

89th MICHIGAN GWA ANNUAL Convention



EXHIBITING • SPONSORSHIP • ADVERTISING

Register by
January 13, 2017
and Save!

March 9–10, 2017
Grand Traverse Resort and Spa
Acme, Michigan

A message from the Executive Director:

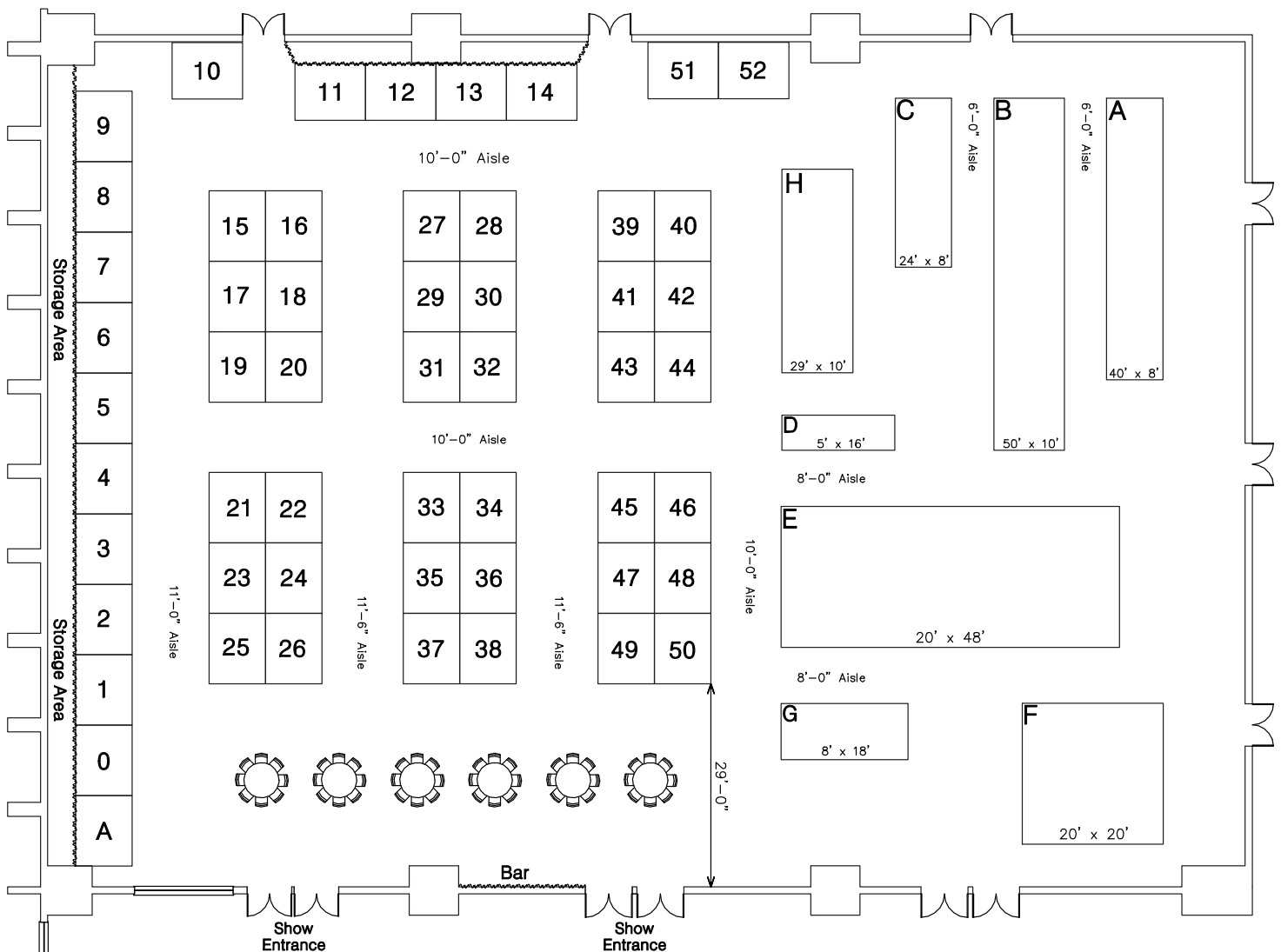
Dear vendors of the Michigan Ground Water Association:

Thank you for taking the time to review the Exhibitor and Sponsor information for the 89th Annual MGWA Trade Show and Convention. We are pleased to be back in the Traverse City area at the Grand Traverse Resort in 2017 and have a few new opportunities for you to participate in and showcase your products to the groundwater professionals of Michigan. Thank you for your continued support of these professionals during the course of the year, and we look forward to working with you and seeing you at the Grand Traverse Resort and Spa in March.



David Schulenberg
Executive Director, MGWA

Grand Traverse Resort and Spa March 9-10, 2017 – Governors Hall A-F



MGWA 2017 Convention Schedule (Subject to change)

WEDNESDAY – MARCH 8, 2017

7:00 p.m. MGWA Board Meeting

THURSDAY – MARCH 9, 2017 (Vendors able to move in all day)

7:00 am–5:00 pm Registration Desk is open (Coffee, rolls, etc. available – SPONSORSHIP AVAILABILITY)

8:00–10:00 am McElhiney Lecture

10:00–11:00 am Legislative Update "State of Lansing"

11:00 am–12:00 pm DEQ Update

12:00–1:30 pm LUNCH ON YOUR OWN

1:30–2:30 pm DOT Update

2:30–3:30 pm Tips from Toastmasters – "How to be a better speaker and make your business stand out"

5:00–6:00 pm Cocktails in the Atrium – SPONSORSHIP OPPORTUNITY

6:00–7:30 pm Banquet and Awards – SPONSORSHIP OPPORTUNITY

7:30–11:00 pm Entertainment – SPONSORSHIP OPPORTUNITY

Casino Night and Micro-Brew/Winery Judging

FRIDAY – MARCH 10, 2017

7:00 am Registration Opens and remains open till mid-day.

8:00–10:30 am MGWA Annual Meeting

Election

Legislative Update

11:00 am–12:00 pm Vendors eat on floor

12:00–4:00 pm MGWA Lunch and Trade Show

Exhibitors!

Come and mingle with your customers for an exciting Casino Night! There is no charge for attending.

Casino Night Hospitality Sponsorship – During the Casino Night, the MGWA will have one Hospitality Bar available that we will be offering shared sponsorship for. We estimate that the total cost of this function will be approximately \$3,500. As such, we are opening this sponsorship opportunity up to anyone who would like to participate in it. Contact staff to indicate that you would like to participate with this sponsorship. The cost will be split evenly between all participating sponsors, so the more that participate, lower the overall cost to each will be. Participating sponsors will have their names and/or company logos on a banner located near the bar thanking them for their sponsorship."

Finally, at the end of the night, we will host an auction where players can use their "play" money winnings to bid on items off the gift table. We would like to ask you, the exhibitor, to donate an item valued at \$100 or less for this event. Your company will be mentioned and thanked at the auction and again in the follow-up piece.

Casino Night is free to attend and only "play" money is used, making this a great way to network with your customers for a night of fun!!

Booth Display

1. TRADE SHOW SCHEDULE (GRAND TRAVERSE RESORT AND SPA)

Exhibit booth set-up:	Thursday, March 9, 2017	9:00 am-9:00 pm
Equipment move-in:	Thursday, March 9, 2017	9:00 am-9:00 pm
Trade show:	Friday, March 10, 2017	12:00-4:00 pm
Tear-down:	Friday, March 10, 2017	4:00 pm

BOOTH REGISTRATION INCLUDES:

- 10' x 10' booth with pipe and drape
- 1- 8' skirted table with two chairs and wastebasket
- 2 free booth representatives
- Additional representatives are \$55/person
- 1 ticket for Thursday night's banquet, extra ticket available for \$60/person

Order additional booth accessories from the Traverse City Resort

Electrical services can be ordered through the Traverse City Resort

(Order forms can be found on the MGWA website at www.michigangroundwater.com.)

EXHIBIT BOOTH/ EQUIPMENT SPACE FEES

MEMBERS

- Single booth = \$550
- Double booth = \$700
- Additional booths = \$175

NONMEMBERS

- Single booth = \$750
- Double booth = \$900
- Additional booths = \$200

Nonmembers: Why pay an extra \$200 for an exhibit booth? Become an MGWA member today for as little as \$135 and pay the discounted member rate for your booth! See page 6 for membership information.

BULK EQUIPMENT SPACE

- Vendor must purchase at least one 10' x 10' booth space in order to reserve a bulk equipment space
- Space will be first come, first served based on availability

SPECIAL OFFER! DISCOUNTED BOOTH FEE!

Register your booth by December 31, 2016 and you will receive the early bird rate AND you will be listed in the convention registration brochure as a "Featured Exhibitor!"

Registration form AND payment must be received by January 13, 2017 to qualify for the early bird rate.

Sponsorships & Advertisements

SPONSORSHIP OPPORTUNITIES

Drill Rig Level – \$2,000 (by Jan. 13), \$2,500 (after Jan. 13)

- Free booth with premium location
- Free full-page ad in on-site program/directory
- Recognition in the MGWA newsletter
- Name and logo on all signage for show
- 8 dinner tickets
- 4 rooms for one night at the Grand Traverse Resort and Spa
- 20 drink tickets (good for trade show floor only)

Water Truck Level – \$1,000 (by Jan. 13), \$1,500 (after Jan. 13)

- 50% off booth fee plus premium location
- Free half-page ad in on-site program/directory
- Recognition in the MGWA newsletter
- Name and logo on all signage for show
- 4 dinner tickets
- 2 rooms for one night at the Grand Traverse Resort and Spa
- 15 drink tickets (good for trade show floor only)

Pump Hoist Level – \$600 (by Jan. 13), \$1,000 (after Jan. 13)

- 25% off booth fee
- Free quarter-page ad in on-site program/directory
- Recognition in the MGWA newsletter
- Name and logo on all signage for show
- 2 dinner tickets
- 10 drink tickets (good for trade show floor only)

Back Hoe Level – \$200 (by Jan. 13), \$500 (after Jan. 13)

- Name and logo on all signage for show
- Recognition in the MGWA newsletter
- 5 drink tickets (good for trade show floor only)

Trade Show Bar/Concession Sponsorship – \$500

- Sponsorship signage at bar and at concession stand
- Opportunity to place promotional materials on tables (responsibility of sponsoring company to produce and provide these materials)
- Recognition in on-site/directory piece
- Recognition in MGWA newsletter
- 25 drink tickets (good for trade show floor only)

NEW in 2017 – Sustaining Sponsor Level – \$150

- Recognition on the website and in the Michigan Newsletter

Casino Night Hospitality Sponsorship – \$150

- During Casino Night, MGWA will have one Hospitality Bar available that we will be offering shared sponsorship for. We estimate the total cost of this function to be approximately \$3,500. As such, we will be opening this sponsorship opportunity up to anyone who would like to participate. Contact staff to indicate that you would like to participate in being a sponsor. The cost will be split evenly between all participating vendors, so the more that participate, the less it will cost each vendor. Participating sponsors will have their names and company logos on a banner located near the bar thanking them for their sponsorship.

ADVERTISING OPPORTUNITIES

- \$300 – Full-page ad, 4.875" wide x 7.875" high
- \$225 – Half-page ad, 4.875" wide x 3.825" high
- \$125 – Quarter-page ad, 2.375" wide x 3.825" high
- \$75 – Business card-size ad, 3.5" wide x 2" high

Advertisements will be placed in the convention on-site brochure. This brochure will be given to attendees at the convention! All company logos and advertisements are due at MGWA by January 13, 2017. Ads and logos must be BLACK & WHITE, high-resolution EPS or PDF files. They can be emailed to mjones@mgwa.org. Please contact Dave Schuelnberg at 800-332-2104 if you have any questions about the format of your files.



MGWA Exhibitor/Sponsor Application

Company name: _____
 Contact: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____

BOOTH PREFERENCE:

1st: _____
 2nd: _____
 3rd: _____

Check all that apply:

SPONSORSHIPS

Our company would like to sponsor the following:

	Early Bird	After Jan. 13
<input type="radio"/> Drill Rig Sponsor	\$2,000	\$2,500
<input type="radio"/> Water Truck Sponsor	\$1,000	\$1,500
<input type="radio"/> Pump Hoist Sponsor	\$600	\$1,000
<input type="radio"/> Back Hoe Sponsor	\$200	\$500
<input type="radio"/> Concession Sponsor	\$500	\$500
<input type="radio"/> Sustaining Sponsor	\$150	\$150
<input type="radio"/> Casino Night Hospitality Bar	See pg. 4	

BOOTHS

	Early Bird		After Jan. 13	
	Member	Nonmember	Member	Nonmember
<input type="radio"/> Single	\$500	\$700	\$550	\$750
<input type="radio"/> Double	\$650	\$850	\$700	\$900
<input type="radio"/> Additional	\$175	\$200	\$175	\$200

BOOTH REPRESENTATIVES (Please print names clearly.)

- FREE! 1. _____
 FREE! 2. _____
 \$55 3. _____
 \$55 4. _____

BULK EQUIPMENT SPACE

Yes! We would like bulk equipment space.

- Member – \$500 (must bring equipment)
 Nonmember – \$700 + \$2 per square foot (must bring equipment)

ADDITIONAL EXHIBITOR OPTIONS

Drink Ticket-Trade Show Floor Only:

\$60 per pack of 10, No. of packs _____ × \$60 = \$_____ Total

Each exhibiting company will receive 1 complimentary dinner ticket with your registration. Please check the box below if you plan on attending.

Extra dinner tickets can be purchased for \$60 each.

- Complimentary Dinner Ticket
 Extra Dinner Tickets at \$60 each, No. of tickets _____ × \$60 = \$_____ Total

YES! We will donate items for the giveaway on Casino Night.
 We will donate the following item(s):

YES! I would like to donate items for the Trade Show Floor giveaway.
 I will donate the following item(s):

ADVERTISEMENTS (JANUARY 16 DEADLINE)

Our company would like to buy the following b&w ads for the convention program.

- \$300 Full-page ad (4.875" wide × 7.875" high)
 \$225 Half-page ad (4.875" wide × 3.825" high)
 \$125 Quarter-page ad (2.375" wide × 3.825" high)

SCHOLARSHIP FUND

I would like to donate to the MGWA Scholarship Fund.

Amount I wish to donate: \$ _____

LEGAL DEFENSE FUND

I would like to donate to the MGWA Legal Defense Fund.

Amount I wish to donate: \$ _____

PAYMENT INFORMATION

To be considered pre-registered, MGWA must receive your payment with this form. Any registrations received prior to January 13, 2017 will receive the early bird rate for their booth fee.

Grand total: \$ _____

- Check enclosed (made payable to MGWA)
 Visa
 MasterCard
 Discover

Credit Card Number _____

Card Exp. Date _____ 3-Digit Security Code _____

Cardholder Name _____

Cardholder Phone Number _____

Cardholder Address _____

I approve the above amount to be charged to the credit card indicated.

Cardholder Signature _____

Date _____

AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all Booth Display Rules.

Printed Name _____

Signature _____

Date _____

(For office use only.)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

PLEASE RETURN FORM WITH PAYMENT TO:

Michigan Ground Water Association
 601 Dempsey Rd.
 Westerville, OH 43081
 855-225-6492 Phone
 614-898-7786 Fax

MICHIGAN MGWA

Membership Registration for Technical/Supplier/Manufacturer

Registration Information

Date _____
Name _____
Company _____
Address _____
City _____
State/Zip _____
Phone _____
Fax _____
Email _____

Membership Registration

_____ Technical Division \$135
_____ Manufacturer/Supplier (circle) \$135
_____ Corporate Manufacturer/Supplier \$270
_____ Secondary Member \$100
_____ Auxiliary \$25

Payment Information

Paid by:

Check # _____

Amount \$ _____ Initial _____

Credit Card: MC VISA DISCOVER

Credit Card # _____

Expiration Date _____ Security Code _____

Cardholder Name (as it appears on card) _____

Cardholder Billing Address _____

City _____ State _____ Zip _____ Phone _____

Signature _____



Direct any questions to MGWA:

Michigan Ground Water Association
601 Dempsey Rd.
Westerville, OH 43081
855-225-6492
614-898-7786 Fax
mgwa@comcast.net

MGWA Membership

Reserve Your Hotel Room

Not a member? Join MGWA today and receive your booth at the discounted member rate! Membership fees are per company:

Single	\$135.00
Primary Corp.	\$270.00
Secondary Corp.	\$100.00

For more information, please contact our Executive Director, Dave Schulenberg, at 855-225-6492.

Grand Traverse Resort and Spa
100 Grand Traverse Village Blvd
Acme, Michigan 49610
Phone: 800-236-1577

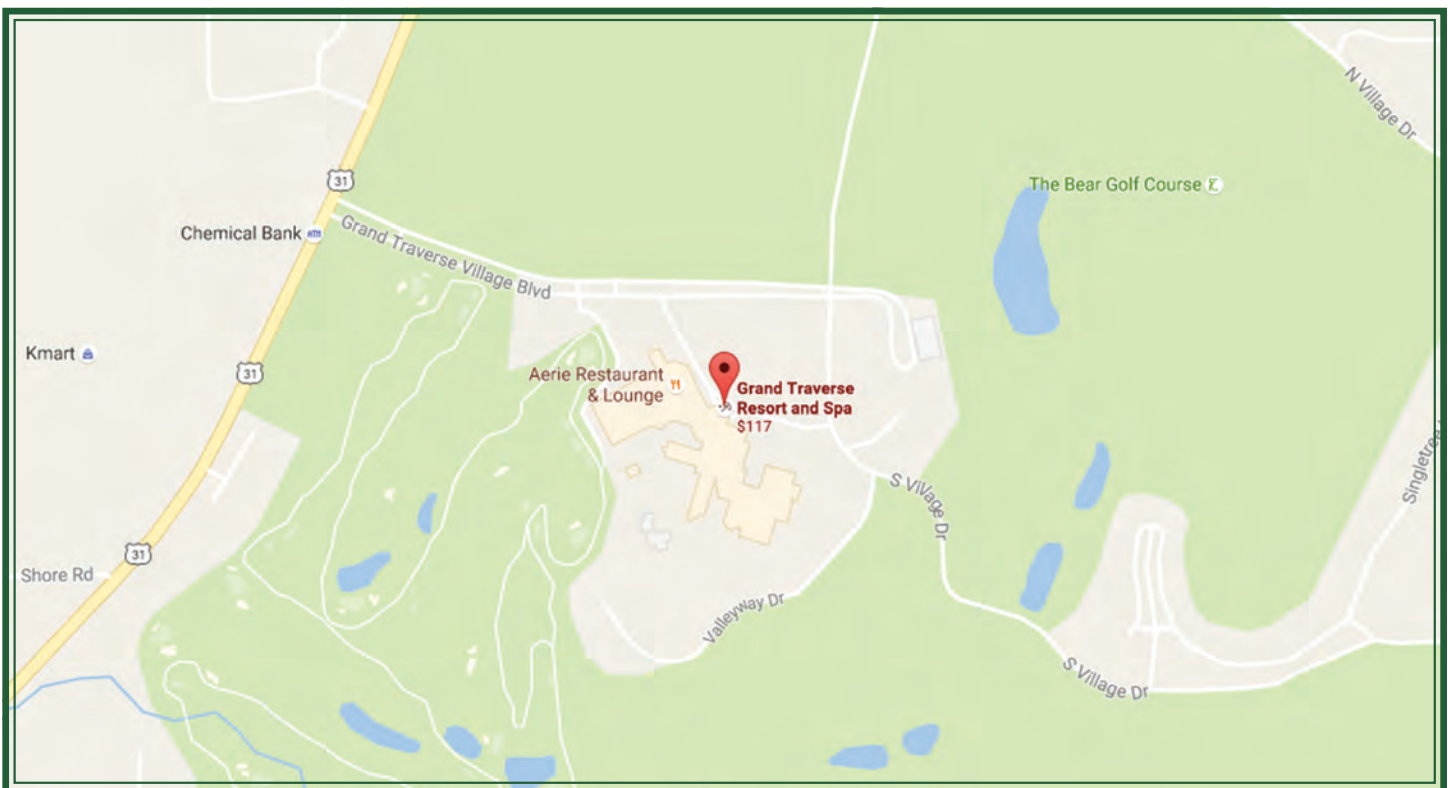
Following room rates are available until February 8, 2017 :
Hotel—\$90
Tower—\$143

Reservations can be made by calling 1-800-968-7352.
Use CODE: MGW0317 or mention that you are with MGWA to get the special rate.

Directions

Grand Traverse Resort and Spa

100 Grand Traverse Village Blvd
Acme, MI 49610
Phone: 800-236-1577





Michigan Ground Water Association
601 Dempsey Road
Westerville, OH 43081
855-225-6492 Phone
614-898-7786 Fax
www.michiangroundwater.com

Thank you to our MGWA Convention Committee:

Joe Curry
Joe Curry Well Drilling Inc.

Tony Landis
Valley Farms Supply

Jim Welser
Welser Well Drilling LLC

Glenn Jandernoa
Valley Farms Supply

Early Bird Discount Offers!

**JANUARY 13, 2017
IS THE MAGIC DATE!**

Exhibit Booths: Register your booth by January 13, 2017 to receive the Early Bird Booth Fee and be listed in the convention registration brochure as a "Featured Exhibitor!"

Sponsorships: A special discount is being offered this year to companies signing up as a sponsor prior to January 13. You can save up to \$500, depending on your level of sponsorship! Details are on page 4.

Registration form AND payment must be received by January 13, 2017 in order to qualify for these discounts.