



# April 13-14, 2021 Virtual Conference

## *BENEFITS OF EXHIBITING*

### **Virtual Show Benefits (Reduced Standard Booth Price to \$450)**

#### **COPY OF FINAL ATTENDANCE LIST**

We will maintain control of the registration list, rather than turning it over to the virtual meeting platform software, so that we can mandate certain fields on the registration form, to ensure that we collect quality contact data. The list will include: Name, Title, Company Name, Address, City, State, Zip, Phone, Email, Certifications, and Authorized Buyer Status.

#### **NEW! FREE LISTING ON OUR ONLINE PRODUCT/SERVICE DIRECTORY**

Listing will run from January 1-December 31, 2021 (\$350.00 value)

View directory at <https://www.michsafetyconference.org/product-service-directory/>

#### **VIRTUAL BOOTH SPACE AT THE EVENT**

The “room” will have chat, live and/or video functionality, the opportunity to chat one on one with attendees, and the ability to post a link to your website, literature and/or product videos. Companies can also take virtual orders. 2021 virtual exhibitors will receive priority in selecting their 2022 booth (3 weeks before the public).

#### **NEW! COMPANY LISTING, WITH WEBSITE, IN THE ADVANCED PROGRAM ANNOUNCEMENT**

This program gets mailed to 16,000+ in February 2021. Booth purchase must be made by December 31, 2020 to be included. Premium A and B booths will be featured first in that order by alphabet.

#### **COMPANY LISTING (ALPHABETICALLY) ON OUR WEBSITE**

This will include a link to your website. We will leave the listing live even after the show, until June 30, 2021. Companies that pay the Premium A (\$570), or Premium B (\$540) space amount will be listed first alphabetically in the listing.

#### **COMPANY LISTING (ALPHABETICALLY) ON THE EXHIBITOR PORTION OF THE CONFERENCE MOBILE APP**

Companies that pay the Premium A (\$570), or Premium B (\$540) space amount will be marked as featured.

#### **SLIDE IN THE “PROMOTION DECK” THAT WILL BE STREAMED IN BETWEEN CLASSES**

There will be 15 minutes in between classes for all 14 training divisions. The “promotion deck” will be streamed in spots where no commercials have been purchased. Commercials will be limited to 30 second spots, so it is anticipated that the Promotion Deck will appear for a portion of every time slot.

#### **THREE FREE REGISTRATIONS TO THE EVENT**

A virtual booth includes three free registrations for your employees to attend the 120+ classes. Additional registrations for exhibiting companies can be purchased for \$50.00 per person. Non-profit tables will receive 1 registration to the virtual event.

#### **PROMOTION OF THE SHOW**

To increase the attendance, to bring you a larger audience, we will promote the show in many ways, to include:

- regular updates on social media (Facebook, Twitter, LinkedIn)
  - conference program flyer mailed in February 2020 to 15,000+
  - weekly email to our email list of 11,000+
  - exhibit at shows related to our audience
- provide marketing materials to our volunteers, exhibitors, speakers, and sponsors so they can help increase participation

#### **OTHER WAYS WE PLAN TO DRIVE ATTENDANCE TO YOUR BOOTH**

- Share a Healthy Lunch Idea on the Virtual Meeting Platform Both Days with Link to Exhibit Hall
- Scavenger Hunt Gaming Feature to Encourage Attendees to Visit All Booths
- Zoom Training with Exhibitors on How to Get the Most out of Their Virtual Booth Space
- Intense Marketing Campaign to a National/International Market Due to No Travel Needed
- Dedicated Exhibit Hours with no Competition from Classes Twice Each Day
- Feature Those Companies that Donate a Silent Auction Prize on Our Website, with Promotion on our Weekly Emails
- Donate to a Virtual Swag Bag (coupons, links to safety tips, etc.) and We Will Email it to Registrants

#### **ADDITIONAL BENEFIT CAN BE PURCHASED**

30 Second Commercial to Run Between Classes - \$90 per commercial (exhibitor to provide the digital file)  
(Premium A booth gets two free, Premium B booth gets one free)



# Exhibit Space Application for "Virtual Booth Space" April 13-14, 2021

**Register on-line at [www.michsafetyconference.org](http://www.michsafetyconference.org)**

Exhibiting Company Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State/Zip: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Phone #: \_\_\_\_\_ Web Site: \_\_\_\_\_  
 Person to Work at Virtual Booth (if different than above): \_\_\_\_\_  
 Phone #: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Product/Service to be Exhibited: \_\_\_\_\_  
 How did you hear about the conference? \_\_\_\_\_

Even though there will be no live physical booth space, we still need to assign a space number to you to have you appear in the mobile event app. If you don't select a number we will assign one to you.

**Booth spaces are issued on a first come, first served basis. Choices are not guaranteed. However, best efforts will be made to accommodate your choices:**

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

## Virtual Booth Options

- **Price:** Premium "A" Booths **\$570.00 ea.**, Premium "B" Booths **\$705.00 ea.**, Standard Booth **\$450.00 ea.**, Non-Profit Booth **\$120.00 ea.**
- **What's Included:** see attached benefit sheet
- **NOT Included:** Creation of commercials (if applicable)

**Please reserve for our company's use:**

- Premium "A" Booths @ 570.00 ea. \_\_\_\_\_
- Premium "B" Booths @ 705.00 ea. \_\_\_\_\_
- Standard Booth @ \$450.00 ea. \_\_\_\_\_
- Non-Profit Booth @ \$120.00 \_\_\_\_\_



*The Exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth in the exhibit contract (attached):*

**Total Amount in Exhibit Space \$ \_\_\_\_\_**

Signature \_\_\_\_\_

Date \_\_\_\_\_

If you are unable to register on-line, return this contract with payment to:  
**Michigan Safety Conference, P.O. Box 1098, Okemos, Michigan 48805**

**Payment Options:** Check Enclosed: # \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
 Credit Card: Visa MasterCard Amex Discover \_\_\_\_\_ (complete section below)  
 Amount to Charge \$ \_\_\_\_\_ (If no amount is given, the total space fee will be charged).

**All cancellations will be charged a 10% processing fee. NO Refunds will be made for cancellations after March 21, 2021.**

A deposit of \$150.00 per booth must accompany your contract. Balance is due on or before February 26, 2021. Contracts received after February 26, 2021 must be accompanied by payment in full. Payments made after April 1st, 2021 must be in the form of a credit card, certified check or money order. No exhibitor will be permitted to exhibit unless their account is current and paid in full. There will be a \$25 fee for any checks returned for non-sufficient funds.

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Address: \_\_\_\_\_

Card Zip Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Questions? Email: [exhibits@michsafetyconference.org](mailto:exhibits@michsafetyconference.org)**



**Virtual Event: April 13-14, 2021**

# RULES, REGULATIONS AND GENERAL INFORMATION

1. All charges for exhibit space must be paid in full by date specified on contract/application. Exhibitors not complying will not be allowed to participate.
2. The Michigan Safety Conference, their agents or representatives, cannot guarantee, by your exhibiting at this event, any financial gain to you or your organization; nor can the conference guarantee the number of attendees.
3. Refunds: No refunds will be made if spaces engaged are not used, nor will any refund be made for space used part of the time. Cancellation of exhibit space must be directed in writing to the address specified herein. In no event will a refund be made for a cancellation after the date specified. Space not occupied by show opening may be used by Michigan Safety Conference for any use they deem necessary, with no refund due.
4. Liability for loss, theft, property damage or destruction and personal injury:
  - A. Exhibitor hereby waives any and all claims against the Michigan Safety Conference, their agents or representatives, resulting from loss, theft, damage, or destruction to its property, or from personal injuries to it, its' agents, and/or employees.
  - B. Exhibitor assumes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property of others, or person(s) participating in the trade show. Exhibitor hereby waives any right of indemnification which it may have against the Michigan Safety Conference, their agents or representatives, for any and all claims arising from exhibiting.
5. Insurance: It is expressly acknowledged that the Michigan Safety Conference, their agents or representatives, have not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so. The exhibitor agrees to obtain the following insurance coverage during this event, including move in and move out days: a) Comprehensive general liability insurance coverage including protective and contractual liability cover-age; b) Employers liability insurance; c) Workers' Compensation coverage in full compliance with federal and state laws; d) Comprehensive General Automobile liability insurance covering owned, non-owned and hired vehicles including loading/unloading hazards.
6. The exhibitor agrees to abide by all rules and regulations of the building in which the event takes place. All rules and regulations are on file in the general office of the building. No part of any exhibit or any signs relating there-to, shall be pasted, nailed or otherwise attached to the walls, doors, etc., in any way as to deface same. Damage arising by failure to observe these rules shall be paid by the exhibitor. Helium balloons are not permitted on the premises.
7. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others. Nothing shall be displayed at a height above the back wall of the booth, which is 8'. Exhibitors having displays requiring greater depth than are shown on the floor plan, or those requiring greater height than the 8' limits for their background display, MUST arrange with the Michigan Safety Conference for space on the perimeter. Where additional depth is required, the prorata rate per square foot will apply. There will be no hanging of banners or signs of a political nature in any booth.
8. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside of your booth is forbidden. All exhibitors must wait to dismantle exhibits until show closing.
9. Motion picture projectors and other apparatus must conform to the state and/or city fire regulations. All draperies or other fabrics must be fire retardant before entering into the decoration of any exhibit. Paper decorations are not permitted. Electrical wiring must conform with the local fire codes.
10. Advertising material or signs of companies, other than those who have engaged space, are prohibited. CANVASSING, SOLICITATION OR BUSINESS IN THE INTEREST OF BUSINESS, EXCEPT BY EXHIBITING COMPANIES, IS PROHIBITED. THE MICHIGAN SAFETY CONFERENCE WILL APPRECIATE BEING INFORMED OF ANY INFRACTION OF THIS RULE.
11. Rude, disruptive or quarrelsome behavior, unethical conduct, infraction of rules or any sexually oriented material, on the part of an exhibitor or their representatives, or both, will subject the exhibitor or their representatives to dismissal from the exhibit hall. In this event it is agreed no refund shall be made by the Michigan Safety Conference and further no demand for refund will be made by the exhibitor or their representatives.
12. The Michigan Safety Conference, their agents or representatives will not be liable for the fulfillment of this lease as to delivery of space if non-delivery is due to any of the following causes: by fire, acts of God, strikes, the authority of the law, or for any other causes beyond the Michigan Safety Conference's control.
13. Change of time, place, or floor plan: The Michigan Safety Conference, their agents or representatives shall have the right to change the location, time and floor plan of the trade show.
14. REGISTERED EXHIBITORS will be admitted to the virtual event. All other attendees must register to enter.
15. Your company, or your company representatives, or your agents shall be held jointly, collectively and individually responsible for any and all debts incurred for all exhibit costs, fees, charges and any violation of these Rules and Regulations.
16. Exhibits and Public Policy: Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, public safety and State sales tax while participating in this showing. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor. No political displays permitted.
17. Loud speakers, radios, television sets, or the operation of any machinery or equipment which is sufficient volume as to be annoying to neighboring exhibitors will not be permitted. Tables or platforms on which a monitor is placed cannot exceed a height of 42 inches, and it must be positioned in the rear of the display.
18. Subletting of Space: The exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned, or have representatives, equipment or materials from companies other than their own in the exhibit space without written consent of the Michigan Safety Conference.
19. Soliciting for exhibits or any other reason by registered or unregistered persons, companies or associations is strictly forbidden, unless approved by the Michigan Safety Conference. Violation of this regulation will result in removal from the show premises immediately and is subject to any and all remedies available by law.
20. The Michigan Safety Conference has the right to refuse an exhibitor on the grounds of incompatibility with the event, or anything deemed as a safety violation determined by the Michigan Safety Conference.
21. Any exhibitor selling or distributing food products is solely responsible to pay any concession fee. Approval must be granted from the facility in advance.
22. The exhibitor authorizes the Michigan Safety Conference, their employees or agents to use exhibitors' name to promote the event and to solicit other exhibitors for this and future events.
23. Exhibitor agrees to pay, when due, all royalties, license fees or other charges accruing or becoming due to any company, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played staged or produced by the Exhibitor, its agents, employees or subtenants within the premises covered by the License Agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless this event, its agents and employees against any and all such claims and charges, and to defend, at its own expense, any and all such claims and charges. Exhibitor shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.
24. The Michigan Safety Conference will make available to Exhibitor an official production contractor (Decorator) for the purpose of providing instructions on how to set up and operate the virtual booth space. Exhibitor must receive consent from the Michigan Safety Conference for outside services. It is expressly understood that the service contractor is not the agent or employee of the Michigan Safety Conference and that the Michigan Safety Conference shall not be liable to exhibitor or any other person for the acts or omissions of the official service contractor.
25. Litigation arising from alleged infringement of copyrights, trademarks and patents is the sole responsibility of the exhibitor.
26. All points not covered herein are subject to settlement by the Michigan Safety Conference Board of Directors.

**Managed by MICHIGAN SAFETY CONFERENCE**  
**P.O. Box 1098, Okemos, MI 48805 • Phone: (517) 203-0737**  
**E-mail: [exhibits@michsafetyconference.org](mailto:exhibits@michsafetyconference.org)**

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