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Fall 2026 Convention & Exhibition

BlueWater Convention Center, Port Huron, Michigan, September 25-27, 2026

EXHIBITOR INFORMATION

The MAC Fall Convention & Exhibition is one of the largest chiropractic gatherings in the state of Michigan. With over 400 attendees expected, the MAC Fall 2026 Convention will be host to 50+ exhibitor spaces again.

SPONSORSHIP OPPORTUNITIES

Sponsoring events at the MAC Fall 2026 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:

- Your company/service/product prominently displayed as a sponsor on signage in the exhibit hall.
- Your company logo and web link from the MAC homepage at www.chiromi.com, and on the “Conventions” page [here](#)
- An opportunity for a representative of your company to speak for up to 5 minutes in one or more classrooms during the convention.
- Recognition in the award-winning *MAC Journal*.
- ***NEW*** Social media posting
- **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

Due to the limited rooms at the host hotel if you are local and are willing to stay just 2 miles away we have reserved blocks of rooms at 4 hotels for overflow hotels. This will allow the for more attendance from the doctors to our event. If you are traveling and unable to stay at the other hotels we understand. Our room block will be held until August 26, 2026 (or when the block is full). **After August 26th, we cannot guarantee rooms will be available.** Click [here](#) and go to the bottom of the page for accommodations if you haven't booked yet.

TRAVEL INFORMATION

The closest airport is Detroit Metro Airport, which is approximately 1 hour from Port Huron. The recommendation would be a rental car at approximately \$35-\$65 per day, or if you haven't tried Turo look into it, approximately \$28-\$50 per day. Otherwise, there are Metro Cars, Metro Cabs, Uber, etc but costs for that are from \$140-270 each way.

SHIPPING

The convention center does not have a shipping and receiving department. Items should be shipped using ArtCraft for this event. The sign-up forms and information have been delayed from Art Craft. **I will email each of you personally with the proper forms for shipping.**

Please contact ArtCraft at (800) 775-5313 if you have any questions regarding shipping.

SET UP

Regular exhibitor set-up will be Friday, September 25th, 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 3:00p. We will have an early exhibitor set up on Thursday, September 25th from 6-8p for those that are travelling early.

If you need any additional electrical outlets or tables in your booth, from what you ordered on your exhibitor contract, please let us know as soon as possible. Each additional outlet is \$75 or additional tables are \$80

Also, please let us know all the name badges you will need by September 9th.

MORNING COFFEE & LUNCH

Coffee Station/Cash Food Station

For both Saturday and Sunday morning breakfast will be available to you and lunch on Saturday. (2 per booth depending on name badges) Please click [HERE](#) to order your choices.

SATURDAY RECEPTION

Immediately following class on Saturday, September 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 draw the winners of our Fall 2026 game, and other vendor prizes!

If you would like to donate a prize, please contact Lisa at the MAC as soon as possible at lisa@chiromi.com

If you are already donating a prize, please let Lisa know what the prize will be **before September 9th**. When the winning ticket is drawn, we will give the winner a certificate listing the prize and direct them to your booth.

Welcome Packet Digital Only and Pocket Schedule

Don't miss out on advertising in our digital Welcome Packet which will have pages (much like the printed inserts that used to go in bags) and are sent digitally to all attendees. The packet will contain the schedule, important information about the event, vendor inserts/advertisements, and location maps. Simply provide us with a .pdf and mark what page and size you want on the sponsorship form under ala cart options. We also have the opportunity for you to have your logo on the pocket schedules which each attendee gets. **The deadline is August 28th.** Contact lisa@chiromi.com to get your space reserved.

MAC FALL 2026 EXHIBITOR GAME

Become Part of the MAC Detective Challenge!

Want to add a little mystery and fun to your exhibit experience? Sign up to participate in the MAC Detective Challenge and become one of the clues attendees need to solve the case! Participating exhibitors will receive a clue to share with attendees as they visit booths throughout the weekend, encouraging engagement and conversation while showcasing your company and services.

Spots are still available - reserve your place today and be part of this interactive convention experience!

To sign up your company in the Exhibitor Game, contact [Lisa](#) at the MAC ASAP. **Space for participating vendors is limited.** The cost is just \$200. ***If you are not yet signed up for the Exhibitor Game, please sign up TODAY!***

EXHIBIT TEARDOWN

Please do not begin tearing down your exhibit until 12:00pm on Sunday, September 27th. Many doctors and guests wait until the end of the convention to purchase from exhibitors so they don't have to carry it around, so we expect the Exhibit Hall to be busy right until the very end. ***Not only that but on the exhibitor contract you sign (pg. 2) it states you must not tear down your booth until the conference has ended. This will be enforced going forward.***

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.