



**BRAIN INJURY  
ASSOCIATION**  
OF MICHIGAN



2018 BIAMI FALL CONFERENCE  
**EXHIBITING PACKAGES**

#BIAMICON18

# JOIN BIAMI FOR OUR Annual Fall Conference!

Showcase your products and services to attendees at the Annual Fall Conference; you can reach over 1,500 professionals and consumers living with brain injury.

Participants at the conference include a cross-section of professionals involved in the day-to-day management and treatment of brain injury cases including: case managers; neuropsychologists; life care planners; medical professionals; certified brain injury specialists; cognitive, occupational, and physical therapists; neurologists; psychiatrists; rehab nurses; social workers; speech/language pathologists; and special

education teachers. Also represented are officials from the Department of Human Services, Department of Community Health, Community Mental Health and other state and local government agencies, community health practitioners, and social service providers. The program schedule is arranged to provide you exclusive quality time with conference attendees without competing with program sessions!



## KEYNOTE SPEAKERS

### **Amy Blankson** - Thursday, Sept 13 • 8:30am-9:30am

Amy Blankson, bestselling author of *The Future of Happiness*, is the only person to receive a Point of Light from two sitting US Presidents. After graduating from Harvard College and Yale School of Management, she has focused her work on understanding how to cultivate happiness in a digital era.

She is a member of the UN Global Happiness Council, a Fellow of the World Innovation Organization, and is currently working with the IEEE to create standards for well-being in the creation of artificial intelligence and emotion awareness.

Most recently, Amy has shared her thought leadership as a speaker at TEDx, as a regular contributor for *Forbes* on Women, Technology, and Leadership, and as a featured professor in Oprah's Happiness course.

### **Chris Ulmer** - Friday, Sept 14 • 8:30am-9:30am

Chris Ulmer is the guiding force behind the Special Books by the Special Kids (SBSK) blog. A Penn State grad, Chris was student teaching and fell in love with the intelligence and humor displayed by his special ed students. After six months of sharing Facebook videos featuring those students, SBSK had gained 150,000 followers. That led to neurodiverse people around the world asking to be interviewed, and soon SBSK demanded Chris's full-time effort.

Now an internationally renowned speaker, Chris is proud that the Special Books by Special Kids community has surpassed 2.5 million members and is the world's leading neurodiversity movement.



Questions? Contact **Allie Weston** at [aweston@biami.org](mailto:aweston@biami.org)

# EXHIBIT SCHEDULE

## Wednesday, September 12

**2:00 – 7:00pm** Exhibitor set-up located just inside the loading dock A.  
*(All materials must enter the Exhibit Hall via the loading dock A.)*

## Thursday, September 13

**6:00 – 7:00am** Exhibitor Set-Up Continues  
pick up name badges at main registration desk on the concourse at 7:30am

**7:30 – 8:30am** Conference Registration & Exhibits Open (light continental breakfast)

**8:30 – 9:30am** Conference Keynote Session

**9:30 – 10:15am** Break with Exhibitors

**11:15 – 11:45am** Break with Exhibitors

**12:45 – 1:45pm** Lunch in Exhibit Hall

**2:45 – 3:15pm** Break with Exhibitors

**5:00pm** Exhibit Hall Closes - Locked after 5:00pm

## Friday, September 14

**7:30 – 8:30am** Registration & Exhibits (light continental breakfast)

**8:30 – 9:30am** Conference Keynote

**9:30 – 10:15am** Break with Exhibitors

**11:15 – 11:45am** Break with Exhibitors\*

**12:45 – 1:45pm** Lunch in Exhibit Hall

**1:45 – 5:00pm** Exhibit Dismantle

*\* Exhibitors may choose to offer a raffle prize to attendees to welcome traffic to your booth. Exhibitors must be present at booth for drawing at 11:45am. Exhibitors are responsible to text, email, or call the winner with instructions on how to receive their gift.*

## ACCOMODATIONS:

For hotel and lodging information visit

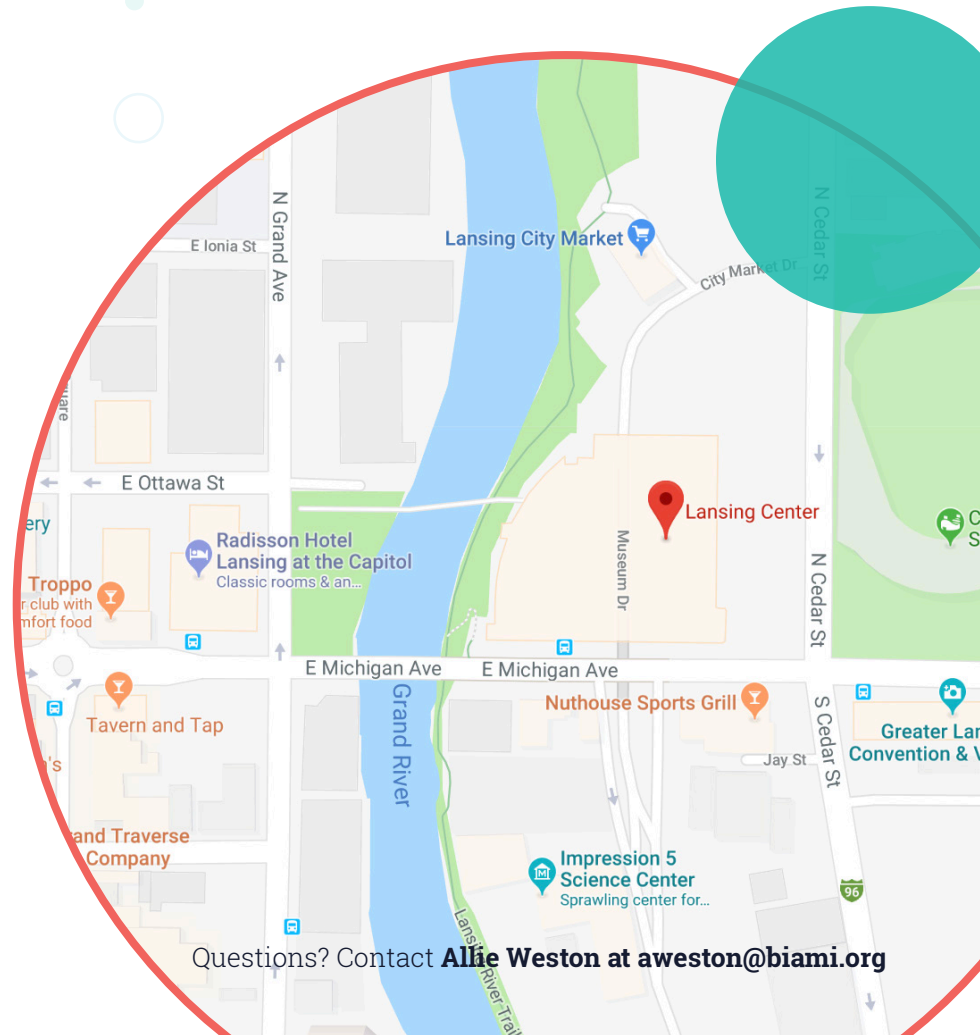
[www.lansing.org/biami](http://www.lansing.org/biami)

## CONFERENCE CENTER:

### Lansing Center Information

333 E. Michigan Avenue  
Lansing, Michigan 48933  
(517) 483-7400 Phone / (517) 483-7439 Fax

[www.lansingcenter.com](http://www.lansingcenter.com)



Questions? Contact **Allie Weston** at [aweston@biami.org](mailto:aweston@biami.org)

# Diamond

**Member \$4,600 / Non-Member \$5,500**

- *20% due to reserve booth: Member \$920/  
Non-Member \$1,100*
- Prominent 10' deep x 20' wide carpeted exhibit space with 8' back and 3' side drapes, Including an 8' x 30" covered and white skirted table, 2 upholstered armchairs, and electricity.
- Color Logo on the conference webpage
- Full page Ad in the online Conference Program
- 60-word description of your company in the online Conference Program
- Color logo on front cover of online Conference Program
- Full Color logo to run continuously in the banquet hall during announcements
- Special acknowledgment and recognition from the podium throughout the conference
- Opportunity to include a marketing piece (1,500 pieces, 4"x6" or smaller) in the attendee registration packets (*send to BIAMI office by August 17, 2018*)
- 10 two-day full conference registrations (includes breakfasts, lunch tickets, breaks, CEU's and Programs)
- 10 Dinner tickets to the Annual Dinner/Dance Thursday Evening
- List of Attendees emailed in Excel Spreadsheet format one week prior to conference.



# Gold

**Member \$2,750 / Non-Member \$3,750**

- *20% due to reserve booth: Member \$550/  
Non-Member \$750*
- Preferred 10' deep x 14' wide carpeted exhibit space with 8' back and 3' side drapes, Including an 8' x 30" covered and white skirted table, 2 folding chairs, and electricity.
- Half-page Ad in the online Conference Program
- 40-word description of your company in the online Conference Program
- 3 two-day full conference registrations (includes breakfasts, lunch tickets, breaks, CEU's and Programs)
- 3 Dinner tickets to the Annual Dinner/Dance Thursday Evening
- List of Attendees emailed in Excel spreadsheet prior to conference.

# Silver

**Member \$1,500 / Non-Member \$2,200**

- *20% due to reserve booth: Member \$300/ Non-Member \$440*
- Larger Standard 10' deep x 10' wide carpeted exhibit space with 8' back and 3' side drapes, including an 8' x 30" covered and white skirted table, 2 folding chairs
- Quarter-page ad in the online Conference Program
- 25-word description of your company in the online Conference Program
- 2 two-day full conference registrations (includes breakfasts, lunch ticket, breaks, CEU's and Program)
- List of Attendees emailed in Excel spreadsheet prior to conference.

***Excellent conference that is a MUST for all brain injury victims. Thank you for caring about TBI victims and showing it so well!***

*Quote from the 37th Annual Fall Conference attendee*

# Bronze

**Member \$875 (1 Attendee) / \$1050 (2 Attendees)**

**Non-Member \$1,300 (1 Attendee) / \$1,450 (2 Attendees)**

- *20% due to reserve booth (1 Attendee): Member \$175/ Non-Member \$260*
- *20% due to reserve booth (2 Attendees): Member \$210/ Non-Member \$290*
- Standard 10' deep x 10' wide carpeted exhibit space with 8' back and 3' side drapes, Including a 6' x 24" covered and skirted table, 1 folding chair per attendee at booth
- 25-word description of your company in the online Conference Program
- 1 or 2 two-day full conference registration (includes breakfasts, lunch ticket, breaks, CEU's and Program)
- List of Attendees emailed in Excel spreadsheet prior to conference.

# Non-profit

**Table Display \$125**

- This is a table display only. Admission into the conference sessions is NOT INCLUDED. A limited number of table displays, located outside of the exhibit hall, are available for non-profit organizations. Proof of non-profit status is required. Contact the BIAMI office to register.



# Enhance Your Presence

Take advantage of our sponsorship and underwriting opportunities! All requests for underwriting sponsor or educational grants for specific opportunities will be accepted on a first-come, first-selected basis.

Custom underwriting, sponsorship and educational packages are also available. Unrestricted contributions at all levels are most welcome and receive the same benefits accorded to others contributing a similar total dollar amount.

## Underwriting Sponsorship Opportunities

### – Conference Program

#### – Keynote

#### – Breakout Session

- Honorarium, Travel, Hotel, & Food dependent upon speaker
- Sponsor introduces speaker
- Corporate logo on registration brochure & inside the online Conference Program, if committed before materials are completed
- Signage as appropriate
- Listing in all conference publications

#### – Thursday Evening Dinner & Dance

#### – Wi-Fi

#### – Lunch (Only 2) – Breaks (Only 4)

- Signage as appropriate at time of function
- Lunch - 2 attendees
- Listing in all conference publications

#### – Registration Envelope

- Your company logo will be listed exclusively on the front of the envelopes provided to all conference attendees (approx. 1,500)

#### – Consumer

- Scholarships provided to survivors of brain injury, family members, and veterans to attend the conference at a reduced rate.
- Listing in all conference publications



# Exhibitor Agreement

**Who May Exhibit** – The exhibition is targeted at companies offering products, equipment and services that are related to those working in the acquired brain injury field and which have no outstanding payments due to Brain Injury Association of Michigan (BIAMI) for other goods or services. BIAMI reserves the right to determine eligibility of any applicant as an Exhibitor up to and including the dates of the event.

**Cancellation** – An Exhibitor may cancel or withdraw from the exhibit program subject to the following conditions: The Exhibitor shall file a written notice of intention to cancel or withdraw by August 15, 2018. If written notice is received by BIAMI on or before August 15, 2018, BIAMI shall return the fees paid but shall retain a service fee of 25%. No refund will be made for cancellations received after August 15, 2018.

**Hold Harmless Clause** – The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the exhibition premises and shall indemnify, defend and hold harmless the conference site, BIAMI, its officers, directors, employees, or agents from any and all such possible losses, damages and claims.

**Arrangement of Exhibits** – Exhibit(s) shall be arranged so as to avoid obstructing the general view of the other exhibits in the exhibition area. Exhibits must be self-contained within the booth area assigned, and chairs, furniture, or exhibit materials must NOT be placed outside the booth area. Demonstrations are permitted only within the confines of the individual exhibitor's booth. No interference with normal traffic flow or infringement of neighboring exhibits will be permitted. Exhibits shall be fully assembled and boxes stored 1 hour prior to hall opening event. Violations of this provision may result in additional costs to the exhibitor. Maximum height of booth permitted is 15 feet (floor to the top of the display). At the discretion of BIAMI, any changes required to protect the facility will be at the expense of the Exhibitor. No helium balloons allowed.

**INSTALLATION/DISMANTLING OF EXHIBITS:** Entry is only through the loading dock, which is staffed during the following hours:

**Installation:** Wednesday, September 12, 2pm - 7:00 pm or Thursday, September 13, 6:00 am - 7:00 am. Dismantling: Friday, September 14 – After 1:45 pm

**Hospitality Functions** – Functions during the period of move-in, event hours or move-out are prohibited.

**Company Representatives** – All employees or representatives of exhibiting companies must be fully identified by the official BIAMI badge. Companies should notify the BIAMI office of exhibit representatives' names prior to August 9, 2018, and badges MUST be picked up at the BIAMI Registration Desk at the Lansing Center to obtain admittance to the Exhibit Hall. All visitors to the Annual Conference **must register in**

**accordance** with the rules of the conference. All attendees must be registered/paid attendees of the conference in order to enter the Exhibit Hall. Any outstanding balances on the Exhibitor Representative's account will be the responsibility of and billed to the exhibiting company.

**Exhibit Contractor** – Contact Art Craft Display, 500 Business Centre Drive, Lansing, MI, 48917 or (517) 485-2221 for assistance in decorating your exhibit. A Decorating Kit from Art Craft for additional services or products will be available on the Art Craft website. <http://artcraftdisplay.com>

**Exhibit Shipping** – Arrangements and payment are made directly with Art Craft Display, 500 Business Centre Drive, Lansing, MI, 48917 or (517) 485-2221. Shipping information is included in the Art Craft Decorating Kit.

**Objectionable Displays** – BIAMI reserves the right to reject or terminate exhibit privileges of any Exhibitor, including personnel, in whole or in part, which because of notice, conduct of personnel, method of operation, materials, or for other causes which BIAMI believes is not compatible with the purpose of the Conference and Exhibition, or any other reason in the opinion of BIAMI, without liability for any refunds or other expenses incurred.

**Refusal of Exhibits** – BIAMI reserves the right to decline or prohibit any exhibit or any part of any exhibit which, in its judgment, is not in keeping with the character of the conference.

**Security** – The exhibiting company assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's display, equipment, and other property brought upon the premises of the Lansing Center and shall indemnify and hold harmless the Lansing Center, agents, servants, employees, and the BIAMI from any and all such losses, damages, and claims. In addition, the exhibiting company assumes the entire responsibility and liability for any personal injury or injuries which may occur to any exhibiting company's employee during the convention at the Lansing Center and shall indemnify and hold harmless the BIAMI and the Lansing Center from any such injury.

**Compliance with Laws** – Exhibitors shall bear responsibility for compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, including the Policies, Rules and Regulations of the Lansing Center, regarding the installation, dismantling and operation of the exhibit.

**Americans with Disabilities Act** – Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA"). Exhibitors shall indemnify, defend and hold harmless BIAMI, its directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.

Questions? Contact **Allie Weston** at [aweston@biami.org](mailto:aweston@biami.org)

## **Liability Insurance and Waiver of Subrogation**

– BIAMI and the Lansing Center shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their employees from any cause prior to, during or subsequent to the period covered by the exhibit contract. Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss or damage. The Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor's insurance contracts for real and personal property. Exhibitor shall list BIAMI as an additional insured on its liability policies for the period beginning with installation of the booth through dismantling the booth. Further, Exhibitor shall indemnify, defend and hold harmless BIAMI, its officers, directors, employees and agents against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including Exhibitor, its employees and agents, or any business invitees, arising out of or related to Exhibitor's occupancy or use of the exhibition premises in the convention or in and adjacent to the Lansing Center, including storage and parking areas. The terms of this provision shall survive the termination or expiration of this Agreement. BIAMI makes no representation or warranty as to the attendance or overall success of the conference and, as such, shall have no liability to Exhibitor for damages relating to low attendance, the overall success of the event, or any other factors beyond the reasonable control of BIAMI.

**Force Majeure** – Should events beyond the reasonable control of BIAMI or the Lansing Center, such as acts of God, war, curtailment or interruption of transportation facilities, threats or acts of terrorism or similar acts, disease, epidemic, State Department or other federal, state or local government agency travel advisory, civil disturbance, or any other cause beyond the parties' control, which, in the party's reasonable judgment, would tend to make it commercially unreasonable, illegal or impossible for either party to perform its or their obligations under the Agreement as they relate to the Conference and Exhibition, such party may cancel the Exhibitor Agreement upon written or e-mail notice to the Exhibitor, without liability including return of exhibition fees.

**Subleasing** – Exhibitors may not sublet, sub-divide or assign their space, or any part thereof.

**Alcoholic Beverages** – Exhibitors will not be permitted to sell, serve, consume or give away alcoholic beverages in the exhibit hall during move-in, move out or exhibit hours.

**Food** - Exhibiting companies may not distribute any food or beverages from their booth that are not contracted and obtained directly through the Lansing Center. Individually wrapped candies are the exception.

**Smoking** – Smoking is prohibited in the Lansing Center.

**Service Contractor** – All costs of shipping, cartage and handling are to be borne by the Exhibitor. To facilitate movement in and out of the Exhibit Hall and to ensure proper delivery, it is essential that all shipments by the Exhibitor be consigned to arrive no later than the date of September 7. The conference center has no facilities for receiving or storing advanced shipments. Therefore, all shipments which must arrive earlier than move-in day should be consigned to the warehouse address of Art Craft. In the receipt, handling, care of, custody of, property of, and any kind shipped or otherwise delivered to the Exhibition, either prior to, during or subsequent to the use of the exhibit space by Exhibitor, BIAMI and its officers, agents, and employees shall not be liable for any loss, damage or injury to such property.

**Electricity** – Bronze & Silver Exhibitors must arrange for electrical service directly through the Lansing Center. Electrical Order forms can be downloaded at [www.lansingcenter.com](http://www.lansingcenter.com)

**Changes** – BIAMI reserves the right to make any reasonable changes in the rules necessary to ensure the health and safety of those in attendance, the significance of the exhibition and harmony of operation. Exhibitors will be advised of any such changes by mail.

**Violations** – Violations of any of these Rules and Regulations on the part of Exhibitor, its employees or agents shall, at the option of BIAMI, constitute cause for BIAMI to terminate this Agreement, expel Exhibitor from the show, and Exhibitor shall forfeit all fees paid to BIAMI.

**Signage** – All signage must be in the confines of the designated booth space. Maximum height of booth & signage should not exceed 15 feet. No signage or banners may visually block other booths. Questions regarding these restrictions should be directed to the BIAMI office. New this year: signage or banners may be hung from the ceiling/rafters of the exhibit hall. Any signage must be over the designated booth space & may not block other booths. For details and costs contact the Lansing Center.

## **MTS TRACKING**

### **Prices start at \$150**

Unlike most providers, MTS Tracking offers a robust lead retrieval system for a low affordable price.

### **This package includes:**

MTS Tracking offers Data collection with the use of scanning equipment, electronic database submission of attendance, and paper sign in sheets. With this functionality, MTS Tracking can join your team and seamlessly work with your current procedures and migrate to a more sophisticated solution. For more information please

**Visit:** <http://www.mtsreport.com/biamiorder>



# Exhibit Registration Form

Brain Injury Association of Michigan Annual Fall Conference • September 13-14, 2018 • Lansing Center - Lansing, MI

Complete registration form and mail or fax with payment by August 13, 2018. Full payment is expected at time of registration.

**Any 2017 vendor who has reserved their booth for 2018 & received an invoice from BIAMI DOES NOT NEED TO COMPLETE THIS FORM.**

Phone: (810) 229-5880 Fax: (810) 229-8947, E-mail: [aweston@biami.org](mailto:aweston@biami.org)  
US Mail: 7305 Grand River, Suite 100, Brighton, MI 48114

Please type all information or print clearly.

Exhibiting Company Name: \_\_\_\_\_

(PRINT exactly as it should appear in publications)

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

## Business Type: Check all that apply:

- |  |  |   |  |                                       |
|--|--|---|--|---------------------------------------|
| <input type="checkbox"/> Acute Care Facility           | <input type="checkbox"/> Consulting Services | <input type="checkbox"/> Medical Equipment/<br>Device | <input type="checkbox"/> Post Acute Care         | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Attorney                      | <input type="checkbox"/> Home Care Services  | <input type="checkbox"/> Orthodontic/Prosthetic       | <input type="checkbox"/> Rehabilitation Services | _____                                 |
| <input type="checkbox"/> Behavioral Health<br>Facility | <input type="checkbox"/> Home Health         | <input type="checkbox"/> Pharmaceutical               | <input type="checkbox"/> Software                |                                       |
| <input type="checkbox"/> Case Management               | <input type="checkbox"/> Home Infusion       | <input type="checkbox"/> Pharmacy                     | <input type="checkbox"/> Sub Acute Facility      |                                       |
| <input type="checkbox"/> Construction                  | <input type="checkbox"/> Hospital            | <input type="checkbox"/> Publishing/Printing          | <input type="checkbox"/> Transportation          |                                       |
|  | <input type="checkbox"/> Long Term Care      |   | <input type="checkbox"/> Wound Management        |                                       |

REQUIRED: Read statement and check box to indicate your agreement:

I hereby agree to follow all the exhibit rules set forth by BIAMI and the Lansing Center. The Brain Injury Association of Michigan will send the Contact Person the necessary conference registration information. The Contact Person agrees to distribute and collect all completed conference registration information from their exhibit staff and return all completed forms to BIAMI. Exhibit space must be setup by 7:00 am on September 13, 2018 and may not be dismantled before 2pm on the 14<sup>th</sup>.

## 1. LEVEL OF EXHIBITING:

- |         |   |                      |   |
|---------|---|----------------------|---|
| Diamond | <input type="checkbox"/> Member / <input type="checkbox"/> Non-Member | Bronze (1 Attendee)  | <input type="checkbox"/> Member / <input type="checkbox"/> Non-Member |
| Gold    | <input type="checkbox"/> Member / <input type="checkbox"/> Non-Member | Bronze (2 Attendees) | <input type="checkbox"/> Member / <input type="checkbox"/> Non-Member |
| Silver  | <input type="checkbox"/> Member / <input type="checkbox"/> Non-Member | Non Profit Display   | <input type="checkbox"/>  |

## 2. UNDERWRITING:

- |  |                 |          |
|--|-----------------|----------|
| <input type="checkbox"/> Conference Program Sponsor    | _____ x \$3,000 | \$ _____ |
| <input type="checkbox"/> Keynote Speaker               | _____ x \$2,500 | \$ _____ |
| <input type="checkbox"/> Breakout Session Sponsorship  | _____ x \$2,000 | \$ _____ |
| <input type="checkbox"/> Wi-Fi Sponsorship             | _____ x \$2,000 | \$ _____ |
| <input type="checkbox"/> Thursday Dinner               | _____ x \$2,000 | \$ _____ |
| <input type="checkbox"/> Registration Envelope Sponsor | _____ x \$2,000 | \$ _____ |
| <input type="checkbox"/> Lunch Sponsor                 | _____ x \$3,000 | \$ _____ |
| <input type="checkbox"/> Break Sponsor                 | _____ x \$1,500 | \$ _____ |
| <input type="checkbox"/> Consumer Scholarships         | _____ x \$500   | \$ _____ |

## 3. ADDITIONAL CHARGES:

- |   |                              |          |
|---|------------------------------|----------|
| <input type="checkbox"/> Annual Dinner/Dance      | _____ x \$35.00 / per person | \$ _____ |
| <input type="checkbox"/> Additional Exhibit Staff | _____ x \$170 / 1 day        | \$ _____ |
| (Maximum of 2 )                                   | _____ x \$240 / 2 days       | \$ _____ |

## 4. TOTAL PAYMENT \$ \_\_\_\_\_

- Check (payable to the Brain Injury Association of Michigan)  
 Visa  MasterCard  American Express  Discover

Credit Card #:

Exp Date: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Card Holder's Name (printed):

Billing Address of Card Holder:

Card Holder Signature (required):