



County Road Association of Michigan 2012 Annual Highway Conference

Causeway Bay Hotel and Convention Center, Lansing, Michigan
March 6-8, 2012

County road agencies from across the state will meet in Lansing for CRAM's Annual Highway Conference, March 6-8, 2012. **The Annual Highway Conference is the place to be if your business markets to road commissions!** Where else will you get one-on-one access to managers, engineers, finance directors, superintendents and road commissioners? CRAM is offering comprehensive sponsorship opportunities to provide our Associate Members with a guaranteed target audience. **The 2012 Annual Highway Conference includes an expanded trade show!**

What are the Benefits of Participation?

CRAM is continually seeking ways to help our Associate Members get their company's name, brand and representatives in front of road commission employees and commissioners.

Sponsorship of CRAM's Annual Highway Conference (CRAHC) and participation in the trade show held on the opening day of the Conference are designed to provide the exposure your company needs.

By supporting CRAM's Annual Highway Conference, you are supporting the learning and networking opportunities that make this conference such a benefit to our members and help us to keep conference registration fees affordable. Your participation will enable us to continue to provide quality programming and a conference that all will enjoy.

CRAM recognizes sponsors throughout the entire process of promoting and staging the Conference, including posting your company logo on our website and signage throughout the Conference facility.

How Does the Sponsorship Program Work?

- Sponsors must be CRAM Associate Members in good standing.
- Sponsorships will be used to offset the expenses of the Conference and are accepted on a first-come, first-served basis.
- Acceptance of sponsorship does not imply endorsement of a product or service.
- Submit the Conference sponsorship application as soon as possible, along with either full payment or a 50 percent deposit.
- Payment in full is due from all sponsors by Feb. 20, 2012.
- Upon acceptance of sponsorship, confirmation will be e-mailed.
- If you wish to include information about your company in the conference bags, materials must be received at the CRAM Office by Feb. 23, 2012. We expect approximately 400 attendees.
- Door prizes must arrive at the CRAM Office by Feb. 23, 2012; or call the CRAM Office by Feb. 17 to make alternative arrangements.

2012 Sponsorship Opportunities

The following sponsorship opportunities are available for the 2012 CRAM Annual Highway Conference March 6-8, 2012 at the Causeway Bay Hotel and Convention Center in Lansing.

GENERAL SPONSORSHIP

Cash Donation (*offsets general cost of Conference*)

| | |
|----------|--|
| Platinum | \$1,000 (includes one trade show booth and two conference registrations) |
| Gold | \$750 (includes one trade show booth and one conference registration) |
| Silver | \$500 (includes one trade show booth) |
| Bronze | \$250 |

- Sponsors will be listed in the Conference program; company name or logo will be included on the CRAM website and on signage at the Conference; and materials will be allowed in registration bags. A limited number of complimentary registrations and trade show booths will be provided based on level of sponsorship.

TARGETED SPONSORSHIPS

President's Reception \$3,000 (\$1,000 per co-sponsor)

- In addition to the benefits provided to Platinum Sponsors, the sponsor(s) of the President's Reception will be allowed to hang a corporate banner. Banner must be approved by CRAM and the Causeway Bay Hotel and Convention Center. Additional staff from the sponsoring company will be allowed to attend the Reception and Trade Show at no charge.

Awards Breakfast \$1,500 (\$750 co-sponsor)

- Exclusive Awards Breakfast sponsorship will include two trade show booths and two full conference registrations. Breakfast co-sponsors will receive the benefits extended to gold sponsors. Sponsorship will be listed in the program and signage during the breakfast will promote your sponsorship.
- The Awards Breakfast is held on the final morning of the Conference. The Annual Business Meeting follows presentation of the awards. A representative from the sponsoring company or companies may assist in drawing the attendance prizes following the Annual Business Meeting.

Program Printing \$1,000

- Platinum level sponsor benefits will be extended for this sponsorship. Your company logo will appear on the Conference program.

Registration Tote Bags \$750

- Sponsorship does not include the cost of the tote bag. Gold level sponsor benefits will be extended.

Neck Wallet/Name Badge Holder \$750

- Sponsorship does not include the cost of the name badge holder. Gold level sponsor benefits will be extended.

TARGETED SPONSORSHIPS (Continued)

Hosted Beer Service at Trade Show \$750

- Silver level sponsor benefits will be extended for this sponsorship which includes hosting a keg and wait staff adjacent to your trade show exhibit. The cost of the keg and server is included with this sponsorship. Signage will indicate the company's sponsorship. A \$50 surcharge will be added for premium (micro-brew) or imported beers.

Refreshment Breaks between Sessions \$500

- Silver level sponsor benefits will be extended for this sponsorship.
- Sponsorship will be listed in the program and signage during the refreshment breaks will recognize your sponsorship.

Annual Business Meeting Door Prizes \$50 dollar minimum value

- CRAM staff or Awards Breakfast sponsors will draw and announce door prize winners following the Annual Business Meeting. Signage will indicate your company's sponsorship.

Hosted Food and Beverage Services Various

- State laws require any food or beverage served at the trade show to be purchased and served by the hotel. If you are interested in adding this service to your trade show exhibit, please contact Monica Ware at the CRAM Office.

Trade Show Door Prizes Various

- CRAM will create signage at the Trade Show announcing door prize sponsorships. Prizes will be drawn throughout the trade show.

Not seeing what you're looking for? Call Monica Ware at the CRAM office to discuss a sponsorship package tailored to meet your company's needs. 517.482.1189 Ext. 17



County Road Association of Michigan 2012 Annual Highway Conference Sponsorship Sign-up Form

Contact: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-mail: _____

About Your Sponsorship:

To maximize your benefits, promptly return this application to CRAM along with a high resolution digital copy (png or jpg format) of your company logo. E-mail logo to mware@localroads.net.

Sponsors must be CRAM Associate Members in good standing. Acceptance of sponsorship does not imply endorsement of a product or service. Upon acceptance, confirmation will be e-mailed to the address above.

If you have questions on sponsorship opportunities or do not see what you are looking for, please call Monica Ware at (517) 482-1189 ext. 17 or e-mail mware@localroads.net to discuss custom sponsorship opportunities.

Targeted Sponsorships: (Sponsorships are awarded on a first-come, first-served basis. Please rank your sponsorship interests below.)

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

General Sponsorship: (Please circle sponsorship level desired.)

Platinum

Gold

Silver

Bronze

Door Prize: _____ **Value:** _____

Please select one of the following:

Check enclosed for \$ _____

Please send an invoice.

County Road Association of Michigan
417 Seymour, Suite One, Lansing, MI 48933
Phone: (517) 482-1189 Fax: (517) 482-1253

2012 CRAM Annual Highway Conference Trade Show

The CRAM Annual Highway Conference Trade Show will be held on the first day of the Conference- Tuesday, March 6. The display area will be open from 3:00-7:00 p.m. The President's Reception will be held from 6:00-7:00 p.m. in the same Ballroom as the Trade Show.

Booth Rates:

Standard booth rates are \$300, which includes an 8-foot covered display table and chairs, and trade show admission for two (2) vendor representatives. Additional tickets may be purchased for the Trade Show/President's Reception only, or vendors may purchase full registrations.

Wireless Internet is available throughout the hotel. A limited number of booths are available with electricity, at an additional rate of \$25.

Vendor Set Up and Tear Down:

Vendors are asked to register in Ballroom Section A upon arrival. Set up time is from 12:30 p.m. to 2:30 p.m. All displays must be set up and ready for the doors to open at 3:00 p.m. All exhibits must be torn down following the President's Reception on March 6, and may not be torn down prior to 7:00 p.m.

Guidelines for Trade Show Participation:

- 1) Your company must be a CRAM Associate Member in good standing to participate.
- 2) Booths will be reserved on a first-come, first-served basis.
- 3) Due to space constraints; there will NOT be an outdoor equipment display.
- 4) All conference attendees will be encouraged to attend the Trade Show and President's Reception.
- 5) Two vendor representatives are included with each booth. Additional representatives should purchase a ticket to the Trade Show/President's Reception or a full Conference registration. Only vendor representatives designated on the registration form will be allowed to attend.
- 6) The full Conference registration fee is \$160 per person. Those wishing to stay for the entire conference should purchase a full registration.
- 7) Vendors are to provide the names of their representatives during the pre-registration process. If for some reason a named representative cannot attend, you may substitute when arriving at the Conference.
- 8) Vendors may donate a door prize to be given away during the Trade Show/President's Reception.
- 9) Payment in full is due by Feb. 20, 2012.
- 10) Hotel reservations are not included in the price of booth rental. Please contact the Causeway Bay Hotel and Convention Center at 517-694-8123.
- 11) You are responsible for your own loading and unloading of displays. If you desire storage during your stay at the hotel, please contact the hotel directly.
- 12) If you have any questions about the trade show, please contact Monica Ware in the CRAM Office at 517.482.1189, Ext. 17.



**County Road Association of Michigan
2012 Annual Highway Conference Trade Show
March 6, 2011 ~ 3:00 p.m. to 7:00 p.m.
Trade Show Contract**

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ E-mail: _____

Number of Representatives Attending: _____ (First two are no charge)

Names of Representatives Attending: _____

Will you need electricity? Yes No
(Add \$25 for electric service)

Is your company a conference sponsor? Yes No

Will you need additional tickets to Trade Show? Yes No
(Add \$25 per Additional ticket)

How Many? _____

Names of Additional Representatives: _____

Would you like to purchase full conference registrations? Yes No
(If yes, additional information will be sent)

Please select one of the following:

- Check enclosed for \$ _____
- Please send an invoice.

**County Road Association of Michigan
417 Seymour, Suite One, Lansing, MI 48933
Phone: (517) 482-1189 Fax: (517) 482-1253**