



SOLIDARITY

SUMMIT™

MARCH 23-25 2022



VIRTUAL | [MIAFLCIO.ORG/SUMMIT](https://miaflcio.org/summit)

SUMMIT™ SCHEDULE



SCHEDULE

MARCH

WEDNESDAY

23

- 10 Opening Event
- 11 Keynote Speaker
- 12* Breakout Session #1
- 1 LUNCH BREAK
- 2* Breakout Session #2
- 3 Vendor Expo
- 4* Breakout Session #3

THURSDAY

24

- 11* Breakout Session #4
- 12 LUNCH BREAK
- 1* Breakout Session #5
- 2 Vendor Expo
- 3* Breakout Session #6
- 4 Vendor Expo

FRIDAY

25

- 10 Lifetime Achievement Awards
- 11* Keynote Speaker
- 12 LUNCH BREAK
- 1* Breakout Session #7
- 2 Vendor Expo
- 3* Breakout Session #8
- 4 Closing Session

* Breakout session schedule listed here:
MIAFLCIO.ORG/SUMMIT

\$35 SIGN UP
REGISTRATION

MIAFLCIO.ORG/SUMMIT

FULL ACCESS | 3-DAY SOLIDARITY SUMMIT™

** Tickets to the SOLIDARITY SUMMIT™ are complementary for delegates who register for the Legislative Convention. For more information, head to MIAFLCIO.ORG/CONVENTION

VIRTUAL VENUE

Login information will be emailed post-registration.

SWAG

CUSTOM BOX

REGISTRATION INCLUDES:

Exclusive Michigan AFL-CIO merchandise including a lanyard | water bottle | shirt *and much more.*

Complementary MI AFL-CIO Advocates membership *and* lapel pin.



QUESTIONS?

JASMINE KALTENBACH (313) 400-6513
EXECUTIVE DIRECTOR | MI AFL-CIO ADVOCATES ADVOCATES@MIAFLCIO.ORG

SPONSORSHIP LEVELS

\$15,000 | MEANY LEVEL

- SWAG box co-sponsorship with
- Large Vendor Booth listed at top of Vendor Expo page
- Logo displayed in staff's Zoom background
- 2-minute [max] video ad* played before each breakout session for two days (6x)
- **PLUS all perks listed under REUTHER**

\$10,000 | REUTHER LEVEL

- Sponsorship of one event: Breakout room | Union Mixology | Game Night
- Premium two-page ad* listed in program
- Large Vendor Booth listed on Vendor Expo page
- 2-minute [max] video ad played before each breakout session for one day (3x)
- **PLUS all perks listed under UNIONIST**

\$5,000 | UNIONIST

- Premium full-page ad* in program front-or back-inside cover
- Vendor Booth on Vendor Expo page near top
- **PLUS all perks listed under ACTIVIST**

\$3,000 | ACTIVIST

- Premium full-page ad* listed in program
- Vendor Booth listed on Vendor Expo page
- **PLUS all perks listed under ADVOCATE**

\$1,500 | ADVOCATE

- Half-page ad* listed in program
- **PLUS all perks listed under ALLY**

\$1,000 | ALLY

- Quarter-page ad* listed in program
- Verbal recognition
- **PLUS all perks listed under FRIEND**

\$750 | FRIEND

- Eighth-page ad listed in program
- Logo displayed on Summit™ landing page
- 1 ticket to the Summit™

\$750 | VENDOR BOOTH

- Small Vendor Booth listed on Vendor Expo page
- 1 ticket to the Summit™

* One (1) print ad per sponsorship.
SEE NEXT PAGE for more information on Summit™ print and video ads, as well as Vendor Expo





SUMMIT™ ADS

A \$2,000
2-minute [max] video ad* | played 1x during Summit™

B \$1,500
Inside, left-facing front page print ad

C \$1,500
Inside, right-facing back page ad

D \$1,250
Full-page print ad

E \$750
Half-page print ad

F \$500
30-second [max] video ad* played 1x during Summit™

G \$500
Quarter-page print ad

H \$300
Eighth-page print ad

PRINT AD SUBMISSION

COLOR

Please submit print ads* in full-color or black and white, in a high-resolution (300+ PPI) PDF file:

DIMENSIONS

FULL-PAGE	7½ x 10 inches	portrait
HALF-PAGE	7½ x 4⅞ inches	landscape
QUARTER-PAGE	3⅞ x 4⅞ inches	portrait
EIGHTH-PAGE	3⅞ x 2⅝ inches	landscape

ADDITIONAL

Layout and design is available for \$75
(please provide logo and text)

* Email ADVOCATES@MIAFLCIO.ORG for video ad submission requirements

VENDOR EXPO EXPERIENCE

WHAT IS THE VENDOR EXPO?

Our dedicated **VENDOR EXPO** tab is a marketplace viewable to all attendees through the 3-day Summit™.

Attendees may self-navigate to the Vendor Expo, at our encouragement, to look through sponsor advertisements and Vendor Booths.

With **4 HOURS** of dedicated time during convention hours for attendees to visit the Expo, sponsors who appear in our Vendor Expo receive an interactive, unique, and highly customizable opportunity to engage with attendees.

WHO CAN PARTICIPATE IN THE VENDOR EXPO?

Sponsors at the **MEANY** | **REUTHER** | **UNIONIST** | **ACTIVIST** levels may participate in the Vendor Expo.

Higher sponsorship levels guarantee that your Vendor Booth will be towards the top of the Vendor Expo tab, or that the advertisement for the Booth is large.

WHAT IS A VENDOR BOOTH?**

Vendor Booths appear within the Vendor Expo and can be set up to facilitate real-time communication with prospective customers.

Summit™ attendees can:

- Speak live with your organization
- Scroll through PDFs
- View slideshows
- Watch video ads
- Click through to your organization's website

** To sponsor a **Vendor Booth only** [i.e., no other sponsorship], the Vendor Booth package is available for \$750.



SOLIDARITY
SUMMIT™



MIAFLCIO.ORG/**SUMMIT**