

# Michigan Forest Bioeconomy Conference

February 1<sup>st</sup> & 2<sup>nd</sup>, 2017

L.V. Eberhard Center, Grand Rapids, MI

## SPONSORSHIP PROSPECTUS

WE INVITE YOU TO JOIN US AS A SPONSOR TO HELP BUILD A  
FOUNDATION FOR MICHIGAN'S FOREST BIOECONOMY BY  
GENEROUSLY CHOOSING ANY SUPPORT OPPORTUNITY

### About MiFBI

The first statewide effort for a broad, cradle-to-cradle perspective of forest products and related industries occurred in Traverse City in 2013. Because of the work done at that and subsequent meetings, the Michigan Forest Biomaterials Institute (MiFBI) has evolved into an independent nonprofit with an expansive mission to enhance quality of life in Michigan by fostering sustainable forests, communities, and economies through innovative and responsible production, use, and recycling of forest biomaterials – in short, to lead the State of Michigan into the forest bioeconomy.

### About the Meeting

The conference theme of "Familiar Stakeholders – New Connections" illustrates an important objective of the meeting: to begin connecting traditional forest product industries with a wide variety of Michigan manufacturing sectors, particularly buildings, furnishings, transportation, health and wellness, and chemical products. The conference is designed to inform communities and businesses about the forest bioeconomy, and for MiFBI to receive input from sponsors and attendees to guide future actions and activities.

In addition to a general session on the forest bioeconomy, the conference will have 3 concurrent sessions to address 3 key areas: Mass Timber Buildings, Wood Innovation, and Wood Reuse & Recycling - areas that we believe are exciting & emerging areas of growth potential for Michigan. Our aim is to promote an economy on a circular path of sustainable use, typified with a wood resource from Michigan forests, farms and cities.

Join us for this exciting venture! Sincerely,



Mark Rudnicki, Ph.D., MiFBI Executive Director

Sponsorship provides recognition, exposure, networking opportunities and signals a strong commitment at a gathering of leaders from industry, academia and government who are excited about emerging opportunities in the forest bioeconomy.

**The *ESSENTIAL* categories for sponsorship are:**

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- **Founding MiFBI Sponsor - \$10,000+**
  - Two years of free membership in MiFBI
  - Six complimentary registrations with sponsor level recognition on name badge
  - One complimentary vendor table (6' table with skirting)
  - Logo displayed on conference website and on signage during event (top row)
  - Logo printed on front page of conference program & top row of sponsor page
  - Sponsor announced as a MiFBI Founding level sponsor at start of general session.
  - Placement of promotional flyer or brochure in conference materials
  - Opportunity to give 15 minute presentation during general session
  
- **Sugar Maple Sponsor - \$5,000**
  - One year free membership in MiFBI
  - Four complimentary registrations with sponsor level recognition on name badge
  - One complimentary vendor table (6' table with skirting)
  - Logo displayed on conference website and on signage during event (2<sup>nd</sup> row)
  - Logo printed on front page of conference program & 2<sup>nd</sup> row of sponsor page
  - Sponsor announced as Sugar Maple level sponsor at start of general session.
  - Placement of promotional flyer or brochure in conference materials
  - Opportunity to give five minute presentation during general session

- **White Cedar Sponsor - \$2,500**
  - Two complimentary registrations with sponsor level recognition on name badge
  - One complimentary vendor table (6' table with skirting)
  - Logo displayed on conference website and on signage during event (3<sup>rd</sup> row)
  - Logo printed on sponsor page of conference program (3<sup>rd</sup> row)
  - Placement of promotional flyer or brochure in conference materials
  
- **White Pine Sponsor - \$1,000**
  - One complimentary registration with sponsor level recognition on name badge
  - One complimentary vendor table (6' table with skirting)
  - Logo displayed on conference website and on signage during event (4<sup>th</sup> row)
  - Logo printed on sponsor page of conference program (4<sup>th</sup> row)
  
- **Red Oak Sponsor - \$500**
  - One complimentary registration with sponsor level recognition on name badge
  - Logo displayed on conference website
  - Logo printed on sponsor page of conference program (5<sup>th</sup> row)

**Additional and *LIMITED* opportunities for sponsorship are:**

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- **Exhibitor Sponsor (1-5 opportunities)- \$750**
  - One complimentary registration
  - One complimentary vendor table (6' table with skirting)
  - Sponsor listed in conference program with short description
  - Logo displayed on conference website
  
- **Lunch Sponsor (1 opportunity) - \$3,000**
  - One complimentary registration
  - Logo displayed on conference website and exclusive signage at head of lunch buffet
  - Sponsor listing in conference program
  - Opportunity to give 10 minute presentation at lunch

- **Early Arrivals Icebreaker Sponsor** (1 opportunity) - **\$1,000**
  - One complimentary registration
  - Logo displayed on conference website and exclusive signage at the icebreaker event on the evening of January 31<sup>st</sup>.
  - Opportunity to give 5 minute address at ice breaker
  
- **Refreshment break Sponsor** (3 opportunities) - **\$1,000**
  - One complimentary registration
  - Logo displayed on conference website and additional signage with logo during break
  - Sponsor listing in conference program and on conference website
  
- **Morning coffee & light breakfast Sponsor** (2 opportunities) - **\$1,500**
  - One complimentary registration
  - Logo displayed on conference website and additional signage with logo during break
  - Sponsor listing in conference program and on conference website
  
- **General session table Sponsor** (20 opportunities) - **\$250**
  - Logo displayed on 5" x 8" standup display on table in room 215 during the general sessions
  - Listing in conference program and on conference website

### Basic terms and conditions of sponsor benefits

The Sponsor is responsible for providing all text and graphics, including advertisements and logos, in .eps format by January 6<sup>th</sup> 2017, for inclusion in the conference brochure and applicable signage. Conference Organizers are responsible for printing and placing brochures, signage at the conference venue. If the sponsor misses the deadline, organizers will not be obligated to provide the benefits associated with the sponsorship level. Sponsors in each category may have their logo on the official conference website, with a link from the conference website to their own website. The size and prominence of each logo will be related to the specific level of sponsorship, with MiFBI Founder, Sugar Maple and White Cedar sponsors gaining the highest visibility.

MiFBI agrees to post Sponsor's logo and link to Sponsor's website within ten (10) business days of receipt of full Sponsor payment and an electronic logo suitable for posting. Organizers reserve the right to refuse logos and/or links and will refund one half the Sponsor payments if the conference organizers determine a logo or linked website is inappropriate.

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# SPONSORSHIP BOOKING

February 1st & 2nd, 2017

L.V. Eberhard Center, Grand Rapids, Michigan

To book your sponsorship now- MAIL PAYMENT WITH THIS COMPLETED FORM TO:  
**Michigan Forest Biomaterials Institute, P.O. BOX 718 HOUGHTON, MI 49931**  
Our 501(c)(3) status is pending with the IRS. Donations are tax deductible while pending.

PAYMENT OPTIONS - CHECK, MONEY ORDER OR BANK TRANSFER.  
SHOULD BE MADE OUT TO "MICHIGAN FOREST BIOMATERIALS INTITUTE"

## Sponsor Information

First Name	Last Name	Company or Organization Name
Title	E-mail	Phone Number
Street Address	Address Line 2	
City	State	Zip Code

## Conference Sponsorship Level

Please select any essential sponsorship you would like to support

- \$10,000+ - MiFBI Founder
- \$5,000 - Sugar Maple
- \$2,500 - White Cedar
- \$1,000 - White Pine
- \$500 - Red Oak

Please select any limited sponsorship you would like to support

- \$750 - Exhibitor (1-5)
- \$3,000 - Lunch (1)
- \$1,000 - Icebreaker (1)
- \$,1000 - Refreshment break (3)
- \$1,500 - Morning Coffee (2)
- \$250 - General session table (20)

**THANK YOU FOR YOU GENEROUS SUPPORT TO BUILD MICHIGAN'S FOREST BIOECONOMY**  
Any questions can be sent directly to the MIFBI Executive Director, Mark Rudnicki  
Mark can be reached at [MIFBIInstitute@gmail.com](mailto:MIFBIInstitute@gmail.com) or by phone at 906-231-6799

## MICHIGAN FOREST BIOMATERIALS INSTITUTE (MiFBI)

Mark Rudnicki, Ph.D., Executive Director  
P.O. Box 718, Houghton, MI 49931

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