



Spring 2025 Convention & Exhibition

Radisson Plaza, Kalamazoo, Michigan, April 25-27, 2025

EXHIBITOR INFORMATION

Please read this document in its entirety as all shipping and loading information is included.

The MAC Spring Convention & Exhibition is back in Kalamazoo! This popular venue brings in many chiropractic professionals in Michigan. The MAC Spring Convention will host close to 80 exhibitor spaces and, again, approximately 700 attendees are expected.

We strive to bring the most valuable education to our members, which will drive them to the event to see all the great products and services available.

We will be doing a district competition style game where attendees will be competing against other districts to win cash and prizes. **Game spaces are limited, so please sign up TODAY to sign up as a participating exhibitor!**

If you have not yet signed up as a sponsor, please look over the Sponsorship Opportunities form. ***We need your support!***

SPONSORSHIP OPPORTUNITIES

Sponsoring events at the MAC Spring 2025 Convention is an exceptional opportunity for you and your business to show support to the chiropractic profession while increasing your visibility. Your sponsorship helps the MAC get your name out to our convention attendees.

Sponsorship has its privileges. There are a variety of sponsorship opportunities for you to consider. Sponsorship benefits may include:

- An opportunity for a representative of your company to speak for up to 5 minutes in one or more classrooms during the convention.
- A free booth included in the sponsorship.
- Participation in the vendor game.
- Your company's ad included in MAC recap given to all convention attendees.
- Your company/service/product prominently displayed as a sponsor on signage in the exhibit hall.
- Your company logo and web link on the MAC website.
- Recognition in the award-winning *MAC Journal*.
- Facebook post thank you by category of sponsorship.
- **Sponsors have the opportunity for first pick of the next convention booth spaces.**

If you are already sponsoring an event, thank you! Your support helps us host a successful convention. If you have not already done so, please review the Sponsorship Opportunities form [here](#) to find out more about these exciting opportunities.

HOTEL RESERVATIONS

Radisson Plaza, • 100 W. Michigan Ave., Kalamazoo, Michigan 49007

Voted amongst the best hotels in the world by Travel & Leisure Magazine, the Award-winning, Radisson Plaza in Kalamazoo is located in the heart of the renovated downtown Kalamazoo business district, close to shopping, theaters, museums, nightclubs and the historic pedestrian mall. Guests can enjoy three on-site dining options, a full-service fitness facility, indoor heated pool with waterfall and hot tub, as well as a 100% smoke free environment throughout the hotel. [Click here](#) to reserve your room.

The MAC has reserved a block of rooms for our convention attendees, which will be held until **April 3rd** (or when the block is full). **PLEASE BE SURE TO RESERVE YOUR ROOM AS SOON AS POSSIBLE as we sell out every year!!**

Room rates are: \$158/night.

Room block rate available until 5:00 PM on 4/3/2025 or until the block fills.

Recommended* Website: [CLICK HERE](#) then click on BOOK NOW *****be sure to check the check in and out dates as it automatically populates for Thursday evening and can appear sold out until you change the date. Or*** Call: 269.343.3333 (mention MAC)

FLIGHT INFORMATION

The closest airport to Kalamazoo is the Kalamazoo/Battle Creek International Airport (AZO), which is less than 10 miles from the hotel. Airlines include: American Eagle and Delta. Go to www.azoairport.com for more information. ***Free shuttle service is available through the hotel.***

The next closest airport is the Gerald R. Ford International Airport in Grand Rapids (about 50 miles away). Go to www.grr.org for more information.

***Shuttle Services**

Make an appointment to ride the hotel’s free daily shuttle to and from Kalamazoo/Battle Creek International Airport (AZO) from 6 a.m. to 11:30 p.m. Call +1 (269) 343-3333 for reservations any day of the week, or contact them using the airport courtesy phone at the baggage claim

SHIPPING

Items should be shipped to Radisson Plaza no sooner than three (3) days prior to the event. **Please take this time frame into account when scheduling shipping of items.**

Please address items to: Radisson Plaza 100 W. Michigan Ave. Kalamazoo, MI 49007

Please indicate on boxes/packages to HOLD FOR: _____ (Event Name/Contact Person)

Also, please indicate on the boxes/packages the # out of # boxes. Example: 1 of 6 boxes

If boxes are to be return shipped after event, please make sure call tags are attached with boxes for return. We cannot return them if we do not have call tags attached.

Please contact Kaitlin LePard at the Radisson with any shipping questions (269) 226-3107.

Remember to order your additional table and electrical needs through the MAC by emailing lisa@chiromi.com no later than April 10, 2025.

Parking

You can either use the self parking structure across the street for a special MAC rate of \$15 per day or valet at the rate of \$35 per day.

SET UP

Exhibitor Set-up should be during official set-up hours:

Early set-up (contact the MAC for this option) Thursday, April 24, 6:00 – 8:00p

Regular set-up Friday, April 25, 10:00a – 2:00p

Exhibits should be set up by 2:00p on Friday, April 25. The MAC Registration desk **will open at 2:00p** and classes for the doctors will begin Friday at 4:00p.

If you need any additional electrical outlets or tables in your booth, please let us know by April 12th. Each additional outlet or table is \$80. Additional fees also apply for tall tables, stools, and WiFi.

Please let us know all the name badges you will need before April 12th.

SATURDAY & SUNDAY MORNING COFFEE/BREAKFAST

Starbucks Card(s)

Each exhibitor will receive a Starbucks card for up to 2 exhibitors per single booth for breakfast for Saturday and Sunday morning. Starbucks is new in the Kalamazoo Radisson, so this is the easiest way to meet the needs of all exhibitors and provide some coffee and breakfast or a specialty coffee for everyone. Additional cards for additional vendors will NOT be available.

SATURDAY EXHIBITOR LUNCH

Lunch on Saturday is currently to be determined as we are working with the hotel to provide an alternative to the previously offered box lunches. I think you will all be happy with the solution as it will meet the dietary needs of everyone. Please stay tuned. You will only receive two (2) lunches per single booth and only one (1) if you have one (1) representative listed. Please make sure we have all representatives' names by April 12th. If you have more than two (2) representatives per single booth there will be an option to purchase additional lunches.

SATURDAY RAFFLE PARTY

Immediately following class on Saturday, April 26th, at 6:00p, join our doctors and CAs for cocktails and hors d'oeuvres in the Exhibit Hall. During this event, the MAC will announce the winners of our Spring 2025 Silent Auction and many other prizes! Participants must be present to win so this is a great way to mingle with the attendees.

If you would like to donate an item for the silent auction, please contact [Lisa](#) at the MAC as soon as possible.

INSERT IN THE MAC WELCOME PACKET (replaced the bags)

For the Spring Convention, the MAC will again create our popular welcome packet for all attendees. The welcome packet contains the schedule, seminar descriptions, speaker information, sponsor information, layout and vendor "inserts" or advertisements. It is both printed and digital. Simply provide us with a .pdf of your advertising piece, and a nominal fee, and your company will be included! See sponsorship form for options. **.pdf files must be received by March 17th.** This is a hard deadline.

MAC Spring 2025 Silent Auction

Back by popular demand, we will be holding another silent auction during the course of the convention! This will incorporate items donated by you, our generous exhibitors, as well as

the silent auction company that will have sports and movie memorabilia, trips, jewelry, etc. that you can bid on as well. They will be located in the lobby by the escalators. They will also have the bid sheet for your products with a photo, the company name and booth number. We will provide a map to all attendees showing which exhibitors have auction items. This will bring more traffic to your booth and be a fun activity for the attendees! We will also have an area at the MAC Information booth at the entrance to the exhibit hall with bid sheets and descriptions of the items as well as on the mobile app! *This has been a very exciting addition to our conventions, and we urge you to provide a donation for this great opportunity! Value must be \$100 or above.*

If you would like to donate a prize for the silent auction, please contact [Lisa](#) at the MAC as soon as possible!

Winning bids will be announced Saturday evening at the reception.

MAC Spring 2025 EXHIBITOR GAME

Sign up NOW for the MAC Spring 2025 Exhibitor Game!

Get in the game and boost your booth's exposure with the *Spring Training Home Run Bingo Game!* Simply offer attendees a baseball stamp for their bingo cards when they visit your booth. It's a fun way to engage with attendees while giving them a chance to win prizes!

By participating, you'll increase booth traffic, engage attendees in an interactive way, connect with potential customers, and help them win exciting prizes! Let's make this event a home run!

Game spaces are limited, so please sign up TODAY to sign up as a participating exhibitor! Participating sponsors will have signs at their booth alerting attendees of their participation. We will also have a list on the game card of participating exhibitors.

We encourage game participants to take this valuable opportunity to discuss their product or service with the DCs, as well as the CAs, who often are decision makers in their office.

If you are not yet signed up for the Exhibitor Game, please sign up TODAY using the [Sponsorship Opportunities](#) form. Space is limited!

SCHEDULE

The schedule for the convention is on the website. We do not anticipate changes, but should there be any, we will provide you with a finalized schedule prior to the convention. When you arrive at the convention, your registration packet will include an itinerary listing class break times. Speakers will be reminded of the break times so that doctors can visit with vendors in the Exhibit Hall.

EXHIBIT TEARDOWN

Please do not begin tearing down your exhibit until 12:00pm on Sunday, April 27th. Many doctors and guests wait until the end of the convention to visit exhibitors, so we expect the Exhibit Hall to be busy right until the very end!

We look forward to seeing you for another great Convention!

If you have any questions or concerns, please do not hesitate to contact us by phone at (517) 367-2225 or by email at lisa@chiromi.com .