



Dear Business Associate,

The Michigan Institute for Educational Management (MIEM) which is owned and operated by Michigan Association of School Administrators (MASA) and Michigan School Business Officials (MSBO) is pleased to announce that the **21st Annual Support Staff Conference for Administrative Professionals** will be held November 15–16, 2007 at the Amway Grand Plaza Hotel in Grand Rapids, Michigan. The one-day exhibit will be held on Thursday, November 15, 2007.

Are these your customers? - building level secretaries (elementary, middle school, junior high, high school), superintendent's executive secretary, business office support staff, and administrative assistants from Michigan school districts - If so, this exhibit is for you! We anticipate 400 attendees from throughout Michigan.

The exhibits will be held Thursday, November 15, 2007, in the Crown Foyer, Center Concourse, and West Concourse at the Amway Grand Plaza Hotel, Grand Rapids, Michigan.

- Time: Set up: 7:00 a.m.; Exhibits open: 8:00 a.m.-1:45 p.m. except during lunch (11:30 a.m.-1:15 p.m. Exhibits close: 1:45 a.m.
- Lunch is on your own, or you may purchase an Opening Session lunch ticket.
- Full Conference attendees begin registration at 8:00 a.m.
- Tabletop exhibits for \$130 will include one skirted, 8-foot table and two chairs.

BE THERE to greet our attendees, and they will extend that same welcome to you on your next call!

Benefits for you:

- A conference attendance list to build your customer base.
- Make several contacts, **ALL** in one location.
- You will be listed in the conference program.

Enclosed is the application that will reserve your exhibit table. If you have any questions regarding exhibits, please contact me at 231-587-8637 or carolkings@torchlake.com.

See you in Grand Rapids!

Michigan Institute for Educational Management

21st Annual Support Staff Conference for Administrative Professionals

Exhibit Space Application for Thursday, November 15, 2007

YES, please reserve a table for my company at the 21st MIEM Support Staff Conference for Administrative Professionals on **Thursday, November 15, 2007**. I understand that the cost for the first table is \$130.00



YES, I need _____ (# needed) additional table(s) at \$125.00 each.

YES, I need an electrical cord at \$15.00.

YES, I need an electrical outlet. (I will be supplying my own extension cord.)

YES, I need _____ a lunch ticket for the Opening Session at \$25.00 each.

YES, contact me about sponsoring an event. *Suggested Events:* Keynote, Lunch, Breaks, and Bus trip. Sponsors will be listed in the conference registration brochure, on-site program, MIEM web page, and signs at the conference. Please indicate your interest in sponsoring an event by **August 1, 2007** so that we can list your sponsorship in the conference registration brochure.

YES, our company would like to give a door prize. This is a great opportunity to provide a sample of your product or service. Please indicate below your interest in donating a door prize. Door prize contributors will be listed in the conference program if you let me know by **September 7, 2007**. **Door prizes can be left at the MIEM registration desk on Thursday, November 15, 2007, which is located in the Center Concourse of the Amway Grand Plaza.**

Please indicate the product(s) or service(s) your company will be exhibiting at the conference. This information is needed for exhibit placement.

Correspondence regarding the conference should be sent to:

Name _____

Title _____

Company _____

(Please list your company name as you wish it to appear in the conference program.)

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-Mail _____

Signature _____

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<input type="checkbox"/> One (1) 8' table	\$130
<input type="checkbox"/> Additional 8' table (s) @ \$125 ea	
<input type="checkbox"/> Electrical Cord	\$15
<input type="checkbox"/> Lunch on Nov. 15	\$25

Check or Credit Card Information must be included to reserve your exhibit table.

TOTAL: \$ _____ *Make check payable to MIEM.*

Please charge my: VISA MasterCard

Card # _____

Expiration Date _____

Name on card

Signature on card

Please return this form by September 7, 2007, if you wish to be listed in the conference on-site program.

✉ Carol Kingsley
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OR

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✉ carolkings@torchlake.com