



EXHIBITOR GUIDE

2027 ANNUAL CONFERENCE

JANUARY 27-28, 2027



AMWAY GRAND & DEVOS PLACE | GRAND RAPIDS

JOIN US!

We invite you to participate as an exhibitor at the 2027 MITA Annual Conference. More than 1,500 contractors, engineers, municipal officials, and transportation and infrastructure professionals from across Michigan are expected to attend.

Exhibiting at the conference is an excellent opportunity to showcase your company's latest products, equipment, and services to the people building and maintaining Michigan's infrastructure. Both MITA members and non-members are welcome to exhibit.

EXHIBITOR SCHEDULE

Set Up:

Tuesday, January 26 - 6:00 pm - 10:00 pm
Wednesday, January 27 - 6:00 am - 7:00 am

Teardown

Thursday, January 28 - 6:00 pm - 10:00 pm
Friday, January 29 - 8:00 am - 12:00 pm

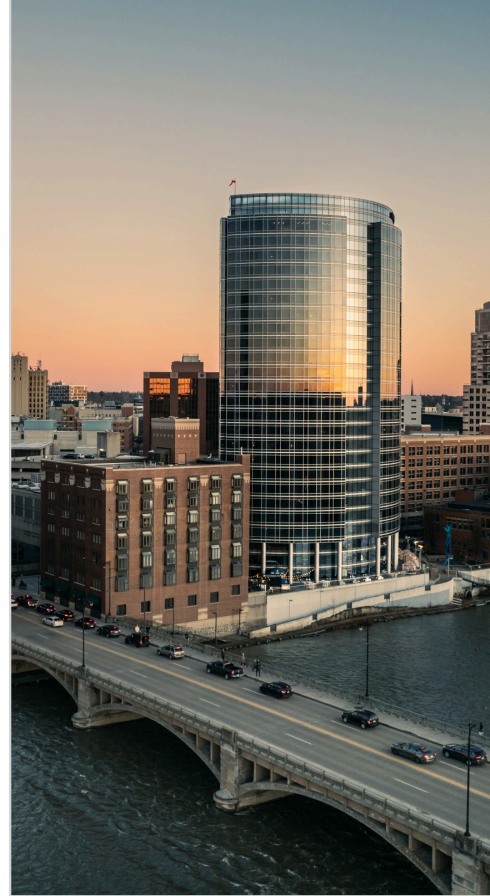
EXHIBITS OPEN

Wednesday, January 27

7:30 am - 4:00 pm

Thursday, January 28

7:00 am - 5:00 pm



 **1,500**

**INFRASTRUCTURE & TRANSPORTATION
PROFESSIONALS, CONTRACTORS,
ENGINEERS & MEMBER
REPRESENTATIVES**

Connect with over 1,500 contractors, engineers, municipal leaders, and industry partners from across the State of Michigan! At the conference, you'll get direct access to the decision-makers who select the equipment, materials, and services that keep Michigan's roads, bridges, and infrastructure projects moving. Network, build relationships, and put your products and services in front of the professionals who use them most. We look forward to having you join us on the show floor!



SAMPLE CONFERENCE SCHEDULE

This rough conference agenda is provided to assist in your planning.

Wednesday, January 27

- Morning: Registration, Networking Breakfast, trade show opens
- 9 AM – Noon: Breakout sessions
- Lunch
- 1:00 PM: Opening Remarks & Awards Ceremonies (Future Leaders & Honorary Members)
- 2:30 PM: Keynote: Cam F. Awesome
- 4:30 PM: SBP Cocktail Reception with heavy hors d'oeuvres
- 6:30 PM: Past President's Dinner (BOD Past President's Only) at MDRD
- 9:00 PM: Afterglow at The BOB

Thursday, January 28

- Morning: Registration, President's Breakfast, trade show opens
- 9 AM – Noon: Breakout sessions
- Lunch
- 1:00 PM: MDOT Leadership Presentation
- 2:00 PM: MDOT Partnering Award & Small Business Champion Award
- 2:30 PM: Keynote: Aaron Witt
- 6:00 PM: Industry Reception – cocktails and hors d'oeuvres
- 9:00 PM: Afterglow at The BOB – with sponsored entertainment on the 3rd level.

Evenings at The BOB

- No casino this year. The BOB is our gathering spot after the evening events, both nights.
 - Multiple levels of bars and entertainment under one roof
- Easy in January: skywalk most of the way, then just cross the street.
- Want a sit-down dinner? Browse restaurants on Experience Grand Rapids and make reservations soon.**

The BOB is a cashless venue and 21+, and will require ID for entry.

2027 MITA ANNUAL CONFERENCE - INVESTMENT



EXHIBITOR PRICING MEMBERS

Each booth includes one six-foot, clothed and skirted table; two chairs; access to electrical; and two complimentary conference registrations.

Center Concourse (Amway).....\$1,200

Center Concourse requires membership and a Major-level sponsorship. The Amway's Center Concourse is reserved for MITA members who are also sponsoring the conference at the Major level (\$3,000) or above – non-member exhibitors, and members who aren't at that sponsorship level, book in the Secchia Lobby at DeVos instead.

Secchia Lobby (DeVos)\$900



EXHIBITOR PRICING NON-MEMBERS

Secchia Lobby (DeVos)\$1,200

Each booth includes one six-foot, clothed and skirted table; two chairs; access to electrical; and two complimentary conference registrations.

booths available for purchase on 11/6 for non-members



ADDITIONAL ORGANIZATION REPRESENTATIVE

MEMBERS & NON MEMBERS\$250

If your organization will be represented by more than two representatives, each additional representative must register to attend at this rate.



Registering for Your Booth

What to Expect When You Register

Registration is open to all MITA members. Choose your booth location — Secchia Lobby (DeVos) or Center Concourse (Amway) — and submit your registration online. You can add representatives beyond your two complimentary registrations now or anytime before the event.

Center Concourse Requires Approval

Center Concourse (Amway) is reserved for members sponsoring the conference at the Major level (\$3,000) or above. Because of this requirement, submitting a Center Concourse registration does not charge your card — MITA reviews your sponsorship status first, and you'll hear back within 2 business days. If your sponsorship doesn't yet meet the Major level, no payment is ever collected, and you're welcome to register for Secchia Lobby instead.

Once approved, you'll have 72 hours to complete your purchase. You'll receive a link by email to finish registering and pay — if it's not completed within that window, the link expires and your booth is not held. Contact MITA if you need the link resent.

Booth Assignment

Floor plans are included in this packet for your reference. MITA assigns the exact booth location within your selected area — we'll do our best to honor any specific requests, but placement is at MITA's discretion.

After You Register

Whoever completes the purchase becomes your exhibitor admin and will get a confirmation email plus an invite to your Exhibitor Resource Center — that's where you'll claim your two complimentary registrations and add any additional representatives (\$250 each) before the event.



Hotel Accommodations Amway Grand Plaza Hotel

Run of House: \$174/night - Jan 26, 27 & 28

Reservations must be made by Monday, December 28, 2026,
and can be made online using this booking link:

<https://book.passkey.com/e/51363796>



Parking Overnight guests can park in the Amway's parking ramp adjacent
to the hotel for the following fees. Fees are subject to change

\$41/night for self parking • \$45/night for valet



Hotel Accommodations Other Nearby Options

JW. Marriott

Connected via skywalk to both the Devos Place and Amway Grand

Courtyard by Marriott-Downtown

Connected via skywalk to both the Devos Place and Amway Grand

MITA does NOT have blocks at either of these hotels.



Shipping & Receiving

Shipments of material, literature, product, as well as cartons and envelopes should be addressed as follows:

Recipient's Name (person who will be picking up items)
Convention Name (name of company and/or convention)
c/o Amway Grand Plaza Hotel
187 Monroe Ave NW
Grand Rapids, MI 49503

REMEMBER TO:

- Write recipients name and name of Convention on box itself
- Pre-pay all shipments; we are unable to accept COD shipments
- Number packages (ex: 1 of 3, 2 of 3, 3 of 3)
- Record and bring with you the tracking number of all packages shipped

PLEASE DO NOT

- Address items to Convention Service Manager
- Send shipments more than 2 weeks prior to your arrival

Only a limited amount of exhibit material, no greater than items that fit on a bellman's cart, (5'X18") may be brought through the public Motor Lobby; your contracted group parking rates would apply. Bellman assistance with deliveries is available for a cost. All major deliveries (larger than UPS, FedEx, USPS, etc) should be delivered through the Loading Dock, located on Lyon Street on the north side of the facility (accessed via the corner of Monroe Street and Lyon Street). The Loading Dock will only accommodate 2 oversized vehicles –temporary parking is permitted as you unload. Protocol on unloading is as follows: pull into the dock, unload equipment off to the side (do not leave items on the Loading Dock truck plates), park the vehicle elsewhere, then come back to retrieve the equipment and facilitate movement inside the hotel. Vendors will most likely require assistance from the Loading Dock or hotel security staff to get inside, and please advise to your vendors the room name of their intended location. There is a call button on the outside of the building, and a house phone inside the Loading Dock, which are typically utilized for any deliveries after 5:00 p.m. or on weekends.

The background of the top section is a photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, there is a multi-lane highway with cars. A river flows through the city, with several bridges crossing it. The city buildings are silhouetted against the bright sky.

ANNUAL CONFERENCE

CANCELLATION POLICY

All cancellations must be submitted in writing to daniellecoppersmith@thinkmita.org. Cancellations received by January 4, 2027 are eligible for a refund, minus credit card processing fees. Refunds requested after that date will be at MITA's discretion.

Substitutions within the same company are permitted and can be updated by managing your registration ([click here for details](#)), or they can be requested in writing.

For those selecting the Invoice/Bill Me option: written notice of cancellation is required. Failure to pay does not constitute cancellation, and payment obligations remain based on the date MITA receives your written notice.

To receive early registration discounts, payments must be postmarked by the advertised deadlines; late payments will be charged the standard rate.

All non-member participants (exhibiting or attending) must be paid in full one week prior to the event start.

Amway Center Concourse - 2nd Floor

Booth locations are approximate

Registration

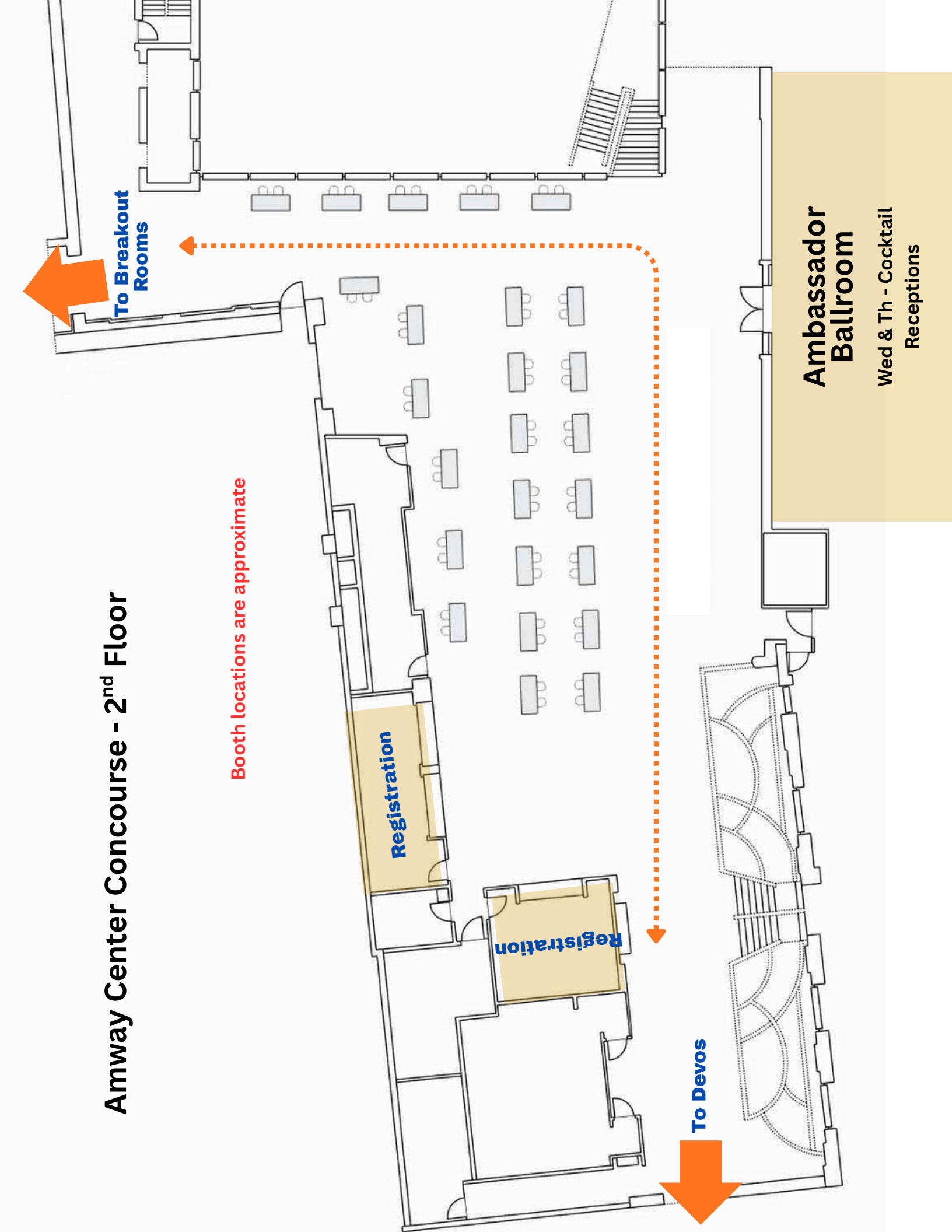
Registration

Ambassador
Ballroom

Wed & Th - Cocktail
Receptions

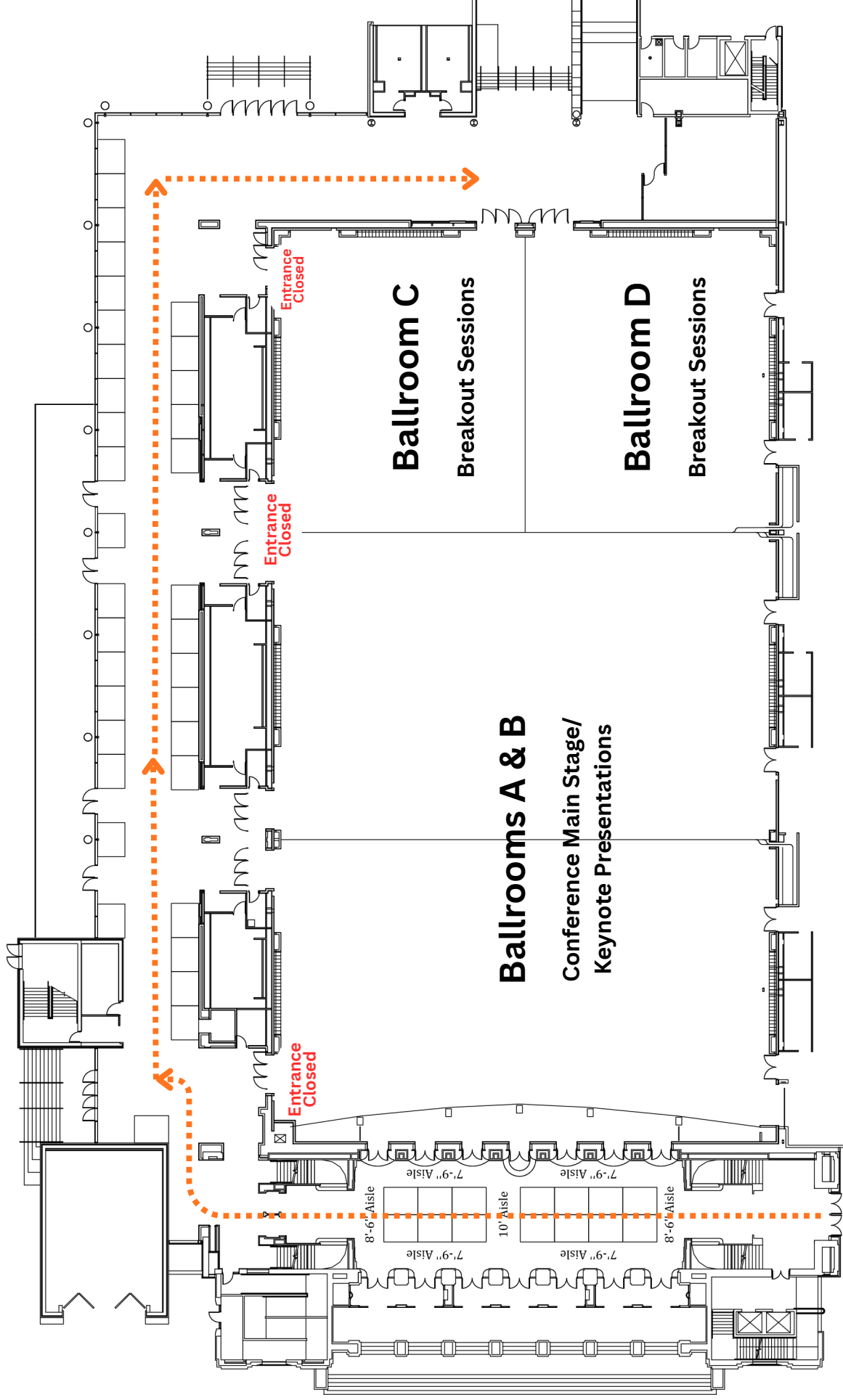
To Breakout
Rooms

To Devos



Devos Place

Welsh Lobby - Secchia Lobby & Steelcase Ballrooms



To Amway

Attendee Travel Path

SPONSORSHIP OPPORTUNITIES


JANUARY 27–28, 2027

 Amway Grand Plaza & DeVos Place
 Grand Rapids, Michigan

Choose a sponsor level, a specialty sponsorship, or both. **Your total sponsorship sets your level** — a \$10,000 keynote makes you Premier; a \$3,000 coffee break makes you Major.

SPONSOR LEVELS

EACH LEVEL INCLUDES ALL BENEFITS TO ITS RIGHT	NEW FOR 2027				
	PREMIER \$5,000+	MAJOR \$3,000	CO- SPONSOR \$1,500	PATRON \$1,000	SUPPORTER \$750
Logo on the conference website sponsors page	✓	✓	✓	✓	✓
Logo in the event app sponsors section	✓	✓	✓	✓	✓
Sponsor slideshow during lunch, both days	✓	✓	✓	✓	✓
On-site signage (Registration & Center Concourse)	✓	✓	✓	✓	✓
Post-conference recognition in <i>CrossSection</i> magazine	✓	✓	✓	✓	✓
Recognition on MITA's social media	✓	✓	✓	✓	–
Recognition in MITA's weekly news	✓	✓	✓	–	–
Logo on the event website homepage	✓	✓	–	–	–
Logo on skywalk signage (DeVos Place–Amway)	✓	✓	–	–	–
Eligible for a Center Concourse exhibit booth*	✓	✓	–	–	–
Sponsor ad in MITA's mobile directory	✓	–	–	–	–

Premier sponsors also receive added recognition tied to any specialty sponsorship they select. *Premium location, subject to availability.

SPECIALTY SPONSORSHIPS

One sponsor per opportunity • Counts toward your level

KEYNOTES

Day One Keynote Presented by: **\$10,000**

Cam F. Awesome • Olympic boxer & motivational speaker

Day Two Keynote Presented by: **\$10,000**

Aaron Witt • Founder, BuildWitt

Each keynote sponsor receives Premier-level benefits, plus their logo on the keynote introduction slide.

SESSIONS

Breakout Session Sponsored by: **\$2,500 each**

Choose your session • CEH sessions included

FOOD & BEVERAGE

Kickoff Breakfast **\$5,000**

Wednesday Lunch **\$7,500**

Thursday Lunch **\$7,500**

Wednesday Coffee Break (custom cups) **\$3,000**

Thursday Coffee Break (custom cups) **\$3,000**

Wednesday Lunch Beverage • incl. cocktail napkins **\$5,000**

Thursday Lunch Beverage • incl. cocktail napkins **\$5,000**

Add-on: custom cups with a lunch beverage sponsorship **+\$1,500**

Any specialty sponsorship of \$5,000 or more includes all Premier-level benefits.

Commit by December 1, 2026
 for custom cups & cocktail napkins (logo due with form)

Questions? Danielle Coppersmith
daniellecoppersmith@thinkmita.org • thinkmita.org

SPONSOR COMMITMENT FORM

1 • SPONSOR INFORMATION

Company _____

Contact Name _____

Address _____

City / State / Zip _____

Phone _____

Email _____

2 • SPONSOR LEVEL

Choose one, or skip this section and let your specialty sponsorship total set your level.

☐ **Premier** \$5,000+
 ☐ **Major** \$3,000
 ☐ **Co-Sponsor** \$1,500
 ☐ **Patron** \$1,000
 ☐ **Supporter** \$750

3 • SPECIALTY SPONSORSHIPS

One sponsor per opportunity, first come, first served. MITA will confirm availability and session assignments.

- | | |
|--|---|
| ☐ Day One Keynote Presented by: (Cam F. Awesome) \$10,000 | ☐ Wednesday Lunch \$7,500 |
| ☐ Day Two Keynote Presented by: (Aaron Witt) \$10,000 | ☐ Thursday Lunch \$7,500 |
| ☐ Breakout Session(s) Sponsored by: # of sessions ____ \$2,500 ea. | ☐ Wednesday Lunch Beverage (incl. cocktail napkins) \$5,000 |
| ☐ Kickoff Breakfast \$5,000 | ☐ Thursday Lunch Beverage (incl. cocktail napkins) \$5,000 |
| ☐ Wednesday Coffee Break (custom cups) \$3,000 | ☐ Add custom cups to my lunch beverage sponsorship +\$1,500 |
| ☐ Thursday Coffee Break (custom cups) \$3,000 | |

TOTAL SPONSORSHIP \$ _____

4 • PAYMENT

☐ Invoice me
 ☐ Pay by credit card — MITA will email a secure payment link

A 4% processing fee applies to credit card payments. Please do not write card numbers on this form.

Email this form and a high-resolution logo (vector, png or .pdf preferred) to daniellecoppersmith@thinkmita.org. Custom cups and cocktail napkins require commitment and logo by **December 1, 2026**.