



# 2026

## **MSBO Facilities/Operations Conference & Expo**

*Exhibit Show & Sponsorship Registration Information*

**October 4-6, 2026**

**Crystal Mountain Resort, Thompsonville**





Dear Associate Member:

The 2026 MSBO Facilities/Operations Conference and Exhibit Show at Crystal Mountain is October 4-6, 2026. The Exhibit Show is **Monday October 5, 2026 from 12:15 –2:15 pm** (following a networking lunch from 11:30 am – 12:15 pm). Exhibitor registration will take place in three phases over three weeks, beginning at 9:00 am EST on each respective date. Registration is only done online. **Booth spaces are limited to ONE per company.**

**IMPORTANT INFORMATION FOR REGISTRATION!**

**Registration is processed online and you will need to have an MSBO login and password.** If you have registered for MSBO events in the past (like the MSBO Annual Conference), you will be able to use that same login/password.

We **highly recommend** that you try to login in advance to make sure that you have the correct information. Login to make sure your login ID and password are correct. You will see your name at the top if your login was successful. If that appears, log out and keep that information on hand for registration. If you are not able to login successfully, or do not have a login/password for MSBO, please contact Lillie Rapelje at [lrapelje@msbo.org](mailto:lrapelje@msbo.org), (517) 327-9222 or Patty Lenneman at [plenneman@msbo.org](mailto:plenneman@msbo.org), (517) 327-2584 to verify/receive your login information. You will not have time to do this when registration opens.

Save the following registration dates:

- **July 9** — Gold and Silver sponsorships only — includes a premium location booth space (specific silver sponsorship events will be determined after registration closes\*).
- **July 16** — Bronze sponsorships only — includes a premium location booth space.
- **July 23** — Standard booth registration — booth may be inside or in a tent (limited tabletops also available).

**For detailed information on each registration, see the following page.**

*\*To streamline the registration process, Silver Sponsors will NOT select a specific event at registration. MSBO staff will contact Silver Sponsors after registration closes to determine specific sponsorship events.*

**REMINDER: If you are not the correct contact person to receive the exhibit information, please send the contact information to Patty Lenneman, [plenneman@msbo.org](mailto:plenneman@msbo.org), for the person your company wishes to receive the information — once again, they will need to have an MSBO login to register.**

We want to make this conference a great experience for all attendees . . . and make the Exhibit Show a great experience for you and your company!

*Patty Lenneman*

Patty Lenneman  
Exhibit Coordinator

## PHASE

### 1

## Begins July 9, 2026

### Gold and Silver Sponsorship Registration Only

#### \$3,500 Gold Sponsor Benefits (4 available)

Sponsorships provide scholarships for members unable to attend otherwise.

- 7' X 10' booth in a premium location with sponsor banner
- Two full conference registrations (includes all meals)
- Full page advertisement in the conference program
- Special recognition in the program and on signage during the conference
- Gold Sponsor name badge ribbons
- Free conference attendee list in advance

#### \$2,500 Silver Sponsor Benefits (18 available)

\*To streamline the registration process, Silver Sponsors will NOT select a specific event at registration. MSBO staff will contact Silver Sponsors after registration closes to determine specific sponsorship events.

- 7' X 10' booth in a premium location with sponsor banner
- Silver Sponsor name badge ribbons
- Special recognition in the program and on signage during the conference
- Two Networking Lunch tickets
- Free conference attendee list in advance

## PHASE

### 2

## Begins July 16, 2026

### Bronze Sponsorship Registration

#### \$2,000 Bronze Sponsor Benefits (22 available)

- 7' X 10' booth in a premium location with sponsor banner
- Bronze Sponsor name badge ribbons
- Special recognition in the program and on signage during the conference
- Two Networking Lunch tickets
- Free conference attendee list in advance

**PHASE**

**3**

**Begins July 23, 2026**

**Standard Exhibit Registration**

**\$575 Standard inside booth**

- 7' x 10' indoor booth space
- Two Networking Lunch tickets

**\$550 Tent booth**

- 7' X 10' booth in tent adjacent to exhibit hall
- Two Networking Lunch tickets

**\$525 Tabletop**

- Skirted 6' table in exhibit hall/tent
- Two Networking Lunch tickets