MICHIGAN MUNICIPAL LEAGUE
DETROIT 2013 CONVENTION
SEPTEMBER 17-20
DETROIT MARRIOTT AT THE RENAISSANCE CENTER

Photo credit: Vito Palmissano
Join hundreds of municipal officials who will gather from every corner of the state to the urban core where American industry was born and the heart of Michigan still beats.

The Michigan Municipal League 2013 Convention takes place on the state’s largest metropolitan stage, where local leaders will learn strategic lessons in placemaking, civic engagement, entrepreneurism, urban planning and socio-economic development that can translate to communities of every size.

Want some face time with high-level decision makers from municipalities across the state? Sponsoring the 2013 League Convention provides you a unique opportunity for communicating with key local government professionals. It’s an energetic and relaxed atmosphere—just the right setting for networking with new people and making those crucial connections.

Are you looking for networking and relationship building? Presentation opportunities? Company branding? To make it easier for you, our sponsor packages offer pre-defined exposure opportunities. We’d also love to hear your personal requests and any ideas you may have. As one of our sponsors, the Michigan Municipal League staff will do everything we can to satisfy your needs for involvement and exposure.
LEVELS OF SUPPORT

**Gold ($3,000 - $4,999)**
Target Opportunities: General Session Live Texting ($3,000) or the Closing Breakfast ($3,500)
Exposure:
- Logo visibility on Convention webpage
- Exposure in League’s LOOP e-newsletter
- Logo visibility on printed Convention materials
- Place corporate roll-up banner at Convention
- Company visibility and link on Convention mobile app
- Recognition in the League’s Review magazine
- Two complimentary registrations
- Half-page ad in Convention program
- Electronic delegate mailing list

**Silver ($1,000 - $2,999)**
Target Opportunities: The Parade of Flags ($1,500); one of two Afternoon Networking Breaks ($2,000); or one of eight Vendor Presentation Sessions ($1,750)
Exposure:
- Logo visibility on Convention webpage
- Exposure in the League’s LOOP e-newsletter
- Logo visibility on printed Convention materials
- Company visibility and link on Convention mobile app
- Recognition in the League’s Review magazine
- One complimentary registration
- Half-page ad in Convention program
- Electronic delegate mailing list

**Bronze ($500 - $999)**
Target Opportunities: Moderate one of eight breakout sessions ($750)
Exposure:
- Logo visibility on Convention webpage
- Exposure in the League’s LOOP e-newsletter
- Logo visibility on printed Convention materials
- Company visibility and link on Convention mobile app
- Recognition in the League’s Review magazine
- Electronic delegate mailing list

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**VENDOR OPPORTUNITIES**

**Sponsor a Mobile Workshop ($5,000) (Supporter Level)**
Seven mobile workshops will take place at Convention showcasing a different aspect of Detroit. Sponsor one of these mobile workshops being offered on Thursday, September 19:
- Bike the DeQuindre Cut
- Detroit’s Urban Core Housing
- Innovation Districts
- Public/Private Partnerships
- Eastern Market Shopping District
- Retail Revitalization
- Detroit’s Music History

**Host a Vendor Presentation Breakout Session ($1,750)**
Eight vendor presentation sessions are available during the Convention. This is a unique opportunity for your firm to make an hour-long presentation in your area of expertise. The presentation should relate to the League’s Eight Assets for 21st Century Communities and should not be a direct sales presentation. Rather, it should highlight a specific service area, program or project within your organization that a municipality might consider. Your firm will be prominently listed as a vendor presenter in the program, on the mobile app, and on event signage.

**Sponsor a Breakout Session ($750)**
Eight program breakout sessions are available for a sponsorship of $750 each. When your firm sponsors a breakout session you can moderate that particular session. The session pause-screens will show YOUR LOGO and your firm’s message. Your firm will also be prominently listed as a session sponsor in the program, on the mobile app, and on event signage.

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REGISTER ONLINE @ CONVENTION.MML.ORG
PROGRAM ADVERTISING

Display ads are scattered throughout the program among the session and event descriptions. The program page size is 5.5” x 8.5”. All ads are full color.

- The deadline for program advertising is August 21, 2013. Digital artwork is required. Please supply digital artwork in PC format and a printed image for confirmation. For digital art guidelines go to http://www.mml.org/marketing-kit/print/digital_guidelines.htm. Email artwork to artwork@mml.org.

- Participants in the League’s Business Alliance Program can take discounts on advertising of 10% (Silver Level), 20% (Gold Level), and 30% (Platinum Level).

- Sponsors at the Silver and Gold levels may choose to upgrade their complimentary ad from a half to a full page for $350. Contact tmurphy@mml.org for details.

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<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>COST</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>4.5” wide x 7.75” tall</td>
<td>$850</td>
</tr>
<tr>
<td>Half Page</td>
<td>4.5” wide x 3” tall</td>
<td>$500</td>
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ATTEND THE CONVENTION

HOW CAN I REGISTER?

Online
All credit card payments must be completed online via My League (mml.org). My League is your secure, interactive online League account. It’s available to all members and nonmembers, with a quick and easy sign-up process.

Via Printable Form
Visit mml.org to download and print a faxable registration form. Complete and fax to 734-669-4223, then mail with check payable to: Michigan Municipal League, PO Box 7409 Ann Arbor, MI 48107-7409.

HOUSING & TRAVEL

Host Hotel
Detroit Marriott at the Renaissance Center
Phone: 313-568-8000

Reservation Process
Housing reservations will only be accepted for those who have registered for Convention. After registering for Convention, a confirmation email will be sent to you within 48 hours. The confirmation email will contain your registration information and your personalized housing registration code. The hotel requires that you provide your personalized code in order to make reservations during the Convention.