

SPONSORSHIP OPPORTUNITIES

The Michigan Association of Planning's sponsorship packages offer a comprehensive range of benefits throughout the year.

Your investment provides significant exposure to your company or agency to hundreds of municipal decision makers who hire consultants to work with them to create high quality communities. A sponsorship markets your organization to event attendees who come from a variety of different communities, agencies, and organizations.

Opportunities for support are available for our annual Planning Michigan Conference and other in person training events throughout the year.

MAP works hard to provide the best value for attendees, and we count on sponsorships from organizations like yours to create an educational and networking experience that rivals none.



MICHIGAN ASSOCIATION OF PLANNING



SECURE A SPOT AS A SPONSOR FOR MAP'S 2025/2026 EVENTS!

This packet includes sponsorship opportunities for the Michigan Association of Planning's 2025/2026 programming year. Our annual events provide land use leaders, planners, and elected officials with best practices, knowledge of emerging trends, and tools to address the challenges we face. Sponsoring provides a way for your company to receive recognition on our website and during our events.

Once a sponsorship is obtained, your company/organization will be listed on the MAP website. The sooner you secure a sponsorship, the greater exposure you will receive.

Facebook, LinkedIn and Instagram are used to highlight your company's commitment to the profession.

Your sponsorship investment is important to us, and we value your partnership, and your commitment to quality community planning in Michigan.

YOU CAN CHOOSE TO SPONSOR ALL OR SOME OF OUR PROGRAMS

Planning Michigan

- ☐ \$2,000 | Swag Sponsor: Three (3) Available
- ☐ \$3,000 | Thursday Opening Session Sponsor: One (1) Available
- ☐ \$3,000 | Thursday Keynote Luncheon Sponsor: One (1) Available
- ☐ \$2,400 | Refreshment Break Sponsor: Five (5) Available
- ☐ \$2,200 | Planning Michigan Reception Sponsor: Five (5) Available
- ☐ \$1,400 | Exhibitor Plus: Unlimited Available
- ☐ \$1000 | Exhibitor: Unlimited Available
- ☐ \$800 | General Sponsor :Unlimited Available

Student Conference

All Options Unlimited

- ☐ \$600 | Conference Sponsor
- ☐ \$400 | Support Sponsor
- ☐ \$250 | Refreshment Sponsor
- ☐ \$100 | General Sponsor

Transportation Bonanza

- ☐ \$850 | Event Sponsor: Unlimited

Details on what is included in each package are on the next page. Consider how you can support MAP and highlight your company by sponsoring. Sponsorships can be purchased at planningmi.org.

Contact Amy Jordan at (734) 913-2000 or via e-mail - ajordan@planningmi.org with any questions.

Planning Michigan is a two and a half day conference that regularly draws 450 attendees, provides cutting edge educational sessions; national and regional experts offer strategies and solutions to equip municipalities with tools they need to make solid decisions. Our Exhibitor Showcase connects land use leaders with consulting firms, state agencies, non-profits, and other planning related resources. We have been in the business of educating and training citizen and professional planners for 80 years.

October 22-24, 2025

Kalamazoo Radisson

All sponsors (and Exhibitor/ Exhibitor Plus) receive:

- Logo on promotional website
- Acknowledgement at opening remarks
- Recognition in the Michigan Planner magazine and on the MAP website
- One (1) table reserved in the Exhibitor Showcase
- One (1) complimentary conference registration
- Recognized as a sponsor/ exhibitor in the conference app with a link to your home page

\$2,000 | Swag Sponsor: Three (3) Available

Want attendees to not only see your logo at conference, but take your company logo home with them?

Consider becoming a Swag Sponsor!

- Opportunity to provide MAP approved materials to conference attendees (Sponsor responsible for selecting, designing, purchasing swag and make arrangements for delivery by October 17th)
- Signage recognition

\$3,000 | Wednesday Opening Session Sponsor: One (1) Available

\$3,000 | Thursday Keynote Luncheon Sponsor: One (1) Available

- Logo displayed on screen at General Session

\$2,400 | Refreshment Break Sponsor: Five (5) Available

- Logo displayed on signage at refreshment breaks

\$2,200 | Planning Michigan Reception Sponsor: Five (5) Available

- Logo displayed at Reception

\$1,400 | Exhibitor Plus: Unlimited Available

- Signage recognition
- See Exhibitor Packet for floorplan and details

\$1000 | Conference Exhibitor

\$1100 | Non-member Rate

- See Exhibitor Packet for floorplan and details

\$800 | General Sponsor - No exhibit

- All sponsor benefits listed at top of page except exhibit booth

Student Conference

This annual event - planned for students, by students - regularly draws 100 participants, connecting urban planning students with professional planners to learn and network. Student presentations, speed interviews, poster sessions, and networking roundtables provide a robust program to strengthen their portfolios.

February 7, 2026 | Michigan State University

All sponsors receive:

- Signage recognition
- Logo on promotional website
- Acknowledgement at opening remarks
- Recognition in the Michigan Planner magazine and on the MAP website

\$600 | Conference Sponsor (unlimited)

- Logo throughout event
- Five complimentary registrations

\$250 | Refreshment Sponsor (unlimited)

- Logo throughout event
- One complimentary registration

\$400 | Support Sponsor (unlimited)

- Logo throughout event
- Three complimentary registrations

\$100 | General Sponsor (unlimited)

- Website recognition

Transportation Bonanza

Professionals from planning, transportation, engineering, health and allied fields gather for a day of innovative training and connection focusing on active transportation and Safe Routes to School. This event is created in partnership with Michigan Safe Routes to School, the Michigan Department of Transportation, and the Michigan Department of Health and Human Services.

February 10, 2026 | East Lansing Marriott

\$850 | Event Sponsor (unlimited)

- Logo on the promotional website
- Acknowledgment at opening remarks and on distributed materials
- Signage recognition
- Five complimentary registrations

Spring Institute

With APA hosting their national planning conference in Detroit, our Spring Institute is on hiatus in 2026, watch for other opportunities to engage and connect.

Michigan Association of Planning's
Planning Michigan Annual Conference
October 22-24, 2025

service hall

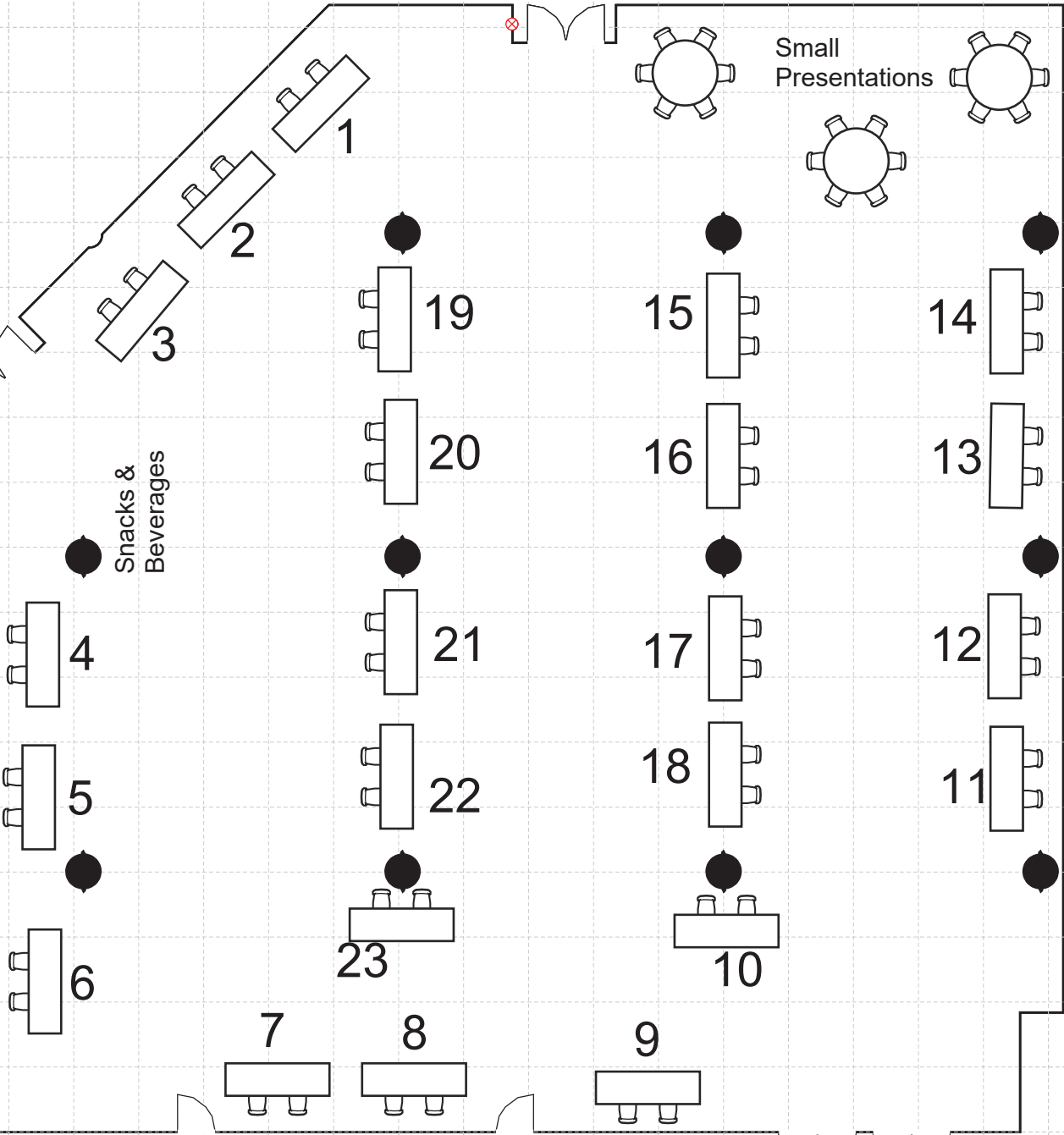
Small
Presentations

Snacks &
Beverages

Oaks

Fields

Hallway to sessions



EXHIBITOR DISPLAY INFORMATION

October 22-24, 2025

Kalamazoo Radisson



Exhibitor Opportunities

WHAT WILL THE DISPLAYS LOOK LIKE?

Each exhibit space will be 10-foot-wide by 6-foot-deep and provided with an eight foot, skirted table and a waste basket.

No pipe and drape will be available on which to hang graphics or hide power cords.

SCHEDULE

Set-up

Wednesday, October 22, 2025; 12:00 a.m. to 7:00 p.m.; Kalamazoo 1

Sponsor/ Exhibitor Reception

Wednesday, October 22, 2025; 5:00 p.m. to 6:00 p.m.; Kalamazoo 1

See attached program for break times. We recommend staffing exhibit spaces during breaks.

Tear-Down

Friday, October 24, 2025; 11:30 a.m. to 2:00 p.m.; Ambassador Concourse

COST

\$1000 MAP Members | \$1100 Non-members

- Electricity included

Please note: MAP staff reserve the right to limit or restrict any display.

DISPLAY GUIDELINES

- **Each reservation comes with a skirted, 6 foot wide classroom-style table** – *please plan accordingly.*
- **Not required to staff table.** Displays will remain in place throughout the conference in the hallways outside of the classroom sessions.
- **Pipe and drape will not be provided** – please be aware, this means *no hanging graphics*, etc.

WHY RESERVE AN EXHIBIT TABLE?

- **One complimentary registration.** You will receive one complimentary non-transferable conference registration for each booth you reserve. ***Conference agenda attached.***
- **Complimentary mailing labels.** You will receive electronic labels of all registered attendees to help you in your promotional efforts prior to the conference. These mailing labels can be used one-time only.
- **Recognition in *Michigan Planner* magazine.** Your company will be listed as sponsor in the fall issue of the *Michigan Planner* magazine.
- **Listing in the conference program booklet.** A description of your company and its product or service will be printed in the official on-site conference program book.
- **Listing in the virtual conference platform.** A description of your company and its product or service will be printed in the official virtual conference program.

WHO SHOULD PARTICIPATE?

You will want to exhibit if your company provides products or services in one or more of these areas:

- comprehensive community planning
- computer software and systems
- consulting
- geographic information systems
- government services
- landscape architecture
- community development
- surveying and mapping
- smart growth initiatives
- transportation and transit planning
- streetscape improvements
- public utilities

CONTACT INFORMATION

If you have any questions before the conference, please contact Amy Jordan at the MAP office, (734) 913-2000 or ajordan@planningmi.org.

RESERVATIONS

- 1) Please use the attached map and layout to **choose a location for your table.**
- 2) Fill out the online **Sponsorship Form** with table choice and payment information by October 7thth.

Terms & Conditions

Contract

The following rules and regulations become binding upon acceptance of the contract between applicant, its employees and agents, and the Michigan Association of Planning (the Association), the exhibition managers, and any additions and amendments thereto that may after be established or put into effect by the management.

Space Assignment

Space will be assigned to all applicants on a first-come, first-served basis, in the order in which applications are received. Every effort will be made to assign the exhibitor to one of their chosen spaces; however, the exhibition manager reserves the right to make final space assignments or change space assignments after acceptance of the applications, should it be necessary and/or in the best interest of the exhibitor showcase.

Payment and Cancellations

- A. Exhibitors canceling must notify the Association in writing.
- B. Exhibitors who cancel no later than September 14 will receive a refund, less a \$100 handling fee. Exhibitors who cancel after September 14 will not receive a refund.

Safety

- A. Fire regulations require all display material used for decoration to be flameproof. Any and all electrical equipment, including signs and lights, shall be in good, operable condition and able to pass the inspection of the local Fire Marshal. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition.
- B. The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be brought to the attention of the exhibition manager, in writing, not less than fifteen (15) days before the opening of the exhibit for approval.

Exhibit Standards

The Association shall have the right to prohibit any exhibit or part of an exhibit, which in their opinion is not suitable to or in keeping with the character, or purpose of the exhibition. Questionable exhibits shall be modified at the request of the exhibition manager.

Use of Exhibit Space

Exhibitors shall reflect their company's highest standard of professionalism. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet, or share any part of his space without expressed written consent of the Association.

Early Tear Down of Exhibit

Exhibitors shall observe the posted set-up and tear-down schedule.

Hold Harmless

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hotel, agents, servants, and employees from any and all such losses, damages, and claims.

Security/Liabilities/Insurance

- A. Neither the Association, the official service contractors, the exhibit facility, nor the members, representatives, and/or employees thereof will be responsible for injury, loss, or damage that may occur to the exhibitor, or to the exhibitor's employees or property, from any cause whatsoever, prior, during, or subsequent to the period covered by this application/contract.
- B. The Association and its agents and employees will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be returned in that event, except that any actual expenses incurred in connection with the exhibition will be deducted if the exhibition is canceled fifteen (15) days or less prior to the opening date because of fire, or any natural catastrophes, or the public enemy, or strike, or epidemic, or any law, regulation, or public authority that makes it impossible or impracticable to hold the exhibition.
- C. Exhibitors agree to maintain such insurance that will fully protect the exhibition management from any and all claims of any nature whatsoever, including claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation, or dismantling of exhibitor's display.
- D. Damage to inadequately packed property is the exhibitor's own responsibility.

- E. Damage to the facility housing the exhibit caused or done by the exhibitor shall be replaced or repaired by the exhibitor. Additionally, the exhibitor agrees to protect, save, and hold harmless The Association and the conference facility of and from all loss and/or damage whatsoever caused to the facility housing the exhibition or any other part thereof, directly or indirectly.
- F. ***Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to the materials from fire, theft, accident, etc.***

Music Licensing

Exhibitors agree to comply with existing regulations relating to music licensing and agree to indemnify and hold harmless the Michigan Association of Planning against any claims or expenses arising from noncompliance to these regulations.

Admission

The Association shall have sole control over all admissions during exhibit hall hours. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by the Association.

Amendments to Regulations

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of the Association. The aforementioned items covered by this contract may be amended at any time by the Association in the interest of the exhibition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

planningmichigan 2025 kalamazoo

OCTOBER 22-24, 2025

CONFERENCE
SPONSOR



MICHIGAN
ECONOMIC
DEVELOPMENT
CORPORATION



REGISTRATION INFORMATION

Visit www.planningmi.org for registration, workshop details, and session information.

Early Bird Registration ends September 22nd, 2025 | Regular Rate: September 23, 2025; fees increase by \$50

Late fee: Begins on October 13th, additional \$25 applied

KEYNOTES

WEDNESDAY, OCT. 22, 2025

Statewide Planning and Capacity Building

As Michigan faces far-ranging economic, demographic, and land use changes, planning partners are exploring opportunities to enhance planning for the state's future. Hear from state officials and the University of Michigan about statewide planning and capacity initiatives, and learn about innovative planning work led by Minnesota's new long-range planning office.

Sarah Lucas, Michigan Department of Labor & Economic Opportunity, Office of Rural Prosperity

Sarah Mills, Graham's Center for Empowering Communities

THURSDAY, OCT. 23, 2025

Thursday Opening Keynote

Shortsighted policies have put millions of Americans in the path of climate change. In *On the Move*, Lustgarten explains the agonizing choice people now face: not whether to leave, but when. Learn about the coming northward migration and what it means for America's future. Book signing to follow.

Abrahm Lustgarten, Author



THURSDAY, OCT. 23, 2025

Keynote Luncheon

This keynote provides a blueprint for equitable economic growth. Learn to use planning, housing, and equity as tools to build community wealth while preventing displacement. Thomas will share actionable strategies for aligning zoning and development, ensuring prosperity is shared by all residents.

Tocarra Nicole Thomas, AICP, Smart Growth America

REGISTRATION

Register now for our 2025 planningmichigan Conference!

OVERNIGHT ROOM BLOCK Kalamazoo Radisson

- **\$185/night** A 4% Kalamazoo County Event and Convention Assessment District (KCECAD) Assessment will be applied to all guest stays. This new assessment is separate from the existing 5% Occupancy Tax and 6% Michigan Sales Tax
- Parking for overnight guests is \$10 per night.

CITIZEN PLANNER PROGRAM

Michigan State University Extension

Citizen Planner Program | \$190 (in addition to the conference fee)

Conference attendees can complete the Michigan State University Extension Citizen Planner Program in only three days. Only registrants who register for the program (and pay the additional fee) may attend the Citizen Planner Program sessions.

SCHEDULE

WEDNESDAY, OCT. 22

10:00 a.m. - 12:15 p.m.

Session 1

Understanding the Planning and Zoning Context (Lunch provided)

12:45 p.m. - 3:15 p.m.

Session 2

Planning for the Future of Your Community

THURSDAY, OCT. 23

10:00 a.m. - 12:30 p.m.

Session 3

Implementing the Plan with Zoning (Keynote Lunch)

2:30 p.m. - 5:00 p.m.

Session 4

Making Zoning Decisions

FRIDAY, OCT. 24

8:30 a.m. - 11:00 a.m.

Session 5

Using Innovative Planning and Zoning (Lunch provided)

11:15 a.m. - 1:45 p.m.

Session 6

Successfully Fulfilling Your Role

NEW THIS YEAR!

Speed interviews for Students and Emerging Planning Professionals, sponsored by Planners in Private Practice

Firms have donated time to help our newest members prepare for the profession by offering interviews. Some are hiring! Sign up in advance and conference registration required.

REGISTRATION INFORMATION

FULL CONFERENCE REGISTRATION:

WEDNESDAY THROUGH FRIDAY

Early Bird Rates: Member \$440 | Non-Member \$515
Student \$80

WEDNESDAY ONLY REGISTRATION

Early Bird Rates: Member \$230 | Non-Member \$305
Student \$70

THURSDAY ONLY REGISTRATION

Early Bird Rates: Member \$280 | Non-Member \$355
Student \$70

REGISTRATION POLICY

A \$65 processing fee will apply to cancel a conference registration on or before September 22, 2025. To cancel, email info@planningmi.org. No refunds will be granted on or after September 23, 2025. No-shows the day of the event will be responsible for the full amount of the registration. You may send a substitute (the difference between a member and nonmember will be charged).

MOBILE WORKSHOPS

\$20 (in addition to the conference fee)

Tours include some form of physical activity – please dress accordingly.

WEDNESDAY, OCTOBER 22

1:00 pm – 3:30 pm

- › Kalamazoo through the Eras Downtown Walking Tour
- › Public Art and Placemaking in Kalamazoo Walking Tour

THURSDAY, OCTOBER 23

10:00 am – 12:30 pm

- › Stuart Neighborhood: Reckoning with the Legacy of Past Decisions Walking Tour
- › Filling in the Gaps: From Pre-Approved Plans to Occupied Units

2:30 pm – 5:00 pm

- › Mobile Tour Sponsored by Michigan Black Professional Planners: Northside Cultural Business District Authority

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