



GREAT LAKES AUTOMATION DAY EXHIBITOR PROSPECTUS

Tuesday, NOV 11

Big I Michigan is proud to announce the return of our annual event for insurance professionals looking to stay ahead in the fast-evolving world of technology. Our members are thrilled – and you should be too!

WHY EXHIBIT?

- Enjoy a full day with agency owners, and their technical staff, that are looking to gain a competitive edge in the future of insurance technology.
- Exclusive access with only 15 company booths available.
- Exhibitor tables located in the same room as the educational sessions for increased visibility.
- Three dedicated timeslots for exhibitions.
- Additional sponsor and speaking opportunities available with booth purchase.
- Network with attendees that are interested and ready for hands-on solutions to their technical challenges.

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EXHIBITOR OPPORTUNITIES

Big I Michigan would like to extend exhibit opportunities to your organization for the upcoming Great Lakes Automation Day (GLAD) event. This one day event attracts independent insurance agents, from across the state of Michigan, who are ready to learn more about current and upcoming technologies.

Exhibitors will be recognized throughout the event. Exhibitors are accepted on a first come, first served basis, beginning August 1st. Partner Members are given the first opportunity to exhibit, through July 31st, 2025. The agenda will include multiple exhibit times throughout the the event.

If you are interested in a specific item, please complete the registration form, or contact Big I Michigan Chief Experience Officer, Lisa Powers at Lpowers@michagent.org.

Exhibiting Levels



PREMIUM **\$1200 Members** **\$1800 Non-Members**

- Premium Placement booths have the opportunity for these add-ons:
 - **\$300: 5-7 min tech talk at luncheon**
 - **\$200: Luncheon Sponsor**
 - **\$150: Breakfast Sponsor**
 - **\$100: Snack Sponsor**
- Captive audience of curated insurance industry leaders who are interested in technology solutions.
- Only 15 total exhibit tables will be allowed at this event.
- 2'x8' covered and skirted table, two chairs, and one wastebasket.
- Entrance for up to two registrants per exhibit table.
- Breakfast & Lunch w/ attendees.
- Free Wi-Fi.
- Reduced room rate for those wishing to stay.
- Advertising on event website, promotional materials, and onsite recognition.

GENERAL **\$1000 Members** **\$1500 Non-Members**

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Additional Information

- Premium Spaces include table numbers: 1, 2, 8, 9, 10, 11, 12, 13, 14 and 15
- Discount for Big I Michigan Partners
 - Super Platinum: 60% off
 - Platinum: 40% off
 - Diamond: 20% off
 - Gold/Silver/Bronze: 10% off

2025 Great Lakes Automation Day (GLAD)
Tuesday, November 11, 2025



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WEBER'S BOUTIQUE HOTEL

Ann Arbor, Michigan

BOOTH KEY



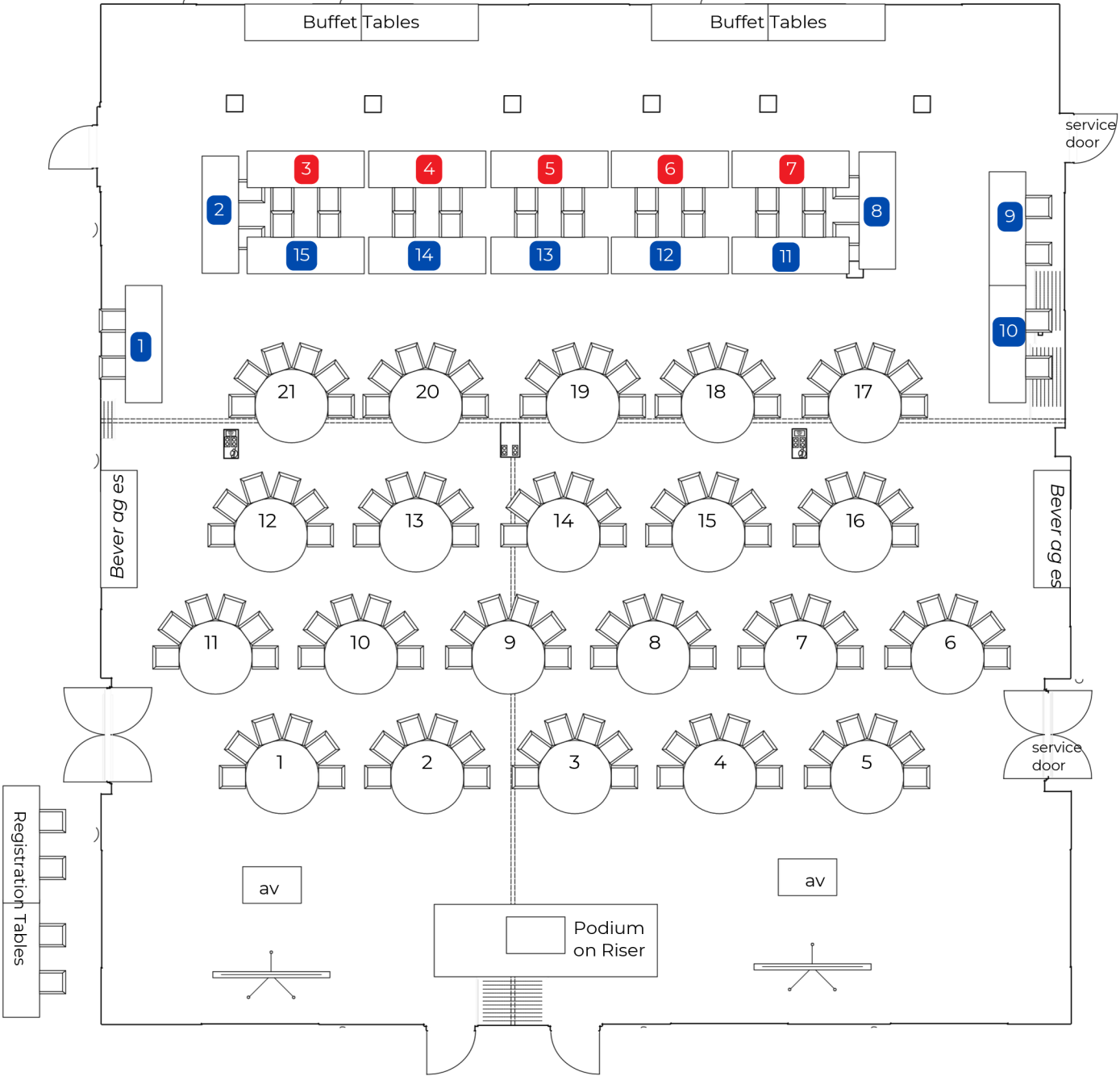
Platinum



General

Big I Michigan - Great Lakes Automation Day

126 PPL
15 - 8ft Vendors



2025 Great Lakes Automation Day
Tuesday, November 11, 2025

EXHIBITOR APPLICATION

EXHIBITING OPPORTUNITIES

Premium Exhibit Space\$1200 Members \$1800 Non-Member

Additional Premium Exhibit Space & Sponsor Opportunities

5-7 min tech talk at luncheon \$300

Luncheon Sponsor \$200

Breakfast Sponsor \$150

Snack Sponsor \$100

Regular Exhibit Space\$1000 Members \$1500 Non-Member

Payment for exhibition opportunities are due no later than Aug. 31, 2025, unless other arrangements have been made prior to Aug 31, 2025.

Contact Name and Organization
Address
City
State and Zip
Phone Number
Email Address

METHOD OF PAYMENT

Total Amount Due
Check (Make payment to Big I Michigan)
<div> <div>Visa</div> <div>Mastercard</div> <div>American Express</div> </div>
Credit Card Number
Billing Zipcode and CVV
Signature



EXHIBITOR APPLICATION

Booth Location Preference (Please indicate your preferred booth location)

Note: In the event that the space chosen is unavailable, the exhibiting company agrees to accept the booth assigned

1. _____ 2. _____ 3. _____ 4. _____

Exhibitor Registration

Please list the names, as they should appear on the badges of the representatives who will be attending the event. Booth registration includes two (2) complimentary registrations that are nontransferable.

1.
2.

Booth Staffing & Exhibitor Conduct

- No exhibitor may sublet, assign, or share any part of the space allocated without the consent of Big I Michigan.
- Exhibit tables must be staffed during all exhibit hours by qualified employees of the exhibitor, who must be able to explain or demonstrate the products or services on display. Products or services must be related to the insurance industry.
- The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. To ensure adequate staffing, while limiting the probability of intruding upon others' space, each booth is limited to two representatives.

Cancellation & Refund Policy

- Refunds (minus a \$500 administrative fee) will be granted for cancellations received in writing, prior to Sept. 1st, 2025.
- Cancellations received Sept. 1 through Oct. 15 will be assessed a fee equal to 60% of the exhibit cost.
- Refunds will not be granted due to inclement weather, cancellations received after Oct. 15, no-shows or the event being rescheduled for a later date. Refunds will be granted only if the event is cancelled.
- Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space. If a table is not occupied by the opening of exhibits for attendees, Big I Michigan may repossess exhibit space.

Exhibit Booth Sign

A complimentary sign (8.5x11) with your company name and booth number will be provided. Please list the name of your company exactly as it should read on the sign. Additionally, if you are not a member of Big I Michigan, please email us with a digital copy of your company logo.

Confirmation

We hereby apply for exhibit space for our use at the Big I Michigan GLAD event, with the exhibit hours of 8:30 am - 4:00 pm. on November 11, 2025. We agree to comply with the exhibit rules and regulations as herein set forth on this application and in the Exhibitor Prospectus, including the withdrawal clause as set forth. We further agree that if, in the judgment of Big I Michigan, it becomes necessary to change the original allocation of space, Big I Michigan may do so either by verbal or written notification to the authorized representative listed above. We understand that upon acceptance of the application by Big I Michigan, a contract consisting of this application, all terms incorporated by reference herein and the space assignment will be in full force and effect. The authorized representative, active on behalf of the company, acknowledges that this company is liable for all related exhibit fees unless the formal cancellation policy, as outlined in the prospectus, is followed. I hereby accept and will comply with all conditions as stated on both the application and in the Exhibitor Prospectus herein.