



MICHIGAN
RESTAURANT
& LODGING
ASSOCIATION



MICHIGAN
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& LODGING
SHOW

2019 MRLA SHOW SPONSORSHIPS

PREMIER SPONSORSHIPS - EXCLUSIVE - \$5,000 each

Prominent recognition on promotional materials will put your company in front of attendees well before the show begins. Enhance your company's image and drive attendees to your booth with prominent signage at the Show.

- Competition Stage - SOLD!
- Education Stage - SOLD!
- Keynote Speaker - SOLD!
 - Parking - SOLD!
- Spotlight Theater - SOLD!

NAME BADGE LANYARDS - EXCLUSIVE - \$3,500 - SOLD!

Distributed to all attendees at registration, this high impact sponsorship is a great way to show your company's presence at the Show.

ATTENDEE BAGS - EXCLUSIVE - \$2,500 - SOLD!

A great way to enhance your company's image and drive attendees to your booth. Every attendee will receive a Show bag with your company's branding and the MRLA logo.

WIFI - EXCLUSIVE - \$2,500

Enhance your company's image with your logo on prominent signage on the Show floor.

NAME BADGES - EXCLUSIVE - \$1,500

Include your company's logo on all attendee and exhibitor name badges during the Show.

SEMINARS - \$1,500

Prominent recognition before the Show on materials promoting seminars. Boost your company's image at show with your logo on seminar schedule signage. One Sponsor per day.

SHOW PROGRAM BACK COVER - EXCLUSIVE - \$1,500 - SOLD!

A great way to enhance your company's image and drive attendees to your booth. Every attendee receives a program at registration.

REGISTRATION - EXCLUSIVE - \$1,500

Be the first to welcome attendees to the show with your logo on signage displayed at each registration station.



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HOSPITALITY - \$1,000

Enhance your company's image with your logo on prominent signage at the Exhibitor Hospitality Suite.

VIP LUNCH - EXCLUSIVE - \$750

Prominent placement of your company's logo on signage at this invitation only luncheon which includes some of the top leaders from Michigan's Restaurant and Lodging Industries.

MOVE-IN DAY - \$500

A great way to enhance your company's image during exhibitor move-in. Your company's logo will be prominently displayed on all staff and volunteer t-shirts during move-in day.

DAILY DISH NEWSLETTER - \$250

Prominent placement of your company's logo on the Daily Dish newsletter provided to all exhibitors during the Show. One sponsor per day.

AISLE SIGNS - \$500 PER

Display your company logo and booth number or other full-color graphic at the bottom of any aisle sign on the Show floor—a great way to catch the eye of the buyer and guide them to your booth as they are walking the show floor. Specific aisle signs may be requested!

FLOOR ADS - \$350 PER

Showcase your company right at the attendees' feet. Place your color Ad on the aisle carpet at high-traffic cross-aisles in the heart of the exhibit floor. Specific locations may be requested!

WORKFORCE DEVELOPMENT AREA - EXCLUSIVE - \$3,000

This area is new for 2019, and definitely an area in high demand as attendees look for hiring solutions for their business. Be the company everyone is looking at with this exclusive sponsorship opportunity!

SMALL BUSINESS AREA - EXCLUSIVE - \$4,500

A great way to show your support for Michigan small businesses! Your company's logo and information will be prominently placed front and center of this brand new area for 2019.

COCKTAIL TABLES - \$250 PER

Showcase your company throughout the Show Floor by having your business' information printed directly onto unique recyclable full-size cocktail tables. Ask for pricing on sponsoring all tables throughout the Show.