



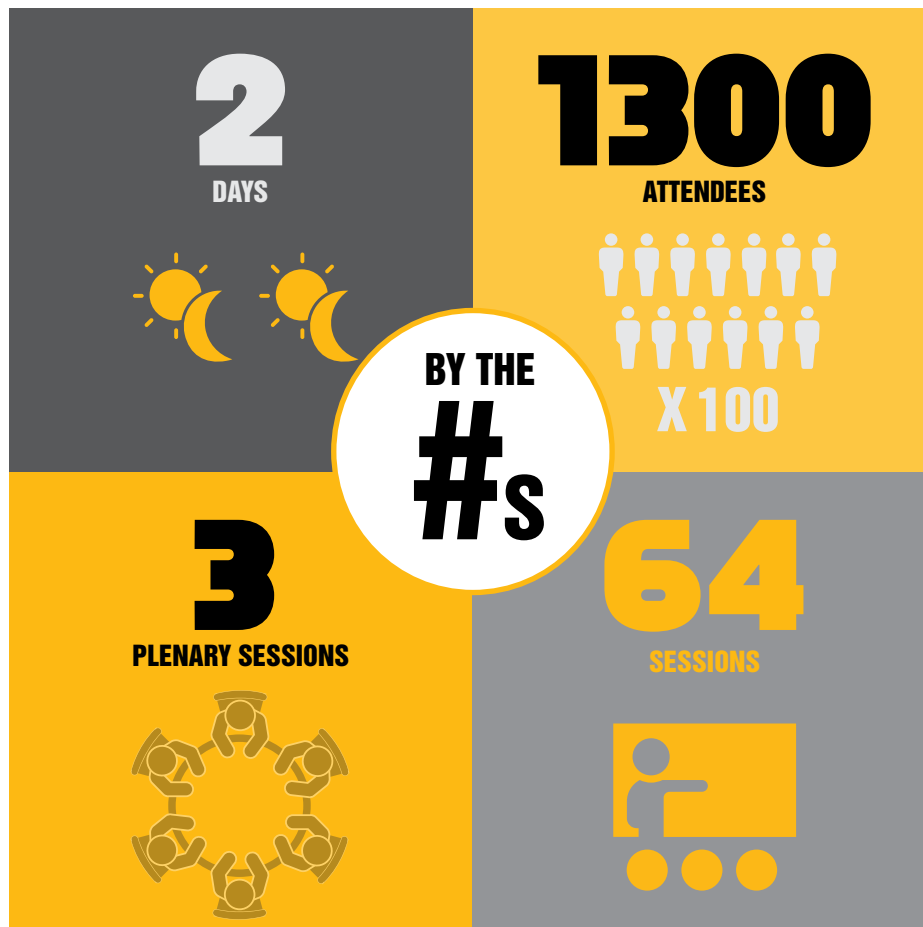
**BUILDING MICHIGAN COMMUNITIES CONFERENCE**  
**APRIL 28-29, 2020**  
**LANSING CENTER | LANSING, MI**

# 2020 SPONSORSHIP OPPORTUNITIES

You are invited to join us  
for the 22nd annual

# Building Michigan Communities Conference

April 28-29, 2020





## THE VALUE OF SPONSORING AND EXHIBITING:

- **Build crucial brand awareness**
- **Be recognized as an active contributor to Michigan's housing industry**
- **Gain direct access to professionals involved in the housing industry**



## 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 Tuesday 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:** Monday, April 27 • 12:00pm-5:00pm  
Tuesday, April 28 • 7:00am-8:00am
- **Exhibit Hours:** Tuesday, April 28 • 8:00am-6:00pm  
Wednesday, April 29 • 8:30am-3:15pm
- **Dismantle:** Wednesday, April 30 • 3:00pm-5:00pm

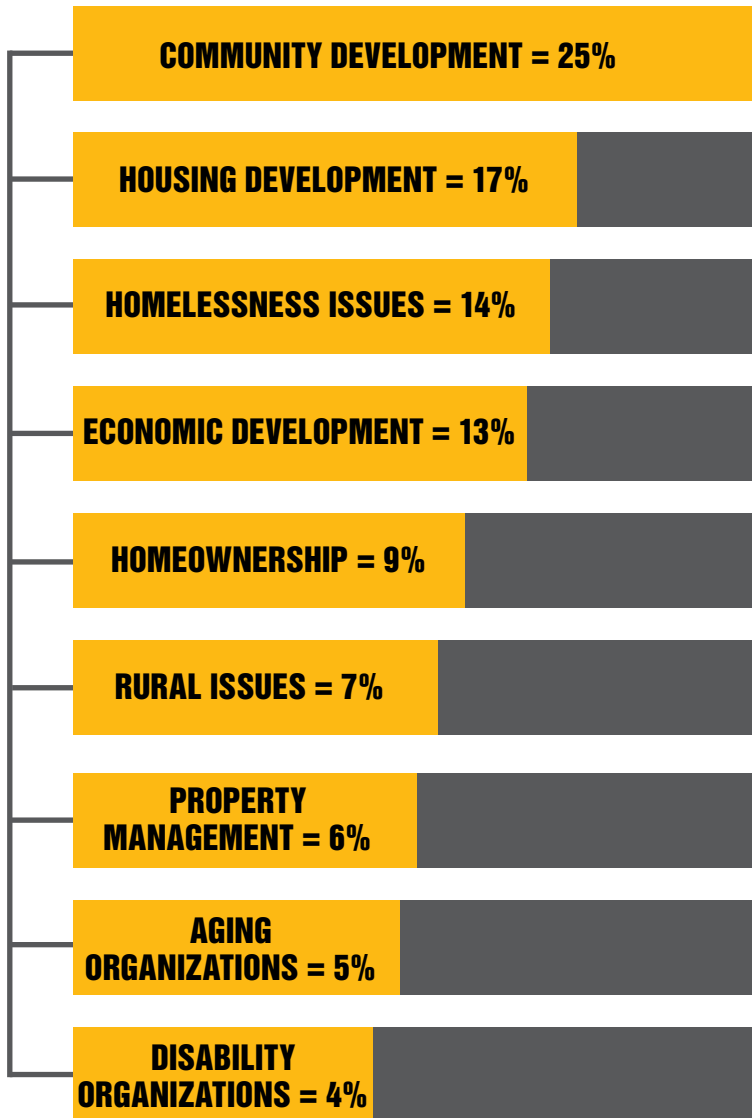
### GENERAL EXHIBITOR INFORMATION

A 10' X 10' exhibit booth includes 3' pipe and drape side walls and 8' back walls, an 8' table, two 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 additional attendees. For your convenience, there are full conference, and one-day passes available for purchase. Your booth attendants are not included with your booth purchase. They will need to use a complimentary registration pass or purchase an additional pass.

# 2020 BMCC SPONSOR & EXHIBITOR OPPORTUNITIES

## WHO ARE OUR ATTENDEES AND WHY DO THEY ATTEND



# 2020 BMCC SPONSOR & EXHIBITOR OPPORTUNITIES



## BMCC 2019 HOSTED 60 EXHIBITORS AND SPONSORS



### PLATINUM \$10,000

- Podium recognition as sponsor of ONE of the following events; Plenary Luncheon, Tuesday Luncheon, Wednesday Breakfast or Wednesday Luncheon
- 7 complimentary conference registrations
- Double exhibit booth (10' x 20') near networking area in the exhibit hall
- VIP seating (10-person table at front of hall)
- Full-page, 4-color ad in conference program
- 50-word description of company in conference program
- 60-second promotional video played on video screens throughout conference common areas and prior to general sessions
- Logo on conference giveaway
- Logo on conference signage
- Logo and link on conference website and contact information in conference program
- Sponsor level sign in exhibit booth

### DIAMOND \$7,500

- Co-sponsor of the networking area in the exhibit hall
- 6 complimentary conference registrations
- One single exhibit booth (10' x 10') near networking area in the exhibit hall
- Full-page, 4-color ad in conference program
- 50-word description of company in conference program
- Logo on conference signage
- Logo and link on conference website and contact information in conference program
- Sponsor level sign in exhibit booth

### GOLD \$6,500

- 5 complimentary conference registration passes
- One single exhibit booth (10' x 10') near networking area in the Exhibit Hall
- Full-page, 4-color ad in conference program
- 50-word description of company in conference program
- Logo on conference signage
- Logo and link on conference website and contact information in conference program
- Sponsor level sign in exhibit booth

# 2020 BMCC SPONSOR & EXHIBITOR OPPORTUNITIES

**DON'T DELAY! RESERVE YOUR SPONSORSHIP BY JANUARY 20, 2020 TO BE INCLUDED IN THE PRINTED REGISTRATION MATERIALS.**

## SILVER \$5,000

- Sponsor ONE of the following items; charging station, conference mobile app, or registration counter
- 4 complimentary conference registration passes
- One single exhibit booth (10' x 10')
- Full-page, 4-color ad in conference program
- Logo on conference signage
- Logo and link on conference website and contact information in conference program
- Sponsor level sign in exhibit booth

## BRONZE \$3,500

- 3 complimentary conference registration passes
- One single exhibit booth (10' x 10')
- Half-page, 4-color ad in conference program
- Logo on conference signage
- Logo and link on conference website and contact information in conference program
- Sponsor level sign in exhibit booth

## FRIEND \$2,000

- 2 complimentary conference registration passes
- One single exhibit booth (10' x 10')
- Quarter-page, 4-color ad in conference program

## EXHIBIT ONLY

- \$500 Nonprofit Organizations
- \$900 For-Profit Organizations (\$1100 after 2/20)
- Each company that exhibits will receive one complimentary registration to the conference. Your company name will be listed in the conference program and on the conference website.



# IMPACT

**RESERVE BY JANUARY 20TH** TO BE INCLUDED IN THE PRINTED REGISTRATION PROMOTIONAL MATERIALS (If registration is received after January 20, recognition will be on the website)

## SPONSOR/EXHIBITOR ORDER FORM

April 28-29, 2020 • 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
Platinum	<input type="checkbox"/> \$10,000	4
Diamond	<input type="checkbox"/> \$7,500	unlimited
Gold	<input type="checkbox"/> \$6,500	unlimited
Silver	<input type="checkbox"/> \$5,000	3
Bronze	<input type="checkbox"/> \$3,500	unlimited
Friend	<input type="checkbox"/> \$2,000	unlimited
For Profit Exhibit Booth (before February 19)	<input type="checkbox"/> \$900	unlimited
For Profit Exhibit Booth (after February 19)	<input type="checkbox"/> \$1,100	unlimited
Non Profit Exhibit Booth	<input type="checkbox"/> \$500	

### 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](mailto:jennifer@buildingmicommunities.org)