



# TRENDS

IN OCCUPATIONAL STUDIES

# SPONSORS & EXHIBITORS

**OCTOBER 23-25, 2024**

**VANDYK MORTGAGE CONVENTION CENTER  
AND DELTA HOTEL**

# YOU ARE INVITED!

The Michigan Occupational Deans Administrative Council (MODAC) is pleased to announce the 2024 Trends in Occupational Studies Conference, located at the VanDyk Mortgage Convention Center in Muskegon, Michigan, with an exhibit hall for vendors offering educational products for professionals in occupational studies.

We invite you to participate as an exhibitor and/or sponsor at the 2024 Trends in Occupational Studies Conference. Your company has the opportunity to be featured in front of over 350 educators, administrative professionals and industry partners. The conference will be held October 23-25, 2024, where more than 350 occupational educators, administrators and business/community partners are expected to attend this conference.



## TRENDS

IN OCCUPATIONAL STUDIES

### WHAT IS TRENDS?

The Trends in Occupational Studies conference serves as a tool for community college and university professionals who are novices or experienced in teaching/learning modalities, administrators, or who work with community partners in Career and Technical Education (CTE). The conference provides the opportunity to learn and share about strategic CTE programs that promote success for current and future students.

The conference is held each fall and provides technical and content assistance to CTE faculty, adjunct faculty, administrators and staff through workshops, meetings, round table discussions, general sessions and networking opportunities.



# EXHIBITOR BENEFITS

Our conference supports exhibitors by providing maximum exposure to showcase your products or services to secondary and post-secondary occupational professionals from across the state of Michigan. The exhibition hours at the Trends conference increase your opportunities of meeting leaders and decision makers from educational institutions. The conference general sessions and refreshments take place in the exhibit area—increasing your visibility to hundreds of attendees.

# EXHIBITOR PROVISIONS

Exhibiting at the conference is an excellent opportunity for you to display your company's latest products that support the growth and success of occupational studies for faculty and students. Trends will provide each exhibitor with the following success kit:

- One six-foot clothed and skirted exhibit table
- Opening reception on Wednesday, October 23
- Breakfast & lunch on Thursday, October 24
- Breakfast on Friday, October 25

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## EXHIBITOR REGISTRATION

- \$475 for one six-foot table and two exhibitor representatives (*early registration*)
  - \$550 for one six-foot table and two exhibitor representatives (*regular registration*)
  - \$225 for each additional six-foot table
  - \$310 for each additional exhibitor representative
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## IMPORTANT INFORMATION

All notification of cancellations must be received in writing to [danielle@edgepartnerships.com](mailto:danielle@edgepartnerships.com) no later than October 11, 2024, to be eligible for refund. Full refunds, minus a \$50 processing fee, will be given for cancellations received before the deadline. Refunds may not be granted for any notification received after this date; however, substitutions may be made.

Exhibitors must arrange for electricity, shipping requirements and internet access directly with the VanDyk Mortgage Convention Center by completing the form attached to the exhibitor registration confirmation.

## ACCOMMODATIONS

Attendees of the 2024 Trends in Occupational Studies Conference will receive a group lodging rate when staying at the Delta Hotel in Muskegon, Michigan. The lodging room rate for a hotel guest-room is \$159 per night for hotel rooms and The lodging rates do not include applicable state and local taxes equating to 15% of the room rate.

Hotel reservations can be made by calling 1-833-999-0181 and referencing the Trends conference. The Trends conference rate will be offered to attendees until September 21, 2024.

Additional accommodations are also located at the Shoreline Inn and Conference Center



# CONFERENCE AGENDA

**WEDNESDAY, OCTOBER 23**

12:00 - 1:00 p.m.	<b>MODAC Membership Luncheon</b>	<b>Section D</b>
12:00 - 1:00 p.m.	<b>MCNEA Membership Lunch</b>	<b>Bear Lake</b>
12:00 - 4:30 p.m.	<b>MODAC Meeting</b>	<b>Section D</b>
12:00-4:45 p.m.	<b>MCNEA Meeting</b>	<b>Bear Lake</b>
2:30 p.m.	<b>Registrations Opens</b>	<b>Exhibitor Area</b>
3:00 - 6:00 p.m.	<b>Exhibitor Set Up</b>	<b>Exhibitor Area</b>
4:00 - 5:00 p.m.	<b>MACET Meeting</b>	<b>White Lake</b>
6:00 - 8:00 p.m.	<b>Opening Reception</b>	<b>Exhibitor Area</b>
6:45 p.m.	<b>Registration Closes</b>	





# CONFERENCE AGENDA

**THURSDAY, OCTOBER 24**

6:00 - 7:00 a.m.	<b>Exhibitor Set Up</b>	<b>Exhibitor Area</b>
7:00 a.m.	<b>Registration Opens</b>	<b>Exhibitor Area</b>
7:00 - 8:00 a.m.	<b>Breakfast</b>	<b>Section B/C</b> VanDyk Mortgage Convention Center
8:00 - 8:15 a.m.	<b>Welcome</b>	<b>Section B/C</b> VanDyk Mortgage Convention Center
8:15 - 9:30 a.m.	<b>Keynote Speaker</b>	<b>Section B/C</b> VanDyk Mortgage Convention Center
9:30 - 10:00 a.m.	<b>Break with Exhibitors</b>	<b>Exhibitor Area</b>
10:00 - 10:50 a.m.	<b>A. Breakout Sessions</b>	
10:50 - 11:10 a.m.	<b>Exhibitor Networking &amp; Refreshment Break</b>	<b>Exhibitor Area</b>
11:10 a.m. - 12 p.m.	<b>B. Breakout Sessions</b>	
12:00 - 1:30 p.m.	<b>Networking Lunch</b>	<b>Exhibitor Area</b>
1:30 - 2:20 p.m.	<b>C. Breakout Sessions</b>	
2:20 - 2:40 p.m.	<b>Break with Exhibitors</b>	<b>Exhibitor Area</b>
2:40 - 3:30 p.m.	<b>D. Breakout Sessions</b>	
3:30 - 3:50 p.m.	<b>Exhibitor Networking &amp; Refreshment Break</b>	<b>Exhibitor Area</b>
3:50 - 4:40 p.m.	<b>E. Breakout Sessions</b>	
5 p.m.	<b>Registration &amp; Exhibits Close</b>	



# CONFERENCE AGENDA

**FRIDAY, OCTOBER 25**

7:30 a.m. **Registration & Exhibitors Open** **Exhibitor Area**

7:30 - 8:30 a.m. **Breakfast & Awards** **Section B/C**  
VanDyk Mortgage Convention Center

8:30 - 9:20 a.m. **F. Breakout Sessions**

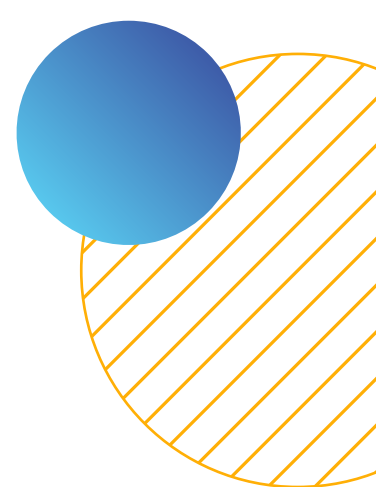
9:20 - 9:40 a.m. **Exhibitor Networking** **Exhibitor Area**

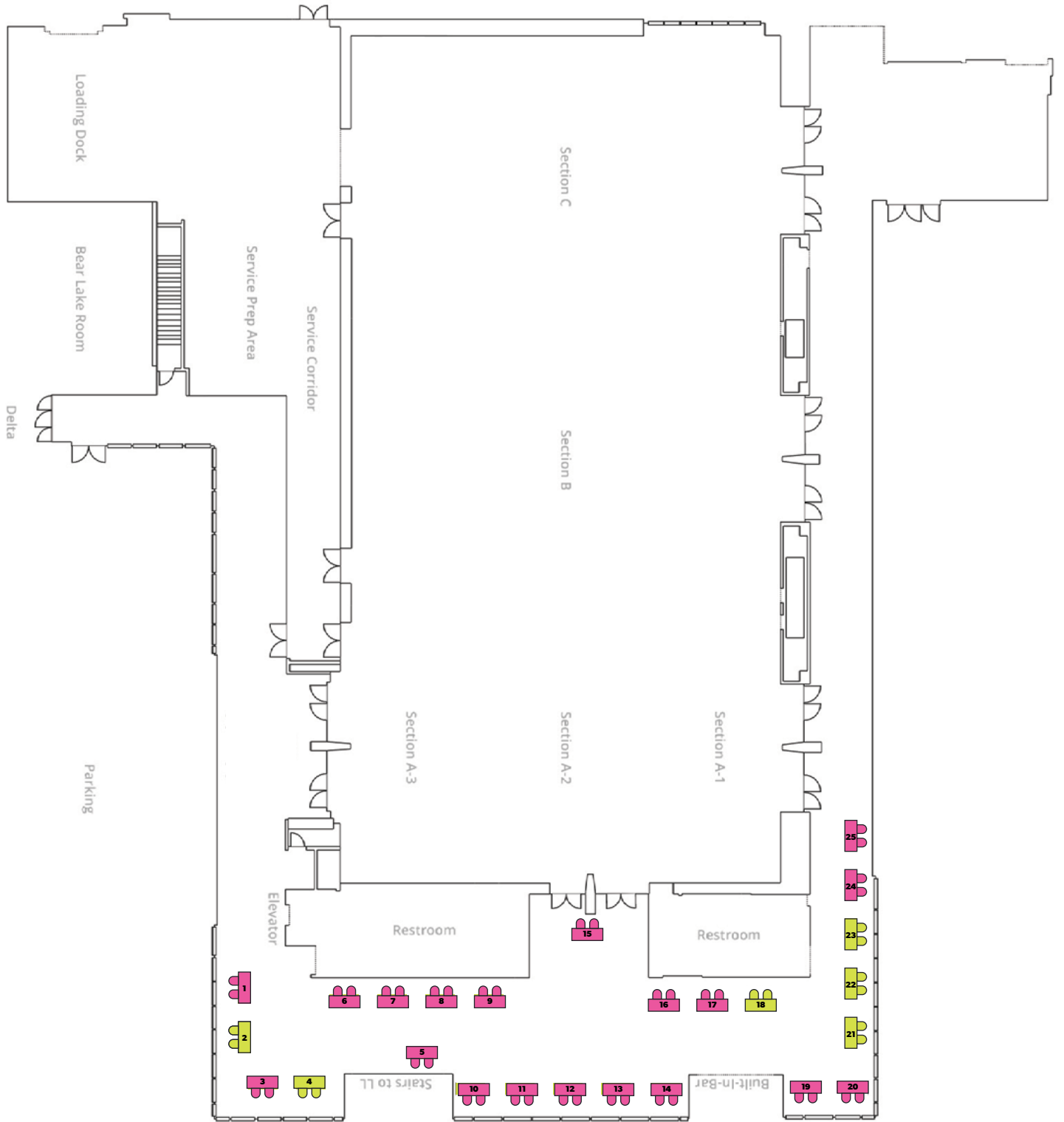
9:40 - 10:40 a.m. **Presidential Panel**

10:40 - 11 a.m. **Exhibitor Networking & Refreshment Break** **Exhibitor Area**

11 a.m. - 11:50 a.m. **G. Breakout Sessions**

12:00 p.m. **Registration & Exhibits Close**





Available

Reserved

\*As of August 8, 2024

# SPONSORSHIP OPPORTUNITIES

## All Conference Sponsors Receive:

- Listing on conference website and in conference program
- The option to eat breakfast and lunch on Thursday, and breakfast on Friday

## TREND SETTERS

**\$10,000**

- Logo and link to sponsor's website on conference website
- Exclusive Friday Keynote sponsor
- Opportunity to introduce keynote speaker
- Logo on all conference signage
- Five (5) conference attendee registrations
- Five (5) reserved sponsor seats at Friday Keynote Session
- One clothed/skirted exhibit table

## OUTSTANDING SUPPORTER

**\$7,500**

- Logo & link to sponsor's website on conference website
- Opportunity to introduce keynote speaker
- Four (4) conference attendee registrations
- Four (4) reserved seats at the Friday Keynote Session
- One clothed/skirted exhibit table

## THE EDUCATOR

**\$5,000**

- Mention on conference webpage and add
- Two (2) conference attendee registrations
- Two (2) reserved seats at the Friday Keynote Session
- One clothed/skirted exhibit table

## THE WELCOME SPONSOR

**\$4,000**

- Signage at Wednesday evening reception
- Two (2) conference attendee registration
- Organization representative has the opportunity to provide a five (5) minute welcome speech and introduction to their product(s)
- One clothed/skirted exhibit table

## ACADEMIC

**\$3,500**

- One (1) conference attendee registration
- One (1) reserved seat at the Friday Keynote Session

## EXCLUSIVE SPONSORSHIP OPTIONS

### TRENDS CONFERENCE BAGS

**\$3,000 (ONE AVAILABLE)**

### ATTENDEE CONFERENCE BAG GIFTS

**\$2,500**

### BAR SPONSOR

**\$2,000**

### COFFEE BREAK SPONSOR

**\$1,000**

### PROMOTIONAL ITEM

**\$750**