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Spring 2026 Convention & Exhibition

Grand Traverse Resort, Traverse City, Michigan, April 24 - 26, 2026

EXHIBITOR INFORMATION

The MAC Spring Convention & Exhibition is one of the largest chiropractic gatherings in the state of Michigan. The Grand Traverse Resort is a favorite venue for chiropractic professionals in Michigan. With over 700 attendees expected the MAC Spring 2026 Convention will be host to 73 exhibitor spaces.

BOOTH CONTEST

We're bringing the "**Chiropractic Through the Decades**" theme to the exhibit hall and inviting our vendors to join the fun! Exhibitors are encouraged to decorate their booths to reflect a favorite decade! From the early roots of chiropractic in the 1890s to the bold styles of your favorite decade from thereafter.

All decorated booths will be voted on by the attendees, with the winning exhibitor receiving a special prize and on-site recognition during the convention. This is a great opportunity to showcase creativity, engage attendees, and stand out on the exhibit floor.

Details on prizes will be shared closer to the event, so start planning your decade now!

SPONSORSHIP OPPORTUNITIES

Sponsoring events at the MAC Spring 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 connect your brand with our member doctors across the state and those attending the annual convention.

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

- **Sponsors have the opportunity for first pick of booth space at the next convention!**
- One booth is included in sponsor levels silver and up
- An opportunity for a representative of your company to speak for up to 5 minutes in one or more classrooms during the convention.
- Your company/service/product prominently displayed as a sponsor on signage in the exhibit hall.
- Your company logo and web link on the "Conventions" page [here](#)

- Recognition in the MAC *eJournal*.
- ***NEW*** social media posting shared with our 2,600+ followers

If you are already sponsoring an event, thank you! Your support helps us host a successful convention.

If you are not sponsoring and would like to see more about the exciting opportunities available, please review the Sponsorship Opportunities form [HERE](#)

HOTEL RESERVATIONS

Our room block at the Grand Traverse Resort will be held until April 3, 2026 (or when the block is full). *After April 3rd, we cannot guarantee rooms will be available.* In the event we sell out, we will have other hotels available within 5 min of the resort. Room rates are: \$159/night (hotel), \$199/night (tower). There are also one-bedroom (\$199/night), two-bedroom (\$259/night), and three-bedroom (\$299) condos available.

PLEASE BE SURE TO RESERVE YOUR ROOM AS SOON AS POSSIBLE. A dedicated website is now available for you to book your hotel room online by clicking [HERE](#), which is recommended due to limited staffing that is still being seen in the hotel industry. Or call (800) 968-7352 and let them know you are with the MAC to receive our special rates.

Condos must now be booked through the online reservations page only. Scroll down past the tower rooms, and you will start to see the condo options. Condo (v) is for valley view, (t) is for terrace view, and (g) is for golf view. These are the 3 closest to the resort. They didn't offer us as many valley view condos this time around, but after you make your reservation, you can put valley view preferred in the additional requests box, and while they cannot guarantee availability, they will try to meet requests.

FLIGHT INFORMATION

The closest airport is Traverse City's Cherry Capital Airport, just ten minutes from the resort. The resort has an airport shuttle service for arriving guests upon request. Please call-in advance of arrival at 800-236-1577. Airlines include Northwest Airlines, Delta, American Eagle, and United. Go to www.tvcairport.com for more information.

SHIPPING

Good news! The Grand Traverse Resort is fully staffed in shipping and receiving. You can mail directly to the resort.

FED EX/UPS address

Grand Traverse Resort and Spa

6300 US Highway 31 North

Williamsburg, Michigan, 49690

Attention: Company Name and booth number preferred

Hold for: MAC Convention

Date of Event: 04/24-26/26

SET UP

Regular exhibitor set-up will be Friday, April 24, 9:00a-2:00p. **Exhibits should be set up by 2:00p as the freight doors will close!** Classes for the doctors begin on Friday at 4:00p, and the MAC Registration desk will open at 2:00pm. We anticipate doctors will begin arriving for their first classes around 3:30p. We will have an **early exhibitor** set up on Thursday, April 23rd. for those who plan on golfing in the golf outing on Friday or for those traveling in early.

If you need any additional electrical outlets or tables in your booth, please let us know as soon as possible. Each additional outlet or table is \$80. There will be a limited number of tables available at the event, and you will be billed onsite at full price for any additional tables or electrical.

Also, please let us know all the name badges you will need by April 3rd.

SATURDAY RECEPTION

Immediately following class on Saturday, April 25th, at 6:00p, join our doctors and CAs for cocktails and hors d'oeuvres in the Exhibit Hall. During this event, the MAC will draw the winners of our Spring 2026 Silent Auction!

If you would like to donate a prize for the silent auction, please contact Lisa at the MAC with a description and value as soon as possible at lisa@chiromi.com

Welcome Packet Digital

The Welcome Packet is our version of an event program and the former bag inserts and has all the information an attendee needs during the event plus your ads. **These packets are sent digitally before the event.** We also provide QR codes to get to the packet throughout the event. **There is a hard deadline of April 6th.** Prices range from \$150 for a ½ page to \$250 for a full page. If you would like to add this on, we still have space. If you have already filled out your application and want to add this. Just click **[HERE](#)** to get your business included!

MAC SPRING 2026 EXHIBITOR GAME

We're doing the ticket game again! This game has been the best way to drive attendee traffic to your booth, and there are some great prizes up for grabs! Attendees will receive a card from the MAC showing which booths to visit to collect tickets. The best part is that you get to control how many tickets the attendee receives! If someone just stops by and asks for a ticket, you can give them one. If they chat with you, give them a few. And if they sign up for or purchase your product or service, you can give them as many as you'd like. The attendees then bring their tickets to the MAC booth to enter into the drawing of their choice.

Game spaces are limited, so if you want to add this on for only \$200, please click [HERE!](#)

GOLF

You are invited to join us at our annual Spring Golf Outing, this year to be held at The Bear Golf Course, located on the grounds of the resort, on Friday, April 24th. Please be there by 8:45a to make the 9:00a Shotgun Start.

If you have a prize to donate, such as golf balls, towels, etc., please contact [Lisa](#) at the MAC.

The cost is just \$95 per person to golf at one of the premier golf courses in Northern Michigan. You will receive a coupon to use at the 9th hole café for lunch. It's a great opportunity to get to know our doctors while hitting the links! **Please click [HERE](#) to register by April 3rd, if you wish to golf. **Golf is nonrefundable**

MORNING COFFEE & LUNCH

Coffee Station/Cash Food Station

We will have a cash sales station just outside the exhibit hall both Saturday and Sunday morning, starting at 7:30am for coffee, and breakfast items (bagels, fruit, yogurt, Danish, etc.), and for this we will provide you a voucher (2 per booth depending on name badges), so that you may select what you want.

The same will be available for our lunch on Saturday, beginning at 12:00p. Exhibitors will be able to use a voucher to select the lunch items (sandwiches, salad, chips, fruit) they want from a cash sales lunch station.

EXHIBIT TEARDOWN

Please do not begin tearing down your exhibit until 12:00pm on Sunday, April 26th. 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 a 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.