



Michigan Association
of Community and
Adult Education

2008 ANNUAL FALL CONFERENCE
Go Live! with MACAE

October 22-24, 2008
Shanty Creek Resorts, Bellaire, MI

Dear Exhibitor,

The Michigan Association for Community & Adult Education (MACAE) invites you to be a special part of our Annual Fall Conference and 25th anniversary, **Go Live! With MACAE**, as an exhibitor.

This is a great opportunity for your team to meet with directors and instructors of adult, alternative, ESL, literacy, early childhood, before/after school, enrichment and recreation, as well as DLEG and MDE staff and other representatives from the field. Questions regarding the content of the conference may be directed to the MACAE office at 517-913-0268 or email macae@macae.org.

The conference will be held October 22-24, 2008 at Shanty Creek Resorts, Bellaire, Michigan. Enclosed is a form to make your room reservations, as well as the exhibitor contract.

The conference will start at 8:30 a.m., Wednesday, October 22, and end at noon on Friday, October 24, 2008.

Key Dates for Exhibitors:

Exhibit dates: Wednesday, October 22nd through Friday morning, October 24th.

Exhibitor Set-Up: For your convenience, you may set up on the evening of October 21st or by 8:30 am on Wednesday, October 22nd.

Reception with Exhibitors: Wednesday, October 22 at 3:30 pm

Exhibit Breakdown: You may breakdown your exhibit on Thursday evening, October 23rd after 4:30 pm, or on Friday, October 24th by noon.

THANK YOU for YOUR SUPPORT OF MACAE!

MACAE Board of Directors

MACAE Vendor Membership Conference Registration Benefits:

Vendor Member Discounted Conference Registration Fee: \$235

(Must have renewed membership already or pay when registering for Fall Conference.)

- Access to MACAE 2008 Annual Conference Registration List
- One table and standard electrical outlet
- Special Recognition at Exhibitors' Reception on Wednesday afternoon
- All meals & events provided as part of conference package
- Listing and Link on MACAE's Website (Vendor must provide digital logo and link)
- Business Card Ad and Listing in Conference Program (Vendor must provide digital logo and business card)
- Ongoing promotion to support MACAE Vendor Members at Conference
- Discounts on all Conference and Workshop Exhibit Space
- Opportunity to Exclusively Sponsor Conference Event and/or Meal which includes option to place one piece of literature at each place sitting, listing on Event signage and program materials, recognition at beginning of Event (opportunity for 2 minutes at podium) and at closing. This opportunity will be opened up to Non-Member Vendors if Member Vendors are not interested. Sponsorship cost will depend on the event and be negotiated directly with sponsors.
- Recognition that Vendor Members are supporting MACAE's efforts to advocate on behalf of and grow all components of Community Education including Adult Education, Alternative Education, Literacy and ESL, Early Childhood Development and Enrichment, Recreation and Before/After School programs, services, and number of students and adult learners benefiting from these programs.

MACAE reserves the right to add and eliminate certain benefits if after a trial period, they are not being used or do not prove to be effective for our vendors or members. Communication with vendors will occur to discuss other options if changes in Vendor Benefits are determined necessary.

MACAE Vendor Membership Annual Benefits: \$500

- Access to MACAE Annual Membership Directory, Conference Registration List, and One Set of Membership Labels per year
- Regular Email Updates on MACAE Activities
- Listing and Link on MACAE's Website (Vendor must provide digital logo and link)
- Business Card Ad and Listing in Conference Program (Vendor must provide digital logo and business card)
- Ongoing promotion to support MACAE Vendor Members at Conference and at monthly Focus Group Meetings
- Discounts on all Conference and Workshop Exhibit Space
- New opportunity to Showcase Products & Services before MACAE Monthly Focus Groups. Only one vendor per meeting; first come, first serve to sign up on annual meeting calendar. Vendor demonstration begins at 9:00 a.m., Focus Group Meeting begins at 10:00 a.m. Vendor offsets cost of continental breakfast (\$250) and/or lunch (\$500).

Non-Member vendors will be considered if no Vendor Members reserve the date, but will pay a standard sponsorship fee of \$500 for hour before meeting and continental breakfast; \$1,000 for hour before meeting, continental breakfast and lunch. These meetings are held the second Thursday of each month. Vendors can expect 30-40 Program Directors (=Decision Makers) prior to the Focus Group meetings; 70-80 people during the Focus Group meetings and lunch. The MACAE Board meets after lunch. Sponsors are welcome to address the MACAE Board at the beginning of the meeting, approximately 1:05 to 1:15 pm.

- Opportunity to coordinate with MACAE to set up monthly electronic User Group meetings to share updates and effective applications...this opportunity is particularly applicable to software providers, but MACAE is open to customizing a similar approach to other vendors as well.
- Recognition that Vendor Members are supporting MACAE's efforts to advocate on behalf of and grow all components of Community Education including Adult Education, Alternative Education, Literacy and ESL, Early Childhood Development and Enrichment, Recreation and Before/After School programs, services, and number of students and adult learners benefiting from these programs.

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CONTRACT FOR EXHIBIT SPACE

Company Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Signature: _____ Billing E-Mail: _____

Describe Products: _____

Special Needs: _____

Exhibit Fee:

MACAE Member Rate: \$235 includes one table (standard 8ft. draped tables will be provided), \$50 for each additional table. Also includes meals, a business card ad and listing in the conference program and MACAE website with a link to your website, and three new vendor sessions. The sessions will be a little shorter than the regular sessions so you can get back to your booth in plenty of time to network with potential clients and customers.

Non-Member Rate: \$369 includes one table (standard 8ft draped tables will be provided), \$50 for each additional table. Also includes meals, a listing in the conference program, and three new vendor sessions. The sessions will be a little shorter than the regular sessions so you can get back to your booth in plenty of time to network with potential clients and customers.

Registration and 1 table = \$ _____
Additional tables \$50 X ____ = \$ _____
Total \$ _____

Payment Policy

All table fees are to be paid in full with completed contract. Once a table has been requested and assigned by the Exhibit Chair, no fees will be returned in the event of exhibitor cancellation. If the exhibit should be cancelled due to circumstances beyond the control of MACAE, all fees connected with table rental will be returned in full.

PLEASE SEND REGISTRATION AND PAYMENT By October 17, 2008:
MACAE, 826 Municipal Way, Lansing, MI 48917, Phone: 517-913-0268, Fax: 517-492-1368

Credit Card Information: ____ Visa ____ MasterCard Expiration Date _____

Credit Card # _____ 3 digit # on Back of Card _____

Print Name of Card Holder _____ Signature of Card Holder _____

Billing Address of Card (include City / State / Zip Code) _____

Rules Governing All Exhibits

RESTRICTIONS

MACAE reserves the right to restrict exhibits which, because of noise, method of operation, or for any other reason become objectionable.

CONTRACT FOR SPACE

The signed contract, full payment, and formal notice of booth assignment constitute the completed agreement for the right to use the space. In the event of fire, strike or other circumstances beyond control, the contract shall not be binding.

LIABILITY

MACAE, its employees or conference committee will not be responsible for any injury, loss or damage that may occur to the exhibitor, nor the exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period of storage and following the conference. The exhibitor, upon signing the contract, expressly releases the above-mentioned association, hotel, individuals and committee from any and all claims for such loss, damage, or injury. To prevent loss, small or portable articles of value should be properly secured or removed after exhibition hours and placed in safekeeping.

USE OF SPACE

All demonstrations must be confined to the limits of the exhibit space. No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of MACAE. Aisles must be clear. Advertising materials of any description may be distributed only within the table(s) assigned to the exhibitor presenting material unless otherwise approved in writing by MACAE's Executive Director

DELIVERY AND STORAGE

MACAE cannot accept delivery of or hold any of the Exhibitor's display materials and/or equipment. Arrangement must be made directly with Shanty Creek.

Call the MACAE office for more information 517-913-0268