

YOU IN?

Please join us...

BMCC provides great value to its sponsors...

Exhibit Hall

The Exhibit Hall and interactive conference program are designed to create maximum exposure for exhibitors. The Monday Reception as well as all the networking breaks are held in the Exhibit Hall. The hall is an excellent setting for connecting with industry decision makers, potential partners and peers, with displays from a diverse group of housing organizations and service providers.

All Exhibitors are required to install and dismantle during the following hours:

- Installation: Sunday, April 30 • 4pm-6pm
- Exhibit Hours: Monday, May 1 • 8:30am-7pm & Tuesday, May 2 • 8:30am-5:00pm
- Dismantle: Tuesday, May 1 • 5pm-7pm

General Exhibitor Information

A 10' X 10' exhibit booth includes 3' pipe and drape side walls and 8' back walls, an 8' table, 2 chairs, a wastebasket, an identification sign, and carpeting. Additional booth furnishings may be rented separately through the Official Show Contractor. Electricity, internet connections, etc, are an additional cost and should be ordered through the Official Show Contractor. An Exhibitor Services Kit will be available on the conference website approximately 60 days prior to the conference. This kit will include information on ordering booth furnishings and utilities, lodging options and other pertinent information.

NOTE: If you require passes in addition to those that are complimentary, you will need to register your additional attendees. For your convenience, there are full conference, two-day and one-day passes available for purchase beginning in January. Your booth attendants are not included with your booth purchase. They will need to use a complimentary registration pass or purchase an additional pass.

Developers, investors, and builders alike will appreciate provocative presentations and challenging topics. This conference offers the opportunity to strengthen existing relationships and create new ones with for-profit and non-profit developers, human services organizations, state, county and local municipal housing agencies, architects, planners, funders, and tax credit syndicators. It's a don't-miss event.

— Tim O'Brien, President of O'Brien Construction Company, Inc.

**You are invited
to join us**

May 1-3
2017



BUILDING MICHIGAN COMMUNITIES

CONFERENCE

2017 BMCC
SPONSOR/EXHIBITOR
OPPORTUNITIES

May 1-3, 2017 • Lansing Center • Lansing, MI

Building Michigan Communities Conference
1390 Eisenhower Place
Ann Arbor, MI 48108

**We're looking for
BMCC Sponsors...**

YOU IN?

Take a look at our invitation...



BUILDING MICHIGAN COMMUNITIES
C O N F E R E N C E

LANSING CENTER • LANSING, MICHIGAN

May 1-3, 2017

HOUSING ⓘ ASSETS ⓘ PEOPLE ⓘ PARTNERS

buildingmicommunities.org

**You are invited
to join us**

2017

May 1-3



You are invited to join us for the

BUILDING MICHIGAN COMMUNITIES C O N F E R E N C E

More than 25 organizations come together each year to plan the conference. The committee is made up of organizations from every facet of the affordable housing industry. This diversity allows for excellent representation of issues affecting the industry and creates a well-rounded and engaging educational experience for all attendees.

We offer two-and-a-half days of informative, educational sessions with leading industry presenters and special guests. The educational tracks for the 2017 conference are: Ending Homelessness, Homeownership, Multifamily, Organizational Development and Vibrant Communities.

2017 BMCC SPONSOR

THE VALUE OF SPONSORING AND EXHIBITING:

Build crucial awareness of your brand • Be recognized



Originator \$12,500 4 Sponsorships available

- Podium recognition
- Speaking opportunity at conference
- Headline credit at meal function*
- VIP seating (10-person table at front of hall)
- 90-second commercial played on video screens throughout conference common areas and prior to general sessions.
- Co-sponsor of a networking area in Exhibit Hall
- Booth location near networking area in Exhibit Hall
- Logo on conference giveaway
- Logo on promotional material
- Logo on conference signage
- Company ad on poster at event
- Logo and link on BMCC website
- 50-word description of company in program
- Full-page, 4-color ad in program
- Full-page ad in Awards Program
- Acknowledgement in Awards Program
- 8 complimentary conference registration passes*
- 10' X 20' exhibit booth

*The conference committee reserves the right to assign meal functions after keynote speakers have been confirmed. Please note that certain high-profile speaking functions may require additional sponsorship to secure.

Architect \$6,500 5 Sponsorships available

- Podium recognition
- Track/breakout sponsor
- Booth location near networking area in Exhibit Hall
- Logo on promotional material
- Logo on conference signage
- Logo and link on BMCC website
- 50- word description of company in program
- Full-page, 4-color ad in program
- Acknowledgement in Awards Program
- 6 complimentary conference registration passes*
- 10' x 10' exhibit booth

R & EXHIBITOR OPPORTUNITIES

ed as a contributor in Michigan's housing industry • Gain imme



Promoter \$5,000 10 Sponsorships available

- Choose from Headline credit at charging station or mobile app or conference monitors or selfie station or registration counter
- Logo on promotional material
- Logo on conference signage
- Logo and link on BMCC website
- Full-page, 4-color ad in program
- 4 complimentary conference registration passes*
- 10' X 10' exhibit booth

Artisan \$3,500

- Logo on promotional material
- Logo on conference signage
- Logo and link on BMCC website
- 50-word description of company in program
- Half-page, 4-color ad in program
- 3 complimentary conference registration passes*
- 10' X 10' exhibit booth

Maker \$1,750

- Logo and link on BMCC website
- Quarter-page, 4-color ad in program
- 2 complimentary conference registration passes
- 10' X 10' exhibit booth

Don't Delay! Reserve your sponsorship by January 11th

mediate access to those involved in the housing industry

Organizer = \$500

- Booth location near networking area in Exhibit Hall
- Logo and link on BMCC website
- Quarter-page, 4-color ad in program
- 1 complimentary conference registration pass
- 10' X 10' exhibit booth
- 30-second commercial played on video screens throughout conference common area
- * Only available to conference planning partners

Exhibit Booth before 2/3 \$750 after 2/3 \$1,000

- Logo and link on BMCC website
- 1 complimentary conference registration pass*
- 10' X 10' exhibit booth

Website Homepage Banner Ad 5 Sponsorships available

- 900 X 120 rotating ad on the buildingmicommunities.org website home page

Additional Options

- Additional badges (unlimited) = \$150
- Quarter-page, 1-color ad (unlimited) = \$150
- Web advertising* (unlimited unless otherwise noted)
- Sidebar skyscraper = \$125 (1 month)
- Sidebar skyscraper = \$225 (3 months)
- Sidebar skyscraper = \$350 (6 months)
- Email ad = \$100 (quantity = 5)
- * Please contact the BMCC office for details regarding web advertising specs and frequency.

It is an excellent way to reach out to our non-profits, government agencies, and for-profit partners to provide valuable information that benefits low/moderate income individuals and families.

— *Chris Aikens, CRA Officer, Vice President, Community Development, Flagstar Bank*

WE'RE IN!

Reserve by January 11th

TO BE INCLUDED IN THE REGISTRATION
PROMOTIONAL MATERIALS

SPONSOR/EXHIBITOR ORDER FORM

May 1-3, 2017 • Lansing Center • Lansing, Michigan

Contact Information

Organization/ Company: _____

Contact Person: _____

Street Address: _____

City/ State/ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Type of Organization: _____

Sponsorship Opportunities

Sponsorship	Price	Quantity Available
Originator	<input type="checkbox"/> \$12,500	4
Architect	<input type="checkbox"/> \$6,500	5
Promoter	<input type="checkbox"/> \$5,000	10
Artisan	<input type="checkbox"/> \$3,500	unlimited
Maker	<input type="checkbox"/> \$1,750	unlimited
Organizer	<input type="checkbox"/> \$500	unlimited
Exhibit Booth (before February 3)	<input type="checkbox"/> \$750	unlimited
Exhibit Booth (after February 3)	<input type="checkbox"/> \$1,000	unlimited
Additional Options	Price	Quantity Available
Additional Badges	<input type="checkbox"/> \$150	unlimited
Quarter Page 1-color Ad	<input type="checkbox"/> \$150	unlimited
Home Page Banner Web Ad	<input type="checkbox"/> \$750	5
Sidebar Skyscraper Web Ad (1 month)	<input type="checkbox"/> \$125	unlimited
Sidebar Skyscraper Web Ad (3 month)	<input type="checkbox"/> \$225	unlimited
Sidebar Skyscraper Web Ad (6 month)	<input type="checkbox"/> \$350	unlimited
E-mail Ad (per e-mail)	<input type="checkbox"/> \$100	5

Payment Information

Check (payable to AMR Alliances) Visa MasterCard AMEX

Credit Card #: _____ Exp. Date: _____

CVV: _____

Name on Card: _____

Billing Street Address: _____

Billing City/ State/ Zip: _____

Signature _____

Please mail or fax registration form to: BMCC, 1390 Eisenhower Place, Ann Arbor, MI 48108

Fax 734-677-2407. For questions please call 734-677-0503 or email: jennifer@buildingmicommunities.org