



94TH ANNUAL CONVENTION & MEMBERSHIP MEETING

JANUARY 27-28, 2016

AMWAY GRAND PLAZA
HOTEL IN
GRAND RAPIDS, MI



**FIRST
2-REGISTRANTS
FREE**



WELCOME!

You are invited to the 94th Convention and Annual Meeting for the Michigan Movers Association to be held January 27-28, 2016 at the Amway Grand Plaza Hotel in Grand Rapids, Michigan. Join fellow movers, industry service providers and friends for a great educational and entertaining event. Between each 2 exhibitor tables we will provide a station which will feature a Michigan wine or beer with hors d'oeuvres chosen by the house chef for attendee sampling.

Once again this year, the MMA, in cooperation with the CVED is offering FREE basic tariff training. Movers new to the business MUST take this class offered the morning of January 27. That afternoon, join the CVED again for a FREE session on advanced tariff training. Great review for experienced staff or training for new staff. Bring your questions!! Simply check off the appropriate boxes on the registration form.

DO NOT MISS THIS OPPORTUNITY TO:

- NETWORK with exhibitors at the Table Top show and hear a brief presentation about their products and services Wednesday night
- LEARN from an expert on small business culture and efficiency.
- DINE with fellow movers and hear updates from the MPSC on our industry
- DISCUSS issues facing your business with fellow movers who share the same challenges
- ENJOY an evening relaxing with friends
- SAMPLE Michigan wines and beers at each exhibitor table.

AGENDA

Wednesday, January 27

10:00 am – 1:00 pm FREE TO ALL MOVERS

Tariff Workshop For New Movers
REQUIRED training for first year movers.
Featuring Cindy Swix, CVED
Emerald B

1:30 pm – 4:00 pm

MMA Board Meeting
Emerald A

2:00 pm – 4:30 pm FREE TO ALL MOVERS

Advanced Tariff Training & Compliance
Pricing, Special Services, Q & A
Featuring Cindy Swix, CVED
Emerald B

3:00 pm – 7:00 pm

Self Serve Registration
West Concourse

2:00 pm – 5:00 pm

Exhibitor Set Up - First Come First Served
Ambassador West

5:30 – 7:00 pm

A Taste of Michigan Reception
Visit with moving industry service providers and enjoy hors d'oeuvres and Michigan made beers and wines. Enjoy the smooth jazz sounds of the Fred Knapp Trio
Ambassador West

7:00 pm – 8:15 pm

Annual Banquet – meet 2015 scholarship winners and enjoy dinner with friends. Listen to the relaxing sounds of the Fred Knapp Trio
Ambassador West

8:15 pm – 8:45 pm

Meet our Exhibitors and Sponsors
Learn about products, services and more as our exhibitors and sponsors each make 3-5 minute presentations
Ambassador West

8:45 – 9:15 pm

Senator Arlan Meekhof, Keynote Speaker
Learn about current issues and politics. What's ahead for Michigan?
Ambassador West

Thursday, January 28

8:00 am – 9:30 am

Group Buffet Breakfast
Ambassador West

8:00 am – 9:30 am

Self Serve Registration
West Concourse

8:30 am – 9:00 am

MMA Annual Membership Meeting & Elections
AMSA Update
Ambassador West

9:00 am – 10:15 am

Keynote Speaker: Hugh Ballou
“Creating a High Performance Culture”
Ambassador West

10:15 am – 10:30 am

Break With Exhibitors
Ambassador West

10:30 am – 11:30 am

Winning Ideas in Customer Service
Learn three great services you can offer to Enhance your image and customer service
Adam Lowy, Move For Hunger
Veronica Perez, Consumers Energy
Paul Schmidt, Uno.Deuce..MultiMedia
Ambassador West

11:30 am – 11:45 am

Break with Exhibitors, Room Check out

11:45 am – 12:30 pm

Executive Compensation & Management Succession
Learn the best way to compensate executives, and how to avoid the tax pitfalls of management succession
Joel Farrar, Foster Swift
Ambassador West

12:30 pm – 1:15 pm

Lunch with raffle prize drawings
Atrium

12:30 pm – 3:00 pm

Booth Teardown
Ambassador West

1:15 pm – 1:45 pm

CVED Update
Hear the latest on pricing, audits, compliance and how to report improper competitor pricing
Dr. Nick Nwabueze, & Cindy Swix, CVED
Ambassador West

1:45 pm

Convention closes. Drive home safely!!

SESSIONS & SPEAKERS

FEATURING OUR POPULAR “TASTE OF MICHIGAN” RECEPTION WITH CRAFT DOMESTIC BEERS AND WINES

Join your friends and colleagues in Grand Rapids at the spectacular Amway Grand Plaza Hotel!

Here is what we have planned for you!

Tariff Training:

Every mover new to the industry must take the CVED sponsored Tariff Workshop training course within 12 months of obtaining their Authority. This session is being offered Wednesday, January 27, at 10 am. Registration is FREE. Then, after lunch, join more movers for our annual Advanced Tariff Training and Compliance session, which begins at 2:00 pm and is also FREE to attend!

A Taste of Michigan Reception

Join exhibitors, speakers and fellow movers Wednesday evening to sample craft Michigan beers and wines and enjoy hors d'oeuvres while listening to the Fred Knapp Jazz trio. After dinner, our exhibitors and sponsors will each give a brief over

Thursday, January 28 Morning educational sessions:

Thursday morning opens with an appetizing buffet breakfast followed by the MMA Annual Meeting and Elections. When the MMA business meeting closes, we have an outstanding lineup of speakers:

Keynote Speaker Hugh Ballou - Hugh will bring his experience as an orchestra conductor and executive trainer to our convention to discuss ideas to Create a High Performance Culture.

Winning Ideas in Customer Service - Join Adam Lowy from Move for Hunger, Veronica Perez from Consumers En-

ergy and Paul Schmidt from Uno.Deuce...Multimedia. This panel presentation will bring some creative new ideas and marketing concepts to your company.

Executive Compensation and Management Succession - Featuring Joel Farrar from Foster Swift. Learn the best method of providing executive compensation while minimizing the tax consequences as well as the most efficient ways to structure a management succession strategy.

Lunch With The CVED - Lunch always features raffle giveaways, and a closing session from Dr. Nick Nwabueze and Cindy Swix, Auditor from the Commercial Vehicle Enforcement Division (formerly the MPSC).





EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Demonstrate your support for MMA through exhibit and sponsorship opportunities. We will recognize your company with on-site signage, a sponsor's name badge ribbon, company introduction at the annual meeting and a prominent listing in our next newsletter. Each exhibitor is invited to make a 3-5 minute presentation after our annual meeting Thursday morning to introduce their company products. Great exposure! Select as many of the following activities as you wish. Priority will be given to sponsorship forms received with payment at our office. **You must be a MMA member or associate member to participate.** Associate Membership forms are available at www.mimovers.com. Registration and related fees apply.

TABLE TOP EXHIBIT — \$300/table

Gain maximum visibility at the MMA's biggest event! Distribute information about your company and its products. Each table top exhibit will be given a Michigan wine as well as a paired hors d'oeuvres to offer to attendees for sampling. You may provide door prizes. All activities will be held in the exhibit hall to provide your company optimum exposure! Registration not included. Please refer to the Exhibitor Rules & Guidelines on the back of this page for more information. The Rules & Guidelines form must be signed and returned to MMA with your application.

ANNUAL BANQUET — \$1250 OR \$800

There is no greater prestige than hosting our industry's annual banquet. The sponsor or cosponsors will each be recognized that night and may place company handouts at each table. You are welcome to say a few words about your company after dinner and introduce our post-dinner speaker. Cosponsors must coordinate this action together and register simultaneously.

SPONSOR OUR ENTERTAINMENT DURING OUR RECEPTION AND BANQUET! — \$950

This year we are featuring the musical group, The Fred Knapp Trio to play smooth jazz during the reception and dinner. Their stylings will add an air of intimacy and sophistication to our evening events. Their sounds are soothing, not loud, and blend nicely with background conversations.

WEDNESDAY EVENING RECEPTION — \$700

Sponsor our reception with exhibitors Wednesday evening and treat our guests to craft Michigan beers and wines, and hors d'oeuvres. Food and drink stations will be placed between each two exhibit tables. Attendees will be drawn to your exhibit table throughout the evening to sample your offerings!

GROUP BREAKFAST — \$900

Kick off the Thursday morning business session and seminar by hosting our group breakfast. Place company handouts at each table. Prominent signage will be placed next to the buffet recognizing your sponsorship.

REFRESHMENTS DURING GENERAL SESSION — \$400

Refreshments will be set up in the back of the meeting room during the general seminar session on Thursday morning. We will offer soft drinks, coffee & tea.

GROUP LUNCHEON — \$900

Our closing event for this year's convention will feature Dr. Nick Nwabueze and Cindy Swix from the Commercial Vehicle Enforcement Division (CVED) as guest speakers. Introduce our speakers, place company handouts at each table.

FINANCIAL PARTNER — \$400

Unable to participate in any of the above activities but still want exposure for your company? Become a financial partner with MMA. Donate money to offset our general cost of promoting this event. Your company will be recognized at all group sessions.

EXHIBITOR RULES & GUIDELINES

MANAGEMENT AUTHORITY

These rules and guidelines have been developed for the purpose of providing a well-balanced, well-regulated exhibit hall. MMA and Eurich Management Services reserve the right in all emergencies, differences of opinion or complaints to make such rulings as, in their judgment, are in the best interests of the MMA and the success of this event. The exhibitor agrees to abide by all such rulings.

APPLICATION FOR SPACE

Each company whose products or services will be displayed or promoted must be the company which applies for and occupies the exhibit table. Application for space must be made on the form provided. Payment in full must accompany application. Cancellations on or before January 18, 2016 subject to \$50 administrative fee. Cancellations after January 18, 2016 do not receive any refund. No-shows are not eligible for a refund. No part of the exhibit space may be sublet without the permission of MMA. No two companies may share an exhibit table.

REGISTRATION & BADGES

All attendees and exhibitor company representatives must wear a name badge issued by MMA at all times during sessions, meal functions and exhibit hours. Exhibitors are responsible for persons wearing a badge as representing that exhibitor. Representatives from companies not exhibiting may register but may not conduct business of any type at any event during the convention. MMA may expel any individual violating this provision.

BOOTH GUIDELINES (TABLETOPS)

All table top exhibits include a six-foot table and two chairs. Exhibit table locations are reserved the day of the convention with each table reserved on a first come-first served basis. All tables have high visibility and are of equal value. Exhibitors may not obstruct the vision to other booths by oversized displays, signs, etc. The sound level from any audio source is not to interfere with communication at other booths. A wine and food station will be placed between each two adjacent table tops featuring a Michigan wine or beer with complimenting hors d'oeuvres for attendee sampling, on Wednesday evening.

BOOTH SET-UP & BREAKDOWN

Exhibitors must set up their booth between the hours of 3:00-5:00 p.m. on Wednesday, January 27, 2016. Exhibit hours will be held between 6:00-9:00 p.m. on Wednesday, January 27, 2016 and from 8:00 a.m. till 12:00 p.m. on Thursday, January 28, 2016. Booth breakdown will take place between the hours of 12:00 and 2:00 p.m. on Thursday, January 28, 2016. No booths may be broken down before that time or priority space may be denied at future events.

DECORATING & SHIPPING

Electricity, booth set up assistance and shipping should be handled directly with the Amway Grand Plaza Hotel. Shipments should be received at the Hotel no earlier than January 26, 2016 and should be addressed:

**AMWAY GRAND PLAZA HOTEL
187 MONROE N W, GRAND RAPIDS MI 49503
ATTENTION: MICHIGAN MOVERS CONVENTION
JAN 27 & 28.**

Please indicate on boxes/packages to HOLD FOR:

(EVENT NAME/CONTACT PERSON)

Also, indicate on boxes/packages the # out of # boxes. Example: 1 of 6 boxes.

**Questions of the hotel can be answered at
616-776-6400.**

Questions of MMA call 517.327.9207.

HOLD HARMLESS/LIABILITY

Exhibitor assumes responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought on the Amway Grand Plaza Hotel premises, and agrees to indemnify the Amway Grand Plaza Hotel, MMA and Eurich Management Services, LLC from any and all such losses, damages and claims. In addition, each exhibitor is responsible for carrying current product and personal injury liability insurance. Exhibitor agrees that if MMA or Eurich Management Services, LLC should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision making body, the damages to which the exhibitor will be entitled are limited to the amount of the exhibit fee paid by the exhibitor. I have read and understand the provisions of these rules and guidelines. I agree to abide by and be legally bound by this agreement as testified by the signature below.

COMPANY

AUTHORIZED REPRESENTATIVE

DATE

ASSOCIATE MEMBER REGISTRANTS

REGISTRATION FORM

REGISTRATION MUST BE RECEIVED NO LATER THAN JANUARY 22rd. Cancellations prior to that date are subject to a \$25 administrative fee per registrant. No refunds after January 22, 2016. Substitutions are encouraged. QUESTIONS? Contact the MMA office at 517.327.9207 or at donn@mimovers.org.

EXHIBITOR/SPONSOR REGISTRATION

- Enclosed is our 2016 associate member dues investment of \$200 \$ _____
- Yes, our company would like to Exhibit. Enclosed is our \$300 booth fee.
(Deduct \$50 if you mailed MMA postcards to your clients) \$ _____
- Yes, our company would like to sponsor these event(s) _____ \$ _____
- Exhibitor Registrations _____ @ \$109 ea (Please list attendee names on Exhibitor rules and guidelines page) \$ _____
- I would like to donate a raffle prize to be given away at the MMA event. Raffle Prize Donation: _____

MOVER REGISTRATION *First and Second free registrants must be affiliated with a MMA member moving company.

- 1st Registrant* (name) _____ \$ FREE
- 2nd Registrant* (name) _____ \$ FREE
- 3rd Registrant \$109/person (name) _____ \$ _____
- 4th Registrant \$109/person (name) _____ \$ _____
- Children Age 6-12 \$39/child Number Attending _____ \$ _____
(names) _____
- Children 5 & Under FREE Number Attending _____ \$ FREE
- TOTAL \$** _____

- YES! I (we) will be attending the FREE morning Basic Tariff Workshop For New Movers

_____ Name _____ Name

- YES! I (we) will be attending the FREE afternoon advanced Tariff Training & Compliance Session

_____ Name _____ Name

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

PAYMENT INFORMATION

- Check payable to MMA VISA MasterCard

Card Number _____ Exp Date _____

Name on Card _____ CVV2 _____

Signature _____

SEND THIS FORM WITH PAYMENT TO:

MMA | 3721 W. Michigan, Suite 102 | Lansing, MI 48917 | Fax: 517.321.0495

ACCOMMODATIONS

Reserve your overnight room today!!
Call 1-800-253-3590 and mention Michigan Movers Association
or log on to: www.amwaygrand.com

