



Michigan Association for Pupil Transportation
Joint Annual Conference and Support Staff Expo

WHAT WOULD YOU DO!

June 25-27, 2012
Pre-Conference: June 24, 2012
Shanty Creek Resort
Bellaire, MI

Business Partner Packet



Michigan Association for Pupil Transportation

6250 W. Michigan Avenue Suite A -- Lansing, MI 48917
www.mapt.org

Phone: 517-886-0881
FAX: 517-886-0882

Dear Business Partner:

February, 2012

The Michigan Association for Pupil Transportation (MAPT) would like to invite you to exhibit at our Joint Annual Conference and Support Staff Expo scheduled for June 25th – June 27th at the Shanty Creek Resort in Bellaire, MI. Transportation Directors and Support Staff will meet at a combined conference. As such, this is the only trade show MAPT will host this year. It will be a great opportunity for you to meet with both School Transportation Directors and Support Staff.

Business Partners Schedule

- Trade Show Set-up: Monday, June 25, 2012 from 3:00pm to 5:00pm. and Tuesday, June 26 from 8:00 a.m. to 11:00 a.m.
- Trade Show: Tuesday, June 26 from 1:30 p.m. to 4:30 p.m.
- Joint Luncheon for Transportation Directors, Support Staff & Business Partners: Tuesday June 26, 11:30 a.m.

We plan to have special activities to keep conference attendees in attendance and drawn to your booth. This year, booth fee includes: One 8' draped table and two chairs, one 110V electrical outlet (if requested), two representatives, \$200 sponsor for the joint luncheon, two lunch tickets and one \$25 sponsor gift card. Outdoor bus space and premium booth space are available for an additional charge. See booth application form for details. Each representative at the outdoor bus display must be registered for the Trade Show and wear an MAPT provided identification badge.

Hospitality Events

Business Partners are welcome to host individual hospitality events that do not conflict with scheduled conference times. Monday and Tuesday evenings are available for these events. Condominium rentals at Shanty Creek are a good choice for group events as you may bring in your own food and beverages. Golf, dining and other activities are also available at Shanty Creek Resort. For assistance with individual events at the resort, please contact Jelena Craft, Group Services Manager, 231-533-3087 or jcraft@shantycreek.com

Hotel & Travel Information

Shanty Creek Resort is located at 5780 Shanty Creek Road, Bellaire, MI 49615. Room rates range from \$124.00 to \$219.00 and must be made using the Shanty Creek Reservation Form included in this packet. Shanty Creek Resort is serviced by Traverse City Cherry Capital Airport. (TVC)

The Exhibitor Committee welcomes any comments and initiatives by Business Partners that will assist in keeping the conference attendees in the exhibit area. Please contact Susan Knechtges, MAPT Business Partner Coordinator at 517-886-0881 with any ideas.

Enclosed is a Contract and Booth Application Form. MAPT must receive BOTH completed forms and fees paid in full to reserve an exhibit space. Register early!! Registrations received after April 2, 2012 will be charged an additional \$50. We hope to see you at the Shanty Creek Resort!

Thank you in advance,

Gary Bubar
MAPT Executive Director
gbubar@hotmail.com

Susan Knechtges
Susan Knechtges, Business Partner Event Coordinator
sknechtges@mapt.org

2012 MAPT Joint Annual Conference and Support Staff Expo Tentative Schedule

June 24, 2012 - Sunday

12:00 p.m. – 5:00 p.m. **Pre-Conference Classes**

June 25, 2012 – Monday

8:00 a.m. - 11:30 a.m. Supervisor's opening session, workshops

11:30 a.m. – 1:00 p.m. Lunch

1:00 p.m. – 4:00 p.m. Supervisor's general session, workshops

3:00 p.m. – 5:00 pm. **Trade Show setup for Business Partners**

5:00 p.m. Evening on your own- **Business Partner Hospitalitys**

June 26, 2012 – Tuesday

8:00 a.m. – 11:30 a.m. Supervisor's general session, keynote speaker
Support Staff opening session, workshops, keynote speaker

8:00 a.m. – 11:00 a.m. **Trade Show setup for Business Partners**

11:30 a.m. – 1:30 p.m. **Joint Luncheon-** Supervisors, Support Staff and Business Partners

1:30 p.m. – 4:30 p.m. **Trade Show** for Supervisors and Support Staff

4:30 p.m. – 5:00 p.m. Conference closing session for Supervisors

5:00 p.m. Evening on your own- **Business Partner Hospitalitys**

June 27, 2012 – Wednesday*

8:00 a.m. – Noon Disaster simulation event for Support Staff and Supervisors who choose to stay for the event

Noon - 1:00 p.m. Lunch

1:00 p.m. – 4:00 p.m. Workshops & general sessions for Support Staff and Supervisors who choose to stay for the event

*Wednesday is an optional day for Supervisors to attend the disaster simulation event

2012 Early Bird Booth Application Due 4/2/12

Applications received AFTER April 2nd, 2012 are subject to an additional charge of \$50.

2012 MAPT JOINT ANNUAL CONFERENCE & SUPPORT STAFF EXPO

CONFERENCE/EXPO DATE: June 25 - 27, 2012 at Shanty Creek Resort in Bellaire, MI

SET-UP TIME: June 25 from 3:00 p.m. to 5:00 p.m. & June 26 from 8:00 a.m. to 11:00 a.m.

TRADE SHOW: Tuesday, June 26, 2012 from 1:30 p.m. to 4:30 p.m.

COMBINED CONFERENCE LUNCHEON: Tuesday, June 26, 2012 from 11:30 a.m. to 1:30 p.m.

COMPANY: _____

TRADE SHOW CONTACT NAME/E-MAIL: _____

Product Description (listed in program): _____

ADDRESS: _____ CITY/STATE/ZIP: _____

PHONE#: _____ FAX#: _____

_____ NUMBER OF REPRESENTATIVES ATTENDING: (Include Trade Show Contact if they are also Booth Rep)

Name _____ Name _____ Name _____

Name _____ Name _____ Name _____

BOOTH IDENTIFICATION SIGN

_____ None or _____ Booth Sign to Read As Follows: _____

YES! I am interested in the MAPT Sponsorship Program Levels; see information sheet in Registration Packet for sponsor opportunities and prices.

1 BOOTH @ \$800.00* + \$800

_____ ADDITIONAL BOOTH(S) @ \$700 EACH* + _____

**Each booth includes: One 8' skirted table, One electrical outlet (if requested), Two representatives, \$200 Sponsor for joint conference luncheon, Two lunch tickets and One \$25 sponsor gift card.*

_____ SUPER PREMIUM BOOTH SPACE \$150 OR PREMIUM BOOTH SPACE \$100 + _____

_____ OUTDOOR VEHICLE SPACE: \$50 PER VEHICLE + _____

_____ ELECTRICITY (this line MUST be checked if you need electricity, no charge) + \$0

_____ ADDITIONAL REPRESENTATIVES (Lunch ticket included) @ \$100.00 EACH + _____

_____ JOIN or RENEW ASSOCIATE MEMBERSHIP 7/1/12 – 6/30/13 \$135 EACH + _____

Individual Associate Membership is required for each and every representative in the booth

_____ YES! SPONSORSHIP PROGRAM LEVEL – Attach completed form + _____

_____ \$50 Additional charge for registrations received after early bird date April 2, 2012 + _____

TOTAL ENCLOSED \$ _____

NOTE: Hotel accommodations are made on your own, see Shanty Creek Reservation Form in conference packet.

PLEASE MAKE YOUR CHECK PAYABLE TO: MAPT

Michigan Association for Pupil Transportation 6250 W. Michigan Ave Suite A, Lansing, MI 48917

RETURN with check: Application, Contract, & Sponsorship Program Level Form

2012 Early Bird Contract Due 4/2/12

Applications received AFTER April 2nd, 2012 are subject to an additional charge of \$50.

2012 MAPT JOINT ANNUAL CONFERENCE & SUPPORT STAFF EXPO

CONFERENCE/EXPO DATE: June 25 - 27, 2012 at Shanty Creek Resort in Bellaire, MI

SET-UP TIME: June 25 from 3:00 p.m. to 5:00 p.m. & June 26 from 8:00 a.m. to 11:00 a.m.

TRADE SHOW: Tuesday, June 26, 2012 from 1:30 p.m. to 4:30 p.m.

COMBINED CONFERENCE LUNCHEON: Tuesday, June 26, 2012 from 11:30 a.m. to 1:30 p.m.

The undersigned Business Partner ("Business Partner") hereby makes application for space in the Annual Conference and Support Staff Expo sponsored by MICHIGAN ASSOCIATION FOR PUPIL TRANSPORTATION ("MAPT"), for which the Business Partner agrees to pay the sum of eight hundred dollars (\$800) per booth space. The fee shall be paid at the time of application.

The following rules and regulations constitute a bonafide contract for space, and the Business Partner agrees to the following terms and conditions:

- (1) **BOOTH SIZE:** Booth space will be 7' deep and 10' wide. Space shall include one 8' table skirted table, two chairs, and one standard electrical outlet (if requested). Prefabricated booth displays shall not extend more than three feet forward from the back of the booth and no more than eight feet above the floor.
- (2) **BOOTH COST:** Business Partner agrees to pay the sum of eight hundred dollars (\$800) for the first booth space and seven hundred (\$700) for each additional booth space. Each booth fee includes two booth representatives, \$200 sponsor for joint conference luncheon, two lunch tickets and one \$25 sponsor gift card. The trade show area is fully carpeted. Business partners shall supply own heavy duty electrical extension cords. Premium booth spaces are available for an additional \$100/\$150 charge. Additional representatives may attend the conference upon payment of one hundred dollars (\$100) per additional representative which includes one lunch ticket. **Each and every representative in the booth must be a member of MAPT. Associate membership is \$135.00 and is in addition to the booth/additional representative fees. ALL REPRESENTATIVES MUST WEAR AN IDENTIFICATION BADGE PROVIDED BY MAPT.**
- (3) **PAYMENT:** Payment IN FULL for booth space(s) shall be made at the time of application. **Applications received after April 2, 2012 are subject to an additional charge of fifty dollars (\$50.00).** Cancellations will be accepted in writing as follows:
 - (a) Full refund, less twenty-five dollars (\$25.00), if cancellation is received before April 3, 2012;
 - (b) Full refund, less fifty dollars (\$50.00), if cancellation is received between April 3, 2012 and June 4, 2012.
 - (c) NO REFUNDS AFTER JUNE 4, 2012.
- (4) **USE OF SPACE:** All sales and advertising activities must be confined to the exhibit booths or immediate area. **NO EXCHANGE OF MONEY MAY BE DONE AT THE SHOW, ONLY ORDERS.** Business Partners may show, discuss, explain and demonstrate items or services, but shall not make sales which would result in exchange of merchandise and/or money in the exhibit hall. Non-Business Partners shall not be permitted to canvass, solicit, hold conferences or distribute literature or other promotional devices during the conference.
 - It is expressly forbidden for Business Partner to sublet, assign, or share booth spaces.
 - It is expressly forbidden for Business Partner to interfere with the light or display area of another Business Partner.
 - MAPT reserves the right to restrict the display of items which are offensive, of an objectionable nature, or are not related to school bus operations.
- (5) **EXHIBIT HOURS, INSTALLATION AND DISMANTLING:** The exhibit hall will be open for set up on Monday (6/25/12) from 3:00 p.m. to 5:00 p.m. and Tuesday (6/26/12) from 8:00 a.m. to 11:00 a.m. The resort does not maintain exhibit storage space. Please schedule exhibit materials to arrive on Monday, (6/25/12). **Send to: SHANTY CREEK RESORTS, 5780 SHANTY CREEK RD., BELLAIRE, MI 49615. Please mark all boxes with: YOUR NAME and MAPT – JUNE 25, 2012.** The resort is not responsible for shipments labeled incorrectly. Displays must be set up and ready for viewing no later than 11:00 a.m. on Tuesday (6/26/12). The exhibit area will be open Tuesday (6/26/12) from 1:30 p.m. to 4:30 p.m. All displays must be removed on Tuesday, (6/26/12) by 7:00 p.m. Business Partners shipping out of the resort are responsible for their own shipping labels and shipping accounts. The resort will not pay for any shipping and receiving charges applicable to the group.
- (6) **OUTDOOR VEHICLE DISPLAY:** Each Business Partner who has leased a minimum of one indoor booth space will be allowed outdoor vehicle space. A charge of \$50.00 per vehicle applies to outdoor vehicle space.
- (7) **SOUND:** Sound equipment may be used for demonstration only. The use of sound to attract attention is prohibited. The volume of sound must be regulated so as not to disturb other Business Partners.
- (8) **HOSPITALITY:** MAPT encourages hospitality suites, EXCEPT for those that run in conflict with MAPT sponsored events. Individual hospitality centers may be held Monday and Tuesday evening after the conclusion of MAPT conference time. Business Partners must make own arrangements for hospitality events. For events at Shanty Creek, please contact Jelena Craft, Group Services Manager, 231-533-3087 or jcraft@shantycreek.com.
- (9) **NON-LIABILITY:** MAPT will not be responsible for damage from fire, theft, accident or other causes. The exhibit area doors will be locked during those times when the displays are declared "closed" and reasonable care will be taken to prevent loss or damage. It is suggested that each Business Partner carry insurance against damage or theft of property exhibited. At all times, such goods and property shall remain in the sole possession and custody of Business Partner.

Business Partner releases and agrees to indemnify MAPT, its officers, members, sponsors and agents, and save them harmless from any suit or claim for property damage or personal injury by whomsoever sustained, including Business Partner and its agents or employees, on or about the Business Partner's display space, or arising out of Business Partner's participation in the conference, including such damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities.
- (10) MAPT reserves the right to make such additional conditions, rules and regulations as it deems necessary to enhance the success of the conference.

The Business Partner has read the foregoing Contract, and by signing the attached Application, Business Partner acknowledges all of its provisions, and agrees to abide by the terms and conditions thereof.

Date _____ Company _____

Signature _____ Print Name _____

Michigan Association for Pupil Transportation Joint Annual Conference & Support Staff Expo Sponsorship Opportunities

June 25-27, 2012 at Shanty Creek Resort

Company Name: _____

- _____ \$2,000 - \$4000 Keynote Speaker(s) price subject to speaker selected
Acknowledgment in conference program and sign placed at room entrance
- _____ \$ _____ Welcome Gift for all attendees- with MAPT and Your Company Logo
Contact MAPT office for this year's prices
Acknowledgement in conference program and sign placed at registration table
- _____ \$1,500 Notebooks: Business Advertisement or Logo placed inside clear back cover of notebook
Acknowledgement in conference program and sign placed at registration table
- _____ \$600 Scholarship Fund: Distribution of scholarships is limited to one scholarship per district and \$100 toward the event cost
Acknowledgement in conference program and sign placed at registration table
- _____ \$ _____ Refreshments (June 25, 26 or 27) \$200 partial cost or \$1,000 full sponsorship
Lunch for Supervisors on June 25th (\$2500 - \$3000 based on attendance)
Lunch for Support Staff on June 27th (\$2500 - \$3000 based on attendance)
Acknowledgement in conference program and sign placed at refreshment table, or lunch room entrance
- _____ \$ _____ Grand Prize for Annual Conference: MAPT would like to award an iPad to a supervisor at the close of the Annual Conference. You may purchase an iPad and donate it to MAPT for this purpose or provide MAPT with the funds to purchase one.
Acknowledgement in conference program and sign placed at closing session
- _____ \$300 Grand Prize for Support Staff Expo: MAPT will use these funds to purchase an appropriate prize to be awarded to a technician at the close of the Support Staff Expo
Acknowledgement in conference program and sign placed at closing session
- _____ \$25 each Gift cards: Each booth fee includes one sponsor gift card. If you wish to sponsor additional gift cards you may do so here. Cards will be awarded at the conclusion of the events.
Acknowledgement in conference program
- _____ \$ _____ Cash contribution
Acknowledgement in conference program

Please return form with Booth Application and Contract



**Michigan Association for Pupil Transportation
June 24 – 28, 2012**

183357

Reservations Must be Received By: **May 24, 2012**

PLEASE RETURN THIS FORM BY MAIL OR FAX TO:

Reservations Department • Shanty Creek Resorts
5780 Shanty Creek Road • Bellaire, MI 49615
Fax: 231.533.7004

Check-in begins at 6pm, Check-Out is 12pm

Name: _____

Address: _____ Home Phone: _____

City: _____ State: _____ Zip: _____ Business Phone: _____

Confirmation Email: _____ Fax: _____

You are welcome to arrive early or extend your stay following this scheduled event. At times specified accommodations are not available prior to or following your event. If the room type requested is not available, we reserve the right to assign the next available room type and rate.

Arrival Date: _____ Departure Date: _____ # Adults: _____ # Children: _____

ROOM TYPE:	1 Adult	2 Adults	3 Adults	4 Adults
_____ Guest Room (2 Beds)	\$124	\$124	\$139	\$155
_____ Parlor Studio (King Bed)	\$124	\$124		
_____ 1 Bdrm Condo	\$159	\$159		
_____ 2 Bdrm Condo	\$219	\$219		

The above rates are Per Room, Per Day, plus 6% state tax, 9% resort fee and 5% TCCVB fee.

If your organization is state tax exempt you must furnish a copy of the state tax exemption certificate when making your reservation.

THIS FORM MUST BE MAILED OR FAXED IN TO RECEIVE THE GROUP DISCOUNTED RATES.

Deposit Policy: You must guarantee your room reservation with a major credit card or a check for deposit of 1st nights lodging. Credit card **WILL BE** charged for the above deposit. **Use of Debit cards at the resort for lodging or deposits may cause your financial institution to put a hold on your account for the total amount of the stay plus a \$50.00 per night incidental charge. The resort is not responsible for returned check fees resulting from this practice by your financial institution.** Refund of your deposit will be made if cancellation occurs at least 5 days prior to arrival, less a \$10 handling fee.

Card Number: _____ Expiration Date: _____

(If Mailing a Check, Please Note on the Line Above.) Reservation will be held for 10 days pending receipt of the check. If credit card deposit is made and organization pays in full by check refunds of credit card are subject to a \$10.00 handling fee.

Signature (Required): _____ Printed Name _____

Do you have any special lodging requests?

Barrier Free: _____ Other (Please Indicate): _____

We do our best to honor special requests, however we cannot guarantee them.

For Questions or More Information, Please Call: 1-800-678-4111