



826 Municipal Way
 Lansing, MI 48917
macaeoutreach@gmail.com
 Phone: 517-492-1367
www.macae.org

MACAE 40th Anniversary Annual Fall Conference: October 15-18, 2023
Celebrating 40 Years
Exhibitor and Sponsor Information

Michigan Adult, Community, and Alternative Education (MACAE) Conference
Sunday, October 15, 2023- Wednesday, October 18, 2023
Lansing Center
333 E. Michigan Avenue, Lansing, Michigan (MI) 48933

Hotel Accommodations: (Connected to the conference venue via walkway)
Radisson Hotel Lansing at the Capitol (soon to be a Double Tree effective September 2023)
111 N. Grand Avenue, Lansing, MI 48933

Dear Partners,

The Michigan Adult, Community and Alternative Education (MACAE) Association is excited to announce its Fall 2023 Fortieth Anniversary Annual Conference! The Fall Conference is scheduled for Monday-Wednesday, October 15-18, 2023. This year's theme celebrates our growth, innovation in investment in Michigan as the leading voice for before and after school community education enrichment, alternative and flexible learning options and adult education and integrated education and training.

Registration is now live on our website at www.macae.org!

The three-day conference is the premiere event in Michigan for networking and professional development in community education, adult basic education, high school equivalency/completion, family literacy, alternative education, integrated education and training, digital literacy, English as Second Language, credentialing and postsecondary transitions for youth and adults. We expect over 250 attendees at the conference including chief executive officers, administrators, instructors, volunteers, program support staff from our membership, partners including workforce development and K-12, public policy advocates, and state officials from the Department of Education and the Department of Labor and Economic Opportunity.

Sunday, October 15th	Monday, October 16th	Tuesday, October 17th	Wednesday, October 18th
Exhibitor Booth Set up and Check In from 12pm-2pm	Concurrent sessions from 9:00am-4:00pm	Annual Awards Luncheon	Closing session from 9am-10am
Concurrent sessions from 2:00pm-6:00pm	Exhibitor Reception at the event center from 4pm-5:30pm	Concurrent sessions from 8:30- 4:00pm	Adult Education Advocacy Day at the Capitol from 10am-2pm
Join us for the President's Reception from 6pm-8pm		Evening Networking Event from 6pm-8pm	

Each day of our conference will feature content specific strands, a keynote speaker and networking activities for conference attendees.

We are seeking exhibitors and sponsors to play an integral part of the conference. As an exhibitor or sponsor you will be able to interact with participants and have an opportunity to be and pre involved in different opportunities and present.

For your assistance, Patrick Brown, MACAE Executive Director will be your liaison before, during, and after the conference. Please contact him with questions or concerns at macaeoutreach@gmail.com.

Sponsorship Information

Please consider serving as a sponsor for our conference:

Platinum \$3000-	MACAE Board Meeting Private Session with Board of Directors, MACAE Virtual Membership Check-In Presentation, Exhibitor Reception Remarks, Keynote Address Sponsorship, Fall Conference Session Presentation, Fall Conference Session Sponsorship, MACAE Website display, Recognition in MACAE Conference Brochure, Membership to MACAE, Exhibitor Booth, Attendee Contact List
Diamond \$2500-	Exhibitor Reception Remarks, Keynote Address Sponsorship, Fall Conference Session Presentation, Fall Conference Session Sponsorship, MACAE Website display, Recognition in MACAE Conference Brochure, Membership to MACAE, Exhibitor Booth, Attendee Contact List
Gold \$2000-	Fall Conference Session Presentation, Fall Conference Session Sponsorship, MACAE Website display, Recognition in MACAE Conference Brochure, Membership to MACAE Exhibitor Booth, Attendee Contact List
Silver \$1500-	MACAE Website display, Recognition in MACAE Conference Brochure, Membership to MACAE, Exhibitor Booth, Attendee Contact List
40 th Anniversary Friend \$750-	Membership to MACAE, Exhibitor Booth, Attendee Contact List
Exhibitor \$550:	Exhibitor Booth, Attendee Contact List
Each sponsorship level covers the cost and meals for two persons. For an exhibitor if more than one team member is attending, there is an additional \$100 cost for each person.	

General Exhibitor Information:

Exhibitor Booths:

Each exhibitor will have an applicable vendor booth to create an interactive experience with conference goers. Each exhibitor booth includes one table and standard electrical outlet as well as a chair. Exhibitors are encouraged to bring power cords.

If additional tables are required, please coordinate with our office.

Engagements:

This year, we will have time built into the conference schedule mid-day for conference goers to specifically visit the exhibitor booths. We request that each exhibitor have a staff person or sales contact available during these times interact with conference goers in their respective booth.

On Monday, October 16th we will hold our evening Exhibitor and Sponsor Networking Event. Appetizers and Beverages will be available for conference goers to mingle with Exhibitors.

Session Sponsorships and Presentations:

Several of our sponsorship levels include opportunities at different levels (outlined above). The top levels include the opportunity to present. We encourage all exhibitors to present with a provider/member/partner who uses a platform that an exhibitor offers or provides. Additionally, a session sponsorship gives the opportunity for an exhibitor to select a session to introduce the presenters of that session and have that spotlighted in the conference program.

Exhibitor Bingo:

We are bringing back our Exhibitor Bingo Game! Conference attendees will be encouraged to participate in this interactive game by visiting your booth. Once they complete their bingo card, they will be entered into a drawing for a free conference registration next year.

Next Steps:

Exhibitors are invited to a virtual informational session on August 15th at 4pm-4:45pm Eastern Time for more information.

Social Media:

Leading up to the conference, MACAE will promote exhibitors on social media platforms including our website, Facebook, Instagram and Twitter. We would encourage exhibitors to also share their attendance by following us @macaetoday.

Travel and Lodging Accommodations and Materials Delivery:

Hotel Accommodations:

Hotel reservations are available under the MACAE block rate at the *Radisson Hotel Lansing at the Capitol* attached to the convention center. Beginning September 1, 2023, the hotel will be changing to a *Double Tree*. Reservations made before this date will be honored. Reservations should be made prior to October 7th in order to secure the hotel rate of \$149/night. Reservations can be made by calling the hotel at 1-800-333-3333. Reserve your hotel reservations at the group rate for the MACAE Annual Conference online at www.radisson.com/lansingmi.

The address for the hotel is: **111 N. Grand Avenue, Lansing, MI 48933**

Shipping Materials:

Conference materials should be shipped to:

Lansing Center: 333 E. Michigan Avenue, Lansing, Michigan 48933

Attn: Michigan Adult, Community and Alternative Education (MACAE) Association Conference

Please do not have materials arrive more than 7 days prior to the conference.

Travel Accommodations:

The closest major airport is Capital Region International Airport: 4100 Capital City Boulevard, Lansing, MI 48906.

The airport is about a 12 minute drive (5 miles) from the airport to the convention center/hotel. [Website information here.](#)

There is also the larger Detroit Metro Airport: 11050 Rogell Drive #602, Detroit, MI 48242. The airport is about a 1 hour and 18 minute drive (88 miles) from the airport to the convention center/hotel. [Website information here.](#)

Additional Information:

Liability

MACAE, its employees and/or conference committee will not be held responsible for any injury, loss or damage that may occur to the exhibitor, not the exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period of storage and following the conference. The exhibitor, upon registering for the conference, expressly releases the above-mentioned association, hotel, individuals and committee from any and all claims for such loss, damage or injury. To prevent loss, small or portable articles of value should be properly secured or removed after exhibition hours and placed into safekeeping.

Restrictions:

At the point of registration, exhibitors may pay with credit card or request an invoice. Once a table has been requested and assigned by MACAE, no fees will be returned in the event of exhibitor cancellation. If the exhibit should be cancelled due to circumstances beyond the control of MACAE, all fees connected with table rental will be returned in full.