confirmation will be sent to the email listed on your registration form. If you don't receive an email, you are not confirmed. Please call our office at 517-267-3901 to confirm.

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General Information

Exhibit Set-Up

- Location: Ambassador Ballroom
- Set-Up Times
 - Gold Exhibitors: Wednesday, 5/31 from noon – 1:00 p.m.
 - General Exhibitors: Wednesday, 5/31 from 4:00 – 5:00 p.m.
 - Alternative time: 7:00 a.m. – 8:00 a.m. on Thursday, 6/1.
 - **If you are not set up by the program opening, you will be asked to hold off set-up until the next break.**

Exhibit Tear Down

- 4:15 p.m. on Thursday

Shipping and Delivery of Exhibit Materials

- **Shipments:** Ship materials to the following:
Recipient's Name
c/o Amway Grand Plaza Hotel
187 Monroe Avenue, NW
Grand Rapids, MI 49503

“Recipient” refers to the person who will be picking up the materials. Write the recipient’s name and the name of the event on boxes. All shipments must be prepaid. Amway Grand Plaza Hotel can not accept C.O.D. shipments.

If you are sending more than one package within a single shipment, be sure to number in sequence (example: 1 of 3, 2 of 3, 3 of 3).

- **Delivery:** **Ship for delivery no earlier than 5/18/17.** Record and bring to the Hotel the waybill number of all packages shipped to the Hotel.

Delivery thru the public motor lobby is limited to two bellman’s carts. All other shipments will be directed to the Hotel’s Loading Dock. If bellman assistance is needed for delivery purposes, there will be a \$10.00 per cart or \$25.00 per pallet delivery fee.

- **Electricity Accessories:** \$15.00 for an extension cord or power strip
- **Signage:** no signage allowed on first floor lobby. Use of nails, pins, staples, and tape adhesives are not permitted. See convention manager for approved adhesive materials.



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Event Venue Information

Amway Grand Plaza – Ambassador Ballroom

- Address: 187 Monroe NW, Grand Rapids MI, 49503
- Phone: 1-800-253-3590
- Hotel room check-in time: 4:00 p.m.; Check-out time 11:00 a.m.
- Overnight Accommodations:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14232405

- **Special Room Rate: \$144.00 (reserve no later than April 30, 2017)**
- Parking:
 - Self-park: \$24.00/day
 - Valet: \$29.00/day (unlimited in/out privileges)

Special Needs

- Please contact us if you need electricity or require assistance with uncrating or transport.

Miscellaneous

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



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2017 Spring Conference Sponsor & Vendor 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

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.

Federal ID #: 23-7162592

Exhibitor Agreement

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 Spring 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, 2017 so that display and bid forms can be prepared for the auction.*

Where should Item be delivered? *Amway Grand Plaza, Grand Rapids, MI*

What is the deadline for item delivery: *Wednesday, June 1st @ 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? *May 31 – June 1, 2017*

ITEM DESCRIPTION: _____

DONATED BY: _____

CONTACT PERSON: _____

CONTACT'S EMAIL: _____

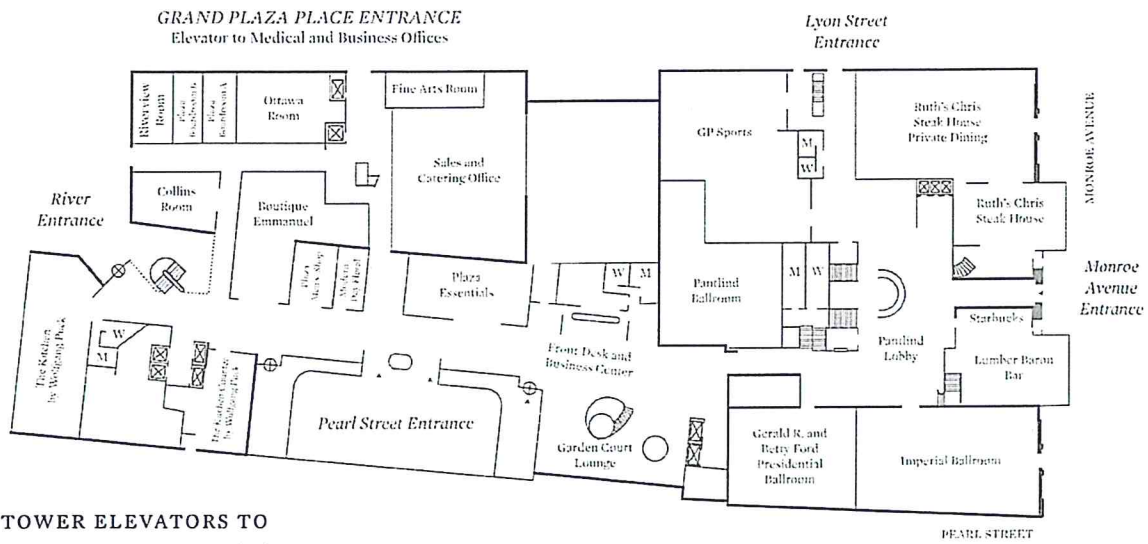
CONTACT'S CELL PHONE: _____

ESTIMATED VALUE: _____

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

Email completed form to susan.r.azar@gm.com
Deadline for submission: Friday, May 20, 2017

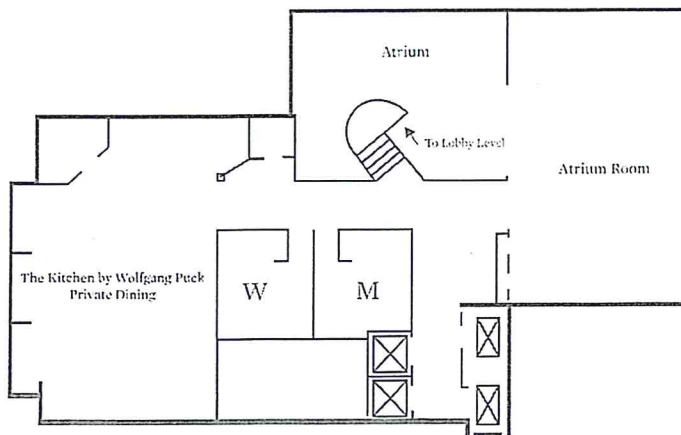
LOBBY LEVEL—1ST FLOOR



TOWER ELEVATORS TO

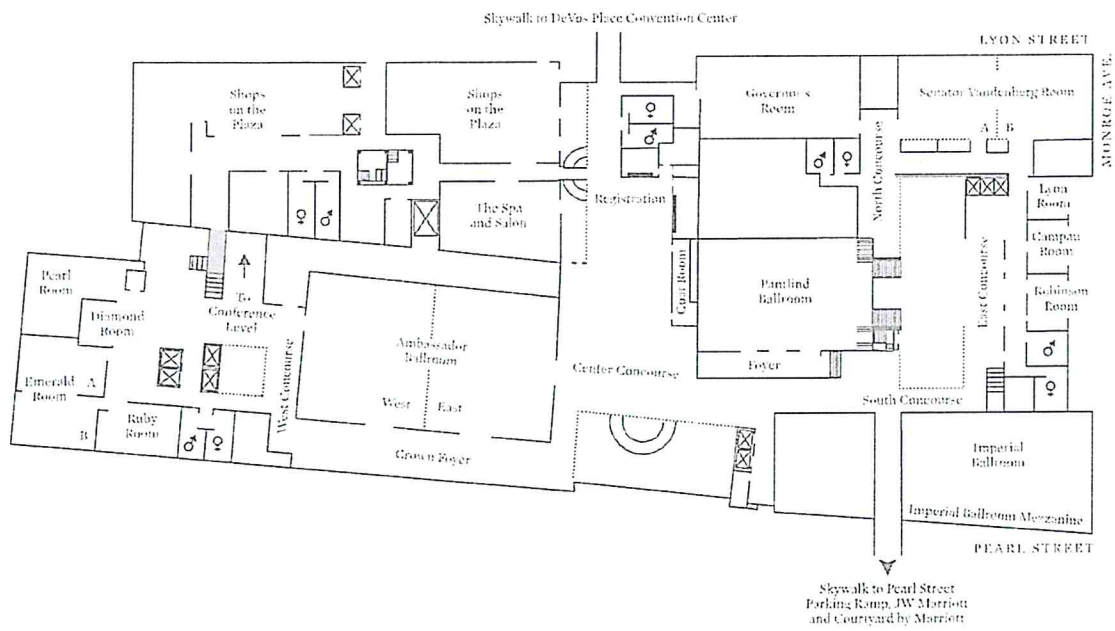
- Plaza Fitness Center, 4th Floor
- Tower Club, 25th Floor
- Cygnus 27, 27th Floor
- Sky I & II, Private Dining Rooms, 28th Floor
- Pinnacle Room, Take to 28th Floor

ATRIUM LEVEL—LOWER LEVEL

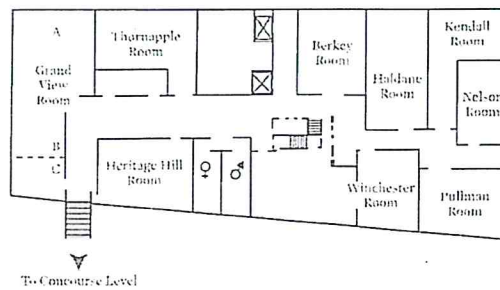


airway grand plaza

CONCOURSE LEVEL—2ND FLOOR

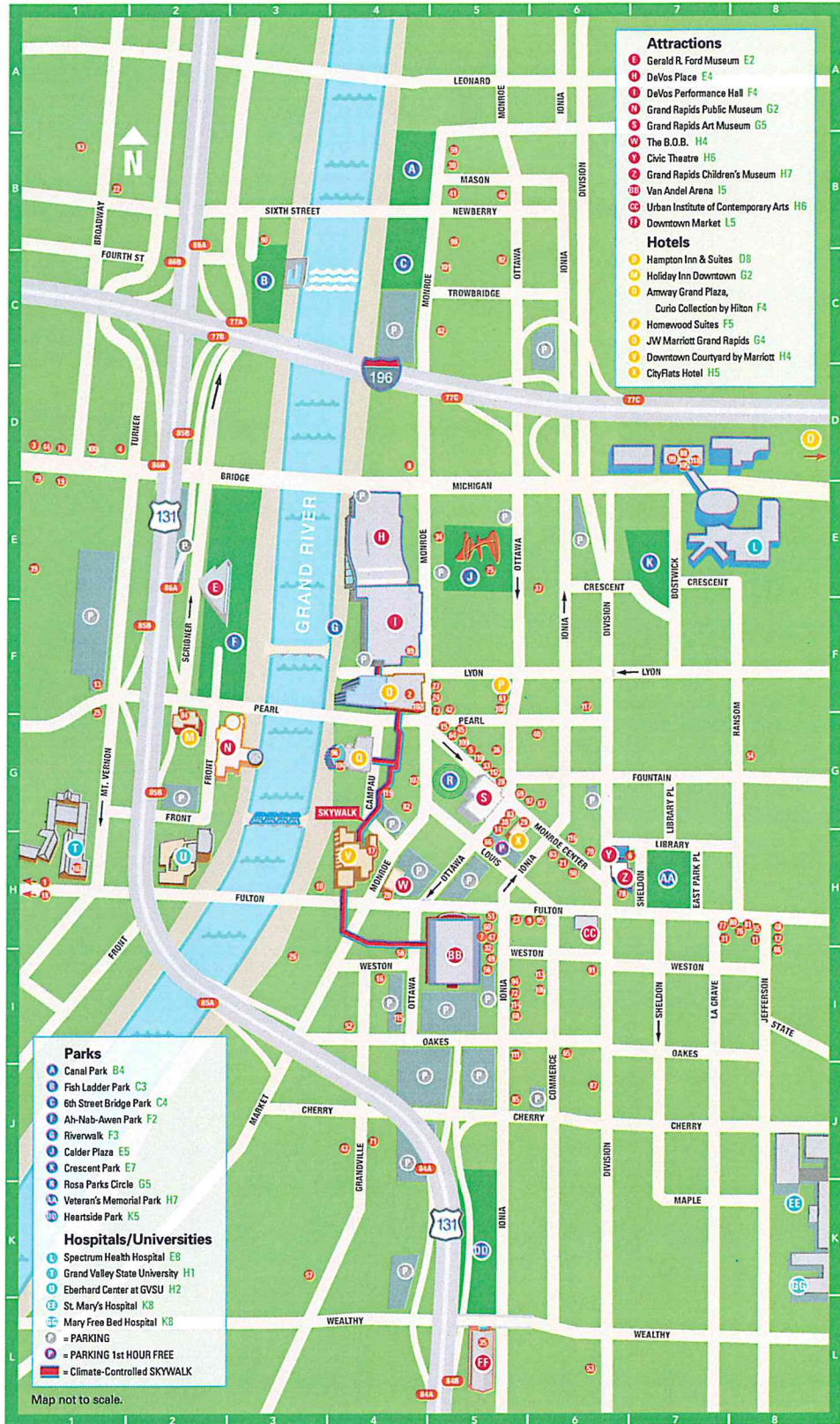


CONFERENCE LEVEL—3RD FLOOR



DOWNTOWN GRAND RAPIDS DINING GUIDE

- 1 Adobe In & Out H1
- 2 Amway Grand Plaza, Curio Collection by Hilton F4
 - Cygnus Z7
 - Garden Court Lounge
 - GP Sports
 - The Kitchen by Wolfgang Puck
 - Lumber Baron Bar
 - Ruth's Chris Steak House
 - Starbucks Cafe at Amway
 - The Kitchen Counter by Wolfgang Puck
- 3 Anchor Bar D1
- 4 Ando Asian Kitchen* D1
- 5 Angel's Thai Cafe G5
- 6 Apartment Lounge H7
- 7 Artesian Distillers* H5
- 8 Atwater Brewery* D4
- 9 The Back Forty Saloon H6
- 10 Sagger Dave's Burger Tavern H3
- 11 Bangkok Taste Cuisine H6
- 12 Bartertown Diner H8
- 13 Big Boy Restaurant F1
- 14 Big O's Cafe G5
- 15 Biggby Coffee G5
- 16 Bistro Bella Vita I4
- 17 The Bistro at Downtown Courtyard by Marriott H4
- 18 The Bitter End Coffeehouse H1
- 19 The Black Heron E1
- 20 The B.O.B. H4
 - Bobarino's
 - B.O.B.'s Brewery
 - Gilly's
 - Judson's Steakhouse
- 21 Brick & Porter H5
- 22 Broadway Bar B1
- 23 Buffalo Wild Wings H5
- 24 Bull's Head Tavern F5
- 25 Burger King F1
- 26 Charley's Crab Restaurant I3
- 27 The Chop House F5
- 28 Cinco De Mayo G5
- 29 CitySen Lounge at CityFlats Hotel G5
- 30 City Built Brewing Company* B5
- 31 The Cottage Bar & Restaurant H7
- 32 Divani I5
- 33 Dog Pit G5
- 34 Don's Place E5
- 35 Downtown Market L5
 - Aperitivo
 - Blue Spoon Soup & Spuds
 - Brezel
 - Carvers*
 - Dorothy & Tony's Gourmet Popcorn
 - Field & Fire Bakery
 - Fish Lads
 - Grand Traverse Distillery
 - Love's Ice Cream
 - Malamiah Juice Bar
 - Making Thyme Kitchen
 - Rak Thai
 - Relish Green Grocer
 - Rocket Pies*
 - Simpatico Coffee
 - Slows Bar BQ
 - Social Kitchen & Bar
 - Sushi Market
 - Sweetie-licious Bake Shoppe
 - Tacos El Cuñado
- 36 Electric Hero G5
- 37 Express Cafe E5
- 38 Fat Johnny's Cheesesteak Co. G5
- 39 Ferris Coffee & Nut Cafe E1
- 40 Ferris Coffee & Nut Cafe - Downtown* G6
- 41 Field & Fire Cafe* B5
- 42 Flanagan's Irish Pub F5
- 43 Founders Brewing Company J4
- 44 Fratelli's Pizza D1
- 45 Freshii G5
- 46 Garage Bar & Grill B5
- 47 Georgios Gourmet Pizza H5
- 48 Gita Pita H8
- 49 Go Java Coffee I5
- 50 Grand Central Market & Deli H5
- 51 Grand Rapids Brewing Co. H5
- 52 Grand Woods Lounge I4
- 53 Happy Cat Cafe* L5
- 54 Heritage Restaurant G8
- 55 Hong Kong Express H8
- 56 HopCat I5
- 57 Horseshoe Smokehouse K3
- 58 IRON Restaurant I4
- 59 J. D. Reardon's Bar & Grill B5
- 60 J. Gardella's Tavern H5
- 61 Jam'n Bean Coffee Company F6
- 62 Jimmy John's C5
- 63 Jimmy John's H6
- 64 Kilwin's Chocolates & Ice Cream G5
- 65 Lantern Coffee Bar & Lounge I6
- 66 Leo's H5
- 67 Local Mocha Coffee G6
- 68 Luna I5
- 69 Madcap Coffee G5
- 70 Massen James Bakery H6
- 71 Mayan Buzz Cafe J4
- 72 Mema's Joint I5
- 73 Mojo's Dueling Piano Bar and Restaurant F5
- 74 New Holland Brewing - The Knickerbocker* D1
- 75 Nunzia's Cafe E5
- 76 One Stop Coney Shop H8
- 77 One Trick Pony Grill & Taproom H8
- 78 Osteria Rossa H6
- 79 O'Toole's Public House D1
- 80 Palace of India H8
- 81 PaLatte Coffee & Art H8
- 82 Panera Bread G4
- 83 Parsley Mediterranean Grille G5
- 84 Pearl Street Grill at Holiday Inn Downtown G2
- 85 Peppino's Downtown Pizzeria Sports Grille J5
- 86 The Pizza Experiment H6
- 87 Propaganda Doughnuts J6
- 88 Qidoba D7
- 89 Reserve Wine & Food F4
- 90 Rico's Deli B3
- 91 Rockwell / Republic I6
- 92 Rocky's Bar & Grill C5
- 93 Roots Brew Shop B1
- 94 Saladworks I5
- 95 San Chez Bistro H6
- 96 six.one.six at JW Marriott G4
- 97 Ski's Sub Shop G6
- 98 Skywalk Deli E6
- 99 Smashburger D7
- 100 The Sovereign* D1
- 101 SpeakeZ Lounge C5
- 102 Starbucks Cafe at Amway F4
- 103 Starbucks Cafe at GVSU H1
- 104 Starbucks Cafe at JW Marriott G4
- 105 Starbucks Cafe at Spectrum D7
- 106 Stella's Lounge I5
- 107 Subway G4
- 108 Sundance Grill and Bar F5
- 109 Sushi Yama G5
- 110 Sweet Yo's G5
- 111 Tavern On The Square I5
- 112 Tre Cugini G5
- 113 Two Beards Deli & Catering I6
- 114 The Waldron Public House I5
- 115 The Wheelhouse I4
- 116 XO Asian Cuisine H6
- 117 YoChef's Cafe F6
- 118 Zoup! D7
- 119 Z's Restaurant & Bar G4



- 95 San Chez Bistro H6
 - 96 six.one.six at JW Marriott G4
 - 97 Ski's Sub Shop G6
 - 98 Skywalk Deli E6
 - 99 Smashburger D7
 - 100 The Sovereign* D1
 - 101 SpeakeZ Lounge C5
 - 102 Starbucks Cafe at Amway F4
 - 103 Starbucks Cafe at GVSU H1
 - 104 Starbucks Cafe at JW Marriott G4
 - 105 Starbucks Cafe at Spectrum D7
 - 106 Stella's Lounge I5
 - 107 Subway G4
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 - 118 Zoup! D7
 - 119 Z's Restaurant & Bar G4
- *Opening 2016

GO Site
 informationsharingspace
 616-438-0600
 Grand Rapids Art Museum G5
 101 Monroe Center Grand Rapids MI 49503

For hours and more:
GoSiteGR.org
[GoSite GR](https://www.facebook.com/GoSiteGR)
[@GoSiteGR](https://twitter.com/GoSiteGR)
info@GoSiteGR.org

