

MSHA ANNUAL CONFERENCE

ADAPTING &  
EVOLVING:

TOOLS FOR TOMORROW

March 13-15, 2025

Kalamazoo, MI

SPONSOR ● EXHIBIT ● MARKET

# INFORMATION



## 2025 Location:

The Radisson Plaza Hotel at  
Kalamazoo Center

100 W Michigan Ave.  
Kalamazoo, MI 49007

# SPONSORSHIP

## Overall Conference Sponsor **\$5,000**

- One 6' exhibit table, skirted with two chairs and wastebasket
  - Full page ad in conference program
  - Prominent sign recognition at registration and throughout the conference space
  - Social media postings leading up to the conference
  - Full page advertisement for four issues in the digital MSHA newsletter, The Et Cetera
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## Invited Speaker Sponsor **\$2,500**

- One 6' exhibit table, skirted with two chairs and wastebasket
  - 1/2 page ad in conference program
  - Prominent sign recognition at speaker's session
  - Social media postings leading up to the conference
  - Full page advertisement for two issues in the digital MSHA newsletter, The Et Cetera
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## Wi-Fi Internet Sponsor **\$2,500**

- One 6' exhibit table, skirted with two chairs and wastebasket
  - 1/2 page ad in conference program
  - Prominent sign recognition at registration and throughout the conference space
  - Social media postings leading up to the conference
  - Full page advertisement for one issue in the digital MSHA newsletter, The Et Cetera
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## Vendor Cocktail Reception Sponsor **\$2,500**

- 1/2 page ad in conference program
  - Prominent sign recognition at registration and throughout the reception space
  - Social media postings leading up to the conference
  - 30% discount on exhibitor table
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## Course Speaker Sponsor **\$2,000**

- One 6' exhibit table, skirted with two chairs and wastebasket
- 1/4 page ad in conference program
- Prominent sign recognition at speaker's session
- Social media postings leading up to the conference
- Full page advertisement for one issue in the digital MSHA newsletter, The Et Cetera

## **Friday Morning Breakfast Sponsor    \$2,000**

- 1/4 page ad in conference program
  - Prominent sign recognition at breakfast buffet
  - Sponsor recognition in conference program
  - 30% discount on exhibit table
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## **Saturday Morning Breakfast Sponsor    \$2,000**

- 1/4 page ad in conference program
  - Prominent sign recognition at breakfast buffet
  - Sponsor recognition in conference program
  - 30% discount on exhibit table
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## **Coffee Bar Sponsor    \$1,500 per day**

- Choice of three days, sign recognition at coffee bar all day
  - Sponsor recognition in conference program
  - 30% discount on exhibit table
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## **Snack Break Sponsor    \$1,000 per day**

- Choice of three days, sign recognition at snack table during breaks
  - Sponsor recognition in conference program
  - 30% discount on exhibit table
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## **Graduate Student Session Sponsor    \$1,000**

- 1/4 page ad in conference program
- Prominent sign recognition at session
- Social media postings leading up to the conference
- 30% discount on exhibit table

**Interested in a MSHA Sponsorship Opportunity above?**

Please reach out to Nichole at [conference@misha.org](mailto:conference@misha.org)  
to assist in your registration.

# EXHIBITOR OPPORTUNITIES

## Super Exhibitor \$1,000

- Choice of location on the exhibit floor
- One 6' exhibit table, skirted with two chairs and wastebasket
- 1/2 page ad in conference program
- Logo on MSHA website for 6 months
- One complementary conference registration

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## Standard Exhibitor Package \$450

- One 6' exhibit table, skirted with two chairs and wastebasket
- Social media postings leading up to conference
- Name in the conference program

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## Non-Profit or Home Based Booth Package \$250

- One 6' exhibit table, skirted with two chairs and wastebasket
- Social media postings leading up to conference
- Name in the conference program

Note: The non-profit rate is available to those filing as 501(c) who are exhibiting to promote FREE services/information for individuals with disabilities. Proof of non-profit status or similar IRS documentation must accompany the exhibitor application. Applications without proof of tax status will be placed on hold and coded as incomplete. Your booth space will not be reserved until your application is complete. Home-based is defined as a business that is involved in direct selling of merchandise such as Mary Kay and Discovery Toys out of their home.

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## Unattended Exhibitor Table Package \$175

- Catalog or printed materials or products displayed on 6' exhibit table
- Name in conference program

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## Additional Tables \$200

- Add-on to existing exhibitor package
- 6' exhibit table, skirted

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- Registration for all sponsorship and exhibitor opportunities are due by February 14, 2025 for your company to be included in the conference program.
    - Exhibitors may be added after the deadline at the discretion of MSHA but may not appear in the conference program.
  - Exhibitor initiated cancellations requested before February 21, 2025 will receive a 50% refund
  - NO refunds will be granted after Feb. 30, 2024
  - Donations are needed for door prizes. Please consider donating a gift card or merchandise.
    - Donations can be coordinated by emailing Nichole at [info@mislha.org](mailto:info@mislha.org).

# MARKETING OPPORTUNITIES

## Lanyards for Conference Attendees \$1,500

- Your company name and logo will be placed on the lanyards that hold each attendee's badge. This is a first-come, first-served opportunity. Artwork for the lanyards is due by February 2, 2024.

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## Bags for Conference Attendees \$1,500

- Be the company in that is in the hands of every attendee by providing the carrying totes. This is a first come, first served opportunity. Organization or company is in charge of order and production the bag and transportation to the conference - arriving prior to the start.

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## Advertise in the Conference Program

- Inside Front or Back Cover - **\$450**
- Full Page Ad - **\$350**
- Half Page Ad - **\$250**
- Quarter Page Ad - **\$200**
- Business Card Ad - **\$100**
- Email attachments are preferred. Advertisements should be in color and in the form of a gif, pdf, or jpeg file. Emails should be **received no later than February 14, 2025**

Interested in a  
marketing opportunity listed above?

Please reach out to Nichole at [conference@mislha.org](mailto:conference@mislha.org)  
to assist in your registration.

# Exhibit Hall Hours- *Tentative*

## Wednesday, March 12, 2025

Exhibitors may set up from 12:00 p.m. - 2:00p.m.

## Thursday, March 13, 2025

*Exhibitors who did not set up on Wednesday, may do so as early as 7:00am*

The exhibit hall is open from 7:30 a.m. - 4:45 p.m.

## Friday, March 14, 2025

The exhibit hall is open from 7:30 a.m. - 4:30 p.m.

**4:30 - 6:00pm - Exhibitor Raffle + Cocktail Hour**

## Saturday, March 15, 2025

The exhibit hall is open from 7:30 a.m. - 4:00pm

## New in 2025!

Attendees will have at least 45 minutes of dedicated time to interact with our exhibitors each day of the MSHA Conference!

**Not sure where your company fits  
or have a suggestion?**

Call the MSHA office at  
(517) 374-9134 or by email at [conference@mishla.org](mailto:conference@mishla.org)  
and let us help you select the right package for your company