



EXHIBITOR INFORMATION

REGISTER TODAY! michbar.org/exhibit

WHAT: The **NEXT** CONFERENCE, formerly known as the State Bar of Michigan Annual Meeting/Solo and Small Firm Institute, is now bigger, better, and focuses on the future of the practice of law. What will be different for you, an exhibitor, is that we have added an all-member reception on Thursday from 4-5 with no conflicting events running during that time, created an all-member lunch event that you are welcome to attend to network with our members, and are offering individual education sessions for our members to attend and for you to sponsor. We hope that you will join us for our 2018 **NEXT** CONFERENCE in Grand Rapids!

WHERE: DEVOS PLACE, GRAND RAPIDS, MI

WHO: In 2017 over 1,700 lawyers from all areas of practice and firm sizes attended the **NEXT** CONFERENCE looking for solutions to enable them to work smarter and more effectively. This is your opportunity to meet face-to-face with qualified buyers of your products and services, and gain high-profile exposure through this statewide event.

WHEN: WEDNESDAY, SEPTEMBER 26, 2018

Move-in 2:00–5:00 pm

THURSDAY, SEPTEMBER 27, 2018

Exhibit Hall open 8:00 am–5:00 pm

**ALL-MEMBER NETWORKING RECEPTION/
PASSPORT TO PRIZES DRAWING**

4:00-5:00 pm in Exhibit Hall

(No other events planned during this time)

FRIDAY, SEPTEMBER 28, 2018

Exhibit Hall open 8:00 am–noon

Move-out noon–2:00 pm

EXHIBITOR FEE

BOOTH PACKAGE

\$850 per booth or

\$1,500 for a double booth

The booth fees include:

- One 8' x 10' carpeted booth
- 8' high back drape; 3' high side drapes
- One 2' x 8' skirted table, two chairs and a wastebasket
- Four complimentary exhibitor badges per company
- Your company's name, logo, and information included in pre-event materials (early registration required)
- Listing in on-site program and conference app

Reserve your booth online at michbar.org/exhibit

PASSPORT TO PRIZES

You won't want to miss out on the **Passport to Prizes** game! By donating a door prize with a minimum value of \$50, your name will be added to the exhibitor passport card distributed to every attendee. The attendees must visit your booth to receive a stamp to mark their card allowing you to engage in conversation about your product or service. Prizes will be drawn at the All-Member Networking Reception Thursday evening in the Exhibit Hall. Registrants must be present to win.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available at the platinum, gold, silver, and bronze gavel levels—one size to fit every budget. By helping to sponsor the conference, you not only provide added exposure for your company, but also receive enhanced benefits before, during, and after the conference. Go to michbar.org/exhibit to see the many sponsorship opportunities offered.

QUESTIONS?

Contact Stacy Ozanich
(517) 346-6315 or
sozanich@michbar.org

SPONSORSHIP/MARKETING OPPORTUNITIES

Show your support—become a sponsor! The 2018 **NEXT** CONFERENCE would not be possible without your generous support and participation.

**Previous sponsors will have first right of refusal and sponsorships will be awarded on a first-come-first-served basis.*

PLATINUM GAVEL—FOUR AVAILABLE, \$5,000 EACH

- ★ Wednesday Annual Awards Dinner
 - ★ Thursday Inaugural Luncheon
 - ★ Thursday All-Member Luncheon
 - ★ Friday 50-Year Golden Celebration Luncheon
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- Double exhibit booth package
 - One full-page ad in the on-site program
 - One promotional tote bag insert
 - One news and information item
 - Mobile app sponsor listing
 - Event sponsor signage where applicable
 - 4 tickets to the sponsored event
 - Full-page post-event ad in the *Michigan Bar Journal*
 - Post-event acknowledgment in the *Michigan Bar Journal*

GOLD GAVEL—TWO AVAILABLE, \$4,000 EACH

- ★ Thursday continental breakfast
 - ★ Friday continental breakfast
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- One exhibit booth package
 - One half-page ad in the on-site program
 - Mobile app sponsor listing
 - One promotional tote bag insert
 - One news and information item
 - Event sponsor signage where applicable
 - One free half-page post-event ad in the *Michigan Bar Journal*
 - Post-event acknowledgment in the *Michigan Bar Journal*

SILVER GAVEL — THREE AVAILABLE, \$3,000 EACH

- ★ Thursday afternoon refreshment break—sponsor may provide giveaway items that will be placed strategically in the break area
 - ★ Thursday All-Member Networking Reception (in Exhibit Hall, not exclusive)
 - ★ Thursday evening State Bar of Michigan Celebrating Diversity Reception (off-site)
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- One half-page ad in the on-site program
 - Mobile app sponsor listing
 - One news and information item
 - Event sponsor signage where applicable
 - One half-page post-event ad in the *Michigan Bar Journal*
 - Post-event acknowledgement in the *Michigan Bar Journal*

BRONZE GAVEL—\$1,000 each

- ★ Education Track Sponsor—
Sponsor will receive additional acknowledgment on the conference website and in the **NEXT** CONFERENCE on-site program. Additionally, sponsors will be recognized during introductions of the speakers by moderators in their respective educational tracks and on signage outside the room.

MOBILE APP SPONSORSHIP

- ★ Push Notifications—Two available \$1,500 each
Your message is sent directly to attendees' mobile devices.
- ★ Banner Ads—Five available \$500 each
Rotating banner ads will appear at the top or bottom of the screen and serve as a cost-effective way to create brand awareness.
- ★ Enhanced Exhibitor Listing \$150
Take the opportunity to enhance your in-app profile listing with collateral, photos, and video.

MARKETING OPPORTUNITIES

- ★ Tote Bags \$6,500, or \$100 plus supply 1,500 bags
- ★ Lanyard Pouches \$3,500, or \$100 plus supply 1,500 Pouches
- ★ News & Information Center, \$300 plus supply item to display on table
- ★ Tote Bag Insert, \$300 plus supply 1,500 pieces

On-Site Program Advertising:

- ★ Outside back cover 4-color \$600
- ★ Inside front cover 4-color \$500
- ★ Inside back cover 4-color \$500
- ★ Full page blk/wht \$400
- ★ Half page blk/wht \$300

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Questions or to customize your sponsorship, contact **Stacy Ozanich**, sozanich@michbar.org