



A collaboration of the Michigan Association of Non-public Schools
and the Michigan District of The Lutheran Church—Missouri Synod

Exhibitor Prospectus

October 15-16, 2020

Lansing Center—Lansing, Michigan

WHO WE ARE



The Michigan District of The Lutheran Church—Missouri Synod serves 360 churches, 6 high schools, 66 elementary schools, and 133 preschools in the State of Michigan. The Michigan District, LCMS provides extensive professional and spiritual development sessions for all those serving in churches and schools throughout the state.

The Michigan Association of Non-public Schools (MANS) was founded in 1972 as an association of Catholic Schools of the seven dioceses of Michigan, The Michigan District of The Lutheran Church—Missouri Synod (LCMS), and District Two of Christian Schools International (CSI). Since its inception, MANS has sought to provide relevant, Christ-centered professional development to educators in faith-based schools.

CONFERENCE DETAILS

In 2020 the Michigan Association of Non-public Schools and the Michigan District of The Lutheran Church—Missouri Synod will combine two well-established events—the MANS Conference and Expo and the LCMS Professional Church Workers' Conference for a larger, two-day event meant to develop, inspire, and connect the many professions that provide the important faith foundation in Michigan's local communities.

The program includes large group gatherings, featured speakers, and a wide variety of specialized sectionals. At this unique event, attendees join together while renewing their commitments to serve their community. The conference name, One Michigan One Mission, aptly describes the purpose of this conference as a time to come together from all over the state and share in our common mission of strengthening Michigan's faith foundation.

Contributing sponsors and exhibitors will share product ideas and enjoy networking opportunities. Our attendees regard the exhibits as a highlight of the conference. The One Mission One Michigan Conference and Expo provides an extraordinary marketplace for increasing sales and making valuable connections that will surely benefit your organization for years to come. With its targeted audience, the One Michigan One Mission Conference can be a potent, cost-effective marketing tool for both school and education-related companies, worship-based ministries, and non-profit organizations.

Venue:

Lansing Center
333 E. Michigan Avenue
Lansing, Michigan 48933

Target Audience:

The One Michigan One Mission Conference will bring together more than 2,500 Superintendents, School Administrators, Early Childhood Teachers, Elementary Teachers, Middle School Teachers, Secondary Teachers, Pastors, Church Workers, Office Staff, and more! This unique conference will bring together decision makers from the churches and schools along with those in the classroom and church community.

Exhibitors can:

- Enjoy immediate access to the community of educators, school personnel, pastors, and church workers
- Highlight goods and services to specific interest groups
- Demonstrate new products to a targeted audience
- Take advantage of face-to-face contact with potential consumers
- Receive valuable feedback from experienced professionals
- Build in the excitement of the conference and showcase environment
- Interact with attendees who look forward to visiting exhibits

EXHIBITOR INFORMATION & FEES

Price Per Booth:

\$500 Standard Booth

\$650 Premium Booth (indicated in blue on the floor plan)

\$250 Non-profit Tables*

Your exhibitor fee includes:

- One (1) 10'x10' exhibit booth space
- One (1) 6' skirted table, two (2) chairs, one (1) wastebasket
- One (1) identification sign
- 8' high back drape; 3' high side drapes
- Two (2) complimentary exhibitor badges per organization

* Non-profit tables will include a 6' table and two chairs

Booths are reserved upon receipt of a completed online registration form and payment of full amount due. Registrations will NOT be accepted without full payment. Confirmation of the booth reservation will be sent within a week of receipt. A complete Exhibitor Kit will be sent in July.

Booth Set-up:

Wednesday, October 14, 2020—9:00 a.m. – 4:00 p.m.

Exhibit Hall Open:

Thursday, October 15, 2020—9:00 a.m. – 6:00 p.m.

Friday, October 16, 2020—8:00 a.m. – 2:00 p.m.

Booth Dismantle:

Friday, October 16, 2020—2:00 p.m. to 5:00 p.m.

**Dismantling prior to 2:00 p.m. is not allowed

ADDITIONAL OPPORTUNITIES

Exhibitor Presentations:

Price: \$275

Exhibitors are invited to make one hour presentations. Presentations will take place in a room near the Exhibit Hall. Conference staff makes no guarantees regarding attendance at vendor presentations. You may register for a presentation while registering as an exhibitor.

After registering and paying for the presentation, you will be contacted by conference staff with further details on scheduled date, time, and location of the presentation. Spaces are limited. Payment required in order to be placed on the schedule. Payment Deadline: July 31, 2020.

Prize Card Raffle:

Price: \$300

Here is an easy way to generate excitement and increase booth traffic! The One Michigan One Mission Conference staff will be creating an exhibitor Prize Card for all attendees. Add your company name and booth number to the card and attendees will come to your booth to receive their stamp. Once the card is complete, attendees can return the card to win a prize.

Interested in donating a prize? Companies that wish to donate a prize can receive \$150 off of the price of the Prize card raffle. Prize must be a minimum \$50 value. You may register for the prize card raffle while registering as an exhibitor. If you are donating a prize, please indicate that on registration to receive your discount.

Floor Decals:

Price: \$300

Direct attendees to your booth with floor decals. This colorful signage will grab attendees' attention. Placed in high traffic areas of the conference, they will include your company logo and booth number. The fee will include four full color stickers.

Room Sponsor:

Price: \$1,000

Sponsor a breakout room throughout the conference and connect with attendees outside the expo hall.

- Opportunity to introduce speakers for two days
- Opportunity to have handouts on the table
- Signage outside the room with company logo

Featured Speaker:

Does your company have a highly sought-after speaker? Do you know a speaker that would be a perfect fit for this conference? Contact conference staff and discuss how to sponsor a featured speaker. As a featured speaker sponsor you will receive:

- Opportunity to introduce speaker
- Opportunity to have handouts on the table
- Signage outside the room with company logo
- Acknowledgement in Featured Speaker promotions sent prior to the conference.
- Opportunity to have (one) pull-up banner in the room

SPONSORSHIP OPPORTUNITIES

Extend your connection with One Michigan One Mission attendees by becoming a sponsor. The One Michigan One Mission Conference and Expo offers companies many opportunities to connect with their targeted audiences. The sponsorship packages below offer an opportunity to reach attendees beyond the exhibit hall. Interested in extending your sponsorship for the entire year? Take a look at the Business Partnership opportunities to connect with attendees for an entire year.

	Premier \$6,000.00	Gold \$4,000.00	Silver \$2,000.00
10 x 10 Exhibit Booth Space	√	√	√
Exhibit Booth Space	Premium	Standard	Standard
Complimentary Registrations	4	3	2
Advertisement in Conference At-A-Glance Booklet	Full Page	Half Page	Quarter Page
General Session Acknowledgment	√	√	√
Listing, including URL on mobile app	√	√	√
Sponsorship Opportunity *details on following pages	1 Premier Opportunity	1 Gold	1 Silver
Exhibitor Presentation	√	√	
Included on Prize Card	√	√	
Discount on second booth	50%	10%	
Room Sponsor	√	√	
Logo in top scrolling banner on mobile app home screen	√		

Maximize your investment by becoming a MANS Business Partner			
Business Partners benefit from yearlong activities and featured space at MANS events.			
	additional \$1,500.00	additional \$1,000.00	
Named sponsor at MANS Law Day	√	√	
Logo on MANS website	√	√	
Sponsor a MANS professional development event	√	√	
Communication sent by event management to attendees prior to the 2020 One Michigan One Mission Conference	√	√	
Monthly content in MANS Notes	√		
Present annually to the MANS Board of Directors	√		
Named Sponsor at MANS Public Policy Day	√		

Customized Sponsorship:

Not seeing a sponsorship opportunity that fits your company's needs or budget? Let us know and we would be happy to work with you to create a sponsorship that will help you meet your need.

Conference Contact:

Molly Koll
Michigan Association of Non-public Schools
mkoll@m-a-n-s.org
517.657.4044



PREMIER SPONSORSHIP OPPORTUNITIES

Keynote Sponsor

2 available

- Logo displayed on-screen during keynote acknowledgment
- Logo and URL listed on mobile app for sponsored keynote session
- Opportunity to hand out literature and promotional items as attendees enter your sponsored keynote session
- Acknowledgment on signage outside the room

Wifi Sponsor

1 available

- Company Logo to appear on Wifi Landing Page
- Acknowledgment as wifi sponsor in Conference At-A-Glance Booklet
- Recognition of sponsorship on the wifi directions/password information

Thursday Afternoon Exhibit Reception Sponsor

2 available

Following the last session of the day, attendees will be invited to gather in the exhibit hall for an evening reception. Drink tickets will be provided to attendees and hors d'oeuvres will be served. Attendees will have the opportunity to network with exhibitors.

- Signage with company logo located by the bar
- Opportunity to hand out literature and drink tickets to attendees
- Acknowledgment as reception sponsor in Conference At-A-Glance Booklet

Mobile App Sponsor

1 available

- Recognition of sponsorship on mobile app home screen
- Recognition of sponsorship on the mobile app introductory guide – sent to all attendees
- Acknowledgment as mobile app sponsor in Conference At-A-Glance Booklet

Wednesday Evening Reception Sponsor

2 available

Those that come into town on Wednesday evening are invited to join for a welcome reception. Light hors d'oeuvres and drink tickets will be available.

- Signage with company logo located by the bar
- Opportunity to hand out literature and drink tickets to attendees
- Acknowledgment as reception sponsor in Conference At-A-Glance Booklet

SOLD OUT

Package Price:

\$6,000

Individual Price

\$5,000

GOLD SPONSORSHIP OPPORTUNITIES

Beverage and Snack Stations

6 available

- Beverage and snack station located in Exhibit hall
- Signage available around break station
- Opportunity to distribute literature and/or promotional item

Lounge Sponsor

1 available

- One literature rack where sponsor can provide materials within the lounge area
- Signage located in lounge
- Acknowledgment as lounge sponsor in Conference At-A-Glance Booklet

Conference Lanyards

1 available

- Exclusive sponsor of the One Michigan One Mission conference name badges and lanyards
 - Your company logo will be printed on the name badges and lanyards
 - Lanyards will be in your choice of color with a one-color logo imprint
- *Sponsor is responsible for the cost of the lanyards or providing the lanyards after approval from conference management

Conference Bags

1 available

- Exclusive sponsor of the One Michigan One Mission conference bags
 - Your company logo will be printed on the bags given to each attendee on-site
 - Opportunity to include company literature and one promotional item in the conference bag
- *Sponsor is responsible for the cost of the bags, providing promotional items, and any shipping charges that may apply

Thursday Evening Reception Sponsor

1 available

Attendees will be invited to attend an evening reception following dinner on Thursday evening. This event will be located at The View at Cooley Law School Stadium. The evening will include light hors d'oeuvres and entertainment.

- Signage with company logo located by the bar
- Opportunity to hand out literature to attendees
- Acknowledgment as reception sponsor in Conference At-A-Glance Booklet

Package Price:

\$4,000

Individual Price

\$3,500

SILVER SPONSORSHIP OPPORTUNITIES

Volunteer T-shirts

3 available

- Company logo on Volunteer T-shirts
- Volunteers will be located in high traffic areas directing attendees and providing information regarding the conference.

Charging Station

3 available

- Company logo on charging stations located in the exhibit hall

5K Sponsorship

3 available

- Company logo on T-shirts

Room Key Sponsor

1 available

- Exclusive sponsor of the One Michigan One Mission conference Radisson Hotel Lansing at the Capitol key cards
- Your company logo will be printed on the hotel key cards where a majority of participants will be staying

*Sponsor is responsible for the cost of the room keys or providing the key cards after approval from conference management any shipping charges that may apply.

Package Price:

\$2,000

Individual Price

\$1,500

REGISTRATION INFORMATION

Registration will launch March of 2020. Booths are reserved upon receipt of a completed on-line registration form, and payment of full amount due. Registrations will not be accepted without full payment. Confirmation of the booth reservation will be sent within a week of receipt. A complete Exhibitor Kit will be sent in July.



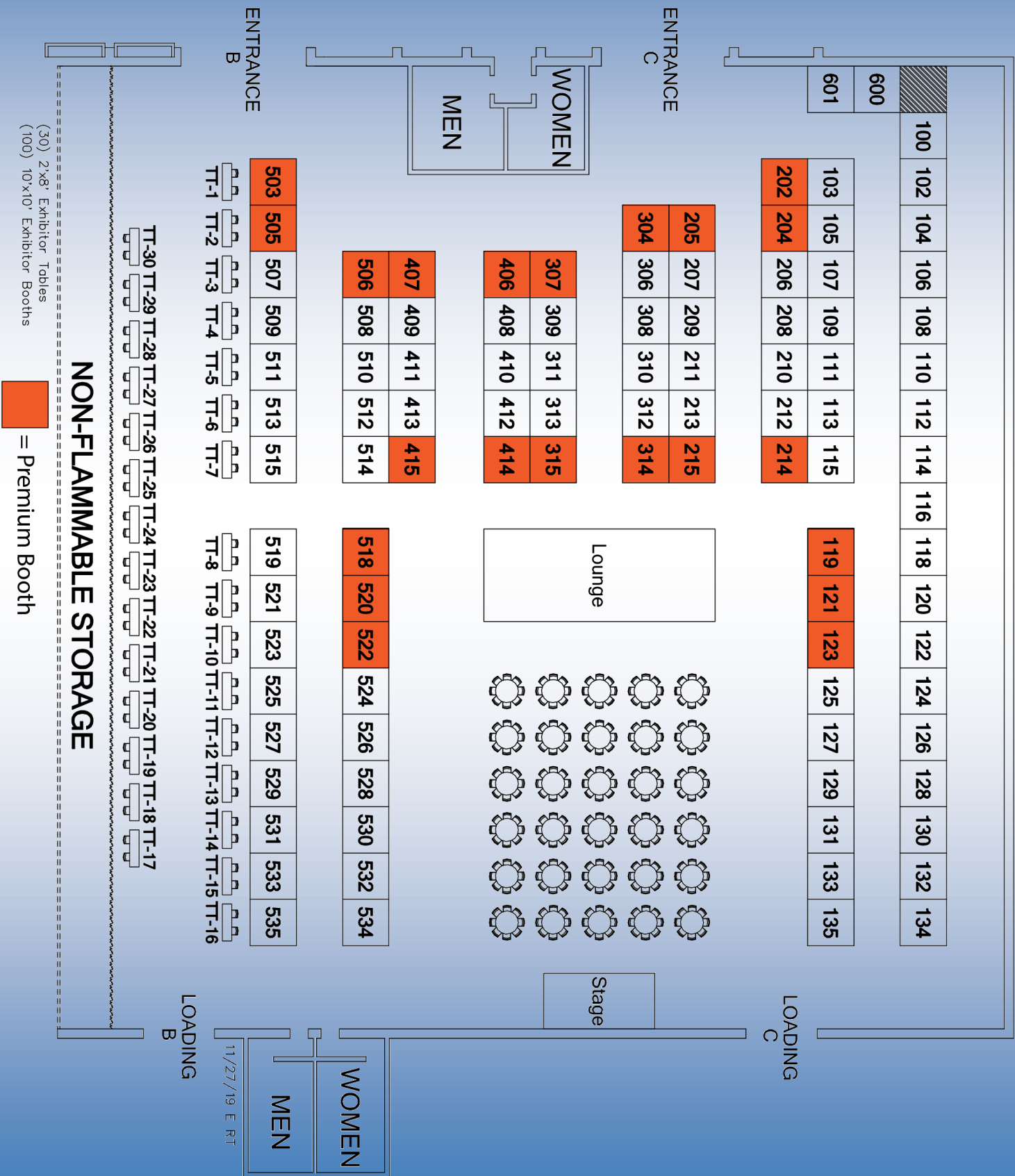
LODGING INFORMATION

The largest room block for the conference is at the Radisson Hotel Lansing at the Capitol. Please call them at **800-333-3333** and mention promotional code: **MANS20** to receive your discounted room rate of \$140.95 per night. You may also make reservations online here.

For complete details on making reservations at the Radisson, [click here](#).

All reservations must be accompanied by a first night room deposit, or guaranteed with a major credit card. Cancellations will be accepted without penalty up to 72 hours prior to arrival. Cancellations received within 72 hours of arrival will forfeit one (1) night room and tax. Reservations must be received on or before September 21, 2020. However, the room block will likely be full before this date!

EXHIBIT FLOOR PLAN



EXHIBITOR RULES AND REGULATIONS

CONTRACT FOR SPACE – The signed official application for exhibit space constitutes a contract for the right to use space only when an acceptance is confirmed by the Exhibits Manager. All contracts are expressly subject to the terms of the Conference lease relating to the Exhibition Premises.

PAYMENTS AND CANCELLATIONS – The charge is \$500 per 10' x 10' Standard exhibit booth, \$650 per 10' x 10' Premium exhibit booth. When applying for space, the Exhibitor must submit full payment with the application. Exhibitors who cancel on or before September 14, 2020 will be obligated to pay 50% of the total booth rental fee as liquidated damages. Exhibitors who cancel after September 14, 2020 will be obligated to make full payment as liquidated damages. Failure to occupy booth space does not release the Exhibitor from obligation to pay the full cost of rental. If booth space is not occupied by 5:00 PM on Wednesday, October 14, 2020, the Exhibits Manager reserves the right to use the space as he/she sees fit to eliminate empty space in the Exhibit Hall.

SPACE ASSIGNMENT – The Exhibits Manager will assign space on a first-come, first-served basis, according to the date received. In the absence of a legible postmark, the Conference will assign space according to the date the application and payment are received. MANS reserves the right to shift space assignment after the contract is completed if it is found necessary to do so. No changes in assigned spaces will be made without prior notice. Exhibitors may not sublease, reassign, or apportion all or any part of the space assigned without prior written permission from the Exhibits Manager. The Exhibits Manager reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable or not consistent with the character of the Exhibition.

EXHIBIT PLAN – The rental plan for space, as shown on the enclosed layout, is subject to change. In the event a change to the plan is necessary, any affected Exhibitor will be notified and given the option of selecting an alternative available space.

EXHIBIT HOURS – The Exhibition will be open from 9:00 AM – 6:00 PM, Thursday, October 15, and from 8:00 AM to 2:00 PM, Friday, October 16. These hours are subject to change.

INSTALLATION – Booth spaces and exhibit tables will be available for installation from 9:00 AM to 5:00 PM on Wednesday, October 14. The installation of exhibits and removal of all boxes and crating must be completed by 5:00 PM. Absolutely no exceptions will be made.

DISMANTLING – Exhibitors agree not to dismantle the booth or to do any packing before 2:00 PM on Friday, October 16, and agree to have all material removed by 5:00 PM Friday. Additionally, breach of this provision, may result in the loss of the Exhibitor's space in future shows. Any material left on the floor after this time will be packed and stored, with charges at the prevailing rates billed to the Exhibitor. Greater than average amounts of refuse (large crates, etc.) will be discarded with cartage rates applied.

BOOTH FURNISHINGS AND DECORATIONS – Each booth includes a) a standard 8' high by 10' wide back wall drape (*see exception below); b) side rail drapes 3' high and 10' long; c) a standard 7" x 44" booth ID sign; d) one 2'x6' covered and skirted table e) and two chairs

ARRANGEMENT OF EXHIBITS – Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor interfere with other exhibits. Regular and specially built back walls may not exceed an overall height of 8', including signs. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it cannot exceed 8' in height nor extend from the back wall more than one-half the depth of the space. *Peninsula or End Cap booths must limit the length of the back wall to one-half the width of the space, centered, and the back wall of any other display item must not be more than 8' in height. No displays or obstructions may be placed in the normal aisle area. Booths not in compliance with regulations will need to be adjusted on-site or dismantled at the Exhibits Manager's request if they cannot be brought into compliance.

BOOTH EXCLUSIONS – The booth rental fee does not include such items as carpet, settees, telephones, or electrical service. All such materials are available on a rental basis from the Decorator. All costs related to the above-listed booth exclusions are borne by the Exhibitor.

SHIPPING AND STORAGE – The Center does not provide space for storing Exhibitor equipment; receipt of such items will be refused. The official Exhibitor's Kit includes shipping and drayage information.

ADVERTISING MATTER – The Exhibits Manager reserves the right to refuse the distribution of souvenirs, advertising, printing material, or any other items considered objectionable. Distribution of allowed materials from any location other than the Exhibitor's space is prohibited.

SECURITY – Peripheral security guard service is provided by Exhibit Management. However, it is the responsibility of each Exhibitor to protect material from loss or damage. Any Exhibitor wishing additional security must contract individually with the security vendor selected by the Conference; all charges will be billed to the Exhibitor directly by the vendor.

ADMISSION – Admission to the 2019 One Michigan One Mission Conference will be by official exhibitor badge only, which entitles the owner to unlimited attendance. Each booth is entitled to two free badges, which do not include meals or special Conference activities. Exhibitor personnel shall be limited to two people per booth at any one time. Exhibitors and their representatives must wear their official badges at all times while on the display floor. Badges are not transferable and must not be loaned to any other person; violators will be barred from the Exhibit premises. The Exhibits Manager shall have sole control of admission policy at all times. An Exhibitor is permitted to enter the Exhibit Premises one hour before the scheduled opening time.

EXHIBITOR CONDUCT – The Exhibitor shall refrain from any action that distracts participants from attendance at the Conference during open hours. If an Exhibitor is rejected for violation of these rules or for any stated reason, no return of rental shall be made.

SOLICITATION OF BUSINESS – Only Exhibitors may solicit business in or near the Exhibit Premises. Sales and order taking are permitted on Exhibit Premises. The Exhibitor shall be responsible for any state or local taxes that may be applicable. Sales receipts must accompany all merchandise sold and delivered on the Exhibition Premises. Exhibitors shall obtain information on regulations from the Michigan Department of Treasury, Treasury Building, Lansing, Michigan, 48022, phone: 517.373.3200.

FILM, SOUND DEVICES, AND LIGHTING – Moving pictures, loud speakers, or sound devices will only be permitted if tuned to a conversational level and are not objectionable to neighboring Exhibitors. Any demonstrations or presentations must be at a volume so that nearby Exhibitors are not bothered. The Exhibits Manager reserves the right to reject the Exhibitor from the Exhibit Hall without refund or any other appeal, if Exhibitor refuses to comply with these requirements. Exhibits Manager also has the ability to restrict the use of glaring lights or objectionable lighting effects.

FIRE HAZARDS – Fire-hose cabinets must be left accessible and in full view at all times. Bottled gas or other type of open flame is not permitted. Flammable and related materials that conflict with the underwriting, Center, or Fire Department rules are prohibited. The use of paper in any form for decoration is prohibited. All decorations, drapers, table covers, etc., must be flame proof. All flammable materials and fluids are to be kept in safety containers. All packing containers, excelsior, and wrapping paper are to be removed from the floor and must be stored under tables or behind displays. Lansing Center is a tobacco free facility. Use of tobacco on site is Prohibited.

INSURANCE – Exhibitors wishing to insure their goods must do so at their own expense.

CARE OF BUILDING – Acceptance of exhibit space obligates the Exhibitor and its employees to not deface, injure, or mar the Exhibit Premises. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles, or other flammable or explosive substance will be permitted in the Center. Any damage done shall be made good by the Exhibitor to MANS or the owners of the Center as their interests may appear. In addition, this contract shall include all rules and regulations set forth by The Lansing Center.

LIABILITY – Neither MANS, LCMS, the Exhibits Manager, the Center, the Decorator, nor others associated with the management of the Conference will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft or damage by fire, accident, or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless MANS, LCMS, the Decorator, the Center, and others associated with the Conference and Exhibits Management from all liability that might result from any cause whatsoever. MANS, LCMS, the Decorator, and others associated with the management of the Conference and the Center shall not be liable for non-fulfillment or commitment for delivery of space by reason of the Center premise being damaged, destroyed, or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law, or any other cause. In the event that the Conference cannot be held or space delivered to that purpose, MANS sole liability shall be to reimburse the Exhibitor pro-rata on monies actually paid in by such Exhibitor less any and all costs or charges paid or incurred for advertising, administration, and similar purposes.

These rules and regulations are subject to revision by the Conference and all points not covered herein are subject to the decision of the Conference. These rules have been formulated for the best interests of the Exhibitors, the Conference, the Decorator, and the Center. Exhibitors are respectfully requested to observe all rules. The Exhibits manager shall be the final authority on any question regarding the interpretation of these rules and regulations.