



2021 Great Lakes Trade Exposition Sponsorship Opportunities



Increase your firm's exposure to thousands of green industry professionals by becoming a Great Lakes Trade Exposition Sponsor!

All sponsors receive the benefits listed here*:

- Listing in the onsite *Conference & Trade Show Guide*
- Listing in *The Michigan Landscape magazine*
- Public Acknowledgement at all Receptions
- Listing in MNLA's Electronic Newsletters
- Listing on the Great Lakes Trade Exposition website: GLTE.org

*Additional benefits are listed with each individual level of sponsorship.

Trade Show Sponsorships*

Gold Level - \$2,000 (non-exclusive)

- Signage at Registration Area
- Banner at entrance to Exhibit Halls

Silver Level - \$1,000 (non-exclusive)

- Signage at Registration Area

Bronze Level - \$500 (non-exclusive)

- Signage at Registration Area

Experience Sponsorships*

SOLD! WiFi Sponsor - \$1,000 (exclusive)

- Branded splash page

Opening Ceremony-Trade Show - \$1,000 (exclusive)

- Visual recognition at start of the ceremony

Lanyard Sponsor - \$1,000 and you supply 2,500 non-spin lanyards (exclusive)

- Your lanyards available to all attendees and exhibitors at Registration Area!

SOLD! Bag Sponsor - \$1,000 and you supply 2,500 bags (exclusive)

- Your bags available to all attendees and exhibitors at Registration Area!

Trade Show Aisle Banners - \$1,500 (limited to three firms)

- Signage at Registration Area!

Lunchtime Address - \$1,000 (non-exclusive) - (2020 Attendance of 650)

- Monday-2-minute slide presentation and signage

Morning Refreshment Station - \$750/day, open during show hours all three days (non-exclusive)

- Signage at the Refreshment Station
- Indicate which day(s) you'd like to sponsor: Mon Tue Wed

Ice Cream Social (from MSU Dairy Store) - \$500 (non-exclusive) - Trade Show Floor, Wednesday

- Signage at the Ice Cream serving area
- Opportunity to serve as a Celebrity Dipper - Indicate whether or not you're interested in serving the ice cream: Yes No

Job Posting Board - \$250 (non-exclusive)

- Signage at the Job Posting Board

Education Sponsorships*

Gold-\$1,500/three days (non-exclusive)

- Choose one track per day for a total of three tracks
- Signage in the room
- Description of your firm (max. 25 words) in the Onsite Conference & Trade Show Guide

Silver-\$500/three days (non-exclusive)

- Choose one track per day for a total of three tracks
- Signage in the room

Bronze-\$500 - Seminar Handouts (non-exclusive)

- Online-Your logo and hyperlink on the handout page
- Print-Your name printed in the footer of each handout

*Must be an Exhibitor to participate as a sponsor or pay an added \$685 fee.

Have a sponsorship idea that would enhance the experience for your firm and the attendees? Contact us to create an exclusive sponsorship opportunity for your firm.

Sponsorship Form

For more information, please contact Amy Upton at MNLA at 517.381.0437 or amy@mnl.org. Thank you for your support!

Firm Name _____ Contact Name _____ Email _____

Phone _____ Payment Info: Total \$ _____ Check Enclosed (payable to MNLA)

Visa Discover AMEX MC Card # _____ Exp _____ CVC _____

Signature _____

Return completed form and payment to: MNLA, 2149 Commons Parkway, Okemos, MI 48864 • FAX: 517.381.0638