



MIDWEST MICHIGAN BRANCH

2023 SNOWPLOW ROADEO & EQUIPMENT SHOW

Vendor Registration

Please join us on **October 11, 2023** for the Midwest Michigan Snowplow Roadeo and Equipment Show!

This year's event will be held at the City of Norton Shores Public Works Department at 1174 E Mt Garfield Rd, Norton Shores, MI 49441. We offer several options for sharing your company's information with hundreds Public Works people in just one day.

EXHIBITS

- Reserve your booth by completing the registration form and using the attached map layout
- Booth spaces are first come, first served; choose your top booth spaces and they will be reserved based on availability
- If you desire electrical hookup, please choose a wall location and note that request
- Exhibitors / attendees who are registered will be provided lunch and name badges
- Set up will take place from 1:00PM to 7:00PM on Tuesday, October 10th, or between 6:00AM and 7:00AM on Wednesday – **please plan accordingly based on your booth location – especially large equipment**
- Please arrive at event location at 7:30AM on October 11th, 2023
- **Vendors must commit to being here until 3:00 pm**

DOOR PRIZES – VENDOR BINGO

To encourage all our attendees to visit each vendor display, we offer “Vendor Bingo”. Each person is supplied a layout of the vendor display area which includes a list of where vendors are located. They are asked to stop at each booth and have the vendor highlight their space on the page. When the page is complete with all participating vendors being marked appropriately, their name and the agency they work for is entered into a drawing. Vendors are invited to donate door prizes to be used in the drawing. Prizes should be identified with vendor's name or card and can be displayed on the stage throughout the day.

ADVERTISING

Each vendor renting space is provided a business card sized ad in the program with the option to purchase larger ad sizes. If you're not renting a booth we invite you to purchase an ad. Submit your camera-ready art (jpeg, tiff or bitmap) before **September 29, 2023** to be included in the professionally printed (in black and white) program.

CANOPY TENT SPONSORSHIP

Vendors have the opportunity this year to sponsor one (or more!) of the canopy tents that will be set up during the event at each obstacle/parking location. Vendors have the option of either bringing their own 10 foot banner to hang on the tent or a 2ft by 3ft sign that will be included in the cost. The cost for sponsorship is \$300 per tent. The tents are 10ft by 10ft pop up style that will be given away at the end of the event as a door prize.

EVENT SUPPORTERS

If you are interested in making a contribution, your company will be recognized as a Friend, Bronze, Silver, Gold or Platinum Sponsor.

Thank you for your continued support of this event. We look forward to seeing you on October 11th, 2023.



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Please indicate choices below and return with payment (checks payable to **Midwest Michigan APWA Snowplow Rodeo** before **September 29, 2023**. Credit cards are accepted, please reach out to apwaroade@outlook.com when you send in your registration for this payment option.

Booth Rental

- Use the attached Exhibit Area map to make your selection _____ 1st Choice spaces
- A variety of size/shape options available at this location _____ 2nd Choice spaces
- Booth rental rates are on the Exhibit Area map _____ 3rd Choice spaces
- Choose inside or outside space – or both!
- Your entire display **MUST** fit inside YOUR space

Yes, I need electrical hookup

Program Advertising

- 1/8 page free w/ booth
- 1/8 page ad = \$50
- 1/4 page ad = \$75
- 1/2 page ad = \$125
- full page ad = \$200

Banner Display

- \$100 for each 10ft Banner
- Yes, I want a banner
- _____ ft - Size of banner
- _____ Cost of banner

Supporters

- Friends <\$100
- Bronze \$100-\$299
- Silver \$300-\$399
- Gold \$400-\$499
- Platinum => \$500

Canopy Tent Sponsorship

This year we are offering a new way for you to advertise and sponsor during the event! Please see the first page of registration for details. If you are interested, please fill out the section to the right.

- Yes, I want to sponsor a tent
 - I will bring my own banner
 - I will not bring a banner
- _____ Number of tents to sponsor
- _____ Total Cost (\$300 each)

If not providing a banner please attach a JPEG or PDF of the logo you would like displayed

Door Prizes

- Yes, I will provide door prize(s)
- No, I will not provide door prize(s)

**RETURN ALL FORMS TO: Midwest Michigan APWA Snowplow Rodeo, c/o Alexandra Baylis
 Grand Rapids Public Works 201 Market Ave SW, MI 49503; Phone (616) 456-3197; email:
 APWARoadeo@outlook.com (Event to be held at Norton Shores Public Works – 1174 E Mt Garfield Rd,
 Norton Shores, MI 49441)**

