



Advertising and Exhibiting Information Packet

SkillsUSA Michigan is pleased to offer you several options to showcase your company, product, or institution during the coming year. The enclosed information will explain the advertising and exhibiting options that are available.

SkillsUSA Michigan is excited about offering these value-added items for our partners. We hope you can help fill the needs of our growing and dynamic association. To participate, fill out the application on the last page, and return it to the address below. Thank you in advance for your support of SkillsUSA Michigan's members.

If you have any questions, or if we can be of further assistance, please do not hesitate to contact the office.

For more information contact:

SkillsUSA Michigan • Eastern Michigan University • Ypsilanti, MI 48197 • 734-487-3888 •
info@miskillsusa.org



2021 Advisor Manual

Reach over 800 high school instructors, all year long!

The SkillsUSA Michigan Advisor Manual is SkillsUSA Michigan's equivalent to the yellow pages, offering all the information a chapter needs throughout the entire school year. As the SkillsUSA advisors at their school, these instructors are responsible for making buying decisions every day. The ***Advisor Manual*** consists of over 40 pages containing conference registration materials, regional and state contest information, and chapter resources unique to the current year. With all this information, SkillsUSA Michigan advisors and members frequently refer to the guide as they plan and participate in SkillsUSA Michigan activities. Your ad in the ***SkillsUSA Michigan Advisor Manual*** is an excellent way to reach instructors of trade, technical and skilled service occupations, and their students throughout the school year.

The SkillsUSA Michigan Advisor Manual:

- Reaches over 800 advisors (classroom teachers) of SkillsUSA Michigan.
- Is distributed to chapters in September and posted on our website.
- Is used all year long by instructors and members, like the yellow pages.

Advertising Details:

- Advertisements are reasonably priced and include most production charges. SkillsUSA Michigan will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Discounts are available for participation in additional SkillsUSA Michigan advertising and/or exhibiting.
- PDF format preferred.
- Sizes and rates for the advertisements are:

Size	Dimensions	Color Rate
Full Page, Full Color	8.5" wide x 11" tall	\$550.00

Content and Payment Deadline:

- **August 14, 2021**

For more information contact:

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Student Newspaper *Reach over 6,000 high school students!*

Envision Tomorrow Today with SkillsUSA, SkillsUSA Michigan's student newspaper, offers you this exciting opportunity to increase your contact with academically talented students that are seeking careers in technical, skilled, and service occupations.

Newspaper Information:

- Reaches over 6,000 technical, skilled, and service occupation students, advisors, and alumni of SkillsUSA Michigan.
- Printed in October and February each year.
- Readers are high school students interested in careers in technical, skilled, and service occupation occupations.

Advertising Details:

- Advertisements are reasonably priced and include most production charges. SkillsUSA Michigan will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Discounts are available for participation in additional SkillsUSA Michigan advertising and/or exhibiting.
- Sizes and rates for the advertisements are:

Size	Dimensions	Black & White Rate	Full Color Rate
Back Page	10" wide x 15" tall	NA	\$750.00
Full Page	10" wide x 15" tall	\$400.00	\$500.00
Half Page (vertical)	5" wide x 15" tall	\$250.00	\$350.00
Half Page (horizontal)	10" wide x 7.5" tall	\$250.00	\$350.00
Quarter Page	5" wide x 7.5" tall	\$200.00	\$300.00

Content and Payment Deadlines:

- **Winter 2020 Issue – January 4, 2021**
- **Fall 2021 Issue - August 14, 2021**

For more information contact:

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State Conference Program

SkillsUSA Michigan is excited to announce an opportunity for our advertising and exhibiting partners - placing an advertisement in the State Leadership and Skills Conference Program. The Conference Program is given to every attendee of the conference, and often serves as a great souvenir that the students keep for years.

The program is printed in full color, and includes the schedule for the weekend, various awards, and other information for SkillsUSA Michigan members and advisors.

State Leadership and Skills Conference Information:

- SkillsUSA Michigan members are high school students interested in careers in technical, skilled, and service occupation occupations.
- Over 1,600 students, teachers, alumni, and guests attend
- Held in April every year

Advertising Details:

- Advertisements are reasonably priced and include most production charges. SkillsUSA Michigan will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Discounts are available for participation in additional SkillsUSA Michigan advertising and/or exhibiting.
- Advertisements must include a ¼" bleed.
- PDF format preferred.
- Sizes and rates for the advertisements are below. Please call for size details!

Size	Dimensions	Color Rate
Inside Back Cover	5" wide x 8" tall	\$1,600.00
Full Page	5" wide x 8" tall	\$900.00
Half Page	5" wide x 4" tall	\$700.00
Quarter Page	5" wide x 1.625" tall	\$400.00

Content and Payment Deadline:

- **March 1, 2021** – Please format the ads for CMYK output. PDF format preferred.

For more information contact:

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info@miskillsusa.org



Advertising in our Publications Form

Organization Name _____
 Primary Contact _____
 Email _____
 Address _____
 City, State, Zip _____
 Phone Number _____ Fax Number _____

Authorized Signature _____ Date _____

SkillsUSA Michigan reserves the right to reject subject matter, form, size, wording, photos, illustrations, type, and products of any advertising and/or exhibit that is not consistent with the mission of SkillsUSA.

2021 Winter Newsletter – content and payment due January 4, 2021

	Black and White	Full Color	
Back Page*	<i>Not Available</i>	\$750.00	*call for availability
Full Page	\$400.00	\$500.00	
Half Page	\$250.00	\$350.00	
Quarter Page	\$200.00	\$300.00	

2021 State Conference Program – content and payment due March 1, 2021

	Full Color	
Inside Back Cover*	\$1,600.00	*call for availability
Full Page	\$900.00	
Half Page	\$700.00	
Quarter Page	\$400.00	

2021 Advisor Manual – content and payment due August 14, 2021

	Full Color
Full Page	\$550.00

2021 Fall Newsletter – content and payment due August 14, 2021

	Black and White	Full Color	
Back Page*	<i>Not Available</i>	\$750.00*	*call for availability
Full Page	\$400.00	\$500.00	
Half Page	\$250.00	\$350.00	
Quarter Page	\$200.00	\$300.00	

Total \$ _____

**** Special – sign up now for any 2 or more ads and receive a 15% discount!***

For more information contact:

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State Leadership and Skills Conference
Exhibitor Information
Grand Rapids, Michigan
April 16-18, 2021

SkillsUSA Michigan's annual State Leadership and Skills Conference is the highlight of the year for 1,600 high school and college post-secondary students and teachers from more than 100 schools throughout Michigan.

It will be an excellent and timely opportunity for you to showcase your school, company or products to the students interested in careers in technical, skilled, and service occupation occupations.

Friday, April 16, 2021	Amway Grand Plaza Hotel, Second Floor Center Concourse, 3:00 pm - 8:30 pm
Saturday, April 17, 2021	Amway Grand Plaza Hotel, Second Floor Center Concourse, 9:00 am - 3:00 pm
Sunday, April 18, 2021	DeVos Place, Secchia Lobby, 8:00 am - 12:00 pm <i>(required for companies and colleges interested in speaking with winners)</i>

Register for any two days and get the third day free!

Cost: **\$350 per day for exhibit space, which includes one (1) skirted 6' table and 2 chairs**

Additional Tables: \$100.00 each, per day

Electrical Outlet Access: \$50.00, per day

Deadline: March 1, 2021 or until space is no longer available.
Space is limited and will be assigned based on when payment is received.

For more information contact:

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State Leadership and Skills Conference
Exhibitor Information
Grand Rapids, Michigan
April 16-18, 2021

Company: _____ Phone: _____
Address: _____ Fax: _____
City, State, Zip: _____ Email: _____
Contact: _____

Date and Locations:

- Friday, April 16, 2021 Amway Grand Plaza Hotel, Second Floor Center Concourse, 3:00 pm - 8:30 pm
- Saturday, April 17, 2021 Amway Grand Plaza Hotel, Second Floor Center Concourse, 9:00 am - 3:00 pm
- Sunday, April 18, 2021 DeVos Place, Secchia Lobby, 8:00 am - 12:00 pm
(required for companies and colleges interested in speaking with winners)

\$350 per day for Exhibit Space, which includes one (1) skirted 6’ table and 2 chairs

Add-ons (additional cost):

- \$100 – Additional Table, per day
- \$50 – Electrical Access, per day

Total Enclosed*: _____

Exhibitor fees must be paid prior to setting up tables.

Register for any two days and get the third day free!

Please mail payment by **March 1, 2021** to: SkillsUSA Michigan, PO Box 980432, Ypsilanti, MI 48198

We also accept credit card payments using this form:

http://miskillsusa.org/wp-content/uploads/2020/10/billing_creditcardform.pdf

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State Leadership and Skills Conference ***Exhibitor Information*** **Rules and Regulations**

Purpose: This conference is conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; and to promote product information.

Eligible Exhibits: SkillsUSA Michigan reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. All promotional activities must be confined to the limits of the booth. All activities and presentations must not disrespect the other exhibitors.

Installation and Removal of Exhibits: Exhibitors may begin installation two hours prior to start time. All exhibits must be removed one hour after finish time.

Security: Exhibitors are responsible for their own security and storage. SkillsUSA Michigan assumes no liability for lost or stolen items. Storage is not available from SkillsUSA Michigan.

Audio-Visual: The use of devices for mechanical reproduction of sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by SkillsUSA Michigan.

Insurance/Defacing of Property: (1) Fire and theft insurance, if so desired, must be taken out by each exhibitor at their own expense. (2) Exhibitors are liable for any damage caused to the building, building fixtures, walls, or floors. (3) All exhibits are to be free-standing; no materials may be attached to fixtures or walls.

Restrictions: SkillsUSA Michigan reserves the right to restrict exhibits or promotional materials, which for any reason become objectionable, and may also evict any exhibit which, in the opinion of SkillsUSA Michigan, detracts from the general character of the conference. SkillsUSA Michigan will not be liable for any refund or other expenses in this instance.

Liability: Neither SkillsUSA Michigan, nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibit or personnel. The exhibitor, on signing the contract, expressly releases the aforementioned from all claims.

Promotional Samples: Only non-food samples may be given to conference participants. SkillsUSA Michigan reserves the right to restrict any promotional samples it deems to be objectionable. Food items may not be sold.

Industry Awards: Industry awards are prizes given to the medalists (first, second and third place) at the Sunday Awards Ceremony. Examples are scholarships, tools of the trade, books, software, etc.

Colleges, Universities and Post-Secondary Institutions Scholarships: At the Sunday Awards Ceremony, only colleges, universities and postsecondary institutions that have registered to be an exhibitor will be allowed to exhibit. Colleges, universities, and postsecondary institution representatives will respect the rights of the winners and only speak to them for a short amount of time when they are available. Colleges, universities, and postsecondary institution representatives will not approach winners while they are at another exhibitor table.

Inability to Perform: In the event the conference is not held for any reason beyond its control, SkillsUSA Michigan reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time. If an exhibitor is unable to attend, after submitting this contract and payment, SkillsUSA Michigan reserves the right to retain all or part of the rental fees.

Clarification of Rules: All matters or questions not covered by these rules and regulations shall be subject solely to the decision of SkillsUSA Michigan and/or the conference sites. These rules and regulations may be changed at any time by SkillsUSA Michigan and shall be binding to the exhibitor.

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