

20
26



GLAD

G R E A T L A K E S
A U T O M A T I O N D A Y

SPONSORSHIP & EXHIBITOR GUIDE



NOVEMBER 3, 2026



SOARING EAGLE CASINO
MT. PLEASANT, MI

BIG iSM
MICHIGAN



Big I Michigan's technology and
automation event designed for
independent insurance agencies.

WELCOME TO



LEARN. CONNECT. AUTOMATE

GLAD (Great Lakes Automation Day) is Big I Michigan's premier technology conference created for independent insurance agents.

We bring together agency leaders, decision-makers, and technology experts to explore the tools, strategies, and innovations shaping the future of insurance.

Whether you're here to discover new solutions, build relationships, or share your expertise, GLAD is where technology meets opportunity.

Thank you for being part of it.

BIG I MICHIGAN



WHAT TO EXPECT AT



GLAD
GREAT LAKES
AUTOMATIC DAY

GLAD is designed for connection, education, and discovery. From high-impact sessions to valuable networking, you'll be in the middle of the conversations that matter.



WHAT TO EXPECT:



EDUCATION THAT INSPIRE ACTION

Focused keynotes and breakout sessions on AI, automation, cybersecurity, and digital transformation



MEANINGFUL CONNECTIONS

Network with agency leaders, IT professionals, and industry experts throughout the day.



TECHNOLOGY IN ACTION

Explore solutions and innovations from leading technology providers in the exhibit area.



IDEAS YOU CAN TAKE HOME

Gain practical insights and new strategies you can implement in your agency right away.



A COMMUNITY MOVING FORWARD

Be part of a forward-thinking community committed to the future of independent agencies



EXHIBITOR EXPERIENCE

Exhibitors are an important part of GLAD.

Your booth includes:

- 8-foot skirted table with two chairs
- Two complimentary registrations (valued at \$350)
- Breakfast, Lunch and refreshment breaks
- Wi-Fi access
- Social media recognition
- Access to all general sessions & breakout tracks
- Expo hall networking during breaks and lunch



Additional booth staff can be added for \$50 per person



SPONSOR EXPERIENCE

Sponsors receive elevated visibility & recognition before, during, and after GLAD.

Benefits include:

- Logo placement on event website and materials
- Social media recognition
- On-site signage and program recognition
- Opportunity to provide promotion items
- Priority booth location (applies to select levels)
- Recognition during opening session
- Additional branding opportunities (with select levels)



See page 5 for a full comparison of benefits by sponsorship & Exhibitor level

READY TO GET INVOLVED?

Reserve your spot today.
Opportunities are limited and expected to sell out!

Contact Sarah Allen
Member Relations & Partnerships Director
sallen@michagent.org



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WHY EXHIBIT AT



CONNECT with the right people.

SHOWCASE your solutions.

DRIVE real results.



Reach decision makers

from independent insurance agencies across Michigan



Showcase your technology

products, and services to a focused and relevant audience



Build valuable relationships

and strengthen existing ones.



Position your company as a trusted resource and industry leader



Support the independent agent channel and be part of its future





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SPONSORSHIP LEVELS AT A GLANCE

LEARN. CONNECT. AUTOMATE

Compare benefits and choose the sponsorship level that delivers the visibility and impact you need.

	 PREMIER SPONSOR + EXHIBITOR ★ BEST VALUE	 TECHNOLOGY SPONSOR (SPONSOR ONLY)	 SUPPORTING SPONSOR (RECOGNITION SPONSOR)
BENEFITS	\$1,800 Maximum visibility with a sponsorship, exhibit booth, Tech Spotlight, and two conference registrations.	\$1,000 Ideal for organizations unable to exhibit. Includes GLAD Tech Spotlight.	\$400 Recognition opportunities for organizations that are not exhibiting.
 Logo vs. Name Recognition (On Screen & On-Site Marketing)	✓ Large Logo	✓ Large Logo	✓ Name Only
 Exhibit Booth	✓ Included	—	—
 Two Full Conference Registrations (Value: \$350)	✓ Two (2) (Value: \$350)	—	—
 GLAD Tech Spotlight (Featured Solution Showcase)	✓ Included	✓ Included	—
 Priority Sponsorship Opportunity Selection	✓ Included	—	—
 Recognition in Opening Remarks	✓ Included	✓ Included	✓ Included

WHY SPONSOR GLAD?



Connect with independent agents and industry leaders.



Showcase your solutions, build brand awareness, and generate new business.



Support the future of automation and innovation in the independent agency space.

*Sponsorship opportunities are limited and available on a first-come, first-served basis.

EXHIBIT ONLY PACKAGE



PARTNER MEMBER
(Big I Michigan Partner)

\$1,000

NON-PARTNER

\$1,200

INCLUDES:

- ✓ One 8' skirted table with two chairs
- ✓ Two complimentary registrations (value: \$350)
- ✓ Breakfast and lunch
- ✓ Wi-Fi access
- ✓ Social media recognition
- ✓ Additional booth staff: \$50 per person



NOT A PARTNER MEMBER YET?

Join today and save \$200 on your booth!
Learn more at: michagent.org/partner



ATTEND GLAD

Don't want to exhibit or sponsor?
Join us and be part of the experience!

EARLY BIRD
(THRU 8/31)

\$150

REGULAR
(AFTER 8/31)

\$175



GLAD
GREAT LAKES
AUTOMATION DAY

**LEARN.
CONNECT.
AUTOMATE.**

The technology and automation
event designed for
independent agents.



Reserve Your Sponsorship or Exhibit Booth

1. CHOOSE YOUR PARTICIPATION *(Required)*

Start here. Your choice will direct you to the next section.



PREMIER SPONSOR + EXHIBITOR

★ **BEST VALUE**

Includes exhibit booth,
Tech Spotlight, and
two conference registrations.



YOU'RE DONE!

Skip to Section 4:
Company Information.



EXHIBIT ONLY

Showcase your solutions
face-to-face with
attendees.



CONTINUE TO SECTION 2A

Exhibit Only Package.



SPONSOR ONLY

Recognition opportunities
for organizations
that are not exhibiting.



CONTINUE TO SECTION 2B

Sponsor Only Options.

2A. EXHIBIT ONLY PACKAGE

Choose one:



PARTNER MEMBER
(Big I Michigan Partner)

\$1,000



NON-PARTNER

\$1,200



Interested in becoming a Partner Member?
Save \$200 by joining. Learn more at: michagent.org/partner



CONTINUE TO SECTION 4:
Company Information.

2B. SPONSOR ONLY OPTIONS

Choose one:



TECHNOLOGY SPONSOR

\$1,000

- GLAD Tech Spotlight
- Large logo recognition
- Ideal for organizations unable to exhibit



SUPPORTING SPONSOR

\$400

- Recognition Sponsor
- Name/logo recognition



CONTINUE TO SECTION 4:
Company Information.

4. COMPLETE YOUR COMPANY INFORMATION

Company Name _____
Contact Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Website _____



Booth space is not reserved until payment is received.

5. PAYMENT INFORMATION

Total Investment \$ _____

Payment Method (select one):

- ☐ Check enclosed (payable to Big I Michigan)
☐ Credit Card (complete below)
☐ Please invoice me

Credit Card Information:

Card Number _____
Exp. Date _____ CVV _____ Zip _____
Name on Card _____
Signature _____



RETURN COMPLETED APPLICATION TO:

Sarah Allen, Director of Member Relations
✉ sallen@michagent.org

Space is limited. Reserve your spot today!



SAVE THE DATE!

Tuesday, November 3, 2026
Soaring Eagle Casino & Resort
Mt. Pleasant, Michigan



DON'T MISS THIS OPPORTUNITY

Connect with decision-makers, showcase
your solutions, and position your company
as a trusted technology partner.

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