

# MCTA



## 2017 Winter Meeting

Thursday, March 2 - Friday, March 3  
Great Wolf Lodge, Traverse City



### **Join Us:**

We will be hosting the 2017 MCTA Winter Meeting at the Great Wolf Lodge in Traverse City. Your exhibitor fee is all inclusive with your Thursday banquet ticket included in the price. The hotel is a family-friendly facility with shops, waterpark, restaurants and arcade.

### **Your Fee Includes:**

- Two full registrations including Thursday banquet, Friday breakfast and Friday lunch.
- 10' exhibit space in trade show with 8' skirted table and two chairs.
- Business information listing in event booklet.

### **Exhibits:**

All breaks and reception will be served in the trade show area to encourage traffic to your booth. You will receive 8' skirted table and two chairs. Electrical service is also available.

### **Move In:**

Vendor setup is scheduled on Thursday, March 2 beginning at 8:30AM. Exhibits must be in place by noon for registration opening.

## **Trade Show Hours:**

Thursday, March 2: Noon - 6:30PM

Friday, March 3: 7:30AM - 1:30PM

## **Exclusive Trade Show Hours:**

Exhibitors will have ample time to meet with attendees during the Thursday registration, Thursday afternoon break, Thursday reception, Friday breakfast hours, Friday morning break and Friday lunch.

## **Assignment of Space:**

Space will be assigned by the MCTA. Full payment must accompany the application. Requests for neighboring booths must be indicated on the application. MCTA will attempt but will not be guarantee such requests.

## **Dismantling and Removal:**

**Vendors must leave their display intact until the close of the program.**

All exhibit materials must be removed from the display area by 4:00PM on Friday, March 3.

## **Hotel Reservations:**

Hotel reservations are available at The Great Wolf Lodge. Occupancy rate of \$99. Resort charge of \$9.99. Call 866-962-9653 and use reference code 1703MCA for this rate. Please reserve by February 1 to receive this deeply discounted rate.

## **Thursday Reception and Banquet:**

Convention attendees will join exhibitors for light refreshments and a cash bar during the Thursday reception. The Annual Banquet will follow. Banquet dinner will be buffet style.

## **Location Details:**

The Great Wolf Lodge is located at 3675 N US Highway 31 S, Traverse City. To view photos and obtain more information on this resort, please visit:  
[www.greatwolf.com/traverse-city](http://www.greatwolf.com/traverse-city)

## **Sponsorship Opportunities:**

Showcase your business with a large ad in the meeting booklet with a sponsorship. Meeting sponsors will receive a large ad in the meeting booklet for their company versus a listing in the handout.