



# NGAM National Guard Association of Michigan

## 64<sup>th</sup> Annual Conference

14-16 May, 2021

Amway Grand Hotel, Grand Rapids, MI

Spend the weekend with the Soldiers, Airmen, and leaders of the Michigan National Guard. Display your company, organization, products, and services to these brave men and women and support the professional organization that speaks for them to legislative leaders in Michigan and in Washington DC.

## SPONSORSHIP OPPORTUNITIES

### EXHIBITOR BOOTH: \$750

- Exhibit booth space is 8x10 and includes 6' table, skirting, 2 side chairs, ID sign, and wastebasket
- Each booth comes with two paid conference registrations to conference events, to include time with state leadership during the Senior Leaders: Partners of the Guard breakout session
- All exhibitors will be recognized in the conference book and during the general business session
- Lunch will be served in the exhibit hall for all attendees

### PAST PRESIDENTS AND RETIREE BREAKFAST: \$750

- Recognition and signage as our breakfast sponsor with the NGAM past presidents and MI NG Retirees
- Logo branding on all personal invites to the breakfast

### NGAM SPOUSES EVENT: \$1,000

(ONLY 2 SPONSORSHIPS AVAILABLE)

- Recognition as the event sponsor
- Address the group and welcome them to the event
- Lunch with the spouses and attend event (optional)

### NGAM CONFERENCE BOOK: \$1,200

(EXCLUSIVE SPONSORSHIP)

- Full page ad on the inside cover of the conference book
- Half page ad in the content of the conference book
- Recognition as book sponsor from NGAM President

## HOSPITALITY ROOM SPONSOR: \$1,500

(ONLY 4 SPONSORSHIPS AVAILABLE, 2 PER NIGHT)

- Recognition as the nightly co-sponsor of the NGAM hospitality suite
- Signage at the door and in the room
- Promotional material on each table in the room

## GUEST SPEAKER SPONSORSHIP: \$2,000

(EXCLUSIVE SPONSORSHIP)

- Recognition as the host of our guest speaker, CMSgt Denise Jelinski-Hall
- Recognition in the conference book as the sponsor for the speaker's attendance

## NGAM PUB CRAWL SPONSOR: \$2,500

(ONLY 2 SPONSORSHIPS AVAILABLE)

- Special recognition as the Pub Crawl Sponsor at the general business session
- Signage at each stop of the pub crawl, at the door and inside establishment
- Logo on drink tickets

## VETERANS SUPPORT GRANT VOLUNTEER SERVICE DAY WITH HABITAT FOR HUMANITY LUNCH SPONSOR: \$500

- Recognition as the lunch sponsor for all of our volunteers at the work site
- Address the volunteers prior to lunch being served
- Signage for sponsorship at the worksite

\*\*\* This event will be attended by US Congressionals and national level leaders with possible media attention\*\*\*

## HOTEL INFORMATION

The historic Amway Grand Hotel, part of the Curio Collection by Hilton, is a true destination in the heart of downtown Grand Rapids.

Reservations can be made at:

<https://book.passkey.com/e/50174711>

or at 1-800-253-3590 and mention group:  
National Guard Association of Michigan.

Reservation deadline is **1 May 2021** to guarantee room rates (\$114/night).

Parking is \$10 for self parking and \$15 for valet each night.

## EXHIBITORS SCHEDULE

**THURSDAY, 13 MAY (4-6 PM)**- Exhibitor Arrival, Hotel Check-in, Registration

**THURSDAY, 13 MAY (6-8 PM)**- Presidents Exhibitor Reception

**FRIDAY, 14 MAY (8 AM- 4 PM)**- Exhibitor Set-up

**FRIDAY, 14 MAY (10AM- 3PM)**- NGAM Partners Cup, Indian Trails Golf Course

**FRIDAY, 14 MAY (5:30-7PM)**- Exhibit Hall Ribbon Cutting and Presidents Welcome

**SATURDAY, 15 MAY (8AM- 5PM)**- Exhibit Hall Open

**SATURDAY, 15 MAY (2:30-4PM)**- Senior Leaders Breakout: Partners of the Guard

**SATURDAY, 15 MAY (4-5PM)**- Exhibit Hall Closes/ Exhibit Teardown

**SUNDAY, 16 MAY (7-11AM)**- Hotel check out and travel home

Deadline for imagery to be printed is 26 April. Sponsorship can be accepted after that date; however, printing capabilities will be limited.

To be a sponsor and pay by credit card go to: [www.ngam.org/2021-confsponsor](http://www.ngam.org/2021-confsponsor)

For full conference details, visit [www.ngam.org/2021-conf](http://www.ngam.org/2021-conf)

For questions, please contact Jeff Frisby, 501-425-0834 or at [executivedirector@ngam.org](mailto:executivedirector@ngam.org)