



MICHIGAN REALTORS®

# THE CONVENTION

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Soaring Eagle Casino & Resort | Mt. Pleasant | Sept. 25-27, 2024

**20  
24**

**EXHIBITOR &  
SPONSORSHIP  
PROSPECTUS**



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# ATTENDEE DEMOGRAPHICS

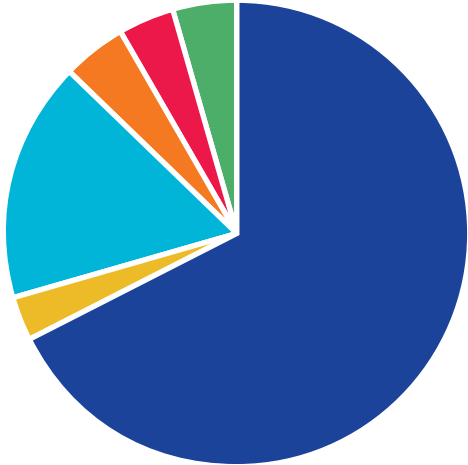
## ATTENDANCE HISTORY

YEAR	HOST	ATTENDEES
2023	Detroit	927
2022	Grand Rapids	1104
2021	Traverse City	982
2020	Virtual	717
2019	Detroit	1200
2018	Traverse City	1276
2017	Grand Rapids	1287
2016	Mt. Pleasant	1143

Distinguish yourself by exhibiting or sponsoring 2024 The Convention, and build relationships with: Realtors®, brokers, commercial Realtors®, appraisers, and local association leadership. Depending on your company’s sponsorship involvement, your name and brand will be in front of our convention attendees multiple times throughout the three-day event.

## WHO WILL YOU REACH?

Members Primary Real Estate Industry Focus



- Residential Realtors® ..... 67.7%
- Commercial Realtors®..... 3.88%
- Broker..... 18.56%
- Association Executive/Staff ..... 6.31%
- Affiliate/Vendor/Service Provider..... 2.43%
- Other..... 1.12%

Years of Industry Experience



- 0-4 Years..... 19.7%
- 5-9 Years..... 12.41%
- 10-14 Years.... 16.92%
- 15-20 Years.... 16.54%
- 21-25 Years.... 17.29%
- 25+ Years.... 17.67%

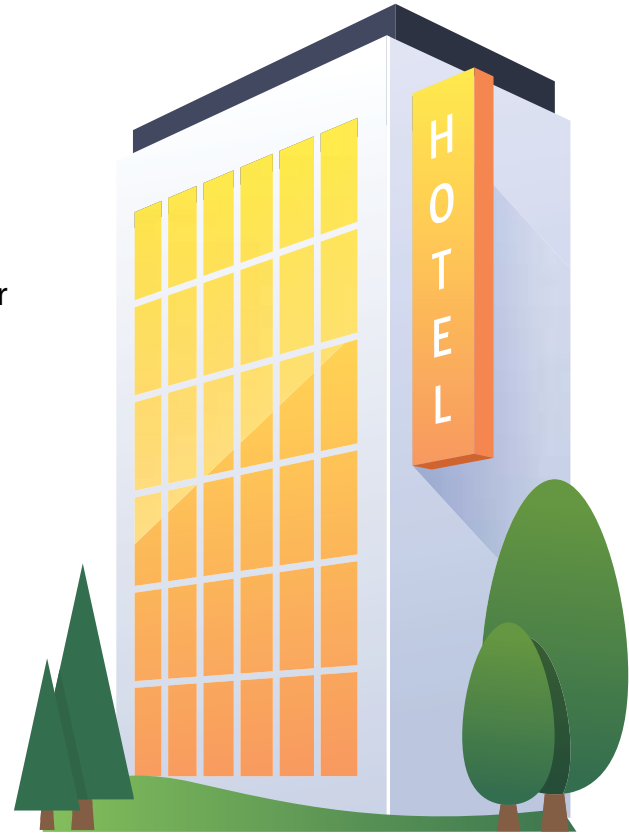
# ABOUT THE CONVENTION

The Convention is the premier real estate education and trade show event in the Great Lakes State! Michigan Realtors® is honored to host The Convention each year. Packed full of quality CE Marketplace certified knowledge sessions, numerous networking opportunities and diverse new products and services, it's sure to be an experience you won't want to miss.

This event gathers the largest group of real estate professionals for three days of intensive learning, networking and sharing of ideas.

## VENUE

**Soaring Eagle Casino & Resort**  
6800 Soaring Eagle Blvd  
Mt Pleasant, MI 48858



# EXHIBITORS INFORMATION

## SELECT YOUR BOOTH

In assigning booth space, consideration is given to date of application, convention sponsors, advertisers and re-reserved vendors. After these considerations, booth assignments are issued on a first-come, first-assigned basis. Booth fees must be paid by 9/1/2024.

- **Standard Booth - \$1,075**

*10'x10' booth space; Includes (1) 8' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.*

- **Premium Booth - \$1,175**

*Prominent 10'x10' booth space; Includes (1) 10' draped table, (2) chairs, (1) waste basket, and (2) full convention registrations.*



## SPECIAL EVENTS IN THE EXPO

### Wednesday, September 25, 2024:

Welcome Reception in the Expo - 5:30-7:30 PM

### Thursday, September 26, 2024:

Coffee in the Expo – 8:00-9:00 AM

### Thursday, September 26, 2024:

Lunch in the Expo – 12:00-1:00 PM

### Thursday, September 26, 2024:

Happy Hour in the Expo – 5:00-6:00 PM

## EXPO LOAD IN / OUT DETAILS

Installation must be completed between 9am - 3pm on Wednesday, September 25, 2024.

Exhibitor Dismantling: Thursday, September 26, 2024 (Beginning at 6:00 PM)

Exhibit must not be disturbed, dismantled or removed before 6:00 pm on Thursday, September 26, 2024. Financial penalty for violators will apply.

Exhibitor Kits will be sent via e-mail and available online approximately 60 days prior to The convention. The kit will contain information regarding purchasing additional booth furniture, additional draping, accessories, electrical services, Internet connections, audiovisual equipment and payment terms.

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**KEY**

 10' x 10' Standard Booth (\$1,075)

 10' x 10' Premium Booth (\$1,175)

*Note that bars will be placed towards the back of the hall based on the final layout of the exhibits.  
\*Michigan Realtors® reserves the right to move bar locations if deemed appropriate by property.*

# SPONSORSHIP LEVELS COMPARISON

	<b>SUPERIOR \$12,000</b>	<b>MICHIGAN \$8,500</b>	<b>HURON \$6,000</b>	<b>ERIE \$4,000</b>	<b>ONTARIO \$2,500</b>
Logo on event signage	√	√	√	√	√
Recognition on event marketing materials	√	√	√	√	√
Recognition at Grand Assembly	√	√	√	√	√
Pre and post-event attendee roster	√	√	√	√	√
Complimentary premium booth at expo; includes 2 Convention registrations	√	√	√	√	
Headline sponsor banner displayed at sponsored event* provided by Michigan Realtors®	√	√	√		
Opportunity to address attendees at sponsored event	√	√	√		
Opportunity to play a 30-second video at your sponsored event and at the registration desk	√	√			
Discount on additional booth purchases	(50%)	(25%)			
Additional 2 Convention registrations	√				
Full-page ad in The Convention Highlights	√				
Exclusive Ad in September E-News	√				
Half-page ad in The Convention Highlights		√	√	√	

\* SELECT SPONSORED EVENT OF YOUR CHOICE

### **SUPERIOR**

Welcome Reception, Grand Assembly,  
or Realtor® Royale.

### **MICHIGAN**

Lunch in Expo, Happy Hour, or Rise & Refocus Keynote.

### **HURON**

Honor 'N Mingle or Registration Desk.



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## \$2,500 – Hotel Key Cards

Get your name out in front of all attendees. The hotel key card will be co-branded with your logo. Michigan Realtors® will design the hotel key card with The Convention 2023 branding.

## \$2,000 – Wi-Fi

Actively engage attendees Wednesday - Friday with the sponsor's brand through Wi-Fi recognition.

## \$1,000 – A mobile device charging station

Get remarkable onsite visibility Wednesday - Friday by sponsoring the charging station. Located at registration in a high traffic area at The Convention. Attendees can plug in their smart phones and other devices.

## \$1000 – Bag Inserts

Sponsor provides print material to be inserted into attendee tote bags

## \$750 – Expo Sign Sponsor

The expo sign will allow attendees to effectively locate participating exhibitors. Look to highlight your business on this informational tool located at the entrance of the expo. Michigan Realtors® will create the design.

## \$500 – Floor Cling Sponsor (multiple available)

Highlight your business with a floor cling. Floor clings to be placed by Michigan Realtors® staff in appropriate spaces around the property.

## \$500 – Supporting Sponsor (multiple available)

Includes logo on event signage and recognition on event marketing materials.

## \$400 – Knowledge Session (multiple available)

Sponsor The Convention content! Sponsor a knowledge session and introduce the speaker.

# BRAND VISIBILITY

Brand

## EVENT GUIDES

\$800 – Outside back cover 5"x 8"

\$650 – Inside front cover 5"x 8"

\$650 – Inside back cover 5"x 8"

\$350 – Full page ad 5"x 8"

\$275 – Half page ad 5"x 4"

## GIVEAWAY ITEMS

Opportunity to display your company logo on event swag items. Michigan Realtors® will create the design file for production.

\$7,500 – Tote Bags

\$3,000 – Water Bottles

\$2,000 – Badge Lanyards

\$850 – Schedule-at-a-Glance





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## ATTENDEE EXPERIENCE

### \$2,000 - Registration Lounge

Lounge area near the registration desk. Exclusive sponsor all three days.

### \$1,400 – Realtor® Of The Year Awards

Sponsor the Realtor® of the Year awards! Personalize a gift bag with your business logo. Includes two non-transferable invitations to the Honor n’ Mingle reception.

### \$800 – Arrival photos

Help Michigan Realtors® staff welcome attendees to The Convention! Your creative ability will be taken to the test to capture attendees arriving as we kick off the event.

### \$600 – INNOVATE Knowledge Session (8 available)

Limited to 1 per company, Must be an exhibitor or sponsor of event

\*\*Includes one full event registration

All sessions submitted must be 50 minutes of content. Sessions will be held on Thursday, September 26, 2024, with room set for 70 theater-style.

Please visit [www.cemarketplace.net](http://www.cemarketplace.net) to review the certification process.

## REFRESHMENTS

### \$3,000 – Breakfast Thursday or Friday

Sponsor the buffet breakfast and prepare attendees for a great start to their day at The Convention. Appropriate company signage will show attendees you sponsored the breakfast.

### \$1,500 – Hydration Station Sponsor

Help keep the attendees hydrated! Water coolers will be placed in various places on the property and displayed appropriately with your company logo.

### \$1,500 – Coffee Stations (4 available)

It’s the perfect way to start the day! Sponsor a coffee station.

### \$1,200 – Wednesday Welcome Reception Bar (3 available)

Drive additional traffic to your booth at the grand opening of the expo by passing out drink tickets while interacting with attendees.

### \$1,200 – Thursday Happy Hour Bar (3 available)

Drive additional traffic to your booth on Thursday by passing out drink tickets leading up to the Happy Hour event.

### \$1,000 – Wednesday Arrival Beverages

Help us welcome attendees to The Convention with refreshments.

### \$800 – Realtor® Send Off Snacks

Send attendees off with a snack for their ride home. Appropriate signage with your company logo will be displayed.

# ATTENDEE EXPERIENCE



## SPONSORED EVENTS

\*Sponsored events are available within sponsorship packages found on page 8. Please contact [sponsor@mirealtors.com](mailto:sponsor@mirealtors.com) to inquire on sponsored event opportunities.

### Grand Assembly

Join in on the opening session for The Convention. Includes installation of the 2025 Michigan Realtors® President.

### Honor ‘N Mingle

This reception honors Michigan Realtor® of the Year nominees.

### Welcome Reception

The grand opening of the Expo. Attendees mingle with Exhibitors all while enjoying complimentary hors d’oeuvres and refreshing beverages.

### Rise & Refocus Keynote

Help get attendees excited for a full day of learning ahead with the Thursday morning keynote speaker.

### Lunch in Expo

Attendees enjoy a complimentary strolling lunch in the expo while networking with fellow attendees and exhibitors.

### Happy Hour in the Expo

The final hour of the expo, this event is filled with excitement!

### Realtor® Royale

Help us celebrate with attendees and have some fun! Enjoy a drink, dancing, and networking with attendees at Realtor® Royale.

### \$5,000 – Young Professionals Network (4 available)

Sponsorship includes logo on event banner at the YPN Synergy Series Reception and YPN Perspective (education session) at Michigan Realtors® The Convention.

## CONTACT INFORMATION

# MICHIGAN REALTORS®

### **Purchase Sponsorship/Exhibit Booth**

<https://www.connect.space/2024-the-convention-sponsorships/registrations/new>



### **Contact the Events Team**

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