



# Spring 2026 Convention & Exhibition

## April 24 - 26 • Grand Traverse Resort, Acme, MI

For MAC office use only.

Date Rec'd: \_\_\_\_\_

Time: \_\_\_\_\_

**Set Up:** Thursday, 6-8p  
Friday, 10a-2p

**Exhibit Times:** Friday, 3-9p  
Saturday, 8a-7:30p  
Sunday, 8a-12p

**Tear Down:** Sunday, 12p

### EXHIBITOR CONTRACT

This contract must be received along with your \$200/booth deposit in order to confirm your booth assignment. Deposits are non-refundable and non-transferable. The balance is due by MARCH 16. Balances not received by the due date will be charged to the credit card provided.

Company Name \_\_\_\_\_ Website \_\_\_\_\_

Contact Person Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Contact Info to Provide to Attendees (If different than already provided info. E.g.: sales email and phone number)**

Email \_\_\_\_\_

Phone \_\_\_\_\_

Website \_\_\_\_\_

Products/services to be exhibited \_\_\_\_\_

Name(s) to be listed on badges: \_\_\_\_\_

### BOOTH INFO & FEES:

**All booths 8x10: \$1100 (includes: wifi, drape, two chairs, wastebasket, back and side drapery, sign, Sat. & Sun Breakfast, and Sun. Lunch)**

Please indicate your booth space preference(s): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

Companies/products you do not wish to have in close proximity, (may affect your booth choice) \_\_\_\_\_

**Booths include: One table (Choose size: ☐ 8 ft. ☐ 6 ft. ☐ 4 ft.)**

Name to be printed on sign \_\_\_\_\_

☐ Electricity (\$80/outlet) - # needed: \_\_\_\_\_ ☐ Extra Table(s) (\$80/table) - # needed: \_\_\_\_\_ Choose Size: ☐ 8 ft.; ☐ 6 ft.; ☐ 4 ft

☐ Tall table (\$40/ea), ☐ Stool (\$40/ea), ☐ Extra chair (\$40/ea), ☐ Other \_\_\_\_\_

### ADVERTISING & SPONSORSHIP OPPORTUNITIES:

**BEST VALUE** - Package sponsor, includes conventions & advertising in the *eJournal*! (See sponsorship form for details)

☐ **Platinum - \$5,000;** ☐ **Gold - \$4,000;** ☐ **Silver - \$3,000;** ☐ **Bronze - \$1,500**

☐ Logo and QR Code on Attendee Pocket Schedule (\$300)  
-Limited Space Available, First Come, First Served - Due Apr. 6

☐ Welcome Packet Digital ONLY - Due April 6

☐ Full Page (\$250) ☐ Half Page (\$150)

☐ Participate in the vendor game (\$200)

☐ Opening Session Sponsorship and GoBo (\$3,000)

☐ Donate to silent auction:

Item: \_\_\_\_\_ Value: \_\_\_\_\_

☐ Sponsor a speaker/event at the convention (See Sponsor Form or contact Lisa)

***See attached form for additional sponsorship opportunities!***

**CANCELLATION POLICY:** Cancellations must be made in writing to the MAC Prior to March 16, 2026. **If cancellation is received after that date, exhibitor is LIABLE FOR FULL PAYMENT of the booth cost and any balance due will be charged to to your credit card.**

**We, the undersigned agree to abide by all regulations and restrictions outlined on both sides of this contract. (Please sign both sides.)**

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Michigan Association of Chiropractors**

416 W. Ionia • Lansing, MI 48933  
(517) 367-2225 • FAX (517) 367-2228  
www.chiromi.com • lisa@chiromi.com

Amount \$ \_\_\_\_\_ ☐ Check (payable to MAC): Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

Email receipt to: \_\_\_\_\_

## EXHIBITION RULES AND REGULATIONS

1. **Management.** The word "management" as used herein shall mean authorized representatives of the Michigan Association of Chiropractors (MAC), including staff and the executive director of the MAC.
2. **Eligibility.** Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine eligibility of any product or service for display. Exhibiting companies' representatives must list the participating principals as the exhibitor on record. Only the sign of the exhibitors whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors. No exhibits or advertising will be extended beyond the space allotted to the exhibitor, or above the back and side rails. Exhibitor agrees that his exhibit shall be admitted, and shall remain from day to day solely on strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or exhibitor or his representatives, upon management's good faith determination that the same is not in accordance with these Rules and Regulations.
3. **Space Assignment.** Every effort will be made to assign the exhibitor to one of their chosen spaces. However, the management reserves the right to make the final space assignment, or change space assignment after the acceptance of the application, should it be necessary in the best interest of the exposition. **No exhibitor shall assign, sublet, or share the whole or any part of their space. No exhibitor has the right to deviate from the approved floor plan for the event.**
4. **Limitation of Liability.** The exhibitor agrees to indemnify and hold harmless the management, any sponsors, owner, exhibition hall facility, and city in which this exhibition is being held, and their officers, agents and employees against all claims, losses, suits, damages, judgements, expenses, costs, and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any person. The management shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, act of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All such items are brought to the exhibition and displayed at exhibitor's own risk, and should be safeguarded at all times.
5. **Default of Occupancy.** If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by management for such purposes as it may see fit.
6. **Damage to Property.** Exhibitor is liable for any damage caused by his product, exhibit or representatives, to building floors, walls, or to standard booth equipment, or to other exhibitors' property.
7. **Special Services.** Electricity, extra tables, as well as other special services needed by individual exhibitors, are provided only when the exhibitor orders and agrees to pay for them specifically from the management.
8. **Booth Representative.** Booth representatives shall be restricted to exhibitor's employees and their authorized representatives. Booth representatives shall wear badge identification furnished by the management at all times during show hours. Management may limit the booth representatives at any time. All booths must be staffed by the exhibitor during all open show hours.
9. **Safety and Fire Laws.** Local fire and safety laws and regulations must be strictly observed by the exhibitor. Crowding will be restricted. Aisles and fire exits must not be blocked by exhibits.
10. **Lotteries/Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from management.
11. **Personnel and Attire.** Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of exhibitors and exhibition. Further, exhibitors expressly agree that their personnel will not conduct official exhibitor functions in their private rooms during business hours of the exhibition.
12. **Exhibitor Conduct.** The distribution of samples, souvenirs, publications, or other sales or sales promotion activities must be conducted by the exhibitor only from within the exhibit booth. The distribution of any articles that interferes with the activities in, or obstructs access to, neighboring booths or the aisles, is prohibited.

The exhibitor shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors and visitors. Any practice resulting in complaints from any other exhibitor or any visitor which, in the opinion of management, interferes with the rights of others, or exposes them to annoyance or danger, may be prohibited by management, and may be

grounds for expulsion of the exhibitor.

13. **Obstruction of Aisles or Booths.** Any demonstration or activity that results in obstruction of aisles, or prevents ready access to nearby booths, shall be suspended for any periods specified by management.
14. **Cancellation of Booth Space.** Deposits are non-refundable and non-transferable. In the event of a cancellation by the exhibitor, that exhibitor must notify management in writing, and is responsible for the amount due as per payment terms on this contract.
15. **Termination of Exhibition.** The MAC, its agents, and employees will not be liable for failure to hold exhibition as scheduled. Payments, minus any actual expenses incurred in connection with the exhibition, for exhibit space will be returned in the event that exposition is cancelled prior to the opening date as a result of fire, any act of God, strike, epidemic, or public catastrophe, or any reason which makes it impossible or impractical to hold the exposition.
16. **Resolution of Disputes.** In the event of a dispute or disagreement between exhibitor and an official contractor, or between two or more exhibitors, all interpretations of the rules governing the exhibition, actions, or decisions concerning the dispute or disagreement by management intended to resolve the dispute or disagreement, shall be binding on the exhibitor.
17. **Receipt of Goods and Exhibits.** All arriving goods and exhibits will be received at the receiving areas designated by location officials. All incoming goods and exhibits must be clearly marked, and all charges prepaid by the exhibitor.
18. **Care and Removal of Exhibits.** The management will maintain the cleanliness of all aisles. Exhibitor must, at their own expense, keep their exhibit clean and in good order. All exhibits must remain fully intact until the exhibition has officially ended. Exhibits must be removed from the building by the time specified in the exhibitor packet. In the event any exhibitor fails to remove their exhibit in the allotted time, the management reserves the right, at the exhibitor's expense, to ship the exhibit through a carrier of management's choosing, or to place the same in a storage warehouse, subject to exhibitor's disposition, or make such other disposition of the property as it may deem desirable without any liability to the management.
19. **Insurance.** Exhibitors are advised to ensure that their regular business insurance includes extraterritorial coverage, and that they have theft, public liability, and property damage insurance.
20. **Losses.** Management shall bear no responsibility for damage to exhibitor's property, or lost shipment, either coming in or going out, nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nonetheless responsible for exhibit space cost. Exhibitor is advised to insure against these risks.
21. **Questions.** Any questions concerning your exhibit, other exhibiting events, or any event problem should be directed to the Management.
22. **Logo/Trademark.** The Exhibitors and their representatives agree that the "MAC" logo is copyrighted property of the Michigan Association of Chiropractors, whose name is also copyrighted, and that no logo or trademark owned by the MAC shall be used in any advertisement or publication without prior written approval by the MAC as to form and use. Any unauthorized use of any copyrighted trademark, name or logo owned by the MAC shall be grounds for legal action by the MAC against advertiser/exhibitor.
23. **Amendment to Rules.** Any matters not specifically covered by the proceeding rules shall be subject solely to the decision of Management. The Management shall have full power in the matter of interpretation, amendment, and enforcement of all said rules and regulations.
24. **Default.** If the Exhibitor defaults in any of its obligations under this contract, or violates its obligations or covenants under this contract, the Management may, without notice, terminate this agreement, and retain all monies received on account as liquidated damages. The Management may thereupon direct the Exhibitor forthwith to move its employees or agents and all of its articles of merchandise and other personal property from the space contracted for, and from the Exhibition Hall.
25. **Agreement to Rules.** Exhibitor, for themselves and their employees and representatives, agree to abide by the foregoing rules, and by any amendments that may be put into effect by Management.

**We, the undersigned agree to abide by all regulations and restrictions on this contract.**

Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Company Name \_\_\_\_\_