



2020 Spring Management Conference & Trade Show

June 1–4, 2020
Boyne Highlands Resort | Harbor Springs, MI

you are invited to exhibit!

welcome!

The Michigan County Medical Care Facilities Council invites you to exhibit at our 2020 Spring Management Conference at Boyne Highlands in Harbor Springs, Michigan, on June 2, 2020, as we celebrate our 55th anniversary!

The council represents 34 county-owned skilled nursing facilities across the state. Each year, the council hosts this conference to provide continuing education, committee meetings, an annual business meeting and a vendor show for nursing home administrators, directors of nursing and governing board members.

By participating, you gain the opportunity to showcase your products and services to those key decision-makers in the county-owned nursing facilities. To maximize your opportunity with these facilities, no other workshops or meetings are held during the exhibit show, plus a refreshment bar is centrally located in the exhibit hall, along with a dinner buffet in the same area.

We would be thrilled to have your company represented at our conference!



*Renee Beniak, Executive Director
Michigan County Medical Care Facilities Council*

2020 Spring Management Conference

Conference Schedule

MONDAY | JUNE 1, 2020

- 10 a.m. - 4 p.m. Attendee Registration
11 a.m. - 1:15 p.m. Lunch and Learn Session
12 p.m. Boxed Lunch | Return to session
1:30 - 4:30 p.m. Annual Membership Business Meeting
1:30 - 4:30 p.m. Educational Session
2:45 p.m. Refreshment Break
[Refreshment Sponsorship Available]
5:30 - 7 p.m. Hospitality Hour
7 - 9 p.m. President's Banquet

TUESDAY | JUNE 2, 2020

- 7 - 9 a.m. Breakfast Buffet
8 a.m. - 4 p.m. Attendee Registration
9 a.m. - 12 p.m. Educational Session
10:15 - 10:30 a.m. Refreshment Break
[Refreshment Sponsorship Available]
12 - 1:30 p.m. Lunch Buffet
1:30 - 4:00 p.m. Educational Session
2:15 - 2:30 p.m. Refreshment Break
[Refreshment Sponsorship Available]
5 - 8 p.m. Vendor Show - Cash Bar
[Drink Tickets Sponsorship Available]
6 - 8 p.m. Dinner Buffet
9 p.m. - 12 a.m. Live music courtesy of Ernest Entertainment
[Entertainment Sponsorship Available]

WEDNESDAY | JUNE 3, 2020

- 8 - 9 a.m. Breakfast Buffet
Attendee Registration
9 a.m. - 12 p.m. Educational Session
10:15 - 10:30 a.m. Refreshment Break
[Refreshment Sponsorship Available]
12 - 2 p.m. Lunch Buffet
1 p.m. Scholarship Fund Golf Outing
5:30 - 7 p.m. Reception
[Hospitality Hour Drink Sponsorship Available]
7 - 9 p.m. Golf Awards Banquet

THURSDAY | JUNE 4, 2020

- 7 - 8:30 a.m. Breakfast Buffet
7:30 a.m. Attendee Registration
8:30 - 10 a.m. Educational Session
10:00 - 10:15 a.m. Refreshment Break
[Refreshment Sponsorship Available]
10:15 - 11:30 a.m. Educational Session
11:30 a.m. Adjourn

Register Today!

Registrations must be completed online via our registration site (link below)

REGISTER ONLINE NOW!

: Power of the Past :: Force of the Future :

Exhibit Information

Registrations must be completed online via our registration site (link below)

DATES AND HOURS

EXHIBIT SHOW

Tuesday, June 2, 2020 | 5 – 8 p.m.

EXHIBIT SETUP

Tuesday, June 2, 2020 | 1 – 5 p.m.

EXHIBIT TEAR DOWN

Tuesday, June 2, 2020 | 8 – 10 p.m.

Wednesday, June 3, 2020 | 7 – 10 a.m.

INCLUDED IN YOUR BOOTH RESERVATION

- A 10' X 8' booth space with table, cover, and two (2) chairs
- Electrical service and/or extra table at no extra charge, if needed. Must be ordered ahead of time.
- Complete list of conference attendees
- Two (2) drink tickets per booth space
- Two (2) dinner tickets per booth space
- Company name and logo listed in our on-site program

EXHIBIT BOOTH SPACE RATES

10' X 8' Booth – Early-bird rate* \$475

10' X 8' Booth – Regular rate \$575

*Early-bird reservations and payments must be received by **April 6, 2020.**

ADDITIONAL MEAL TICKETS

Dinner Ticket \$35

A dinner buffet service will be available during the exhibit show. **Each booth includes 2 dinner tickets.** If you require more tickets, please make sure to add this item when you are registering online.

REGISTER ONLINE NOW!

TRAVEL THE EXHIBITS

Attendees will be given an extra incentive to visit exhibit booths with a raffle game called Travel the Exhibits, should they agree to participate.

Passports showing the company name of each exhibitor that participates will be printed and distributed to attendees. When attendees visit each booth listed on their passports, they should present the card and ask the vendor to initial over their company's name. Completed passports will be handed in and placed in a drawing. Passports will be drawn and prizes given following the close of the vendor exhibit.

GARY EASTON SCHOLARSHIP FUND GOLF OUTING

Be sure to join us for our annual Gary Easton Scholarship Fund Golf Outing on Wednesday afternoon! Once again, the vexing angles and difficult greens of The Heather course at Boyne Highlands will challenge those willing to risk the shame of a shanked drive or duffed chip in pursuit of an afternoon of fun and glory on the links. Four-person teams will compete in a best-ball scramble format. All proceeds benefit the MCMCFC Scholarship Program. For more information, see the last page of this packet.

EXHIBITOR ELIGIBILITY

We welcome exhibitors whose products and/or services directly relate to the practice, advancement and general operation of skilled nursing facilities, and administrators and directors of nursing of those facilities.

REGISTRATION / PAYMENTS

Registrations must be completed online. We will no longer be able to accept mailed forms.

Accepted payment methods:



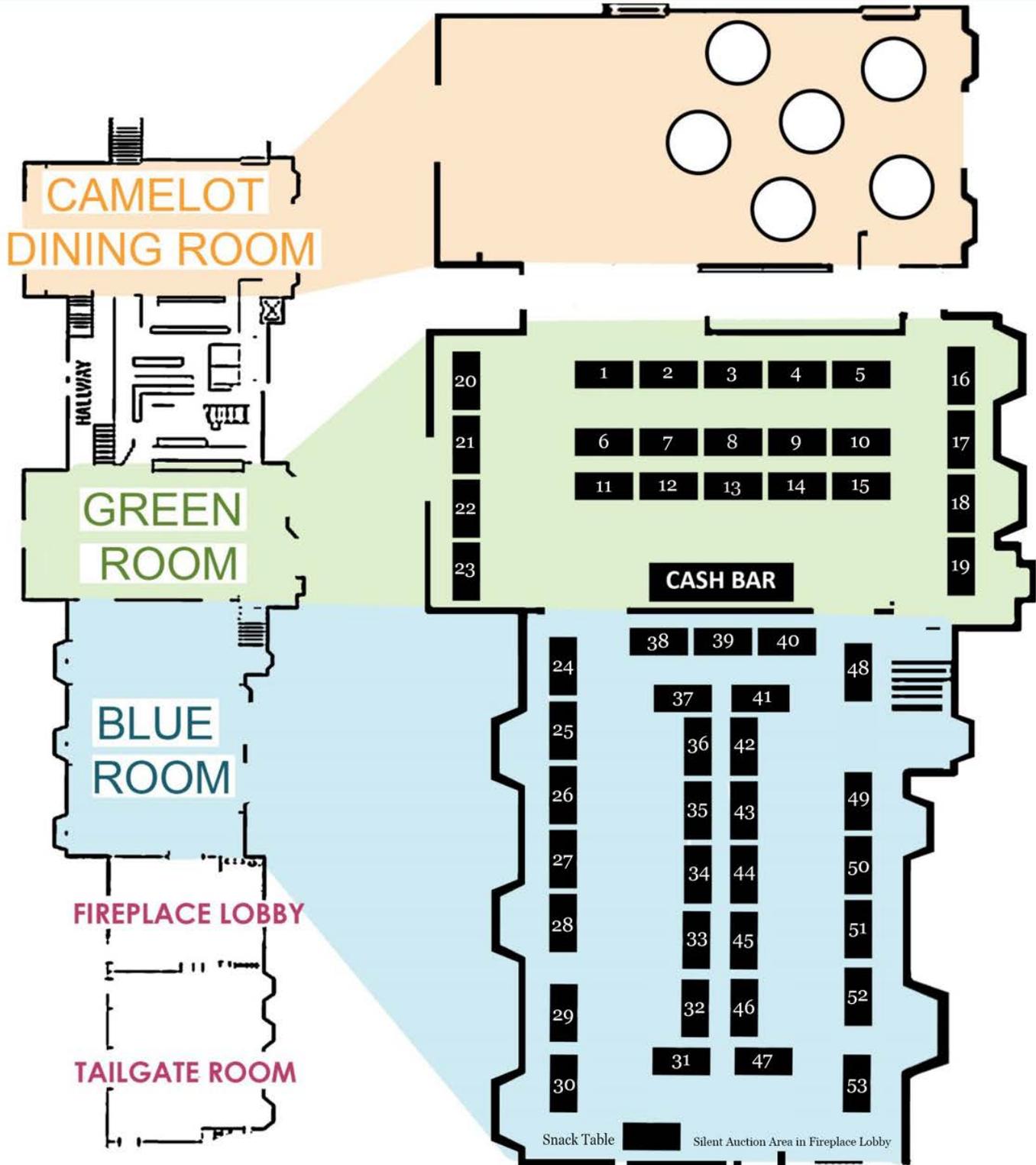
Please make checks payable to: MCMCFC
Mail to: 110 W. Michigan Ave., Suite 200, Lansing, MI 48933

CANCELLATION POLICY

All cancellations must be submitted to MCMCFC in writing on or before May 1, 2020. Registrant will receive refund minus an administrative fee of \$100.

No refunds will be issued if canceled after May 1, 2020.

Floor Plan & Exhibit Booth Spaces



**Booth Spaces are assigned on a first come, first served basis.
We do allow the purchase of multiple booth spaces.**

Advertising and Sponsorship Opportunities

PURCHASE ONLINE NOW!

Entertainment Sponsorship

\$1,200

Directly after the vendor exhibit on Tuesday Evening, we host a well-attended entertainment event.

Sponsorship Includes: A large sign at the event, announcement of the sponsorship and a listing with your logo as a sponsor in our program.

Tuesday Hospitality Hour Sponsorship

\$700

The opportunity to co-sponsor drink tickets Tuesday evening during the vendor exhibit.

Sponsorship Includes: A large sign at the event, your logo placed on the drink tickets, announcement of the sponsorship and a listing with your logo as a sponsor in our program.

Wednesday Hospitality Hour Sponsorship

\$450

The opportunity to co-sponsor drink tickets Wednesday Reception before the Awards Banquet.

Sponsorship Includes: A large sign at the event, your logo placed on the drink tickets, announcement of the sponsorship and a listing with your logo as a sponsor in our program.

Refreshment Break Sponsorship

\$300

Co-sponsor one of the refreshment breaks held between educational sessions. Refreshment breaks are Monday at 2:45 p.m., Tuesday at 10:15 a.m. & 2:15 p.m., Wednesday at 10:15 a.m., and Thursday at 10:00 a.m.

Sponsorship Includes: A medium-sized sign posted near the refreshments and a listing with a small logo in our program.

CONFERENCE PROGRAM ADVERTISING

Advertise your company in the onsite conference program.

Full Page: \$200
(8.5x11)

Half Page: \$125
(5.5x8.5)

All advertisers will also receive a free ad of the same size in the June edition of *The Compass*, the MCMCFC monthly newsletter.

Please send a high-resolution version of your ad in JPEG, PDF, or PNG format to: Casey Benda - Conference@mcmcfc.org

**Ads must be received no later than May 1, 2020
for inclusion in the onsite program**

**SAVE MONEY AND GET
YOUR AD IN EARLY!**

**Full page: \$140
Half page: \$105**

**Early-bird discount deadline
is April 6, 2020**

PURCHASE ONLINE NOW!

: Power of the Past :: Force of the Future :

Gary Easton Scholarship Fund Golf Outing

Wednesday, June 3

This is a four-person, best-ball scramble and the cost is \$90 per person.
This price includes: green fees, power cart, beverages, prizes and
a donation to the Gary Easton Scholarship Fund.

Shotgun start at 1pm
Boyne Highlands – Heather Course

Mulligans!

Mulligans can be purchased
on-site from Casey Benda
for \$5 each
or by [clicking here](#).

To get registered for the golf outing,
please click the link below.

REGISTER HERE!

Golf outing questions?

Please contact:

Casey Benda
Phone: 517.668.6026
Email: conference@mcmfc.org

Event Contact Information

CONFERENCE HOTEL

Boyne Highlands

600 Boyne Highlands Dr.
Harbor Springs, MI 49740
Phone: 231.526.3000

To register for hotel rooms, call Boyne Highlands directly
at 855.688.7022 or visit them online.

EXHIBITOR REGISTRATION AND QUESTIONS

Casey Benda

Conference Assistant
Phone: 517.668.6026
Email: conference@mcmfc.org

MCMCFC 'COMPASS' NEWSLETTER

Derek Melot

Director of Communications
Phone: 517.372.5374
Email: melot@micounties.org

MICHIGAN COUNTY MEDICAL CARE FACILITIES COUNCIL

Renee Beniak

Executive Director
Phone: 517.372.5433
Email: renee@mcmfc.org

SHIPPING INFORMATION

Please ship items to:

Boyne Highlands Resort

Attn: Tracie Odenbach, Convention Manager
MCMCFC Conference (June 2020)
600 Boyne Highlands Dr.
Harbor Springs, MI 49740

Please note: The only freight carrier readily available "Up
North" is UPS.

It is the sole responsibility of the exhibiting party to ensure
any/all outgoing items are ready to ship out after the vendor
show. This means all outgoing packages that Boyne is to pick
up and ship out need to be sealed properly, and have the
proper return shipping labels attached.

**Boyne Highlands and MCMCFC conference staff will not
be responsible for any items that are not prepared properly
for outgoing shipment.**