



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 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