



Michigan Career Education Conference

January 26-28, 2020

**Amway Grand Plaza Hotel
Grand Rapids, Michigan**

**Call for
SPONSORS & EXHIBITORS**

www.michigancareerconference.org

Sponsorship & Exhibitor Opportunities

Michigan Career Education Conference

January 26-28, 2020

Amway Grand Plaza Hotel – Grand Rapids, MI

The Michigan Career Education Conference in 2019 was very successful! Thank you to our sponsors and exhibitors for your participation and support! Over 93% of the participants indicated the exhibits were valuable to their overall conference experience and provided an opportunity to learn about new resources available to educators. The 2019 conference hosted approximately 625 attendees, sponsors, exhibitors, and community members. We are already working hard to make 2020 even better and hope that you will join us in Grand Rapids, Michigan.

The Exhibitor Drawing was successful in attracting additional attention and increased traffic to the exhibitor area. Therefore, we encourage all vendors to participate in the 2020 Exhibitor Drawing. To participate, donate a prize with a minimum value of \$50.00 to display at your exhibit table throughout the duration of the conference. Participants are given entry tickets when they register. As they visit the exhibitor area to view your products and services, they may place one or more of their tickets in the exhibitor's drawing "bucket" (provided by the MICEC) for the prize they would like to win. Throughout the conference attendees will be reminded to visit the exhibitor area and when the drawings will be held. We are happy to secure your drawing prizes and buckets when the exhibitor area closes each evening.

We are actively seeking sponsors and exhibitors to support our 2020 event. Sponsors will receive recognition on the conference website and in print materials in addition to other benefits as described in the sponsorship materials.

Thank you for your consideration and support of the 2020 Michigan Career Education Conference. We look forward to partnering with you.

Kindest Regards,



Joanne Mahony, Ph.D.
Conference Committee Chair
Michigan Department of Education
Office of Career and Technical Education

CONFERENCE SCHEDULE

SUNDAY

JANUARY 26, 2020

- Exhibitor Set-Up
3:00 p.m. – 5:00 p.m.
- Exhibits Open
4:00 p.m. – 6:30 p.m.
- Conference Registration Open
3:00 p.m. – 7:00 p.m.
- Sunday Evening Reception
6:00 p.m. – 9:00 p.m.

MONDAY

JANUARY 27, 2020

- Registration Open
7:30 a.m. – 4:30 p.m.
- Exhibits Open
7:30 a.m. – 4:30 p.m.
- Continental Breakfast with Exhibitors
7:30 a.m. – 8:45 a.m.
- Opening Session
9:00 a.m. – 10:30 a.m.
Excellence in Practice Awards
General Session
- Coffee Break with Exhibitors
10:30 a.m. – 11:00 a.m.
- Breakout Session A
11:00 a.m. – 12:00 p.m.
- Lunch
12:00 p.m. – 1:15 p.m.
- Exhibitor Break
1:15 p.m. – 1:45 p.m.
- Breakout Session B
1:45 p.m. – 2:45 p.m.
- Coffee Break with Exhibitors
2:45 p.m. – 3:00 p.m.
- Breakout Session C
3:00 p.m. – 4:00 p.m.

TUESDAY

JANUARY 28, 2020

- Registration Open
7:00 a.m. – 11:30 a.m.
- Exhibits Open
7:00 a.m. – 11:30 a.m.
- Breakfast Buffet
7:00 a.m. – 8:00 a.m.
- Breakout Session D
8:00 a.m. – 9:00 a.m.
- Coffee Break with Exhibitors
9:00 a.m. – 9:30 a.m.
- Breakout Session E
9:30 a.m. – 10:30 a.m.
- Exhibitor Break
Last Chance for Drawing Entries
10:30 a.m. – 11:00 a.m.
- Breakout Session F
11:00 a.m. – 12:00 p.m.
- Exhibit Breakdown
11:30 a.m. – 1:00 p.m.
- Lunch
12:00 p.m. – 1:30 p.m.
General Session
Exhibitor Drawing

SPONSOR

Maximize your exposure at the Michigan Career Education Conference by considering a sponsorship opportunity for your company. The Michigan Career Education Conference sponsorship levels offer high visibility and organization awareness opportunities to showcase your products and services. The sponsorship levels were designed to provide an economic, value-added incentive to your company's marketing plan.

For an in-depth review of the sponsorship opportunities, please review the sponsorship levels and information on the following page. If you have questions regarding the sponsorship opportunities, please contact the Conference and Professional Services office at Ferris State University by calling 231-591-5808 or by email at caps@ferris.edu.

Sponsorship Opportunities

Michigan Career Education Conference - January 26-28, 2020 Amway Grand Plaza Hotel – Grand Rapids, MI

RECEPTION SPONSOR – \$10,000 (ONLY 1 AVAILABLE)

HOST THE SUNDAY EVENING RECEPTION AND ENJOY EXCLUSIVE TIME WITH OUR GUESTS (TABLE PROVIDED)

- Company logo pop-up banner on the conference website
- Full-page, full-color advertisement in the conference materials
- Logo on conference signage
- Exhibit table – 6ft clothed/skirted w/2 chairs
- Recognition during the general sessions
- Opportunity to provide a short promotional video
- One (1) promotional item in the conference tote bag
- Four (4) conference sponsor attendee registrations
- One (1) e-blast to the MICEC email list with company logo and website link

PREMIER SPONSOR – \$7,500 (3 AVAILABLE)

- Company logo pop-up banner on the conference website
- Full-page, full-color advertisement in the conference materials
- Logo on conference signage
- Exhibit table – 6ft clothed/skirted w/2 chairs
- Recognition during the general sessions
- Opportunity to provide a short promotional video
- One (1) promotional item in the conference tote bag
- Four (4) conference sponsor attendee registrations
- One (1) e-blast to the MICEC email list with company logo and website link

CONFERENCE CARRY ALL SPONSOR – \$5,000 (1 AVAILABLE)

- Company logo printed on one side of the conference tote bags
- Exhibit table – 6ft clothed/skirted w/2 chairs
- Signage at conference registration desk
- Two (2) promotional items in conference tote bags
- Three (3) conference sponsor attendee registrations
- Recognition on the conference website and during the general sessions

KEYNOTE SPONSOR – \$4,000 (4 AVAILABLE)

- Company logo on the conference website
- Recognition during the general sessions
- Signage at entrance of sponsored keynote session
- Exhibit table – 6ft clothed/skirted w/2 chairs
- One (1) e-blast to the MICEC email list with your company logo and website link
- Two (2) conference sponsor attendee registrations

Sponsorship Opportunities - continued

CONFERENCE NOTEBOOK SPONSOR – \$3,000 (1 AVAILABLE)

- Company logo printed on one side of the conference notebook
- Exhibit table – 6ft clothed/skirted w/2 chairs
- Signage at conference registration desk
- One (1) conference sponsor attendee registration

FRIENDS OF EDUCATION LUNCH SPONSOR – \$3,000 (2 AVAILABLE)

- Listed as a sponsor of the Monday or Tuesday lunch (first-come, first-choice basis)
- Recognition on the conference website
- Signage at the event
- One (1) conference sponsor attendee registration
- Exhibit table – 6ft clothed/skirted w/2 chairs

FRIENDS OF EDUCATION BREAKFAST SPONSOR – \$2,500 (2 AVAILABLE)

- Listed as a sponsor of the Monday or Tuesday breakfast (first-come, first-choice basis)
- Recognition on the conference website
- Signage at the event
- One (1) conference sponsor attendee registration

EXCELLENCE IN PRACTICE SPONSOR – \$2,500 (1 AVAILABLE)

- Recognition during the general sessions
- Signage outside of Monday morning's general session
- Logo presented on screen during Monday morning's general session (prior to award ceremony)
- One (1) conference sponsor attendee registration

PROMOTIONAL SPONSOR – \$750 (4 AVAILABLE)

- One (1) promotional item in conference tote bags
- Recognition on the conference website
- Signage at the event

BREAK SPONSOR – \$500 (6 AVAILABLE) OR \$1,500 (1 AVAILABLE)

- Limit two (2) sponsors per break
-OR-
One (1) sponsor for all breaks (\$1,500)
- Recognition on the conference website
- Signage at break station areas

EXHIBIT

Connect to over 600 career and technical educators, counselors, administrators, community partners, and representatives from across the state of Michigan! At the conference, you will receive direct access to decision makers seeking resources to assist their educators in providing exemplary educational services. Network, influence, and interact with the leading educators from across the state of Michigan in one place. We look forward to providing this opportunity to showcase your products and services in this forum!

DETAILS OF EXHIBITING

EXHIBIT SET-UP

- Sunday, January 26, 2020
3:00 p.m. – 5:00 p.m.
- Monday, January 27, 2020
6:30 a.m. – 7:30 a.m.

EXHIBIT HOURS

- Sunday, January 26, 2020
4:00 p.m. – 6:30 p.m.
- Monday, January 27, 2020
7:30 a.m. – 4:30 p.m.
- Tuesday, January 28, 2020
7:00 a.m. – 11:30 a.m.

EXHIBIT DISMANTLE

- Tuesday, January 28, 2020
11:30 a.m. – 1:00 p.m.

COST

STANDARD EXHIBIT

- \$675 for one six-foot, clothed and skirted exhibit table
- Two complimentary exhibitor conference registrations
- Company name and contact within the conference materials

ADDITIONAL REGISTRATIONS

- \$300 for each additional exhibitor representative (3rd, 4th, etc. representatives per company)

ADDITIONAL TABLE

- \$325 for each additional six-foot clothed and skirted exhibit table

To ensure that your company is listed as an exhibitor in the conference materials, we request that your registration is received by December 2, 2019.

Please review the sponsorship opportunities within this packet to optimize your company's exposure throughout the conference. If you have questions regarding the sponsorship opportunities, please contact Conference and Professional Services at Ferris State University by phone at 231-591-5808 or by email at caps@ferris.edu.

IMPORTANT INFORMATION

Exhibitors must arrange for electricity, shipping requirements, and internet access directly with the Amway Grand Plaza Hotel by completing the form attached to the exhibitor confirmation letter. The confirmation letter will be emailed automatically upon completing your registration via the online submission form.

PRESENT A BREAKOUT SESSION

Take your participation to the next level by presenting a breakout session! These breakout sessions allow you the opportunity to collaborate with an education partner to discuss best practices based on your current products and services. Each breakout session is 60 minutes in length and has the potential to reach up to 75 attendees. Reach current and potential customers by providing a hands-on demonstration or in-depth information with a current education partner(s).

Attendees of the breakout sessions have the opportunity to receive one State Continuing Education Clock Hour per session. The presentation submission link will be available fall 2019.

REGISTER FOR THE CONFERENCE

To complete a Sponsor/Exhibitor registration, please visit the sponsor/exhibitor registration page at www.michigancareerconference.org. If you would like to pay for your conference registration with a credit card payment, you must do so by completing the online registration process. To complete your registration with a check or purchase order, please provide a PDF file of your approved purchase order during the online registration process. Please mail all checks to:

Ferris State University
Attn: 2020 MICEC
410 Oak Street, ALU 113
Big Rapids, MI 49307

THANK YOU!

The Michigan Career Education Conference Planning Committee and the MDE would like to thank you for your participation and support of the 2020 Michigan Career Education Conference. Your products and services continue to provide resources for success in education throughout the state of Michigan.

It is the policy of the Michigan Department of Education that no person on the basis of race, color, religion, national origin or ancestry, age, sex, height, weight, marital status, or disability shall be subjected to discrimination in any program, service, or activity for which it is responsible, or for which it receives financial assistance from the U. S. Department of Education. For further information, contact the Civil Rights Coordinator, Michigan Department of Education, Office of Career and Technical Education, P.O. Box 30712, Lansing, MI 48909, 517-241-2091.