



Exhibitor & Sponsorship Information

2018

ARSON SCHOOL

MAY 22-25

Great Wolf Lodge | Traverse City, MI



**DALE HARDY
GOLF OUTING**

MAY 21 | The Crown Golf Club

ARSON SCHOOL & DALE HARDY GOLF OUTING



INVITATION TO EXHIBIT

WELCOME!

The Michigan Chapter of the International Association of Arson Investigators (IAAI) is an organization of fire investigation professionals, united by a strong commitment to suppress the crime of arson through professional fire investigation. The IAAI invites you to be part of our Sponsor and Exhibitor program for our Arson School and Dale Hardy Golf Outing. The Arson School will be held at the Great Wolf Lodge, Traverse City, May 22-25, 2018. The Dale Hardy Golf Outing will be held at The Crown Golf Club, Traverse City, prior to the start of the Arson School, on May 21, 2018.

The Arson School is a four-day course designed to educate fire personnel, police, private investigators and engineers in the fire investigation field. Your participation offers opportunities for your company to showcase the products and/or services to those who work directly with them.

We will be giving attendees an extra incentive to visit all the exhibit booths with a raffle game called 'Meet the Exhibitors.' Cards showing the company name of each exhibitor will be printed and distributed to each attendee. Once attendees have completed their cards they can enter them into a drawing to win prizes at the close of the vendor exhibit.

We are also collecting donations for use in our Silent Auction and door prize giveaways. If your company would like to donate any items, please contact Lisa Hoffer at 517.668.6029 or at Lisa_michiganiaai@outlook.com.

We would love to have your company represented at our Arson School and Golf Outing.

Jim Tuller
President, Michigan Chapter of International Association of Arson Investigators



ARSON SCHOOL & DALE HARDY GOLF OUTING



Combined Sponsorship Opportunities

We invite you to join us as a major sponsor for our Arson School and Golf Outing. As a sponsor you will be promoting your company to many state professionals who will also be participating. We anticipate a highly successful and well-attended event.

May 21, 2018
Dale Hardy Golf Outing
The Crown Golf Club
2430 West Crown Drive
Traverse City, MI 49684

May 22-25, 2018
Arson School
Great Wolf Lodge
3575 N. US Highway 31 S
Traverse City, MI 49684

To Become a Sponsor
Visit www.michiganiaai.org
OR **[REGISTER HERE](#)**

Questions?
Please contact
Lisa Hoffer
517.668.6029
Lisa_michiganiaai@outlook.com

4-Alarm Sponsor

\$3,500

- Complimentary double vendor space at Arson School in prime location
- Two registrants to the Arson School
- One complimentary guestroom for two nights at Great Wolf Lodge between May 22-25, 2018 (Single or double occupancy)
- One complimentary foursome in the golf outing
- Exclusive hole sponsorship, with prominent signage, at hole of choice-subject to availability (Representative at hole, if desired)
- Logo on golf cart signage
- Public recognition at both events
- Full page ad - in premiere location - in Arson School on-site program *
- One break sponsorship with signage in break area during Arson School
- Company description and logo printed in Arson School on-site program *
- Up to two giveaways/flyers allowed in registration bags at both events
- Recognition on Facebook through four separate posts
- Logo displayed on both event pages of our website

3-Alarm Sponsor

\$2,800

- Complimentary vendor space at Arson School in prime location
- Two registrants to the Arson School
- One complimentary guestroom for one night at Great Wolf Lodge between May 22-25, 2018 (Single or double occupancy)
- One complimentary foursome in the golf outing
- Exclusive hole sponsorship, with prominent signage, at hole of choice-subject to availability (Representative at hole, if desired)
- Public recognition at both events
- Full page ad in the Arson School on-site program *
- Company description and logo printed in Arson School on-site program *
- One giveaway/flyer allowed in registration bags given at both events
- Recognition on Facebook through three separate posts
- Logo displayed on both event pages of our website

[REGISTER HERE](#)

*To meet printing deadlines, a high-quality full-color TIFF, JPEG or PDF file must be submitted by May 4th to Lisa_michiganiaai@outlook.com

ARSON SCHOOL & DALE HARDY GOLF OUTING



Combined Sponsorship Opportunities continued

We invite you to join us as a major sponsor for our Arson School and Golf Outing. As a sponsor you will be promoting your company to many state professionals who will also be participating. We anticipate a highly successful and well-attended event.

May 21, 2018

Dale Hardy Golf Outing The Crown Golf Club

2430 West Crown Drive
Traverse City, MI 49684

May 22-25, 2018

Arson School Great Wolf Lodge

3575 N. US Highway 31 S
Traverse City, MI 49684

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Questions?

Please contact:

Lisa Hoffer

517.668.6029

Lisa_michiganiaai@outlook.com

2-Alarm Sponsor

\$2,000

- Complimentary vendor space at Arson School
- One registrant to the Arson School
- Complimentary twosome in the golf outing
- Exclusive hole sponsorship with signage (Representative at hole, if desired)
- Public recognition at both events
- Half page ad in the Arson School on-site program *
- Company description and logo printed in Arson School on-site program *
- One giveaway/flyer allowed in registration bags given at both events
- Recognition on Facebook through two separate posts
- Logo displayed on both event pages of our website

1-Alarm Sponsor

\$1,200

- Complimentary vendor space at Arson School
- One registrant to the Arson School
- One complimentary registration in the golf outing
- Hole sponsorship with signage
- Public recognition at both events
- Quarter page ad in the Arson School on-site program *
- Company description and logo printed in Arson School on-site program *
- One giveaway/flyer allowed in registration bags given at both events
- Recognition on Facebook
- Logo displayed on both event pages of our website

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ARSON SCHOOL & DALE HARDY GOLF OUTING



Arson School Sponsorship Opportunities

We invite you to join us as a sponsor for this event. There will be several networking opportunities for attendees to visit your booth and learn about your company.

May 22-25, 2018

Arson School

Great Wolf Lodge

3575 N. US Highway 31 S
Traverse City, MI 49684

Exhibiting Hours

7:45 am - 5 pm Tuesday

7:45 am - 1 pm Wednesday

Setup Hours

6 - 8 pm Monday

7 - 7:45 am Tuesday

Dismantle Hours

After 1 pm Wednesday

To Become a Sponsor or Exhibitor

Visit www.michiganiaai.org

OR [REGISTER HERE](#)

Questions?

Please contact:

Lisa Hoffer

517.668-6029

Lisa_michiganiaai@outlook.com

'School's in Session' Sponsor

\$1,800

- Complimentary exhibitor space
- Two registrants to the Arson School
- Break sponsorship with signage in the break area
- Logo placed next to sponsored break in on-site program *
- Company description and logo printed in Arson School on-site program *
- Full page ad in the Arson School on-site program *
- Up to two giveaways/flyers allowed in registration packets
- Public recognition
- Recognition on Facebook through two separate posts

Continental Breakfast

\$850

- Complimentary exhibitor space
- Two registrants to the Arson School
- Logo placed next to sponsored breakfast in on-site program *
- Signage in the break area
- Company description and logo printed in Arson School on-site program *
- Half page ad in the Arson School on-site program *
- One giveaway/flyer allowed in registration packets
- Public recognition
- Recognition on Facebook

Mid-Morning Break

\$375

- Logo placed next to sponsored break in on-site program *
- Signage in the break area
- Public recognition
- Recognition on Facebook

Mid-Afternoon Break

\$375

- Logo placed next to sponsored break in on-site program *
- Signage in the break area
- Public recognition
- Recognition on Facebook

[REGISTER HERE](#)

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ARSON SCHOOL & DALE HARDY GOLF OUTING



Arson School Exhibit Only

Exhibit Booth

\$275

- One 6' table, two chairs and wastebasket
- Electricity
- Company description and logo printed in on-site program

Silent Auction / Door Prize Giveaways

Each year we award two scholarships to high school students that are entering college to study in the field of police, fire service, or law. We partly fund those scholarships with the money raised through our silent auction. If you would like to donate anything for our Silent Auction and Door Prize giveaways, please contact Lisa Hoffer at 517.668.6029 or Lisa_michiganiaai@outlook.com.

Advertising Opportunities

To purchase advertising space in the Arson School on-site program, please contact Lisa Hoffer at 517.668.6029 or at Lisa_michiganiaai@outlook.com. A high-quality (300 dpi), full-color TIFF, JPEG, or PDF must be sent by the May 4th printing deadline in order to be included.

\$325 - Outside back cover: 8.5" x 11"*

\$225 - Inside front cover: 8.5" x 11"*

\$225 - Inside back cover: 8.5" x 11"*

\$175 - Full page: 8.5" x 11"

\$100 - Half page: 4.25" x 11" or 8.5" x 5.5"

\$75 - Quarter page: 4.25" x 5.5"

*Advertising space is available on a first-come, first-serve basis.

*To meet printing deadlines, a high-quality full-color TIFF, JPEG or PDF file must be submitted by May 4th to Lisa_michiganiaai@outlook.com

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ARSON SCHOOL & DALE HARDY GOLF OUTING



Dale Hardy Golf Outing Sponsorship Opportunities

We invite you to join us as a sponsor for this event. As a sponsor you will be promoting your company to many state professionals who will also be participating. And - please join us as an individual or as a team and enjoy the golfing fun! We anticipate a highly successful and well-attended event.

May 21, 2018

The Crown Golf Club
2430 West Crown Drive
Traverse City, MI 49684

9am

Shotgun Start

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Questions?

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Lisa Hoffer
517.668.6029
Lisa_michiganiaai@outlook.com

'19th Hole' Banquet Sponsor

\$1,100

- Complimentary foursome in the outing
- Exclusive hole sponsorship, with prominent signage, at hole of choice-subject to availability (Representative at hole, if desired)
- Public recognition and prominent signage at the banquet
- Up to two giveaways/flyers allowed in bags
- Recognition on Facebook through two separate posts
- Logo displayed on golf outing page of our website

Snack Station Sponsor

\$375

- All golfers will have access to this grab and go station with snacks and bottled water. Your company name and logo will be prominently displayed at the station

Swag Bag Sponsor

\$275

Due to printing deadlines this sponsorship must be purchased by May 4th

- Exclusive sponsorship includes logo on the bags distributed to every participant at the outing
- Up to one additional giveaway/flyer in bags

Longest Drive - Men Sponsor

\$250

- Signage at hole (Representative at hole, if desired)
- Logo on information sheet given to each golfer

Longest Drive - Women Sponsor

\$250

- Signage at hole (Representative at hole, if desired)
- Logo on information sheet given to each golfer

Longest Putt Sponsor

\$250

- Signage at hole (Representative at hole, if desired)
- Logo on information sheet given to each golfer

[REGISTER HERE](#)

ARSON SCHOOL & DALE HARDY GOLF OUTING



Dale Hardy Golf Outing Sponsorship Opportunities

Closest to the Pin Sponsor

\$250

- Signage at hole (Representative at hole, if desired)
- Logo on information sheet given to each golfer

Hole In One Sponsor (\$10,000 prize)

\$200

- Signage at hole (Representative at hole, if desired)
- Logo on information sheet given to each golfer

Hole Sponsor

\$50

- Sponsorship signage on a tee box

REGISTER HERE

Dale Hardy Golf Outing

The Crown Golf Club, Traverse City

Interested in golfing? Register your team today. If you don't have a foursome, no worries, we'll place you with some other fun people!

Monday, May 21

9:00am shotgun start
Registration begins at 7:30am

Register Now!

<http://bit.ly/Dale-Hardy-Outing>

Registration is online only

Registration includes lunch at the turn and awards banquet

\$85
per person



The Crown Golf Club | 2430 W. Crown Dr., Traverse City, MI 49685