



2009-2010 MCA Partnership Opportunities

As leaders and partners in the concrete industry, you now have another opportunity to show your support by sponsoring one or more MCA programs during the upcoming year. Recognizing that budget cycles vary, MCA hopes this packet will provide you with enough time to incorporate these marketing opportunities in your budget.

For your convenience, a variety of levels of sponsorships are available. All opportunities will provide visibility among current and prospective customers. In addition you will receive a mention in one of MCA's top resources, *Concrete Solutions Newsletter*® & Concrete Connections membership e-newsletter.

Opportunities are available on a first-come, first-served basis. To confirm your sponsorship(s), please fill out the appropriate commitment form and return it to the MCA office via fax at (517) 347-7740.

We look forward to sharing the success of the 2009-2010 program year with you!

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Concrete Connections

is a service of the Michigan Concrete Association



Display Ad- Schedule is every 3 weeks except last 2 weeks of December

- All ads must be print ready.
- No ads will be accepted over the phone.
- Ads must be received with payment by the Wednesday before publication.

Indicate the number of issues you would like your ad to run:

1 issue 3 issues 5 issues 10 issues 15 issues

Indicate the size ad that you want:

Logo 2" x 2" 3" x 5"

Ad Size	1 issue	3 issues	5 issues	10 issues	15 issues
Logo	\$ 20	\$ 30	\$ 35	\$ 40	\$ 50
2" x 2"	\$ 35	\$ 45	\$ 50	\$ 55	\$ 65
3" x 5"	\$ 50	\$ 60	\$ 65	\$ 70	\$ 80

Company _____

Address _____ City _____ State _____ Zip _____

Contact Name _____ Phone _____ Fax _____

Make checks payable to **Michigan Concrete Association**.
We take Visa, MasterCard, Discover and American Express

Credit Card Number _____

Exp. Date _____

Authorized Name _____

Authorized Signature _____

Return this form with payment to:
Michigan Concrete Association
2937 Atrium Drive, Suite 200
Okemos, MI 48864

Tel. 800.678.9622
Fax 517.347.7740
info@miconcrete.net

PLEASE NOTE: If you send an ad via e-mail you must also fax this form.

Michigan Concrete Association 2010 Directory Ads

Deadline: April 5, 2010

Put your company and its products before the MCA membership all year long with an ad in the 2010 MCA Membership Directory. Our goal is to mail the directory at the end of June.

The Directory lists members by company type, alphabetically within each type and ready mixed concrete producers by city and county.

Tab pages mark each company category, with advertising space available on both sides of the tab.

Rates for Camera Ready Ads

	<u>Ad Size</u>	<u>Cost for Ads</u>
1/4 Page	(3 1/2" h x 2" w)	\$300.00
1/2 Page	(3 1/2" h x 4 1/2" w)	\$575.00
Full Page	(7 1/2" h x 4 1/2" w)	\$750.00
Tab Page*	(as Full Page)	\$950.00
Inside Back Cover	(as Full Page)	\$1250.00
2 Page Spread in Center of Directory		\$1400.00

*(Tab pages available are: back of Ready Mixed Concrete Producers, back of Cement Companies, front and back of the Paving Contractors, Suppliers & Services, Engineering Consultants, Concrete Contractors and Concrete Product Manufacturers.)

All ads are four color process, therefore no difference in price for black and white or color.

Formats for Ads

The following are acceptable formats for submitting ads.

1. Electronic files are preferred and recommended. Please email electronic file to cruthig@miconcrete.net. Please indicate on your email that it is for the **Michigan Concrete Association Directory**.
2. If you prefer, a CD with document and ALL associated files: logos, art, photos, fonts and graphic images. Acceptable design software (Macintosh or PC): Quark XPress 3 or 4, Adobe InDesign, Adobe Illustrator. Laser prints and associated color separations must also be included. Please mail information to the MCA office – Attention: Corrina.
3. A laser printout can be used for one-color ads, or spot color ads where colors DO NOT touch. Screen should not exceed 85 lpi.
4. If you have any questions regarding color or ad setup, you may call Corrina at the MCA office at (800) 678-9622. Email address is cruthig@miconcrete.net.

Ad Submission

Use the accompanying form to submit an ad.

Call Corrina at: (800) 678.9622; or email at: cruthig@miconcrete.net with questions.

How to Submit an Ad for the 2010 MCA Directory

please complete this form

1. Include photo ready or color ready (as noted on the information page) copy/art. *If you send your ad electronically, which is preferred, this sheet still needs to be sent to the MCA.*
2. Send this form along with your ad (if you did not send electronically) to the MCA office by **April 5, 2010.**

Michigan Concrete Association
2937 Atrium Dr., Ste. 200
Okemos, MI 48864

Telephone: (800) 678-9622
Fax: (517) 347-7740

3. Payment will be due upon receipt of an invoice which will be mailed once the directory goes to print.

Contact Information

Company Name _____

Street Address _____

City, St., Zip _____

Telephone _____ Fax _____

Contact Person _____

Authorized Signature _____

Date _____ Amount of Ad \$ _____

Rates for Camera Ready Ads

	<u>Ad Size</u>	<u>Cost for Ads</u>
¼ Page	(3 ½" h x 2" w)	\$300.00
½ Page	(3 ½" h x 4 ½" w)	\$575.00
Full Page	(7 ½" h x 4 ½" w)	\$750.00
Tab Page*	(as Full Page)	\$950.00
Inside Back Cover	(as Full Page)	\$1250.00
2 Page Spread in Center of Directory		\$1400.00

*(Tab pages available are: back of Ready Mixed Concrete Producers, back of Cement Companies, front and back of the Paving Contractors, Suppliers & Services, Engineering Consultants, Concrete Contractors and Concrete Product Manufacturers.)

All ads are four color process, therefore no difference in price for black and white or color.

Note: Please comply with one of the acceptable formats given in the formats for ads section.

2010 MCA Winter Conference

Key Data: Thursday and Friday, February 11-12, 2010
Auburn Hills Marriott Pontiac at Centerpoint, Michigan

For many years, the MCA's Winter Conference/Annual Meeting has been the place for Michigan's concrete industry to gather and enjoy a world-class educational opportunity. The 2010 Winter Conference continues this tradition of excellence with a variety of exceptional seminars. In addition, the networking opportunities, exhibits of new product and services, the Marriott Center Point and numerous other reasons make this a **"must attend"** event.

Whether your interest is technical, operational, marketing, and managerial or networking, the MCA Winter Conference/ Annual Meeting is sure to be of benefit to you, your customers and your ongoing business success.

Partnership Benefits:

Conference partners will each receive a set of MCA member mailing labels for use with their own pre-event mailer announcing not only your support of the Conference, but also the services and special opportunities you wish to market.

Partners also receive professional signage at the workshop, listing in MCA's newsletter, Concrete Solutions®, listing on MCA's website with direct link to yours (if provided), and written recognition at the Conference.



2010 MCA Exhibitors Winter Conference

Key Data: Thursday and Friday February 11th and 12th, 2010
Auburn Hills Marriott Pontiac at Centerpoint, Michigan

Complete and return the Exhibit/Exhibitor Registration Form to the MCA by January 15, 2010. Don't forget to call (800) 228-9290 for your hotel room registration to the Marriot Centerpoint before January 13, 2010!

Guidelines:

1. Signage will be at each table on arrival.
2. Set-up will be Thursday, February 11th at 7:00 a.m. The General Session will begin at 8:30 a.m. and you are welcome to join the event! The hall will open right after the General Session closes.
3. No exhibits or signs may be pasted, nailed, taped, tacked or stapled to the walls or doors.
4. The hotel will patrol exhibit hall but you may want to haul materials to your room.
5. All exhibits and materials must be removed by noon on February 12, 2010.

Once again, this year we have given the exhibitors a reduced rate on the MCA registration for the seminars, lunch, reception and dinner. Enjoy!

Partnership Benefits:

Once again, the MCA 2010 Winter Conference and Annual Meeting will feature the popular **Exhibit Hall**. This year we will be at the beautiful Marriot Centerpoint in Pontiac on February 10-12, 2010. This event is the perfect time for you to meet with your key customers, network with participants and showcase your products and services.

To increase traffic in the Exhibit Hall, participants will be eligible to win a **door prize up to \$400 in value**. The more exhibitors a participant interacts with, the more tickets they can place in the drawing. Additional information on the drawing will be included in your exhibitor manual that you will receive prior to the conference. ***Please note: The reception and all refreshment breaks will be held inside the Exhibit Hall.***

**WINTER CONFERENCE
MICHIGAN CONCRETE ASSOCIATION
DISPLAY TABLE RESERVATION FORM**

The registration fee covers lunch, refreshment breaks, and workshop sessions for two attendees.

MCA EXHIBIT FEES (please check a box)

- Table Top Fee for Member \$350.00 (6' table covered/skirted)
- Table Top Fee for Non-Member \$450.00 (6' table covered/skirted)
- Exhibit Booth Fee for Member \$500.00 (Includes table & electric)
- Exhibit Booth Fee for Non-Member \$550.00 (Includes table & electric)
- Exhibit at Winter Conference and Annual Workshop \$600.00(Includes table & electric)
- Conference Registration Fee Member \$170.00
- Conference Registration Fee Non Member \$250.00

Our Choice for Booth location (see map on next page) First ___ Second ___ Third ___

- Check: Make checks payable to: Michigan Concrete Association
Our check is enclosed in the amount of \$_____ is enclosed.
- Credit Card: Visa, MasterCard, Discover or American Express (complete the following)

Please bill the following credit card:

NAME ON CARD: _____
 COMPANY: _____
 BILLING ADDRESS: _____
 CITY: _____ STATE: _____ ZIP CODE: _____
 PHONE: (____) _____ FAX: (____) _____
 Signature _____ Date: _____
 CRV# _____ Exp. Date: _____

PEOPLE ATTENDING(Additional people should be registered at regular conference rates)

1.Name: _____ 2.Name: _____
 Title: _____ Title: _____
 E-mail: _____ E-mail: _____
 Name for Badge: _____ Name for Badge: _____

Cancellation Fees/Refund Deadlines	
Prior to Jan. 14	100% Refund
After Jan. 14	No Refund
Late Fee After Jan. 14	\$100

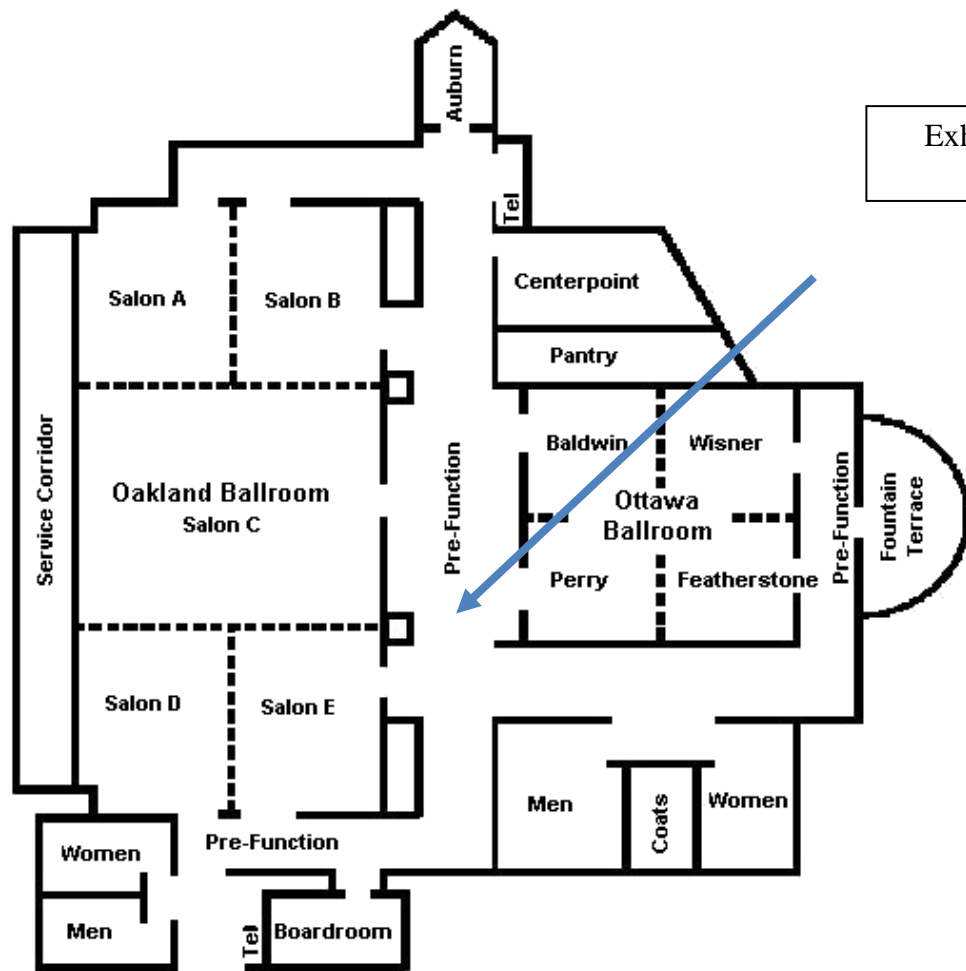
Booth Fee \$ _____
Conference Registration Fee \$ _____
Total \$ _____

IN ORDER TO RESERVE A EXHIBIT SPACE FORMS MUST BE SENT INTO THE OFFICE BY JANUARY 22, 2010.

Space can be reserved with a copy of a purchase order or a letter stating that payment will be made by January 29, 2010

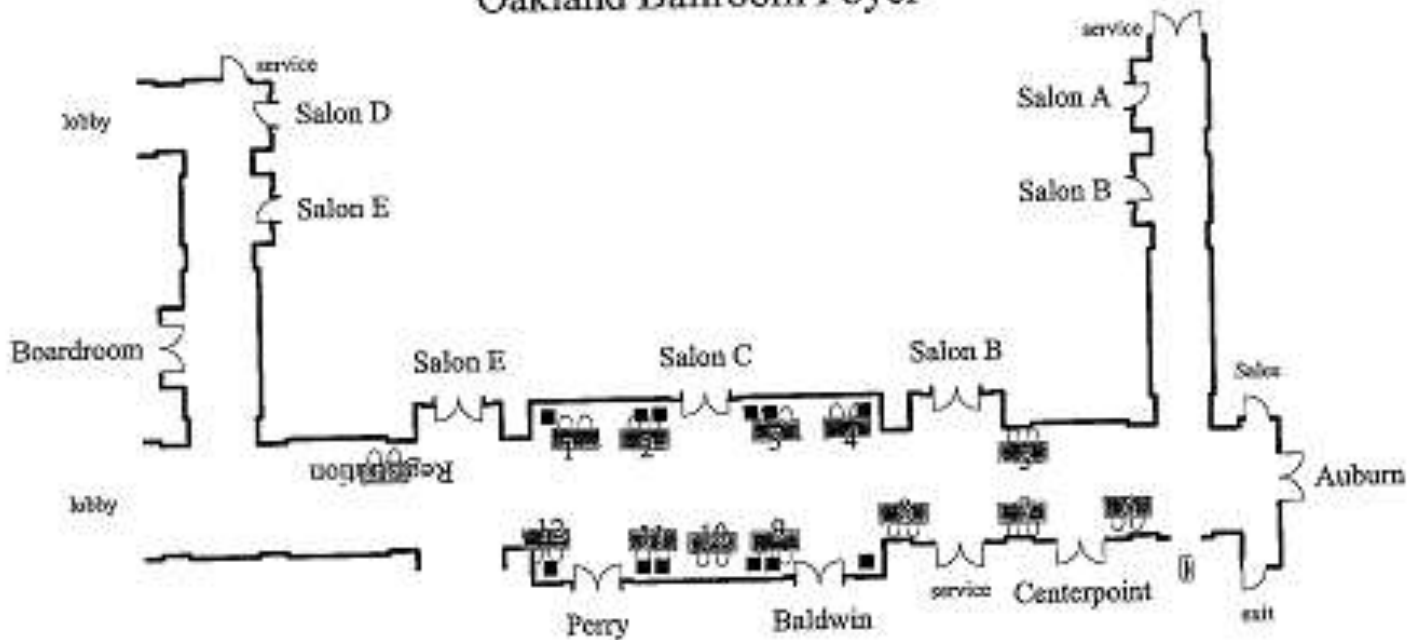
Return this Form with payment to:

Michigan Concrete Association, 2937 Atrium Drive, Ste 200, Okemos, MI 48864
 Phone: (517) 347-7720 Fax with credit card payment to: (517) 347-7740



Exhibits will be in the Oakland Foyer

Oakland Ballroom Foyer



2010 MCA Winter Conference Sponsors

Key Data: Thursday and Friday, February 11th and 12th, 2010
Auburn Hills Marriott Pontiac at Centerpoint, Michigan

Sponsoring a reception, lunch, speaker or a breakout is a great way to thank your existing customers and introduce yourselves to potential new ones. If you would like to sponsor an event this year, please contact Kim Moore at the MCA office for rates and recognition opportunities.

Partnership

Benefits: Conference partners will each receive a set of MCA member mailing labels for use with their own pre-event mailer announcing not only your support of the Conference, but also the services and special opportunities you wish to market.

Partners also receive professional signage at the workshop, listing in MCA's newsletter, *Concrete Solutions*®, listing on MCA's web site with direct link to yours (if provided), and written recognition at the Conference.

2010 MCA Winter Conference

Sponsorship Opportunities

February 11-12, 2010

Auburn Hills Marriott Pontiac at Centerpoint, Michigan

All Sponsorship First Commitment Basis

Conference Sponsorship **\$2,000.00**

For the maximum exposure, this sponsorship will give sponsors a strong presence throughout the event. This sponsorship includes the opportunity to greet attendees at the registration table, place collateral materials in the registration packets, display collateral items in registration area, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, signage at the conference, and up to 2 complimentary workshop registrations.

Breakfast Sponsorship (2 available) **\$300.00**

This sponsorship offers a great deal of exposure at the conference. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the conference.

Luncheon Sponsorship **\$800.00**

This sponsorship offers a great deal of exposure at the conference. This sponsorship includes a **display table** in the luncheon room during lunch, the opportunity to place collateral materials and/or gifts at each seat in the lunch room, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, signage at the conference, and 1 complimentary registration.

Dinner Sponsorship **\$800.00**

This sponsorship offers a great deal of exposure at the conference. This sponsorship includes a **display table** in the dining room during dinner, the opportunity to place collateral material and/or gifts at each seat in the lunch room, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, signage at the conference, and 1 complimentary registration.

Breakout Session Sponsorship (3 available) **\$500.00**

The breakout sponsorship offers the opportunity to place collateral material in the breakout room during the sponsored session, an **introduction** of the breakout session speakers, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage outside the sponsored breakout room.

Opening Speaker Sponsorship **\$500.00**

This sponsorship offers wonderful exposure at the conference. This sponsorship includes a display table with the opportunity to place collateral material and/or gifts at each seat, logo on screen before and after, recognition in onsite packet and on MCA's web site, and signage at the conference.

Pocket Card Sponsorship **\$300.00**

This sponsorship offers wonderful exposure at the conference. The pocket card is laminated card that has the schedule that every attendee gets. Your company logo will be on the back of the card recognizing who sponsored them. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the conference.

Reception Sponsorship **\$500.00**

This sponsorship offers wonderful exposure at the conference. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the conference.

Speaker Gift Sponsorship **\$200.00**

This sponsorship offers wonderful exposure at the conference. This sponsorship includes your logo and a brief message on the thank you cards.

Please complete the sponsorship form and return it with payment to:

MCA

2937 Atrium Drive, Suite 200

Okemos, MI 48864-4222

Phone (517) 347-7720 ext. 10 Fax (517) 347-7740

www.durableroads.com

2010 MCA Winter Conference Sponsorship Commitment Form

February 11-12, 2010
Auburn Hills Marriott Pontiac at Centerpoint, Michigan

_____ is pleased to be a 2010 MCA Annual Workshop
(Company Name)
sponsor of the item(s) noted below. I understand that MCA staff will contact the person listed below two weeks before the conference to confirm the names of the complimentary registrant(s), if applicable.

- | | | |
|-----------------------|--|------------|
| <input type="radio"/> | Conference Sponsorship | \$2,000.00 |
| <input type="radio"/> | Breakfast Sponsorship (2 available) | \$ 300.00 |
| <input type="radio"/> | Luncheon Sponsorship | \$ 800.00 |
| <input type="radio"/> | Dinner Sponsorship | \$ 800.00 |
| <input type="radio"/> | Breakout Session Sponsorship (3 available) | \$ 500.00 |
| <input type="radio"/> | Opening Speaker Sponsorship | \$ 300.00 |
| <input type="radio"/> | Pocket Card Sponsorship | \$ 300.00 |
| <input type="radio"/> | Reception Sponsorship | \$ 500.00 |
| <input type="radio"/> | Speaker Gift Sponsorship | \$ 200.00 |

Name: _____ Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment Methods: Check Enclosed Amex Visa Master Card Discover

Credit Card Number: _____ Expiration: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____

Thank you for your sponsorship, please return this form with your payment to MCA. You may fax or email the form back to MCA at (517) 347-7740 or kimmoore@miconcpave.com and follow with payment.

**IN ORDER TO ACCOMODATE ALL EXPOSURE
OPPORTUNITIES FORMS MUST BE INTO THE OFFICE BY
JANUARY 31, 2010.**

MCA
2937 Atrium Drive, Suite 200 * Okemos, MI 48864-4222
Phone (517) 347-7720 ext. 10 * Fax (517) 347-7740 * www.durableroads.com

2010 MCA Annual Workshop

Key Data: Wednesday and Thursday, February 17-18, 2010
Inn at St. Johns - Plymouth Michigan

Historically, this conference has generated interest among over 200 engineers from the Michigan Department of Transportation, consultants, city and county road commissions.

Partnership

Benefits: Conference partners will each receive a set of MCA member mailing labels for use with their own pre-event mailer announcing not only your support of the Conference, but also the services and special opportunities you wish to market.

Partners also receive professional signage at the workshop, listing in MCA's Bi-monthly newsletter, *Concrete Solutions*®, listing on MCA's web site with direct link to yours (if provided), and written recognition at the Conference.

This separate entrance is available for loading and unloading.



We will be located in the Grande Ballroom →

Exhibits will be located in the room adjacent to the Ballroom ↑
Locations are on a first come first served basis.



2010 MCA Exhibitors Annual Workshop

Key Data: Wednesday and Thursday, February 17-18, 2010
Inn at St. Johns, Plymouth Michigan

Historically, this conference has generated interest among over 200 engineers from the Michigan Department of Transportation, consultants, city, and county road commissions.

Partnership

Benefits: Conference partners will each receive a set of MCA member mailing labels for use with their own pre-event mailer announcing not only your support of the Conference, but also the services and special opportunities you wish to market.

Partners also receive professional signage at the workshop, listing in MCA's Bi-monthly newsletter, *Concrete Solutions*®, listing on MCA's web site with direct link to yours (if provided), and written recognition at the Conference.

**40th ANNUAL WORKSHOP
MICHIGAN CONCRETE ASSOCIATION
DISPLAY TABLE RESERVATION FORM**

The registration fee covers lunch, refreshment breaks, and workshop sessions for two attendees.

MCA EXHIBIT FEES (please check a box)

- Table Top Fee for Member \$350.00 (6' table covered/skirted)
- Table Top Fee for Non-Member \$450.00 (6' table covered/skirted)
- Exhibit Booth Fee for Member \$500.00 (Includes table & electric)
- Exhibit Booth Fee for Non-Member \$550.00 (Includes table & electric)
- Exhibit at Winter Conference and Annual Workshop \$600.00 (Includes table & electric)
- Conference Registration Fee Member \$170.00
- Conference Registration Fee Non Member \$250.00

Our Choice for Booth location (see map on next page) First ___ Second ___ Third ___

- Check: Make checks payable to: Michigan Concrete Association
Our check is enclosed in the amount of \$ _____ is enclosed.
- Credit Card: Visa, MasterCard, Discover or American Express (complete the following)

Please bill the following credit card:

NAME ON CARD: _____

COMPANY: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: (____) _____ FAX: (____) _____

Signature _____ Date: _____

CRV # _____ Exp. Date: _____

PERSON ATTENDING (Additional people should be registered at regular conference rates)

1.Name: _____ 2.Name: _____

Title: _____ Title: _____

E-mail: _____ E-mail: _____

Name for Badge: _____ Name for Badge: _____

Cancellation Fees/Refund Deadlines

Prior to Jan. 22	100% Refund
After Jan. 22	No Refund
Late Fee After Jan. 22	\$100

Booth Fee \$ _____

Conference Registration Fee

\$ _____

Total \$ _____

IN ORDER TO RESERVE AN EXHIBIT SPACE FORMS MUST BE SENT INTO THE OFFICE BY JANUARY 22, 2010.

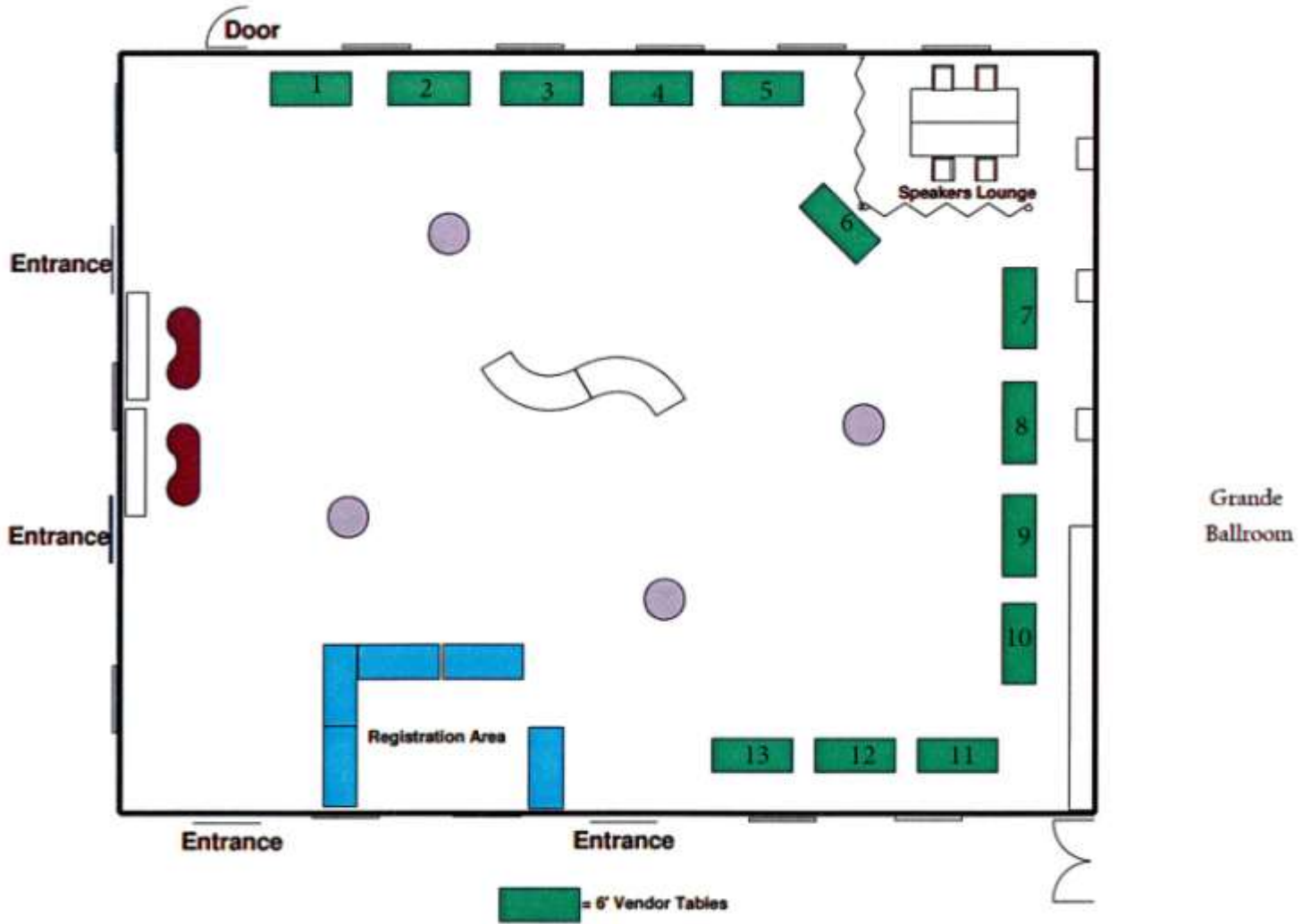
Space can be reserved with a copy of a purchase order or a letter stating that payment will be made by January 29, 2010

Return this Form with payment to:

Michigan Concrete Association, 2937 Atrium Drive, Ste 200, Okemos, MI 48864

Phone: (517) 347-7720 Fax with credit card payment to: (517) 347-7740

Angels Garden



2010 MCA Annual Workshop Sponsorship Opportunities

February 17-18, 2010

Inn at St. Johns, Plymouth Michigan

All Sponsorship First Commitment Basis

Workshop Sponsorship

\$3,000.00

For the maximum exposure, this sponsorship will give sponsors a strong presence throughout the event. This sponsorship includes the opportunity to greet attendees at the registration table, place collateral materials in the registration packets, display collateral items in registration area, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, signage at the conference, and up to 2 complimentary workshop registrations.

Luncheon Sponsorship (3 available)

\$800.00 each

This sponsorship offers a great deal of exposure at the conference. This sponsorship includes a display table in the luncheon room during lunch, the opportunity to place collateral and/or gifts at each seat in the lunch room, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, signage at the conference, and 1 complimentary registration.

Speakers Reception Sponsorship (3 available)

\$500.00 each

This sponsorship offers wonderful exposure at the conference. This sponsorship includes a display table in the Reception area during the reception on Wednesday evening, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the conference.

Breakout Session Sponsorship (4 available)

\$500.00 each

The breakout sponsorship offers the opportunity to place collateral materials in the breakout room during the sponsored session, an introduction of the breakout session speakers, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage outside the sponsored breakout room.

Breakfast Sponsorship (Unlimited)

\$300.00

This sponsorship offers wonderful exposure at the conference. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the conference.

Local Agency Support Sponsorship (Unlimited)

\$200.00 each person

Sponsor an individual to attend the workshop. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the conference.

Please complete the sponsorship form and return it with payment to:

MCA

2937 Atrium Drive, Suite 200

Okemos, MI 48864-4222

Phone (517) 347-7720 ext. 10

Fax (517) 347-7740

www.durableroads.com

2010 MCA Annual Workshop Sponsorship Commitment Form

February 17-18, 2010
Inn at St. Johns, Plymouth Michigan

_____ is pleased to be a 2010 MCA Annual Workshop
(Company Name)
sponsor of the item(s) noted below.

- Workshop Sponsorship** **\$3,000.00**
 People Attending: _____
- Breakfast Sponsorship (Unlimited)** **\$ 300.00**
- Luncheon Sponsorship (3 available)** **\$ 800.00**
 Person Attending: _____
- Breakout Session Sponsorship (4 available)** **\$ 500.00**
- Speakers Reception Sponsorship (3 available)** **\$ 500.00**
- Local Agency Support sponsorship (No limit)** **\$ 200.00**

- *I understand that MCA staff will contact the person listed below two weeks before the conference to confirm the names of the complimentary registrant(s), if applicable.*

Name: _____ **Title:** _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____ **Email:** _____

Payment Information

- Check enclosed (made payable to Michigan Concrete Association)
- Please send me an invoice (members only)
- MasterCard/Visa/AMEX/Discover

Billing Address _____

City/State/Zip _____

Account Number _____

Expiration _____ CVR # _____

Signature _____

Thank you for your sponsorship, please return this form with your payment to MCA. You may fax or email the form back to MCA at (517) 347-7740 or kimmoore@miconcpave.com and follow with payment.

**IN ORDER TO ACCOMADATE ALL EXPOSURE OPPORTUNITIES FORMS MUST
BE INTO THE OFFICE BY JANUARY 22, 2010.**

MCA

2937 Atrium Drive, Suite 200 * Okemos, MI 48864-4222

Phone (517) 347-7720 ext. 10 * Fax (517) 347-7740 * www.durableroads.com

MCA Concrete Awards

Key Data: Thursday, February 18, 2010
Inn at St. Johns, Plymouth Michigan

Schedule:	Reception	5:00 p.m. – 6:30 p.m.
	Dinner	6:30 p.m. – 7:30 p.m.
	Awards	7:30 p.m. – 9:00 p.m.

We are pleased to provide the leading platform for celebrating professional achievements for contractors, owner and engineers who use concrete paving in Michigan.

Confirmed recognition, both as an individual and as a business, is a significant component of our industry's appreciation process. How else do we evaluate our best practices? What better way to celebrate our achievements and learn from our peers?

Partnership Benefits: Partners receive a number of outstanding benefits by supporting this program.

- Reach more than 300 engineers and specifiers from across the state
- Receive a prominent reserved table near the presentation stage and recognition during the awards program
- Network with an impressive group of peers in the concrete paving industry
- Demonstrate your support for concrete paving in our state
- Support a program that rewards excellence and innovation
- Receive recognition on signage at the event

Four levels of support offering varying benefits are available, so select the one that is best suited for your company.

MCA Awards Partnership Opportunities

\$1,500 Platinum Partner

The \$1,500 partners will enjoy a “platinum” experience at the Workshop:

- Prominently mentioned in all press releases and interviews regarding the event
- Complimentary 1/2-page black & white advertisement in the spring issue of *Concrete Solutions*® near the announcement of winners
- Special seating for eight at the front of the room during the February awards dinner
- Free hyperlink on the MCA website
- Recognized in promotional materials
- Full-page ad in the program book
- Partnership verbally announced during the awards program
- Recognition on signage at the Workshop

\$1,000 Gold Sponsor

\$1,000 partners will enjoy a “gold” experience at the Workshop:

- Six complimentary tickets to the dinner event with special seating at the front
- Free hyperlink on the MCA website
- Listed in promotional materials
- Half page ad in the program book
- Partnership verbally announced during the awards program
- Recognition in *Concrete Solutions*® as being a partner
- Recognition on signage at the Workshop

\$500 Silver Sponsor

\$500 partners will enjoy a “silver” experience at the Workshop:

- Four complimentary tickets to the dinner event with special seating
- Recognition in *Concrete Solutions*® as being a partner
- Listed in promotional materials
- Recognition in the program book
- Partnership verbally announced during the awards program
- Recognition on signage at the Workshop

\$250 Bronze Sponsor

\$250 partners will enjoy a “bronze” experience at the Workshop:

- Two complimentary tickets to the dinner event with special seating
- Listed in promotional materials
- Recognition in the program book
- Partnership verbally announced during the awards program
- Recognition on signage at the Workshop

**Michigan Concrete Association
Annual Concrete Pavement Awards Dinner
Commitment Form**

Each category of support includes a specially tailored marketing package. See Partnership Opportunities Sheet for details. If you have questions about the Awards Program or Partnership Opportunities, please contact Kim Moore.

YES, I am interested in showing our support in the concrete paving industry by supporting the Awards program. Please sign me up for the partnership level marked below.

- | | |
|---|--|
| <input type="checkbox"/> \$1,500 Platinum Partner | <input type="checkbox"/> \$1,000 Gold Partner |
| <input type="checkbox"/> \$ 500 Silver Partner | <input type="checkbox"/> \$ 250 Bronze Partner |

YES, I am interested in discussing this opportunity and/or Award investment options including in-kind contributions, purchasing advertising, etc. Please call me.

No, I am not presently interested in making an investment in the Awards Program but would like to discuss other ways to increase my organization's visibility in the association. Please call me.

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Payment Information

- Check enclosed (made payable to Michigan Concrete Association)
- Please send me an invoice (members only)
- MasterCard/Visa/AMEX/Discover

Billing Address _____

City/State/Zip _____

Account Number _____

Expiration _____ CVR # _____

Signature _____

People Attending:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

To accommodate your budget schedules, MCA can arrange for sponsorship billing in either this calendar year or the next.

NOTE: All funds commitments must be received by January 1, 2010 to be included in promotions.

Please return by January 21, 2010 to:

Michigan Concrete Association
2937 Atrium Drive, Suite 200, Okemos, MI 48864-4222
Phone: 517-347-7720 Fax: 517-347-7740

MCA Memorial Scholarship Golf Outing

Key Data: Thursday, June 23, 2010
Eagle Eye Golf Course, Bath, Michigan

Historically, this outing generates interest among 120 - 144 golfers. Approximately half of the golfers are local agency decision makers and contractors.

Partnership

Benefits: Conference partners will each receive a set of MCA member mailing labels for use with their own pre-event mailer announcing not only your support of the Conference, but also the services and special opportunities you wish to market.

Partners also receive professional signage at the outing, listing in MCA's bi-monthly newsletter, *Concrete Solutions*®, listing on MCA's web site with direct link to yours, and both verbal and written recognition at the outing.

Partners who secure opportunities with payment **before March 31, 2010** will also be listed on the main Outing promotional piece sent to MCA members, prospects, and past golfers.

MCA Memorial Golf Outing Partnership Opportunities
Thursday, June 23, 2010
Eagle Eye Golf Course, Bath Michigan

Sponsorship opportunities are available for this year's golf scramble. If you are interested in sponsoring one of these items, please fax this completed form back to the MCA office at (517) 347-7740. Items are available on a first-come, first-served basis.

I would like to sponsor the following item(s) at the 2010 MCA Memorial Golf Outing. Please note that most items are available for co-sponsorship. You may provide both co-sponsor names or pair with someone else who contacts MCA directly. **Please return this form and payment to MCA by June 1, 2010.**

- | | | |
|--------------------------|--|---|
| <input type="checkbox"/> | Golf Carts
Sponsor may furnish cart signs and provide all golfers with special memento. Sponsor receives professional signage in cart loading area, recognition in <i>Concrete Solutions™</i> , and in on-site flyer. | <input type="checkbox"/> \$1000.00
<input type="checkbox"/> \$500 co-sponsor |
| <input type="checkbox"/> | Outing Dinner
Sponsor may decorate club house, provide all golfers with special memento, and receives professional signage during the dinner, recognition in <i>Concrete Solutions™</i> , and in onsite flyer. | <input type="checkbox"/> \$1200.00
<input type="checkbox"/> \$600 co-sponsor |
| <input type="checkbox"/> | Beverage Carts (2)
Course allows sponsor to ride cart to give gifts to golfers; sponsor receives professional signage on the beverage cart(s), recognition in <i>Concrete Solutions™</i> , and in onsite flyer. | <input type="checkbox"/> \$800.00
<input type="checkbox"/> \$400 co-sponsor |
| <input type="checkbox"/> | Lunch at the Turn
Sponsor may provide all golfers with a special memento during lunch, receives professional signage during the lunch, recognition in <i>Concrete Solutions™</i> , and in onsite flyer. | <input type="checkbox"/> \$600.00
<input type="checkbox"/> \$300 co-sponsor |
| <input type="checkbox"/> | Golfer Giveaway
Sponsor may provide all golfers with a special memento or let MCA pick out (Sponsors Logo can be added to item), receives professional signage during registration, recognition in <i>Concrete Solutions™</i> , and in onsite flyer. | <input type="checkbox"/> \$500.00
<input type="checkbox"/> \$250 co-sponsor |
| <input type="checkbox"/> | Continental Breakfast
Sponsor may provide golfers with special memento, and receives professional signage during the continental breakfast, recognition in <i>Concrete Solutions™</i> , and in onsite flyer. | <input type="checkbox"/> \$200 sponsor |
| <input type="checkbox"/> | Hole-in-one Sponsor
Sponsor may provide golfers with special memento, and receives professional signage at the hole in one hole, recognition in <i>Concrete Solutions™</i> , and in onsite flyer. | <input type="checkbox"/> \$700.00
<input type="checkbox"/> \$350 co-sponsor |
| <input type="checkbox"/> | Hole Sponsorship (Memorial Scholarship Donation)
Unlimited opportunities are available. Sponsor receives a sign at hole. | <input type="checkbox"/> \$175.00 |
| <input type="checkbox"/> | Door Prizes _____ | |

Name : _____ Title: _____

Organization: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Email: _____ Fax: _____

My Check is enclosed for: \$ _____

Please charge my credit card. Here is the information:
 Visa Master Card American Express Personal Card Business Card

Card Number _____ Expiration Date: _____

Signature _____

Billing Address _____

Michigan Concrete Association*2937 Atrium Drive, Suite 200*
*Okemos, MI 48864*Phone: (517) 347-7720 ext. 10 *Fax :(517) 347-7740

MCA Summer Outing

Key Data: Summer 2010
Mission Point Resort, Mackinaw Island, Michigan

Partnership

Benefits: Conference partners will each receive a set of MCA member mailing labels for use with their own pre-event mailer announcing not only your support of the Conference, but also the services and special opportunities you wish to market.

Partners also receive professional signage at the outing, listing in MCA's bi-monthly newsletter, *Concrete Solutions*®, listing on MCA's web site with direct link to yours, and both verbal and written recognition at the outing.

Partners who secure opportunities with payment **before May 31, 2010** will also be listed on the main Outing promotional piece sent to MCA members, prospects, and past golfers.

2010 MCA Summer Outing Sponsorship Opportunities

July 29-31, 2010

Mission Point Resort, Mackinaw Island, Michigan

All Sponsorship First Commitment Basis

Friday Night Reception Sponsorship (2 available)

\$500.00

This sponsorship offers a great deal of exposure at the outing because Friday is the first night of fun. This sponsorship includes the opportunity to place collateral materials in the registration packets, display collateral items in registration area, a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site and signage at the conference.

Saturday Night Reception Sponsorship

\$500.00

This sponsorship offers a great deal of exposure at the outing. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet, on MCA's web site, signage at the outing, and 1 complimentary registration.

Friday Night Entertainment Sponsorship (3 available)

\$1,500.00

This sponsorship offers wonderful exposure at the outing. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the outing.

Saturday Night Entertainment Sponsorship

\$300.00

This sponsorship offers wonderful exposure at the outing. This sponsorship includes a listing in *Concrete Solutions*®, recognition in onsite packet and on MCA's web site, and signage at the outing.

Board Meeting Sponsorship

\$300.00

This sponsorship offers wonderful exposure at the outing. This sponsorship includes recognition in an onsite packet, on MCA's web site, and signage at the outing. Sponsor is encouraged to provide portfolios or notebooks with your logo to hold the board meeting materials.

Pocket Cards Sponsorship

\$300.00

This sponsorship offers wonderful exposure at the outing. This sponsorship includes a listing of the company that sponsors on the back of the pocket cards that every participant receives. Also there is recognition in an onsite packet, on MCA's web site, and signage at the outing.

Membership Meeting Sponsorship

\$300.00

This sponsorship offers wonderful exposure at the outing. This sponsorship includes a listing of the company that sponsors with recognition in an onsite packet, on MCA's web site, and signage at the outing.

Please complete the sponsorship form and return it with payment to:

MCA

2937 Atrium Drive, Suite 200

Okemos, MI 48864-4222

Phone (517) 347-7720 ext. 10

Fax (517) 347-7740

www.durableroads.com

2010 MCA Summer Outing Sponsorship Commitment Form

July 29-31, 2010

Mission Point Resort, Mackinaw Island, Michigan

_____ is pleased to be a 2010 MCA Summer Outing
(Company Name)
sponsor of the item(s) noted below.

- | | | |
|-----------------------|--|------------|
| <input type="radio"/> | Friday Night Reception Sponsorship | \$500.00 |
| <input type="radio"/> | Saturday Night Reception Sponsorship | \$500.00 |
| <input type="radio"/> | Friday Night Entertainment Sponsorship | \$1,500.00 |
| <input type="radio"/> | Partial Friday Night Entertainment Sponsorship | \$500.00 |
| <input type="radio"/> | Saturday Night Entertainment Sponsorship | \$300.00 |
| <input type="radio"/> | Pocket Cards Sponsorship | \$300.00 |
| <input type="radio"/> | Board Meeting Sponsorship | \$300.00 |
| <input type="radio"/> | Membership Meeting Sponsorship | \$300.00 |

- *I understand that MCA staff will contact the person listed below two weeks before the conference to confirm the names of the complimentary registrant(s), if applicable.*

Name: _____ Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment Methods: Check Enclosed Amex Visa Master Card Discover

Credit Card Number: _____ Expiration: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____

Thank you for your sponsorship, please return this form with your payment to MCA. You may fax or email the form back to MCA at (517) 347-7740 or info@miconcrete.net and follow with payment.

**IN ORDER TO ACCOMADATE ALL EXPOSURE OPPORTUNITIES FORMS MUST
BE INTO THE OFFICE BY JUNE 30, 2010.**

MCA

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