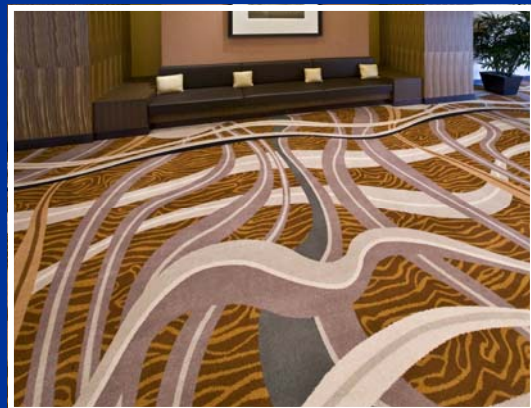


# INSTALL MICHIGAN FLOOR SYMPOSIUM

your floor covering connection



## Invitation to Exhibit



**Thursday, September 23, 2010**  
at the Mabry Center in Warren, MI

presented by



# INSTALL MICHIGAN FLOOR SYMPOSIUM

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**INSTALL**, International Standards and Training Alliance, is a comprehensive training program for residential, commercial, and institutional floor covering installers throughout the United States and Canada.

**INSTALL** is recognized and endorsed by the leading mills and manufacturers who partner with us to guarantee that we train according to what's needed in today's labor market. This partnership eliminates guesswork and replaces it with superior installation based on rigorous, training standards.

**INSTALL** is the floor covering industry's working cooperative of mills, manufacturers, contractors and the United Brotherhood of Carpenters (UBC) who together are raising the bar of floor covering installation standards. **INSTALL** is an exclusive program that creates flooring installers with the skills, experience and productive work ethic to excel on today's job sites.

**SPECIFY QUALITY.  
SPECIFY INSTALL.**

[www.installmichigan.com](http://www.installmichigan.com)

**INSTALL Michigan Floor Symposium**  
**Thursday, September 23, 2010**  
**10:00 am—3:00 pm**  
**Mabry Center**  
**23401 Mound Road**  
**Warren, MI 48091**

Please join us for our third **INSTALL** Michigan Floor Symposium. We've had great success with this event, we decided to repeat the Symposium this year as we continue to promote the **INSTALL** program and our quest to ensure it is specified on every floorcovering project in Michigan.

Based on the feedback from last year's event, the **INSTALL** Symposium offers an excellent opportunity to showcase your product and reach numerous clients all in one day. The event's marketing and advertising efforts will be directed to contractors, designers, architects, specifiers and industry clients to help ensure we reach your target audience.

This packet covers many of the questions you may have about the **INSTALL** Michigan Floor Symposium.

If you would like to exhibit at the **INSTALL** Michigan Floor Symposium please fill out the attached **Exhibitor Reservation Form** by **September 10, 2010** to reserve your spot. **Booth assignments will be done on a first-come first basis don't delay get your form in TODAY!**

For additional information, please contact Donna Pardonnet at (810) 225-3327.

## **INSTALL Symposium Schedule:**

Thursday, September 23, 2010

8:00 am—9:30 am	Exhibit Set-up
10:00 am—3:00 pm	Exhibit Area Open
11:30 am—1:00 pm	Lunch

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## Exhibitor Information & Floor Plan

**Standard Display area 10 x10 space      \$200.00\***

Includes:

- Draped table
- Pipe and drape separation for each 10 x10 area
- Two (2) chairs
- Logo advertisement in event handout
- Complimentary visitor/exhibitor continental breakfast, lunch and refreshments

*\*Booth fee will be refunded if exhibitor registers five (5) individuals and they attend the event.*

**Sponsor Level      \$500.00\***

Includes:

- Draped table
- Pipe and drape separation for each 10 x10 area
- Two (2) chairs
- Logo advertisement in event handout
- Company name and logo on all advertising including: e-mail broadcasts, event handout and event signage
- First choice of booth assignment
- Complimentary visitor/exhibitor continental breakfast, lunch and refreshments

*\*Booth fee of \$200 will be refunded if exhibitor registers five (5) individuals and they attend the event.*

**PLEASE NOTE:**

*Booth space will be on a FIRST COME...FIRST SERVE basis.*

*Sponsor level participants will receive priority for space reservation.*

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## Exhibitor Guidelines

### 1. Floor Layout-Booth Assignments

Booth assignments will be made on a first-come basis to organizations that provide a signed Exhibitor Form. If your first choice is not available, assignments will be made in the order that you have requested. Please note sponsors will be given priority in booth space selection.

### 2. Booth set up and tear down

Exhibitors must set up their displays on Thursday, September 23, 2010 between the hours of 8 am and 9:30 am. All displays must be completed prior to the opening of the event at 10:00 am on Thursday, September 23, 2010. Materials will be accepted on the 22nd or the morning of the event, delivery carrier must off-load materials. Drop off is located at the rear of the building.

### 3. Hold Harmless

Exhibitors agree to indemnify and hold INSTALL Michigan harmless from and against any and all claims, actions, damages, injuries, liabilities and expenses, including attorney fees, in connection with loss of life, personal injury and/or damage or loss to property arising out of or resulting from any occurrence in, upon, at or in connection with exhibitors' use or occupancy of the display area. INSTALL Michigan shall not be held responsible or liable for exhibitors property, whether located within the exhibitor area or anywhere else inside or outside of the Mabry Center.

### 4. Refunds

Refunds will be made for cancellations received in writing prior to September 10, 2010. **No refunds will be made after September 10, 2010.**

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# Exhibitor Reservation Form

## GENERAL INFORMATION

Company Name: \_\_\_\_\_  
Event Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
(if different from above)

Additional Company Representatives (to be included in future event updates)

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

## NAME BADGES

Please provide names of company representatives that will be attending/manning the booth.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## CEU OPPORTUNITY

\_\_\_ YES, we want to offer a CEU during the INSTALL Floor Symposium. I/We have listed our title/topic and speaker information below. INSTALL will select and schedule all CEU's from reservation forms— please submit by **August 12, 2010** in order to advertise the CEU.

Title/Topic: \_\_\_\_\_  
Speaker Name: \_\_\_\_\_  
Length of Program: \_\_\_\_\_ CEU Credits: \_\_\_\_\_

## EXHIBITOR MAILING LISTS

Please help us promote the Symposium to your target audience by having INSTALL mail and/or email the INSTALL Michigan Floor Symposium event invitation directly to your client list.

Will you allow INSTALL Michigan to forward the Symposium invitation to your client list?

\_\_\_ YES \_\_\_ NO

If Yes, please list the contact person within your company to obtain your mailing and/or email list(s).

Name \_\_\_\_\_ E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

*\*Be assured that INSTALL Michigan will only use your company's mailing/email list(s) to promote the Symposium. INSTALL Michigan will sign a Confidentiality Agreement if required by your company.*

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# Exhibitor Reservation Form

## BOOTH INFORMATION:

Standard 10 x 10 Booth \$200 \_\_\_\_\_

Sponsor 10 x 10 Booth \$500 \_\_\_\_\_

Electrical Power Needed:  Yes  No

Please list exhibit booth selection in order of preference. If multiple/contiguous areas are needed, please write selection together on one line. See page 3 for floor layout.

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

## DOOR PRIZES:

Door prizes are being accepted to be given away to attendees throughout the day of the event.

Yes, we will be donating door prize(s) \_\_\_\_\_

No, we are not interested

## PAYMENT METHOD:

Check Enclosed. Check payable to ACT

Mail check and completed Exhibitor Reservation Form to:

ACT/INSTALL Michigan

2524 Harte Drive

Brighton, MI 48114

*By signing below, we agree to accept all terms and conditions as outlined in the Invitation to Exhibit for INSTALL Michigan Floor Symposium.*

Authorized Signature: \_\_\_\_\_

Authorized Name: \_\_\_\_\_ Title: \_\_\_\_\_

*(please print)*



INSTALL Michigan

2524 Harte Drive

Brighton, MI 48114

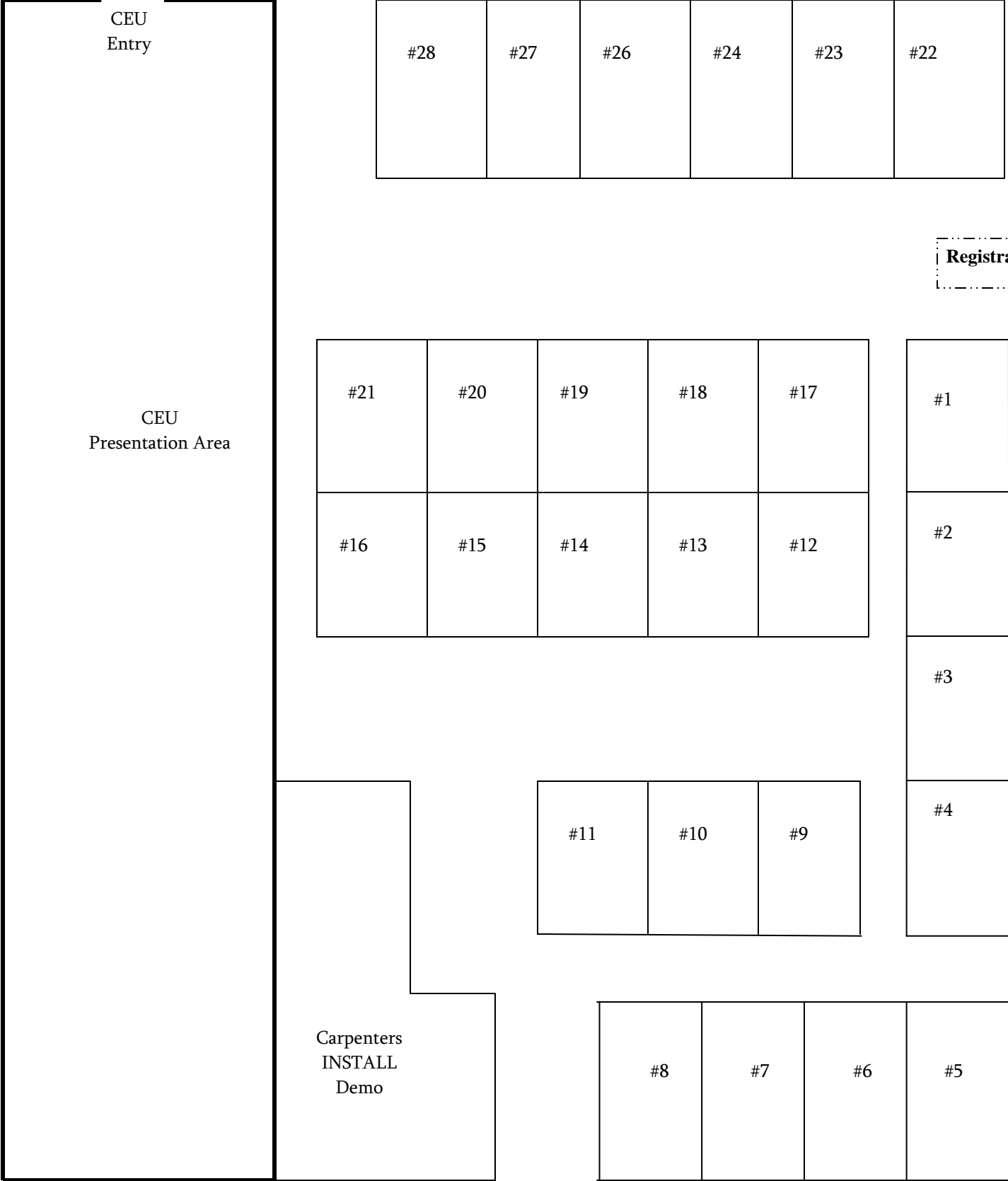
(810) 225-3327 \* (810) 225-3347 FAX

E-mail: info@installmichigan.com

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# Exhibitor Floor Layout:



Note: Each booth size is 10 x 10