

# CMH Association of Michigan – 2025 Winter Conference Exhibitor, Sponsorship and Advertising Opportunities

February 4 & 5, 2025 ~ Radisson Plaza Hotel, Kalamazoo, MI

Exhibit Coordinator: Monique Francis ~ 517-237-3145 or [mfrancis@cmham.org](mailto:mfrancis@cmham.org)

This packet contains Conference Details (Page 1), List of Options available for purchase (Page 2), Membership listing (Pages 3-4), Facility Details (Pages 5-6), and Floorplan (Page 7)

## SET UP / TEAR DOWN INFORMATION

**Set Up:** Monday, February 3, 2025, 3:00pm – 6:00pm or Tuesday, February 4, 2025, by 8:00am

**Tear Down:** Wednesday, February 5, 2025, after 12:00pm

## SHIPPING INFORMATION

Shipping Information is located on pages 5 and 6.

## HOTEL INFORMATION

Radisson Plaza Hotel & Suites, 100 W. Michigan Ave., Kalamazoo, MI 49007

2025 Room Rates: Standard Room: \$169 plus taxes (Single/Double/Triple/Quad)

Concierge Room: \$219 (Single/Double)

**Parking:** Discounted rate for self-parking: \$12 per night/car for all attendees.

**Hotel Check In:** 4 p.m. **Hotel Check Out:** Noon

To Make Your Reservations at the Radisson Plaza Hotel:

**Phone Reservations:** (269) 343-3333 and connect with either the reservations team or the front desk.

- Reservations team is available M-F 8am - 5pm. The front desk team will manage requests outside of those times.
- For discounted rates, guests need to mention "CMHA Winter Conference."

[Book Your Hotel Reservation Online](#)

### **Deadline for Reduced Rate:**

Booking online: Deadline of 11:59 p.m. EST the day BEFORE 1/13/25 or until the room block fills.

Phone reservations: Deadline of 5:00 p.m. EST on the day OF 1/13/25 or until the room block fills.

### **Cancellation Policies:**

- If you find it necessary to cancel or change plans, please inform the hotel 24 hours prior to check-in time to avoid one night's room and tax charged to your credit card. If the reservation was booked as an advance purchase, non-cancel, or non-refundable, then full penalty applies.
- Reservations can be modified or canceled by calling in-house reservations team at (269) 343-3333.
- If a reservation is canceled after this time, it will be subject to a late-cancellation fee (one night's guestroom rate + taxes). If there is a credit card on file, this fee will be routed to the credit card.
- If a guest does not arrive for their reservation, it will be subject to a no-show fee (one night's guestroom rate + taxes). If there is a credit card on file, this fee will be routed to the credit card.

If a guest does not arrive for their reservation and check-in for the first night, their reservation will be CANCELED. The hotel can reinstate the reservation as able and requested (based on hotel availability).

**ALL REGISTRATION MUST BE DONE ONLINE – CMHA NO LONGER PROCESSES PAPER CONTRACTS. PLEASE CONTACT MONIQUE FRANCIS WITH ANY QUESTIONS.**

**DEADLINE TO REGISTER: January 24, 2025**



Click [HERE](#) for Registration!

*Sorry, no refunds or credits will be issued for exhibits or sponsorships purchased.*

EXHIBITOR OPPORTUNITY	MEMBER PRICE	NON-MEMBER PRICE
<b>Exhibitor Booth for Winter 2025 Conference</b> <ul style="list-style-type: none"> <li>Includes 2 people at the booth and entrance into conference activities</li> <li>Includes 2 breakfasts and 2 lunches for each person at your booth <ul style="list-style-type: none"> <li>❖ CMHA includes all registered exhibitors in the counts for all meals offered! Please plan to join your colleagues in Ballrooms A-D with all other attendees in order to benefit from this wonderful networking opportunity!</li> </ul> </li> <li>CMHA does not allow additional exhibitors per booth</li> <li>Maximum total of 2 people at each exhibitor booth</li> <li>Exhibit space is 9' x 5.' Exhibit table is 6' long. Electric included <b>if requested</b>.</li> <li>See below for Advertisement Opportunities being offered!</li> </ul>	\$1,500	\$1,800
SPONSORSHIP/ADVERTISING OPPORTUNITIES <i>*limited availability</i>	MEMBER PRICE	NON-MEMBER PRICE
<b>*Winter 2025 Conference Morning or Afternoon Refreshment Sponsor</b> <ul style="list-style-type: none"> <li>Signage placed in the break area</li> <li>Company Name and Logo displayed in conference program</li> <li>Opportunity to draw/announce door prize during sponsored break</li> </ul>	\$450	\$520
<b>*Winter 2025 Conference Breakfast Sponsor</b> <ul style="list-style-type: none"> <li>Signage placed in the meeting room</li> <li>Company name announced during keynote</li> <li>Company Name and Logo displayed in conference program</li> </ul>	\$600	\$700
<b>*Winter 2025 Conference Lunch Sponsor</b> <ul style="list-style-type: none"> <li>Signage placed in the meeting room</li> <li>Company name announced during keynote</li> <li>Logo shown on 2 screens during lunch</li> <li>Company Name and Logo displayed in conference program</li> <li>Full page ad in onsite conference program</li> <li>1 flyer or 1 attendee gift placed in conference bag</li> </ul>	\$1,250	\$1,550
<b>Materials Placed in Winter 2025 Conference Bag</b> <ul style="list-style-type: none"> <li>1 flyer or 1 attendee gift</li> </ul>	\$750	\$900
<b>Wi-Fi Access for Conference Attendees</b> <ul style="list-style-type: none"> <li>Signage in the exhibit hall</li> <li>Recognition in conference program</li> </ul>	\$500	\$600
<b>Full Page Advertisement in Onsite Conference Program</b> <ul style="list-style-type: none"> <li>Provide 1 vertical ad formatted onto 8.5 x 11 sheet of paper</li> <li>Ad should measure 8.5" wide x 11" high NO CROP MARKS</li> <li>Black &amp; white/grayscale</li> <li>Acceptable formats: PDF, JPEG, PNG, or Word</li> </ul>	\$625	\$750
<b>Winter 2025 Conference Consumer Scholarships:</b> Sponsor individuals receiving services or their family members to attend the conference. <ul style="list-style-type: none"> <li>Recognition in conference program</li> <li>Logo shown on 2 screens during 1 keynote</li> </ul>	\$500	\$600
<b>*Logo Printed on Conference Bag along w/CMHA Logo</b> <ul style="list-style-type: none"> <li>1 exhibitor per conference – first come; first served!</li> </ul>	\$875	\$1,000
<b>*Email Blast to Conference Attendees</b> <ul style="list-style-type: none"> <li>Email sent out on your behalf from CMHA 2-3 weeks prior to conference. CMHA will not provide email lists to exhibitors. Limited to 3 companies per conference.</li> </ul>	\$1,000	\$1,250
<b>*Conference Exhibit Hall Floorplan Upgrade <i>**See Page 7 for layout**</i></b> <ul style="list-style-type: none"> <li>Select prime location on the exhibit floor. Contact Monique to choose the booth number you would like. First come – First served.</li> </ul>	\$450	\$520
<b>Demonstration Opportunities with Targeted Audience; Host/Sponsor Private Receptions</b> <ul style="list-style-type: none"> <li>CMHA will send out invitations on your behalf.</li> <li>All actual costs for food, beverage, audio visual, internet, etc. will be the responsibility of the exhibitor.</li> </ul>	\$750	\$1,000
<b>Banner Ad with Logo and Link on <a href="http://www.cmham.org">www.cmham.org</a></b>	<i>\$450 for Members AND Non-Members!</i>	

**Click [HERE](#) for Registration!**

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## AFFILIATE MEMBERS

<b>Affiliate Member</b>	<b>Affiliate Level</b>
<i>Apex Insurance Services, LLC</i>	<i>Silver</i>
<i>Association for Children's Mental Health</i>	<i>Silver</i>
<i>Chorus Innovations</i>	<b>Gold</b>
<i>Colonial Life</i>	<i>Silver</i>
<i>Delta-T Group</i>	<i>Silver</i>
<i>Detroit Parent Network</i>	<i>Silver</i>
<i>Dykema Gossett, PLLC</i>	<i>Silver</i>
<i>Harbor Oaks Hospital</i>	<i>Silver</i>
<i>Havenwyck Hospital</i>	<b>Gold</b>
<i>Henry Ford Allegiance Health</i>	<b>Gold</b>
<i>Hikma Specialty</i>	<i>Silver</i>
<i>Impresiv Health, LLC</i>	<i>Silver</i>
<i>Kitch, Drutchas, Wagner, Valitutti &amp; Sherbrook</i>	<i>Silver</i>
<i>LoveJoy Community Services</i>	<i>Silver</i>
<i>Maner Costerisan</i>	<i>Silver</i>
<i>Mend</i>	<b>Gold</b>
<i>Michigan Association of Alcoholism and Drug Abuse Counselors (MAADAC)</i>	<i>Silver</i>
<i>Michigan Association of Counties</i>	<i>Silver</i>
<i>Michigan Certification Board for Addiction Professionals</i>	<i>Silver</i>
<i>Mutual of America</i>	<i>Silver</i>
<i>NAMI Michigan</i>	<i>Silver</i>
<i>NeuroPsychiatric Hospitals</i>	<i>Silver</i>
<i>New Paths, Inc.</i>	<i>Silver</i>
<i>Oakland Mediation Center</i>	<i>Silver</i>
<i>PAS – Personal Accounting Services</i>	<b>Gold</b>
<i>Professional Counseling Center, P.C.</i>	<i>Silver</i>
<i>Rehmann</i>	<i>Silver</i>
<i>Roslund, Prestage &amp; Company, P.C.</i>	<i>Silver</i>
<i>Saginaw Valley State University</i>	<i>Silver</i>
<i>Sparks Behavioral Services</i>	<b>Gold</b>
<i>StoneCrest Center (BCA of Detroit)</i>	<i>Silver</i>
<i>TBD Solutions</i>	<i>Silver</i>
<i>The TM Group, Inc.</i>	<i>Silver</i>
<i>Verita Winn</i>	<i>Silver</i>
<i>Vital Data Technology, Inc.</i>	<b>Gold</b>



## PROVIDER ALLIANCE MEMBERS

*Addiction Treatment Services*  
*Adult Learning Systems – U.P.*  
*All Well-Being Services*  
*Alternative Services, Inc.*  
*Arab Community Center for Economic & Social Services (ACCESS)*  
*Arbor Circle Corporation*  
*Assured Family Services*  
*Bay Human Services, Inc.*  
*Beacon Specialized Living Services, Inc.*  
*Bear River Health at Walloon Lake*  
*Blue Water Developmental Housing, Inc.*  
*CARE of Southeastern Michigan*  
*Carson Adult Foster Care*  
*Cassopolis Family Clinic Network*  
*Centria Healthcare Autism Services*  
*Cherry Street Health Services*  
*Clubhouse Michigan*  
*CNS Healthcare*  
*Common Ground*  
*Community Housing Network, Inc.*  
*Community Living Options*  
*Community Living Services*  
*Community Medical Services*  
*Comprehensive Youth Services, Inc.*  
*Creekside Residential Care*  
*Easter Seals MORC*  
*Elmhurst Home, Inc.*  
*Ennis Center for Children, Inc.*  
*FWOGC, Inc.*  
*Flint/Saginaw Odyssey House*  
*Great Lakes Recovery Centers, Inc.*  
*Harbor Hall, Inc.*  
*Heartland Center for Autism*  
*Hegira Health, Inc.*

*Heritage Homes, Inc.*  
*Hope Network*  
*Innovative Housing Development Corp.*  
*Judson Center Autism Connections*  
*Latino Family Services*  
*Lincoln Behavioral Services*  
*Macomb County Provider Alliance*  
*MiSide (formerly Development Centers & SCS)*  
*MOKA*  
*Neighborhood Service Organization*  
*New Heights Service Solutions, LLC*  
*Oakland Family Services*  
*Ortele Telemedicine*  
*Perfectly Autistic, LLC*  
*Phoenix House, Inc.*  
*Pine Rest Christian Mental Health Services*  
*Provider Alliance of Wayne County*  
*Rose Hill Center*  
*Sacred Heart Rehabilitation Center, Inc.*  
*Saginaw Psychological Services, Inc.*  
*Segue, Inc.*  
*Services to Enhance Potential*  
*Spectrum Community Services*  
*Taylor Life Center*  
*Ten Sixteen Recovery Network*  
*The Children’s Center of Wayne County*  
*The Guidance Center*  
*Training and Treatment Innovations*  
*Trinity Health – Behavioral Services*  
*Turning Leaf Behavioral Health Services*  
*Vista Maria*  
*Vital Health Management*  
*Wayne Center*  
*Wellness, InX.*



Know Before  
You Go

## Radisson Plaza Hotel & Suites, Kalamazoo, Michigan

Locally Owned and Operated by  
Greenleaf Hospitality Group

100 West Michigan Avenue, Kalamazoo, MI 49007  
(269) 343-3333



### Incoming Shipment Guide:

- Materials allowed to arrive within three (3) days of the event
- To ensure delivery, format ALL incoming shipping labels:  
Representative Name  
Vendor Name & Event/Conference  
C/O Radisson Plaza Hotel  
100 W. Michigan Ave., Kalamazoo, MI 49007
- To ensure delivery, please contact the Radisson Plaza Hotel & Suites Kalamazoo Shipping & Receiving Department at (269) 226-3159
- The Radisson Plaza Hotel & Suites Kalamazoo does not accept liability for equipment, goods, displays, or other materials that arrive unmarked, damaged, or fail to arrive at the hotel

### Parking Garage Entrance: 198 North Rose Street

Parking Garage (3rd Floor) = Access  
to Hotel (2nd Floor)

#### Parking Garage Pricing:

Hours 1 - 4: \$2.75/hour  
After 4 hours: \$2/hour  
Daily maximum: \$30  
Lost ticket: \$30

#### Parking Garage Height: 6'7"

### Oversize Vehicle/Trailer Parking? Provided *OFFSITE*

Speak with Conference Event Coordinator to  
Arrange

### Loading Equipment/Exhibit Hall Materials into the Radisson Plaza Hotel:

- Main Hotel entrance doors = 72" x 80"; ground-level height
  - Event space double doors = 72"x80"; single doors = 36"x80"
  - N. Rose St. roll-up door = 12' x 12'; ground-level height
  - Water St. roll-up door = 8' x 8'; 48" dock-level height
- \*\*NOTE: Roll-up dock is used for ALL incoming hotel and outlet shipments; may be busy\*\**

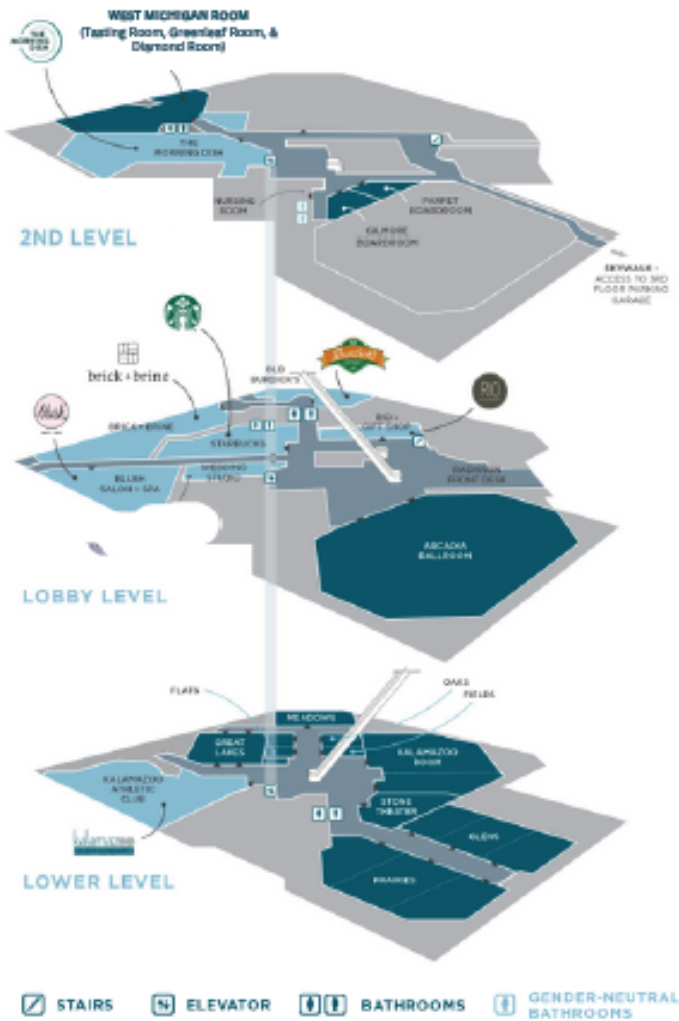
### Freight Elevators (4):

Dimensions (W/H/D):

1. Dock: 6'x8'x9'; 4,000-lb capacity
2. Arcadia Ballroom 1: 6'x7.5'x8'; 4,000-lb capacity
3. Arcadia Ballroom 2: 6'x8'x9'; 4,000-lb capacity
4. Service: 4'x7'x9' (13' raised ceiling); 5,000-lb capacity



## Know Before You Go



**Event Space Location:**  
Kalamazoo Room, *Lower Level*

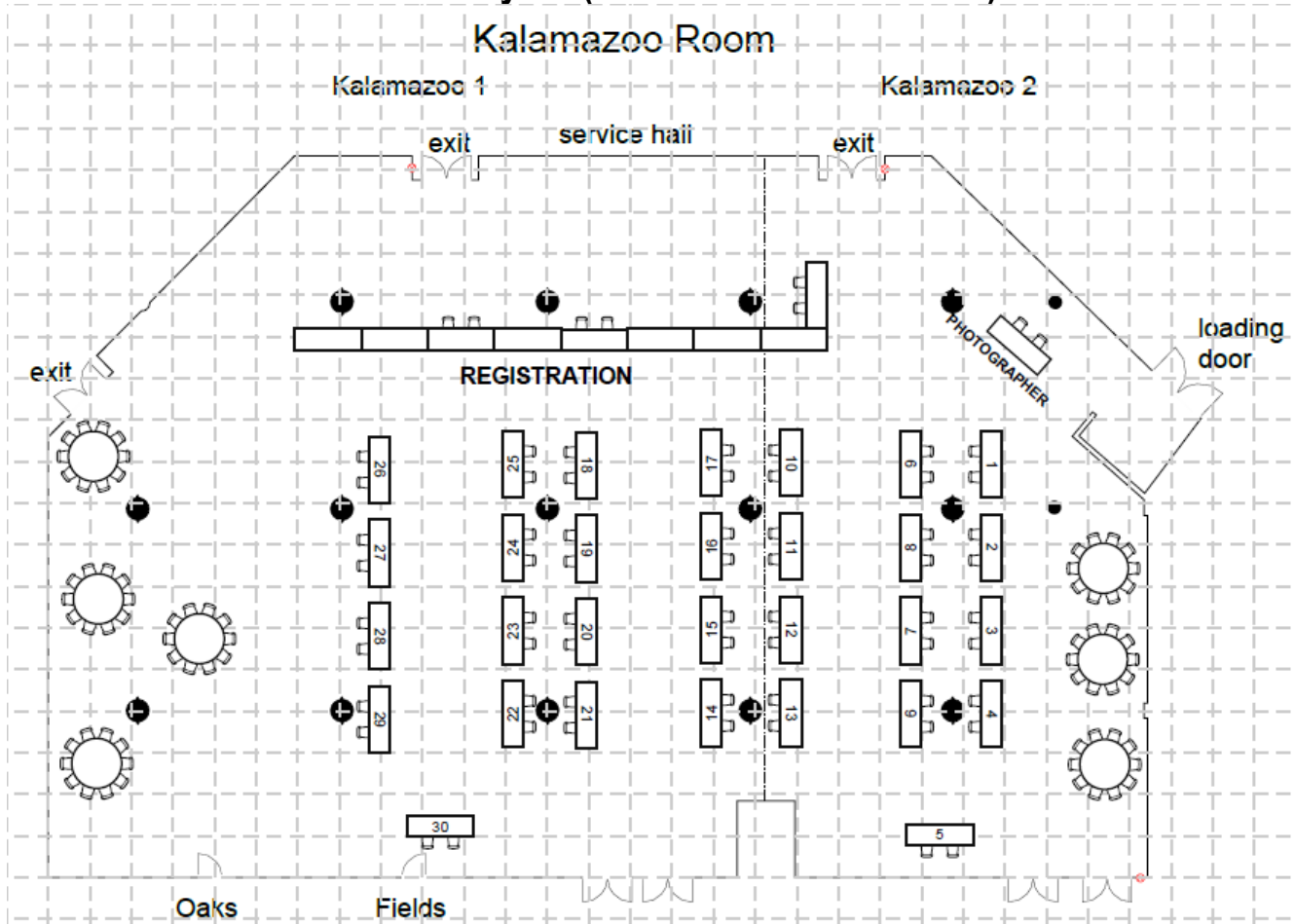
**QUESTIONS?**  
Please Speak with Conference Event Coordinator

**NO Outside Food and/or Beverage Allowed in Event Space UNLESS Purchased Onsite at One of the Below Radisson Plaza Hotel & Suites Outlets or Restaurants. Thank you!**

- Vendor Guidelines:**
- Vendors are only permitted inside the exhibit hall/event spaces during contracted times
  - Vendors are not allowed to adjust the layout and setup of the event spaces
  - Vendors are required to secure cords and cables to the floor with gaffer tape
  - The Radisson Plaza Hotel & Suites Kalamazoo does not permit:
    1. Vendors to use hotel ladders or scissor lift
    2. Vendors/guests to stand on hotel chairs or tables
    3. Vendors to pass out pre-packaged goods, bakery goods, or outside food/beverage goods of any kind unless previously contracted and permitted by the hotel

- Outgoing Shipment Guide:**
- If a vendor materials are to be shipped after an event, the vendor **MUST** provide their own outgoing shipment labels, affixed to the outgoing freight/small packages
  - If you do not have labels, print prepaid labels in one of our Hotel business centers (lobby level)
  - After the exhibit hall is closed, the Radisson Plaza Hotel & Suites Kalamazoo Shipping & Receiving Clerk and the Event Services team will transport all outgoing shipments **WITH AFFIXED OUTGOING LABELS** to the shipping and receiving dock (Water St.)
  - Items will be shipped no more than two (2) business days after the event, once labels are affixed properly
  - Hotel is not responsible for shipping costs associated with the event and/or any vendor packages
  - Questions? Contact Radisson Plaza Hotel & Suites Kalamazoo Shipping & Receiving Department at (269) 226-3159; open Monday-Friday 8 AM to 4 PM EST

## Exhibitor Layout (Inside Kalamazoo Room)



## Exhibitor Layout (Outside Kalamazoo Room)

TABLES BELOW ARE 'PRIME' LOCATIONS AND REQUIRE THE FLOORPLAN UPGRADE PURCHASE.

Contact Monique at [mfrancis@cmham.org](mailto:mfrancis@cmham.org) to secure the desired table after completing your upgraded registration.

## Lower Lobby Level

