



BRAIN INJURY  
ASSOCIATION  
OF MICHIGAN

20  
24

# ANNUAL FALL CONFERENCE

Friday, September 13  
Lansing Center | Lansing, MI

# EXHIBITOR & SPONSORSHIP BROCHURE



20  
24

# ANNUAL FALL CONFERENCE

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## EXHIBITOR OPPORTUNITIES



### Diamond Exhibitor

**\$2,500**  
*member*

**\$3,000**  
*non-member*

- Larger Standard 10' deep by 10' wide carpeted exhibit space with 8' back and 3' side drapes
- 8" x 30" covered and white skirted table with 2 folding chairs
- Premium booth location in Section A (front row or corner location, determined by first come first served)
- Large color logo on the conference webpage and app
- Full page ad in Sponsor Section of the app
- Special acknowledgement and recognition from the podium throughout the conference
- 4 full attendee slots
- Social media promo opportunity (first come, first served)
- List of conference attendees emailed in Excel



### Gold Exhibitor

**\$1,500**  
*member*

**\$2,000**  
*non-member*

- Larger Standard 10' deep by 10' wide carpeted exhibit space with 8' back and 3' side drapes
- 8" x 30" covered and white skirted table with 2 folding chairs
- Booth location in Section B
- Medium color logo on the conference webpage and app
- Half page ad in Sponsor Section of the app
- 2 full attendee slots
- List of conference attendees emailed in Excel



### Silver Exhibitor

**\$1,000**  
*member*

**\$1,400**  
*non-member*

- Larger Standard 10' deep by 10' wide carpeted exhibit space with 8' back and 3' side drapes
- 8" x 30" covered and white skirted table with 2 folding chairs
- Booth location in Section C
- Small color logo on the conference webpage and app
- Quarter page ad in Sponsor Section of the app
- 1 full attendee slots
- List of conference attendees emailed in Excel



### Bronze Exhibitor

**\$750**  
*member*

**\$1,100**  
*non-member*

- Larger Standard 10' deep by 10' wide carpeted exhibit space with 8' back and 3' side drapes
- 8" x 30" covered and white skirted table with 2 folding chairs
- Booth location in Section D
- Small color logo on the conference webpage and app
- 1 full attendee slots
- List of conference attendees emailed in Excel



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## SPONSORSHIP OPPORTUNITIES

### KEYNOTE SPONSOR \$10,000 | 1 Available

Become the EXCLUSIVE sponsor of the morning keynote and receive:

- Opportunity to introduce Keynote
- Recognition from the podium
- Signage on the stage
- Full page ad in app
- Recognition in the app as the keynote sponsor
- Listing in all promotional materials
- Opportunity for social media promotion
- 4 attendee registrations

### MEAL SPONSOR \$2500 | 8 Available

Sponsor breakfast and lunch for our estimated 500+ attendees and exhibitors. Your benefits will include promotion during both meals and:

- Ad pushed through attendee app announcing both meals
- Signage at each lunch table and at each breakfast station in exhibit hall
- 2 attendee registrations
- Listing in all publications and app

### APP SPONSOR \$2200 | 4 Available

Registration, CE attendance, and handouts will all be managed by our new conference app. As the app sponsor, your benefits include:

- Logo on all communications
- Logo listed on "splash page" (front page) of app
- Ad on front conference page
- Full page ad in online booklet
- Exclusive App sponsorship would provide sponsor with the opportunity to have a video on the middle of the app's home page

### SURVIVOR SCHOLARSHIP SPONSOR

\$500 | 20 available

Sponsor attendance for 4 survivors of brain injury and their family who otherwise cannot afford to attend this enriching conference.

- Listing in all conference publications and app
- Logo on sponsorship page

### CE SPONSOR \$500 | 1 Available

Continuing Education Credits are a vital part of professional development. As a CE sponsor, you will receive:

- Logo in banner on CEU page
- Logo on sponsorship page

### SESSION SPONSOR \$200 | 20 Available

Sponsor one or more of our 16 education sessions.

This sponsorship helps us continue to recruit groundbreaking speakers and topics for future conferences, and aligns our brand with innovation in the field. As a Session Sponsor, you will receive:

- Logo on registration brochure if committed before materials are completed
- Logo/name listed at the beginning of session
- Logo/name listed as session sponsor on the agenda

### A/V SPONSOR \$2000 | 1 Available

Sponsor the audio/visual equipment and internet services that help drive the conference. Your benefits include:

- Logo on the sponsorship page
- 2 attendee registrations
- Listing in all conference publications and app
- Quarter page ad in online booklet



20  
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## CONFERENCE SCHEDULE

(ALL TIMES ARE EASTERN STANDARD TIME)

<b>7:30 a.m. - 8:15 a.m.</b>	<b>Registration &amp; Exhibits</b>
<b>8:30 a.m. - 9:30 a.m.</b>	<b>Keynote -TBD</b>
<b>9:30 a.m. - 10:15 a.m.</b>	<b>Break with Exhibitors in Exhibit Hall</b>
<b>10:15 a.m. - 11:15 a.m.</b>	<b>Session I Breakouts</b>
<b>11:15 a.m. - 11:45 a.m.</b>	<b>Break with Exhibitors</b>
<b>11:45 a.m. - 12:45 p.m.</b>	<b>Session II Breakouts</b>
<b>12:45 p.m. - 1:45 p.m.</b>	<b>Lunch &amp; Exhibitor Time</b>
<b>1:45 p.m. - 2:45 p.m.</b>	<b>Session III Breakouts</b>
<b>2:45 p.m.- 3:15 p.m.</b>	<b>Exhibitor Time</b>
<b>3:15 p.m. - 4:15 p.m.</b>	<b>Session IV Breakouts</b>
<b>4:15 p.m. - 5:00 p.m.</b>	<b>Exhibitor Time</b>
<b>5:00 p.m.</b>	<b>The End...</b>



20  
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## EXHIBITOR AGREEMENT

**Who May Exhibit** – The exhibition is targeted at companies offering products, equipment and services that are related to those working in the acquired brain injury field and which have no outstanding payments due to Brain Injury Association of Michigan (BIAMI) for other goods or services. BIAMI reserves the right to determine eligibility of any applicant as an Exhibitor up to and including the dates of the event.

**Cancellation** – An Exhibitor may cancel or withdraw from the exhibit program subject to the following conditions: The Exhibitor shall file a written notice of intention to cancel or withdraw by August 30, 2024. If written notice is received by BIAMI on or before August 30, 2024, BIAMI shall return the fees paid but shall retain a service fee of 25%. No refund will be made for cancellations received after August 31, 2024.

**Hold Harmless Clause** – The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the exhibition premises and shall indemnify, defend and hold harmless the conference site, BIAMI, its officers, directors, employees, or agents from any and all such possible losses, damages and claims.

**Arrangement of Exhibits** – Exhibit(s) shall be arranged so as to avoid obstructing the general view of the other exhibits in the exhibition area. Exhibits must be self-contained within the booth area assigned, and chairs, furniture, or exhibit materials must NOT be placed outside the booth area. Demonstrations are permitted only within the confines of the individual exhibitor's booth. No interference with normal traffic flow or infringement of neighboring exhibits will be permitted.

Exhibits shall be fully assembled and boxes stored 1 hour prior to hall opening event. Violations of this provision may result in additional costs to the exhibitor. Maximum height of booth permitted is 15 feet (floor to the top of the display). At the discretion of BIAMI, any changes required to protect the facility will be at the expense of the Exhibitor. No helium balloons allowed.

### **INSTALLATION/DISMANTLING OF EXHIBITS:**

Entry is only through the loading dock, which is staffed during the following hours:

Installation: Thursday, September 12, 2pm - 7:00 pm

Dismantling: Friday, September 13 – After 1:45 pm

**Hospitality Functions** – Functions during the period of move-in, event hours or move-out are prohibited.

**Company Representatives** – All employees or representatives of exhibiting companies must be fully identified by the official BIAMI badge. Companies should notify the BIAMI office of exhibit representatives' names prior to September 1, 2024, and badges MUST be picked up at the BIAMI Registration Desk at the Lansing Center to obtain admittance to the Exhibit Hall. All visitors to the Annual Conference must register in accordance with the rules of the conference. All attendees must be registered/paid attendees of the conference in order to enter the Exhibit Hall. Any outstanding balances on the Exhibitor Representative's account will be the responsibility of and billed to the exhibiting company.

**Exhibit Contractor** – Contact Art Craft Display, 500 Business Centre Drive, Lansing, MI, 48917 or (517) 485-2221 for assistance in decorating your exhibit. A Decorating Kit from Art Craft for additional services or products will be available on the Art Craft website. <http://artcraftdisplay.com>

**Exhibit Shipping** – Arrangements and payment are made directly with Art Craft Display, 500 Business Centre Drive, Lansing, MI, 48917 or (517) 485-2221. Shipping information is included in the Art Craft Decorating Kit.

**Objectionable Displays** – BIAMI reserves the right to reject or terminate exhibit privileges of any Exhibitor, including personnel, in whole or in part, which because of notice, conduct of personnel, method of operation, materials, or for other causes which BIAMI believes is not compatible with the purpose of the Conference and Exhibition, or any other reason in the opinion of BIAMI, without liability for any refunds or other expenses incurred.

**Refusal of Exhibits** – BIAMI reserves the right to decline or prohibit any exhibit or any part of any exhibit which, in its judgment, is not in keeping with the character of the conference.

**Security** – The exhibiting company assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's display, equipment, and other property brought upon the premises of the Lansing Center and shall indemnify and hold harmless the Lansing Center, agents, servants, employees, and the BIAMI from any and all such losses, damages, and claims. In addition, the exhibiting company assumes the entire responsibility and liability for any personal injury or injuries which may occur to any exhibiting company's employee during the convention at the Lansing Center and shall indemnify and hold harmless the BIAMI and the Lansing Center from any such injury.

**Compliance with Laws** – Exhibitors shall bear responsibility for compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, including the Policies, Rules and Regulations of the Lansing Center, regarding the installation, dismantling and operation of the exhibit.

**Americans with Disabilities Act** – Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA"). Exhibitors shall indemnify, defend and hold harmless BIAMI, its directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.