

March 7, 2017

Dear MSBO Conference Exhibitor:

This is confirmation that your application for booth rental at the 2017 MSBO Annual State Conference (Wednesday and Thursday, May 3-4, 2017) has been received, and we look forward to having you with us in Grand Rapids. Exhibits will be located in halls B & C of the DeVos Place located at 303 Monroe NW, Grand Rapids, MI (the corner of Michigan and Monroe Streets). Loading dock access is off from Michigan Street.

This letter will bring you up to date on preparations for the Conference and provide the forms necessary to help us prepare for this event.

BOOTH ASSIGNMENTS. Attached is a layout of the exhibit area and a listing of companies and booth numbers for your reference. **It is very important that you distribute flyers, bags and promotional items from your booth and keep your display INSIDE your booth space. You are not allowed to have equipment in the aisles for safety reasons and consideration of other exhibitors, so make sure that what you bring fits in your area and does not block the view of your neighbor!** Please be sure to share this information with all people who will be staffing your booth.

EXHIBITOR WEB PAGE. Contains MSBO Conference information and details regarding Grand Rapids. Check it out at <http://www.msbo.org/annual-conference-exhibitor-sponsorship-information>.

COMPANY REPRESENTATIVES. Please complete the attached form and return it to our office by April 15, 2017. Indicate the names of your representatives who will be present at the conference (please try to be accurate and notify our office of any changes). We are requesting emails of all reps so we may send them conference updates.

CONTRACT AGREEMENT. Please complete the form and return it to our office by April 15, 2017. Read this carefully and complete ALL parts. Please indicate if a table, at no additional charge, is needed for your booth setup and what size you would like. Also, indicate if you would like a booth ID sign. If you have not already paid for your booth, payment is due now.

EXHIBIT SET-UP. Exhibit set-ups may begin on Tuesday, May 2, 2017 from 12:00 – 5:00 p.m. for all exhibits. **After 5:00 p.m. the loading ramps will be closed** and the hall locked. On Wednesday, May 3rd you may set up your exhibits from 8:00 a.m. to 12:30 p.m. at which time the loading docks will be closed. Please see DeVos Place Rules for Exhibitors (attached) for specific details regarding exhibit move in and setup. We have selected Art Craft Display, Inc. as the display company we will be using. If you have any questions, please contact Art Craft at (616) 791-8024.

SHIPPING/ADDITIONAL EXHIBIT DISPLAY ITEMS. Enclosed is a letter from Art Craft Display, Inc. directing you to their Web site www.artcraftdisplay.com for forms to order additional equipment and/or services for your booth display. Click on "Get Exhibitor Kit" and enter our event code: 274962. The exhibit area will have gray carpet and the skirting is dark green. **DO NOT SHIP YOUR EXHIBITS TO THE AMWAY GRAND PLAZA HOTEL – SEE SHIPPING DETAILS FROM ART CRAFT DISPLAY.**

SECURITY. Night security will be provided on Tuesday evening, May 2, 2017 from 5:00 p.m. to 8:00 a.m. on Wednesday, and on Wednesday evening, May 3, 2017 from 5:00 p.m. to 8:00 a.m. on Thursday, May 4th.

ELECTRICITY/INTERNET/AV SERVICES. If you need electricity, telephone line, internet access or audio visual equipment you can find order forms on the DeVos Place Web site at <https://devosplace.org/exhibit>. If you have questions regarding these orders, please contact our event coordinator, Alesha Davis, at (616) 742-6526 or email: adavis@smggr.com.

EXHIBIT HOURS. The exhibit hours for Wednesday, May 3rd are from 2:15 to 5:00 p.m. and Thursday, May 4th, exhibits are open from 11:00 a.m. – 1:00 p.m. Exhibit breakdown may begin after 1:00 p.m. – you must be out by 6:00 p.m.

MEAL TICKETS. Meal tickets for the Wednesday luncheon are available for purchase. Make this an opportunity to network with conference participants. See enclosed form to purchase meal tickets.

THURSDAY LUNCH. On Thursday, May 4th, lunch for MSBO exhibitors and Conference participants will be available from 11:00 a.m. – 1:00 p.m. There will be extra seating for lunch so plan to join the attendees for one last contact over lunch.

WEDNESDAY NIGHT RECEPTION. MSBO will be having a hospitality reception for participants and exhibitors on Wednesday from 8:00 – 11:00 p.m. in the Ambassador Ballroom of the Amway Grand Plaza Hotel. This is an opportunity for you to socialize with customers in a fun and relaxed setting. If you wish to purchase extra drink tickets in advance, you may do so on the attached form with the conference meal tickets.

EARLY BIRDS. All Conference participants who registered by February 28, 2017, will be eligible for the “Early Bird” drawings. These are the prizes that YOU donate. We will do the drawing prior to the Conference and each company that donates a prize will display their winner(s) in their booth (we will supply you with the winner’s name in your exhibit packet you receive at the conference). We will have pins and tape available if you need them to display your winner – you may want to think about how it will fit into your display. As the attendees visit the exhibits they are to look for their name - when they find their name in your booth – you give them your prize. **Winners may claim their prizes either Wednesday or Thursday.** We hope you will be as generous with your prizes as you have been in the past. To donate a prize, see the attached “MSBO Conference Drawings” form. It must be returned to our office by April 3, 2017. The Conference program will list all companies that donate prizes. Thanks!

EXHIBITOR DRAWINGS. Exhibitors who wish to do individual drawings in their booths may continue to do so. You are asked to draw your winner(s) by 12:00 pm on Thursday. A form and instructions will be in the packet you receive at registration. Winners will claim their prize from you. If you know what your prize will be at this time, list it on the attached “MSBO Conference Drawings” form and we will publicize it for you in the Conference Program. Please return it to our office by April 3, 2017.

DEVOS PLACE EXHIBIT RULES. Attached is a document from DeVos Place outlining their exhibit rules. Please review and abide by their requests. If you have any questions, please contact Alesha Davis, our event coordinator, at (616) 742-6526 or adavis@smggr.com.

LOADING/UNLOADING. Exhibits will be located in the DeVos Place – Halls B & C (the two sections closest to the river). The enclosed exhibit hall map shows the loading docks with access off Michigan Street. You may also use the freight elevator with access from the parking garage under the facility.

HOTEL RESERVATIONS. The only hotel that still has rooms available at the MSBO reduced rate is the **Hampton Inn & Suites Grand Rapids Downtown:** 433 Dudley Place NE, Grand Rapids, MI, 49503, (616) 456-2000. Rate of \$159 per night with \$8 per day parking – use Code: MSBO Convention. The other MSBO reduced-rate room blocks are full in the following hotels, but you may still reserve rooms at these hotels at their normal rates. **Amway Grand Plaza Hotel:** Toll Free: (800) 253-3590 or local at (616) 776-6450. **Holiday Inn Grand Rapids Downtown:** 310 Pearl St. NW, Grand Rapids, MI 49504, (616) 235-7611. **JW Marriott Grand Rapids:** 235 Louis Street NW, Grand Rapids, MI 49503, (877) 901-6632. Please refer to the Exhibitor Page on the MSBO Web site for updated information on hotel accommodations.

HOSPITALITY SUITES. For exhibitors wishing to have individual hospitality suites, Tuesday night is free and Wednesday night from 5:00 – 8:00 pm is open this year. If you would like to book a room for a hospitality, please contact Deneen Hansen at dhansen@msbo.org or (517) 327-2585. **If your hospitality is open to ALL conference attendees and you wish it to be listed in the conference program, let me know by April 3, 2017 and we will print it in the Conference program.**

PARKING. The parking structure located under DeVos Place is open for parking with access through the Michigan Street entrance. On Wednesday the garage will operate like normal (pay when you exit), but we have arranged to have the parking structure a pay as you enter (\$10 charge) to expedite the exit process for Thursday. When you pay, you will be given a specific colored ticket, when you exit just show the attendant the ticket and she/he will open the gate for you. See the parking information on the exhibitor Web page for other parking options.

MSBO MEMBERSHIP LABELS. Address labels/list of MSBO active members or conference attendees are available for exhibitors to purchase at a cost of \$35. If you wish to purchase these for a pre-conference mailing, send your request to me at plenneman@msbo.org. We can provide mailing information only. You will receive a list in your registration packet at the conference and after the conference we will email you a complete list to include walk-ins.

FOOD IN BOOTH. If you plan to give out sample food and/or beverage products in your booth, you **MUST** get written approval (prior to the day of the event) from the DeVos Place (616) 742-6526. If you will be preparing this food on-site, you **MUST** also receive special permits from the Kent County Health Department to be in compliance. You will not be allowed to distribute food without the proper approval and/or permits. If you have any questions regarding this matter, please contact our event coordinator, Alesha Davis, at (616) 742-6526 or adavis@smggr.com.

REGISTRATION PACKETS. Exhibitor's registration packets are to be picked up when you arrive at the Conference. The exhibitor's registration desk will be located near the exhibit hall entrances and will be open around 9:30 a.m. on Wednesday. You may begin to set-up your booth at 8:00 a.m., but please check back around 9:30 to pick up badges and packet.

We appreciate your participation and look forward to seeing you in Grand Rapids! If you have any questions, please contact me directly at (517) 327-2584 or e-mail plenneman@msbo.org.

Sincerely,



Patty Lenneman
Exhibit Coordinator

2017 MSBO Conference Exhibitor Listing

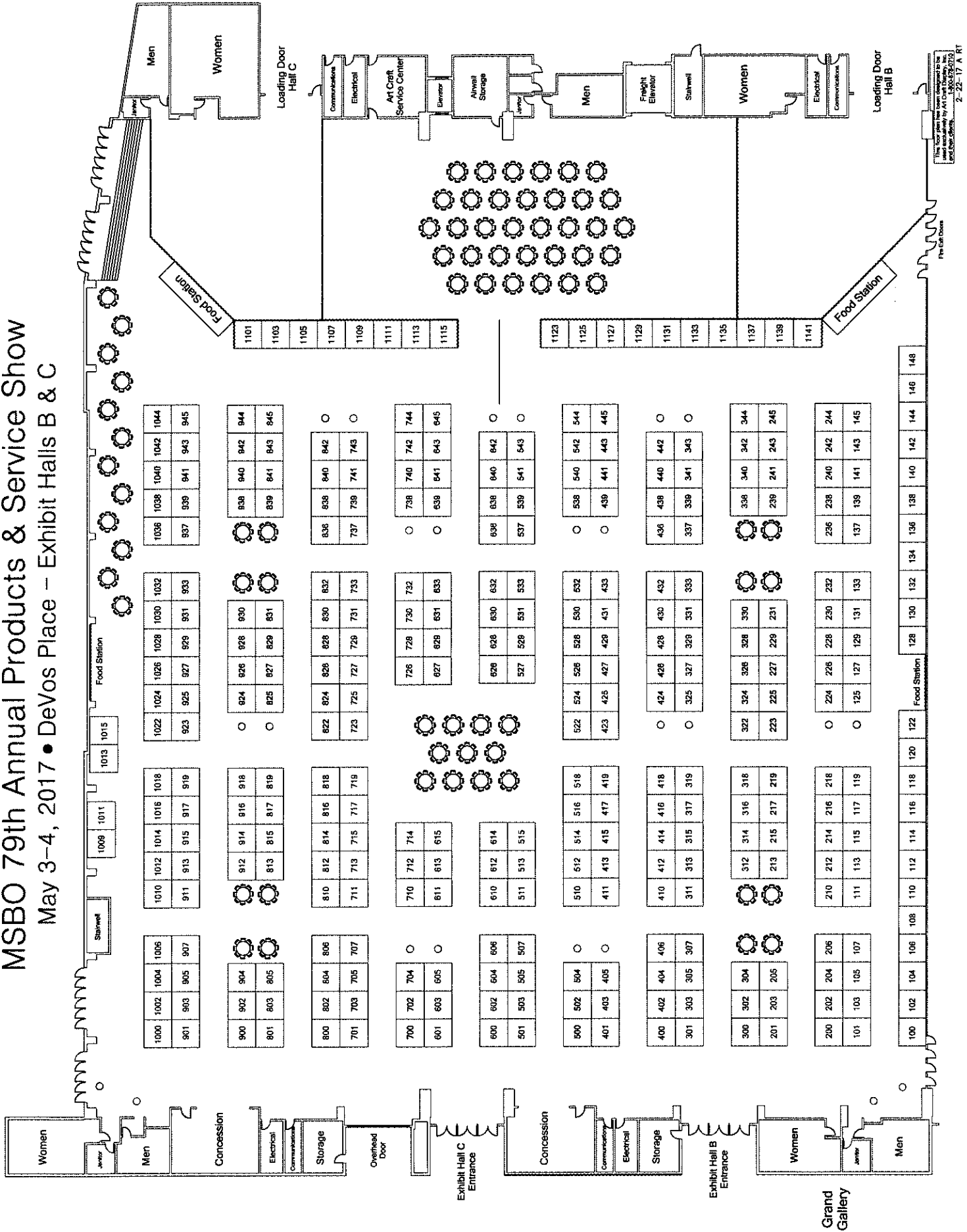
COMPANY	Booth #	COMPANY	Booth #
1armtodd.....	1024	ESM, LLC.....	130
A.B. Dick Document Solutions, Inc.	529	Executive Energy Services, LLC.....	223
A.G. Sports Services, LLC.....	511	Fifth Third Bank.....	513
Adams Remco, Inc./Toshiba Business Solutions	917 & 919	Fifth Third Securities, Inc.	515
ADN Administrators, Inc.....	627	Fire Pros, Inc.....	938
Advanced Health Sales & Consulting LLC	1022	First Agency, Inc.	900
Aequitas Solutions, Inc.	703	First Student, Inc.....	117
Aetna.....	732	Fitch Ratings.....	1015
Aiphone Corporation.....	403	Flagstar Bank.....	410
Allegion.....	118	Florock Polymer Flooring (Tennant Co.).....	638
Allied-Eagle Supply Company	733	FORBO Flooring.....	530
American Athletix, LLC	414	Forecast5 Analytics, Inc.....	600
American Fidelity	612	Foresite Design, Inc.....	832
Anderson, Eckstein & Westrick, Inc.....	229	French Associates, Inc.....	304
Andrews Technology	629	Frontline Education.....	337
Applied Imaging.....	202	GBK Insurance.....	329
Aquatic Source, LLC.....	328	GCA Education Services, Inc.....	103
ArbiterSports.....	112	George W. Auch Co.....	101
arch environmental group, Inc.	412	GLP & Associates, Inc.	723
Arthur J. Gallagher & Co./Gallagher Benefit Services, Inc. .	300 & 302	GMB Architecture + Engineering	200
ASSA ABLOY Door Security Solutions.....	1111, 1113 & 1115	Goddard Coatings Company	1006
Auxilio	924	Gordon Food Service.....	812
Aventric Technologies/HeartAED	104	GovConnection, Inc.	315
Barton Malow Company.....	702 & 704	GRBS, Inc.	201
BDO USA, LLP	905	Great Lakes Access, Inc.....	136
Beckering Construction Inc.....	633	Great Lakes Furniture Supply, Inc.....	436 & 438
Belfor USA.....	225	GUSCO Energy	114
Biddergy.com.....	129	H & H Enterprises, Inc.	339
Blue Team Restoration.....	531	Hammer Restoration, Inc.....	937
BMO Harris Bank.....	640	Health Alliance Plan.....	527
Bolhouse LLC	507	Heartland School Solutions	1009
Bryco Inc.....	125	Henderson Glass	325
Buckeye International, Inc.	219	Hi-Tec Building Services, Inc.....	913
C & M Associates, LLC	831	Hobart Sales and Service - Grand Rapids.....	904
Capital City Bus Sales	532	Hoekstra Transportation, Inc.....	404
CBIZ Valuation Group, LLC	333	Holland Bus Company	1101, 1103 & 1105
CenterPoint Energy Services.....	931	Holland Desk & Chair, LLC.....	1018
CEO Image Systems, Inc.....	738	Honeywell, Inc.....	1026
Chartwells School Dining Services	543 & 642	Horace Mann Companies	800
Chemical Bank.....	1137, 1139 & 1141	Horizon Bank	108
Cig Jan Products, Ltd.....	340	HPS.....	810
Clark Construction Company.....	502	Hungerford Nichols CPAs + Advisors	705
Clorox Professional - Apex	133	Huntington Bank	326
Colman-Wolf Supply, Division of The Professional Group	227	Inacomp Technical Services Group	539 & 541
Communications By Design, Inc.	1000	Indian Trails, Inc.....	814
Compliance One Group.....	341	Infinite Campus, Inc.	730
Constellation Energy.....	725	Integrated Design Solutions, LLC	318
Consumers Energy Company.....	405	Integrated Designs, Inc.....	925
Control Solutions.....	232	Integrity Business Solutions.....	139
CSM Services, LLC.....	902	Interkal LLC.....	505
Curbco, Inc.....	127	Interstate Restoration.....	727
D. Poole	544	InTouch Receipting.....	740
Davey Sports Turf / A Division of Davey Tree	116	J2 Sales Solutions, LLC.....	216
Dean Transportation	701	Jarvis Property Restoration.....	111
Dew-EI Corporation.....	423 & 425	Johnson Controls, Inc.	822
DiHydro Services Inc.	312	JPMorgan Chase	400
Division 7 Roofing Solutions Inc.	537	Kapnick Insurance Group	715
DRM & Associates, Inc.	538	Kiefer USA	314
Durham School Services	803	Kingscott Associates, Inc.....	614
Duro-Last Roofing Inc.....	818	Konica Minolta Business Solutions	230
Dyson Airblade.....	630	Kronos Incorporated	430
e-Funds for Schools.....	533	KSS Enterprises/Hillyard.....	213 & 215
Educators Preferred Corporation	231	Kuhn Specialty Flooring.....	829
EDUStaff, LLC	719 & 717	Lansing Sanitary Supply, Inc.	639
EHIM, Inc.	1014	Lockey USA	131
Eidex, LLC	631	M3 Investment Services.....	813
Electra Ltd.....	713	Maner Costerisan.....	907
Electro-Matic Products, Inc.	1002	McCarthy & Smith, Inc.	712
Enovative Technologies.....	933	McLaren Health Plan	830
Enviro-Clean Services, Inc.....	122	MEA Financial Services.....	316
EPS Security.....	204 & 206	MEEMIC Insurance Company	439

COMPANY	Booth #
MESSA	401
Metropolitan Detroit Bureau of School Studies	815
METS - Michigan Educational Transportation Services	226
MiCase (KRESA)	319
Michigan Air Products	128
Michigan Association of Retired School Personnel	413
Michigan Association of School Boards	115
Michigan CLASS/Public Trust Advisors	528
Michigan Department of Education	1131
Michigan Department of Treasury	1133
Michigan Educational Credit Union	926
Michigan Glass Coatings	632
Michigan Lottery	700
Michigan Office of Retirement Services	1135
Michigan Office Solutions	338
Michigan School Business Officials	1123, 1125 & 1127
Michigan Schools Energy Cooperative (MISEC)	806
Michigan Virtual University	303
MidAmerica Administrative & Retirement Solutions	802
Midwest Transit Equipment, Inc.	106
MILAF+/PFM Asset Management, LLC	601
Millennia Technologies	826
Miller Canfield	500
Miller-Davis Company	418
Miracle Midwest	327
Moody's Investors Service	915
Munetrix, LLC	120
Musco Sports Lighting LLC	526
MWA Commercial Roofing Solutions	611
NAPCO Security Technologies, Inc.	441
National Chemical Laboratories, Inc.	324
National Insurance Services of WI, Inc.	610
National Time & Signal Corporation	1011
NaturaShield	839
NaviGate Prepared	415
Nichols	710
Nightlock Lockdown	728
North Coast Roofing Systems	214
North Coast Studios, Inc.	406
Nova Environmental, Inc.	911
Oakland Schools Cooperative Contracts Network	916
Office Depot Education - Committed To Learning	1028
OHM Advisors	330
OpTerra Energy Services	605
Optilumen (JAC Technology LLC)	241
Optimal Solutions, Inc.	419
Owen-Ames-Kimball Co.	433
PARTNERS in Architecture, PLC	819
PaySchools	540
Penchura, LLC	105
Performance Engineering Group, Inc.	417
PESG - Professional Educational Services Group, LLC	613 & 615
Peter Basso Associates, Inc.	522
PFM Financial Advisors LLC	603
Plante Moran	301
Playworld Midstates	711
PNC Bank	305
PolyPlot Mapping System (Oakland Schools/Wayne RESA)	914
PowerSchool Group LLC (formerly SunGard K-12)	1036
Precision Data Products	113
Presidio / Avigilon	741
Priority Health	927
Pro-Team (formerly Food Service Management Solutions)	239
Quality Water & Air, Inc. a WBE Company	928
R.L. Deppmann Co.	205
Raymond James Financial, Inc.	726
Rehmann	524
REMC \$AVE Bid Project	307
RICOH USA	432
River City Flooring and Design Studio	210
Rockford Construction	313
Schneider Electric	801
School Nutrition Association of Michigan	1129
School Specialty, Inc.	901 & 903
SchoolDude.com, Inc.	311
Sehi Computer Products, Inc.	930
Seon	1004

COMPANY	Booth #
SERVPRO Disaster Recovery Team	236 & 238
SET SEG	514, 516 & 518
SFE - Southwest Foodservice Excellence	825 & 827
Shaw Sports Turf	729
Sidock Group, Inc.	1010
Sinclair Recreation	431
Skyward, Inc.	912
Snider Recreation, Inc.	1013
Sodexo Education Services	331
sofSURFACES	929
Sonitrol Great Lakes	102
Southern Bleacher Company	804
SPARC	119
Specialized Data Systems, Inc.	510
Staples Business Advantage	918
Star Flooring	217
Stephenson & Company, P.C.	828
Stifel, Nicolaus & Company, Incorporated	504
Stony Creek Services, Inc.	440
Student Assurance Services, Inc.	107
SunGlo Services	1016
SupplyPro	1032
Tandus Centivia, A Tarkett Company	212
Tectum, Inc.	816
Tenurgy LLC	1038
The D.M. Burr Group	805
The Eisen Group	203
The Garland Company Inc.	429
The Home Depot	939
The HSA Authority	134
The Locker Man, Inc.	344
The Nutrition Group	317
The Office of School Nutrition (Detroit Public Schools)	110
The Public Group	923
The Sillman Corporation	512
Tierney Brothers	841 & 843
TimeClock Plus	817
TIPS - The Interlocal Purchasing System	228
TMP Architecture, Inc.	602
TowerPinkster	411
Town Center Inc.	836
Tracy Inc.	443
Trane	424
Tremco, Inc.	416
Triangle Associates, Inc.	218
Trinity Transportation, Inc.	731
TSA Consulting Group, Inc.	100
Tyler Technologies, Inc.	132
U.S. Communities	426
Umbaugh	626
US Foods, Inc.	428
US Golf Cars, Inc.	427
VALIC	714
Van Eerden Foodservice	838
Vector Tech Group	636
Wakely Associates, Inc.	402
Wamira	842
Weidenhammer	1012
West Michigan International	137
Wieland	1030
Williams & Company, LLC	501 & 503
willSub/PCMI Staffing Services	224
Wiser Contract Furniture	641 & 643
Wolgast Corporation	322
X-Cel Chemical Specialties	824
Xtreme Engineered Floor Systems	737 & 739
Yeo & Yeo CPAs & Business Consultants	606
Young Supply Company	628
Zeeland Farm Services, Inc.	707

MSBO 79th Annual Products & Service Show

May 3-4, 2017 • DeVos Place – Exhibit Halls B & C



This floor plan was prepared by the
 MSBO 79th Annual Products & Service Show
 and Exhibitors.
 2-22-17 A RT

Due 4/15/17

MICHIGAN SCHOOL BUSINESS OFFICIALS
2017 Annual State Conference

CONTRACT

CONTRACT AGREEMENT

A. We, _____, as exhibitor, hereby agree to rent _____ (# of booths) 10 foot by 10 foot exhibit booth(s) at the Michigan School Business Officials 2017 Annual Conference held at the Amway Grand Plaza Hotel and DeVos Place in Grand Rapids, Michigan, May 2-4, 2017.

We understand the rental rate is one thousand one hundred forty dollars (\$1,140) for the first booth and one thousand five dollars (\$1,005) for each additional booth. **NO REFUNDS FOR CANCELLATIONS WILL BE GIVEN AFTER MARCH 31, 2017 (\$50 cancellation fee for all cancellations before this date).**

- B. The Michigan School Business Officials is to furnish:
1. A 7 inch by 44 inch one-line booth identification sign (if requested below)
 2. One (1) covered and draped display table (if needed). Please indicate your needs below.
 _____ Six Foot Table _____ Eight Foot Table _____ NO Table Needed
 3. Two (2) chairs
 4. One (1) wastebasket
 5. Booth Carpet (gray)

C. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims of injury, or damage to exhibitor's displays and equipment, and any property brought onto the premises of the Amway Grand Plaza Hotel and/or the DeVos Place. The exhibitor shall also indemnify and hold harmless the Michigan School Business Officials, the Amway Grand Plaza Hotel and/or the DeVos Place's agents, servants, and employees from any such losses, damages, or claim.

BOOTH IDENTIFICATION (SIGN)

Please indicate: _____ No Booth Identification Sign Will Be Required
_____ Booth Sign is to Read as Follows:

ASSOCIATE MEMBERSHIP (July 1, 2017 – June 30, 2018)

Newsletters and other Associate Membership mailings will be sent to the person designated by the exhibitor to receive the complimentary MSBO Associate Membership. This person will also be listed in the MSBO Membership Directory and on the School Purchasing Pages.

Name _____ Title _____
Company _____
Address _____ City/State/ZIP _____
Phone _____ FAX _____ Email _____

BY: Patty Lenheman
Patty Lenheman, Exhibit Coordinator

BY: _____
(signature)

RETURN TO:
MSBO
1001 Centennial Way, Suite 200
Lansing, MI 48917
(517) 327-2584
FAX (517) 327-0768

(company)

(address)

(city, state, zip)

(telephone number)

Due 4/15/17

**MICHIGAN SCHOOL BUSINESS OFFICIALS
2017 Annual State Conference
EXHIBITOR REPRESENTATIVES**

Please complete this form and return it to the Michigan School Business Officials on or before April 15, 2017.

PLEASE NOTE: If your company has more than three (3) representatives to register PER BOOTH, an additional \$20.00 will be charged for each representative OVER three (3). MSBO recommends limiting your booth occupancy to four reps at any one time so that you may fit within your booth space.

PLEASE LIST THE NAMES OF THE REPRESENTATIVES WHO PLAN TO ATTEND THE 2017 MSBO ANNUAL STATE CONFERENCE AT THE DEVOS PLACE MAY 3-4, 2017. PLEASE INCLUDE THEIR EMAIL SO WE CAN SEND THEM CONFERENCE UPDATES.

COMPANY NAME: _____

REPRESENTATIVES (Please type or print clearly):

NAME	EMAIL ADDRESS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

We have enclosed \$20.00 for each representative over THREE (3) PER BOOTH.

_____ representatives @ \$20.00 each = _____

Send Payment to:

Michigan School Business Officials
1001 Centennial Way, Suite 200
Lansing, MI 48917
(517) 327-2584 or FAX (517) 327-0768

Please charge my Credit Card: VISA MC AMEX

Card # _____
Expiration Date _____ Code _____
Name of Card _____
Signature _____

Due 4/3/17

MSBO 2017 CONFERENCE DRAWINGS

This form is to be completed if you are doing a drawing in your booth OR wish to donate a prize(s) for the "Early Bird Drawings" OR both. This is a two part form - please read carefully to avoid any confusion as to what your prize is to be used for - TWO DIFFERENT DRAWINGS.

Company _____ Booth # _____

Contact Person _____ Phone # _____

PART I - "Early Bird Drawings"

These prizes will be used for the "EARLY BIRD" drawings. MSBO will draw winners from those who have registered for the conference by February 28th. We will list all donating companies in the 2017 MSBO Conference Program. You will keep the prize in your booth, post the winner in your booth (name will be provided to you in the exhibit packet you will receive at the conference) and when the winner finds his/her name in your booth you give them the prize. This is a PRIZE DONATION!!!

We appreciate any prize(s) you can donate for this game. Please complete the form below and return it to our office by April 3, 2017. You will be given recognition for your contributions.

____ YES, we have one or more prizes to DONATE for the "Early Bird" game (Wed., May 3, 2017)

- | | Prize | | Prize |
|----|-------|----|-------|
| 1. | _____ | 2. | _____ |
| 3. | _____ | 4. | _____ |
| 5. | _____ | 6. | _____ |



PART II - ARE YOU HAVING A DRAWING IN YOUR BOOTH?

We will be promoting those companies that will be having drawings in their booths. If you let us know the prize(s) that you will be giving away, we will publicize it for you in the Conference Program.

____ YES, we will be doing a drawing in our booth by collecting business cards. We will draw and post the winner(s) in the exhibit hall on Thursday. The prize(s) we will be giving away are listed below.

1. _____
2. _____
3. _____
4. _____

Please FAX to (517) 327-0768 no later than April 3, 2017.

MSBO 79th Annual Conference and Products & Services Show

May 3-4, 2017

Exhibitor Meal Ticket Request Form

In addition to exhibit time, we also would like to offer you the opportunity to network with conference participants during the MSBO Wednesday luncheon and/or the Wednesday night Hospitality.

At the Wednesday luncheon, you'll have the opportunity to network with our members over a casual lunch just prior to the exhibit show opening. Lunch will be served in the DeVos Place Ballroom, however, you do need to purchase a meal ticket (\$35) to attend this meal function - also includes keynote speaker.

This year we will be having a hospitality reception on Wednesday evening from 8:00 - 11:00 pm in the Ambassador Ballroom of the Amway Grand Plaza Hotel. MSBO will provide each company with two drink tickets (good for two drinks of your choice). You also have the opportunity to purchase more tickets using the form below. You may want to purchase extras and buy a drink for your favorite customer.

All tickets will be included in your exhibit packet for you to pickup at the conference - exhibitor registration is located just inside the entrance of Exhibit Hall B in the DeVos Place.

Fill out the form below and fax it to 517.327.0768 or mail it to: MSBO, 1001 Centennial Way, Ste. 200, Lansing, MI 48917. If you have any questions please contact Patty at 517.327.2584.

MSBO 79th Annual State Conference • May 3-4, 2017 Exhibitor Wednesday Lunch & Drink Ticket Request Form

Full Name _____ Title _____
Company _____
Address _____
City/State/Zip _____
Phone _____ FAX _____ E-mail _____

Lunch Tickets - # _____ Wednesday Lunch (\$35) each = \$ _____
Drink Tickets - # _____ Wednesday Hospitality (\$8) each = \$ _____

Payment Information: Check one of the following and complete the information.

My check for \$ _____ is enclosed. Make checks payable to MSBO.

Please charge my: VISA MasterCard AMEX

Card # _____ Expiration Date _____ Code _____

Print name as it appears on card _____

Signature as it appears on card _____

Total Remitted \$ _____

Rules and Regulations for MSBO Annual Conference & Exhibit Show Exhibitors

To ensure a great exhibit show for both MSBO members and exhibitors, MSBO is supplying the following guidelines. Please keep them in mind when making plans for your exhibit booth.

- 1. Promote your products and services within your designated booth. This includes the passing out of flyers, bags and promotional materials. You are NOT ALLOWED to distribute items outside of the exhibit hall or at the hall entrance.**
2. MSBO recommends no more than four representatives in each booth to ensure that all booth items and staff fit into your designated booth space.
3. Use of the MSBO logo is reserved for MSBO Partners, who have gone through a lengthy endorsement process. If you are not an MSBO Partner and would like to use MSBO's logo, you must first obtain permission.
4. The Exhibit Show concludes at 1:00pm on Thursday, May 4, 2017. We encourage all exhibitors to breakdown and remove their booth after that time.

Thank you in advance for your cooperation and participation – enjoy the show!

2017 MSBO ANNUAL STATE CONFERENCE SCHEDULE-AT-A-GLANCE

Amway Grand Plaza Hotel

DeVos Place

Tuesday, May 2, 2017

7:30 a.m. – 4:30 p.m.
Pre-Conference Registration

12:00 noon – 5:00 p.m.
Exhibit Setup

8:45 a.m. – 4:15 p.m.
Pre-Conference & Certification Workshops

Wednesday, May 3, 2017

7:00 a.m. – 5:00 p.m.
Participant Registration

9:30 a.m. – 5:00 p.m.
Exhibitor Registration

8:15 a.m. – 9:15 a.m.
Opening General Session

8:00 a.m. – 12:30 p.m.
Exhibit Set Up

9:30 a.m. – 11:45 a.m.
Clinic Sessions

12:00 p.m. – 2:15 p.m.
Lunch, Business Meeting &
Keynoter (DeVos Ballroom)

8:00 p.m. – 11:00 p.m.
Networking Hospitality
(President's Reception)

2:15 p.m. – 5:00 p.m.
Visit the Exhibits

Thursday, May 4, 2017

7:00 a.m.
SET SEG Fun Run/Walk

7:30 a.m. – 8:45 a.m.
MESSA Breakfast

7:30 a.m. – 11:00 a.m.
Participant Registration

9:00 a.m. – 1:00 p.m.
Exhibitor Registration

8:30 a.m. – 10:45 a.m.
Clinic Sessions

11:00 a.m. – 1:00 p.m.
Visit the Exhibits

1:15 p.m. – 2:30 p.m.
Clinic Sessions

1:00 p.m. – 6:00 p.m.
Exhibitor Breakdown

2:45 p.m. – 4:00 p.m.
Closing General Session



Art Craft Display, Inc.

3140 Three Mile Rd. NW · Grand Rapids, MI 49534 · (616)791 8024 · (800)292 2033 · Fax (616)791 8154
www.artcraftdisplay.com

NOTICE OF ON-LINE EXHIBITOR KIT

Re: Michigan School Business Officials
May 3-4, 2017
DeVos Place
Grand Rapids, MI

Dear Exhibitor:

Art Craft Display, Inc. has been selected by your show management to serve as your official exposition service contractor for this event.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, ART CRAFT DISPLAY CAN FAX OR MAIL THE KIT BY CALLING (616) 791-8024.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES, YOU CAN DOWNLOAD ORDER FORMS OR ORDER ONLINE, USING THE FOLLOWING PROCEDURES:

Go to the following website: www.artcraftdisplay.com

Click on: "Get Exhibitor Kit"

Enter Event Code: 274962

ADVANCE ORDER DEADLINE IS FRIDAY APRIL 21st, 2017, 5:00 PM.

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

Yours for better show service,

ART CRAFT DISPLAY, INC.

SIGNS, GRAPHICS & DISPLAYS

DELIVERED RIGHT TO YOUR BOOTH!*

*Restrictions apply.

Contact Art Craft Signs to order signs,
graphics & displays for your exhibit space.
800-878-0710 · signshop@artcraftdisplay.com



DEVOS PLACE®

EXHIBITOR GUIDELINES

We look forward to serving you at the DeVos Place Convention Center! We would like to thank you in advance for your cooperation in helping insure that everyone has a safe and successful event. The Convention Center has a temporary vehicle delivery area on the loading dock. This space is reserved to allow safe access for exhibitors to transport materials to and from their exhibit areas. Show Management will publish the dates and times established for the use of the loading zone in advance of the show.

Exhibitor Vehicle Access During Move In/Out - Must use loading dock entrances at the DeVos Place Convention Center only. There are no load-in privileges at any other entrances. See map for more info.

Passenger elevators may not be used for transporting freight. There is no on-site freight storage nor can we accept deliveries on your behalf at DeVos Place Convention Center prior to the first contracted move-in day of the event. Contact ArtCraft Display or your drayage company to arrange for shipping and storage.

Exhibitor Building Access During Move In/Out - please use the Service Entrance on the loading dock.

Bring Your Own Carts - ArtCraft display has a limited number of flatbed carts available on a first come, first served basis. Carts are checked out at the loading dock. Please return the cart when finished. You are encouraged to bring your own cart to expedite the load in process.

Parking - Parking is available at DeVos Place and several parking ramps in the immediate area. Parking in the loading area is prohibited. Please see the attached map for parking locations in the city.

Exhibitors Hiring Labor - Exhibitors who hire other than the official show decorator for booth installation and dismantling, must notify Show Management of the names of their I&D staff in writing not less than 30 days in advance of the event. Access of I&D staff must be coordinated through the official show decorator.

Floor Tape - The use of single sided or double stick foam tape, single side or double stick cellophane tape, or masking tape is prohibited on any surface in the Convention Center. Please check with your decorator for approved material.

Please Be Timely - Goods/materials may not be delivered in advance of nor can they be left after the show's official move-out time.

Exhibitor Utilities - Utilities must be ordered 14 days prior to the event, i.e. (Air/Water/Drain, electrical, and telephone services). Service Order forms are available through DeVos Place Convention Center. All multiple booth areas should include a layout with utility locations with the order. This will help everyone set the order accurately. Services may be ordered during load in at the Floor Rate through the exhibitor service desk.

Exhibitor Fire Safety and Decoration - All fire, safety and Convention Center regulations must be strictly followed. No propane, acetylene or other flammable or explosive materials are allowed. Gasoline powered vehicles may be displayed with a maximum of ¼ tank of gas. (There are no exceptions.) The vehicle gas cap must be taped or locked and the battery cables disconnected and ends taped. Tanks of compressed air or gas must be chained and secured at all times.

Exhibitor Signs, Decorations or Banners - Decorations may not be attached to any surfaces in the building. No holes may be drilled, cored, or punched into the building. All equipment used must be stable without bolting or anchoring to floors or walls. Decorations may not include lighter than air (helium) balloons, crepe paper, cellophane, confetti, cotton, cornstalks, leaves, evergreen boughs/trees, glitter, sheaves of grain, streamers, straw, paper, vines, etc. Poster putty is allowed on glass or plaster wall surfaces. For overhead or heavy signage please contact ArtCraft Display.

Exhibitor Food Samples - Subject to Show Management approval, those who manufacture, process or distribute food as their normal course of business and wish to distribute food samples, may be allowed. This is provided food samples are no larger than bite size and beverage sizes no larger than 3 ounces. Please contact the Amway Grand Plaza Hotel and your Event Coordinator for approval prior to your arrival.

An exhibitor, who does not manufacture process or distribute food as their normal course of business and would like to distribute food items, must purchase these items from the Amway Grand Plaza Hotel. Please contact the Amway Grand Plaza Hotel to make arrangements to purchase food and beverage services. All cooking plans must be submitted in advance for approval by the Fire Department. Plans must adhere to General Fire Safety/Cooking Guidelines.

Exhibitor Giveaways - Samples may not include stick-on decals, lighter than air (Helium) balloons, glitter, etc.

Tobacco Free - DeVos Place Convention Center is a smoke and tobacco-free environment. Please do not smoke in the facility. Smoking cannot occur within 10 feet from any entrance.

Gratuity Policy - We are here to serve you. No gratuities should be offered to employees. For Safety - Children under 16 are NOT permitted on the show floor or loading docks during move-in and move-out times.

303 Monroe Avenue NW
Grand Rapids, Michigan 49503-2233
Phone (616) 742-6500 Fax (616) 742-6590

Loading Dock Guidelines

LOAD-IN

The loading dock is located on Michigan Street. Dock Door #6 (the center door) will be used as the "IN" door. At DeVos Place®, loading dock exhibitors will need to check-in with the Traffic Control Guard letting him know which booth they are in AND in which event/show they are participating. The guard will direct them to the dock available for their show.

Once the exhibitors have parked their vehicles in the loading dock, they must unload their items onto a cart. Flatbed carts and pallet jacks will be available from your decorator, but in limited supply. If exhibitors have their own personal cart, dolly, or other item that would assist them in transporting their items into the exhibit hall we would encourage them to bring it for their personal use. **After their items have been removed from their vehicles and placed in the vicinity of their booth, they must return to the loading dock and remove their vehicle.** Vehicles are to be removed from the loading dock **before** exhibitors spend time "setting up" or "arranging" their booths.

Parking is available in the DeVos Place® Parking Ramp which is directly underneath the building and can be accessed from the entrance on the North West corner of DeVos Place® on Michigan Street. Additional parking may be available in the City-County Building on Monroe Street (across from DeVos Place).

Exhibitors have two options for re-entry into DeVos Place® after they have parked their vehicle. If they park in the parking ramp below DeVos Place®, they may take the elevator in the Southeast corner of the lot up to the DeVos Place® Grand Gallery. The other option is to re-enter the building through the Grand Gallery doors on Monroe Street. Exhibitors should have their credentials - especially on show days.

Vehicles may not be left in the loading dock for any reason except for load-in or load-out purposes without the approval of the building. Security cannot authorize such an arrangement.

LOAD-OUT

Load-out will not begin until the time approved by the presenter of the event. Carts, pallet jacks, etc. will not be available until the arranged load-out time. The loading dock interior and exterior doors will not open until the pre-arranged time.

Exhibitors are asked to disassemble their booths and transport their items to the loading dock upper walkway before retrieving their vehicles.

Exhibitors should arrive at Loading Dock Door #6 for assignment of dock space for pick-up.

FREIGHT ELEVATOR OPTION

If arranged prior to load in/load out, exhibitors may use the freight elevator on the North end of the building to shuttle materials to and from the parking ramp. The freight elevator will be operated by a security guard, at additional expense to the event settlement.

This is a great option for events that have a lot of vendors arriving with personal vehicles and small trailers. It really eases the flow of traffic in the loading dock and is recommended for move-ins and/or move-outs.

This option **must** be advanced with your event coordinator at least 2 weeks prior to your event start date.

SCRIBNER STREET STAGING/MARSHALLING OPTION

Scribner Street (west side of the Grand River) may be used as the Marshalling Yard / Staging Area for exhibitor vehicles wishing to use the loading docks during load-in to DeVos Place®.

All vehicles must check-in with Traffic Control on Scribner Street. Vehicles arriving at DeVos Place® loading dock without having checked-in on Scribner may be refused access to the docks and routed to Scribner Street for check-in.

Scribner Street is a one-way street heading north and can be accessed from Pearl Street. When pre-arranged traffic control guards will be stationed on this street. Exhibitors are to check-in with the guard and let him know their booth name AND which event they are with.

Exhibitor vehicles will be held on Scribner until the scheduled load-in begins or until space is available in the docks. The guard will let them know when to proceed onto Michigan Street eastbound to the DeVos Place® loading docks. The guard may also give each vehicle a voucher which will allow them to gain access into the dock.

This option is best for events that have exhibitors that will be arriving with box trucks, semi trucks, or flatbed trailers. This also may become necessary if there is more than one large move in or move out happening at the same time.

This option **must** be advanced with your event coordinator at least 2 weeks prior to your event start date.

PARKING FOR OVERSIZE VEHICLES

Vehicles that are too large to fit in a parking structure MAY be given a permit to park on Scribner Street during the dates of the event. Parking on Scribner Street is available on a first come – first served basis. DeVos Place® is not responsible for finding appropriate parking for oversize vehicles, but we will assist you by attempting to provide appropriate contacts and information.