

# H HOME

is where OUR heart is 

5<sup>th</sup> Annual

MICHIGAN HOME VISITING CONFERENCE

**AUG. 2-3, 2017**

Pre-conference Model Day - Aug. 1, 2017

Amway Grand Plaza • Grand Rapids, Michigan

**EXHIBITOR  
PROSPECTUS**

*Coordinated by the Michigan Home Visiting Initiative and the Michigan Department of Health and Human Services*



[EVENTS.MPHI.ORG](http://EVENTS.MPHI.ORG)

## ABOUT THE MICHIGAN HOME VISITING INITIATIVE

Michigan's Early Childhood Home Visiting programs provide voluntary, prevention focused, family support services in the homes of pregnant women and families with children aged 0-5.

Early Childhood Home Visiting programs connect trained professionals with vulnerable and at-risk mothers and families to nurture, support, coach, educate, and offer encouragement with the goal that all children grow and develop in a safe and stimulating environment.

Early Childhood Home Visiting programs are designed to provide support to parents and caregivers and to connect them to community resources and services. By concentrating on building trust with families, providers work to develop positive interactions focused on the importance of maternal health before, during, and after pregnancy. Working in a one-on-one environment, providers encourage and assist families in caring for infants and in building strong, healthy relationships with their toddlers and young children.

The Michigan Home Visiting Initiative is part of Michigan's Early Childhood System and is committed to offering all children a great start.



### About the 2017 Home Visiting Conference

The 2017 Michigan Home Visiting Conference is a conference for home visitors, administrators, supervisors and parents in Michigan's home visiting programs.

The purpose of the conference is to increase knowledge of home visiting models, identify strategies to enhance home visiting practices, and to increase knowledge and skills on current quality improvement methods.

*Visit [events.mphi.org](http://events.mphi.org) for more information.*

## TARGET AUDIENCE

We anticipate 700 attendees. Multiple levels of participation are available for this skill building and educational opportunity: home visitors, parents, supervisors, and administrators. These are the people who purchase, use, and recommend the items you produce or services that you offer.

### Return On Investment

Joining us for the 2017 Michigan Home Visiting Conference will showcase your commitment to supporting the efforts of Michigan's Home Visitors in keeping current and up-to-date on the tools and information they need to support at-risk families.

Research shows that home visiting provides a positive return on investment to society through savings in public expenditures on emergency room visits, child protective services and special education, as well as increased tax revenue from parents' earnings.

By equipping parents with the skills they need to support the cognitive, socio-emotional and physical health and development of their children, the Home Visiting program works as part of a prenatal to age five continuum with the other parts of President Obama's Early Learning Initiative: both high-quality infant-toddler care through Early Head Start Child Care Partnerships and universal Pre-K to optimize capacity formation in early childhood.



# OPPORTUNITIES



## **GOLD** *Level* \$3,000+

- Feature large banner ad on the mobile application
- Two (2) complimentary registrations to attend the conference
- Two (2) complimentary exhibit tables
- Mobile application and Showcase listing
- 1 push notification on mobile application during conference
- Thank you signage listing
- Networking opportunity at evening reception for 2 people

## **SILVER** *Level* \$2,000

- Small banner ad on the mobile application
- Two (2) complimentary registrations to attend the conference
- Complimentary exhibit table
- Mobile application and Showcase listing
- Thank you signage listing
- Networking opportunity at evening reception for 2 people

## **BRONZE** *Level* \$1,000

- One (1) complimentary registration to attend the conference
- Complimentary exhibit table
- Mobile application and Showcase listing
- Thank you signage listing
- Networking opportunity at evening reception for 1 person

## **ADDITIONAL OPPORTUNITIES**

Participation opportunities for the Michigan Home Visiting Conference Include:

- Evening Reception Opportunity
- Breaks & Meal Opportunity
- Mobile Application Opportunity
- Grand Rapids Fun Excursion Opportunity
- Participant Materials

## **DISTRIBUTION OF MARKETING MATERIALS**

**\$300**

If a representative of your company is unable to attend the conference you may send information for distribution at the event. You will need to send 500 copies of your materials or product samples to the Amway Grand Plaza Hotel no more than 5 days prior to the conference. Please note that you may incur additional freight charges. Please contact MPHI at (517) 324-8330 before shipments are made.



# Exhibiting OPPORTUNITIES

## You will receive:

- 6' x 3' covered and skirted table, with two chairs
- Sign with your company's name
- One complimentary registration
- Ability to attend any of the sessions offered
- Networking with participants

## Your cost:

- For-Profit Fee—\$500
- For-Profit Fee w/ Electricity—\$550
- Non-Profit Organization Fee—\$250
- Non-Profit Organization Fee w/ Electricity—\$300
- MDHHS Organization Fee—\$150
- MDHHS Organization Fee w/ Electricity—\$200
- Additional Table—\$100
- Additional Staff—\$50 per member

## EXHIBIT HOURS

Exhibits will be open on Wednesday, August 2 from 8:00 a.m. to 6:00 p.m. **AND** Thursday, August 3 from 8:00 a.m. to 1:00 p.m. Networking will take place before and after sessions and during the evening reception.

## ASSIGNMENT OF SPACE

You will receive approval to participate in the conference within 5 business days of receiving your application. Payment is due before the conference. Space will be assigned in the order in which registrations are received. A letter confirming your exhibit space will be sent two weeks before the conference. Additional tables are available at an additional charge of \$100 (if space allows); unless otherwise requested, all exhibitors will receive one 6' x 3' table.

## INSTALLATION AND REMOVAL

The exhibit area will be open for installation on Tuesday, August 1 from 3:00 p.m. - 5:00 p.m. and Wednesday, August 2 from 6:00 a.m. - 8:00 a.m. All exhibits should be operational by 8:00 a.m. on Wednesday. Dismantling should not start before 1:00 p.m. on Thursday.

## EXHIBITOR CHECK-IN

All exhibitors must register at the exhibitor area before setting up their exhibit. Packets will be provided upon check-in.



# Exhibiting OPPORTUNITIES *continued*

## *Fees and Reservations*

To participate, please complete and return the enclosed commitment form. Checks should be made payable to Michigan Public Health Institute (Fed I.D. #38-2963835). Credit card payment is available. Please note, there are no refunds for cancellations or no-shows.

## *Shipping*

Arrangements and expenses for the shipment of materials are the exhibitor's responsibility. A shipping form will be provided upon request. Please contact our office for detailed information to ensure that your packages are received in a timely manner.

## *Liability*

Michigan Public Health Institute assumes no responsibility for any loss, injury, or damage occurring to an exhibitor or his/her property.

## *Reception and Giveaways*

There will be a reception on Wednesday, August 2, from 5:00 p.m. to 6:30 p.m. providing time for participants to network and share information with exhibitors. All attendees are invited. Giveaways will be awarded throughout the conference. If you are interested in providing an item, please contact Heather Woods at [hwoods@mphi.org](mailto:hwoods@mphi.org) or 517-324-6091.



## FORM SUBMISSION

Commitment forms can be submitted using the following methods:

**Mail:** Michigan Public Health Institute  
Attn: Michigan Home Visiting Conference  
2465 Woodlake Circle  
Okemos, MI 48864

**Fax:** (517) 324-8330

**Email:** [eandtreg@mphi.org](mailto:eandtreg@mphi.org)

*Checks should be made payable to Michigan Public Health Institute (Fed I.D. #38-2963835). Credit card payment is available.*

# HOTEL & LODGING



The host hotel for the  
2017 Michigan Home Visiting Conference is:

## *Amway Grand Plaza Hotel*

187 Monroe Ave NW  
Grand Rapids, MI 49503  
(616) 774-2000

## *Rate:*

**\$149.00 single/double**  
(excluding applicable taxes)



## RESERVATIONS

Reservations must be made by 5:00 p.m. on July 1, 2017 to receive the special conference rate. To obtain the special overnight rate and to reserve your room, please click the link below or call the Amway Grand Plaza Hotel and mention that you are with the 2017 Michigan Home Visiting Conference.

Conference attendees and exhibitors are responsible for their own individual room reservations and cost.



## *Experience big-city excitement without the big-city hassle!*

Downtown Grand Rapids offers a huge range of entertainment, dining, shopping and sightseeing opportunities, all within a 10-minute walk. You'll encounter clean, safe streets and friendly people. Voted one of The New York Times 52 Places to Go in 2017, Grand Rapids, Michigan is a city that will constantly surprise and delight you with authentic and unforgettable world-class experiences made easy, affordable and friendly.

  
*Experience*  
**GRAND RAPIDS**  
CONVENTION & VISITORS BUREAU  
[www.experiencegr.com](http://www.experiencegr.com)

# COMMITMENT FORM



## 2017 Michigan Home Visiting Conference - Amway Grand Plaza Hotel, Grand Rapids, Michigan

To ensure inclusion in the conference marketing materials, your commitment must be received by: July 21, 2017.

Organization: ..... Organization Website: .....  
Contact Name: ..... Telephone: .....  
Address: ..... Email: .....  
City, State, Zip Code: .....

### OPPORTUNITIES

(Please select a level):

- Gold - \$3,000+
- Silver - \$2,000
- Bronze - \$1,000

### EXHIBITOR OPPORTUNITIES

(Please select a level):

- For Profit - \$500
- Non-Profit - \$250
- MDHHS - \$150

- Marketing Materials - \$300
- Additional Staff - \$50/ea.
- Additional Table - \$100/ea.
- Electricity - \$50

### BOOTH STAFF NAMES

Name #1: .....  
Email: .....  
Name #2: .....  
Email: .....

Name #3: .....  
Email: .....  
Name #4: .....  
Email: .....

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