



## 4th Annual Upper Peninsula Nonprofit Conference

### *Mapping Our Future*

### Exhibitor Information Packet

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The 3<sup>rd</sup> Annual Upper Peninsula Nonprofit Conference is scheduled October 17, 2008, at Northern Michigan University in Marquette, Michigan. More than 200 nonprofit organization and foundation leaders are expected to attend this premier event, providing the opportunity for rich dialogue, learning and networking. The schedule of the conference is structured to assure that attendees spend time viewing displays and talking with exhibitors.

The theme of the conference is *Mapping Our Future*. The exhibit area at this conference is designed to provide attendees with links to products and services that will help nonprofit organizations, foundations, units of government, educators, and the faith community meet their missions in challenging times.

We invite you to join us as an exhibitor at the 4th Annual UP Nonprofit Conference. Our exhibitors are critical to the success of the conference, allowing nonprofit leaders direct access to the resources, organizations and products that will help them do their jobs most effectively. You will benefit through the opportunity to speak directly with your market; gaining feedback and insight on current needs of this diverse and growing sector. To be included in the conference program, exhibitors must be confirmed as soon as possible.

Please take a few minutes to carefully review this material. If you have any questions, please call Ann Gonyea at (906) 228-8919, ext. 15, or contact via email at [amgonyea@glcyd.org](mailto:amgonyea@glcyd.org). You can also visit our conference website at [www.glcyd.org](http://www.glcyd.org) . **Space is limited and will be filled on a first-come, first-serve basis.**

Sincerely,

*Ann Gonyea*  
*Director of Marketing & Communications*

# 4th Annual Upper Peninsula Nonprofit Conference

## *Mapping Our Future*

October 17, 2008

Northern Michigan University in Marquette, MI

## Exhibitor Information

### Exhibitor Fee Includes:

- One conference registration.
- One 8' skirted table (sorry, no backdrops, pipe & drape)
- Space to hang banner up to 8 feet long
- Electrical outlet if needed
- Conference attendee list
- Conference program acknowledgement

Internet access per line:  
Additional \$20 for one day, T-1

Expand your market! Increase your profits!  
Share information about your organization!

**Nonprofit Exhibitor Fee: \$120\***

*\*Includes conference registration (\$110 value).*

*Additional representatives **must** register separately at full conference registration rate to attend conference sessions.*

**For-profit Exhibitor fee: \$175\*\***

*\*\*Includes conference registration (\$110 value).*

*Additional representatives **must** register separately at full conference registration rate to attend conference sessions.*

**To Register:** Complete the attached form and fax or mail to:

**4th Annual U.P. Nonprofit Conference**  
**Great Lakes Center for Youth Development**

**307 S. Front St.**  
**Marquette, MI 49855**  
**Fax: (906) 228-7712**

*For inclusion in the conference program, exhibitors must be confirmed as soon as possible*

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**More than 200 nonprofit leaders, staff, volunteers & board members are expected to attend!**

You can reach the region's nonprofit organizations, foundations, units of government, and faith community.

## **About Great Lakes Center for Youth Development**

The mission of the Great Lakes Center for Youth Development (Center) is to serve as a catalyst for the healthy development of youth in rural communities by strengthening the nonprofit organizations that serve youth, schools, and families. Our focus on positive youth development means we serve all regional nonprofits. A strong general nonprofit community is essential in creating and maintaining healthy environments for youth. *Positive Youth Development* addresses the broader needs of youth rather than a deficit-based approach, which focuses on youth problems. The Center recognizes the key role that nonprofit organizations fill in our region-serving children and families and making our communities great places to live. The Center's mission leads us to serve as pioneers – adventurers seeking to provide the resources and knowledge we all need to best nurture our young people. We do this by providing technical assistance, training, and opportunities to convene nonprofit leaders, staff and volunteers. Our intent is to help nonprofit organizations fulfill their missions, and raise the effectiveness and efficiency of the entire youth development landscape in rural Great Lakes communities.

## **About the U.P. Nonprofit Conference**

The U.P. Nonprofit Conference offers regional nonprofit leaders, staff, board members, and volunteers the opportunity to network, attend workshops, share ideas and fire up the passions that drive their nonprofit missions and visions. Attendees appreciate the opportunity to be able to convene and learn at a conference held in their own region. For many nonprofits, sending staff, volunteers or board members out of the area to build skills and network is not a feasible option at all. The U.P. Nonprofit Conference serves to fill that need expertly and cost efficiently.

Attendees at the conference get the opportunity to:

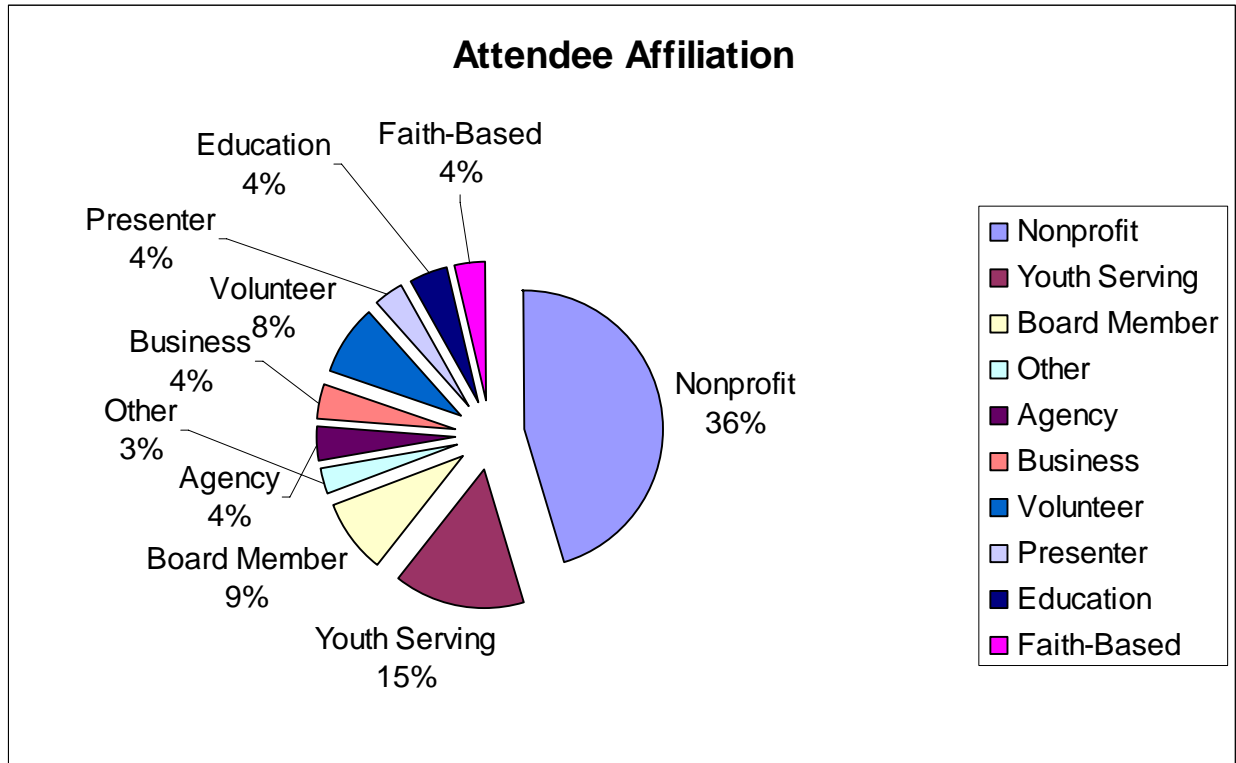
- Network with peers from regional nonprofits
- Attend workshops on critical and compelling nonprofit issues such as nonprofit accountability, fundraising and marketing
- Enter drawings to win fabulous prizes
- Visit exhibitors
- Take home resources, ideas, and tools that support their mission and programs

### ***Attendee Profile***

About 200 people from through the U.P., in addition to visitors from lower Michigan and Wisconsin, gather for this unique opportunity to gather close to home. Attendees include nonprofit leaders, staff members, volunteers and board members.

### ***A look at the 2007 Conference Attendees***

Which of the following best describes your current affiliation? (attendees choose all that applied)



### **Marquette Area Overview**

As of the 2000 census, the city of Marquette, Michigan, population was 19,661, with the 2005 population estimate of 20,714. It is the county seat of Marquette County. Marquette is a major port on Lake Superior, primarily for shipping iron ore, and is the home of Northern Michigan University. It is the largest city on the Upper Peninsula. The city of Marquette averages about 170 inches of snow per year, making it the second snowiest city in the contiguous United States.

- Marquette was founded by Amos Harlow and his expedition leader Peter White
- Marquette has always been a shipping port for hematite ores and now enriched iron ore pellets from nearby mines and pelletizing plants
- The city includes several small islands (principally Middle Island, Gull Island, Lover's Island, Presque Isle Pt. Rocks, White Rocks, Ripley Rock, and Picnic Rocks) in Lake Superior
- The Marquette Underwater Preserve lies immediately offshore
- A regional medical center, Marquette General Hospital, serving much of the Upper Peninsula is located in the city

- Marquette Mountain, used for skiing, is located in the city
- Marquette is home to Northern Michigan University and the largest wooden dome in the world, the Superior Dome
- The film Anatomy of a Murder, dramatizing an incident that happened in the area, was partly filmed in Marquette, much of it in the county courthouse
- A large portion of the acclaimed graphic novel Blankets by Craig Thompson takes place in Marquette
- South of the city, K.I. Sawyer AFB, was an important Air Force installation during the Cold War, host to B-52H bombers and KC-135 tankers of the Strategic Air Command, as well as a fighter interceptor squadron. The base closed in September 1995, and is now home to the county's Sawyer International Airport
- In 2004, President George W. Bush made a campaign stop in Marquette, becoming the first sitting U.S. president to visit Michigan's Upper Peninsula since William H. Taft in 1911
- The Roman Catholic Bishop Frederic Baraga is buried at St. Peter's Cathedral
- Marquette is the sister city of Kajaani, Finland and Higashiomi, Shiga, Japan. (Formerly Yokaichi, Japan)

## **General Flow of Conference**

Thursday, October 16, 2008: Pre-conference reception in the evening

Friday, October 17, 2008: Conference Day, 8 a.m. to 5 p.m.

### ***Primary Topics for Overall Conference Programming Include (but are not limited to):***

- |                                    |   |
|------------------------------------|---|
| • Sustainability                   | • Nonprofit Marketing and Communications            |
| • Capacity Building                | • Board Relations and Development                   |
| • Youth Development                | • Collaboration                                     |
| • Nonprofit Management             | • Policy and Advocacy                               |
| • Nonprofit Operations             | • Evaluation  |
| • Fundraising and Fund Development | • Volunteer Recruitment, Development and Management |
| • Youth                            |   |
| • Nonprofit Governance             |   |

**4th Annual UP Nonprofit Conference**  
**Mapping Our Future**  
October 17, 2008  
Northern Michigan University, Marquette, MI

**Exhibitor Registration**

*For inclusion in the conference program, exhibitors must be confirmed as soon as possible*

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Are you able to provide an item for a drawing at the conference?  Yes  No

**Payment Information:**

\_\_\_\_\_ **\$120 Nonprofit Exhibitor Fee**  
*\*Includes conference registration (\$110 value).  
Additional representatives **must** register separately at full  
conference registration rate to attend conference sessions.*

*Please enclose a copy of your IRS 501(c)(3) letter*

\_\_\_\_\_ **\$175 For-profit Exhibitor Fee**  
*\*\*Includes conference registration (\$110 value).  
Additional representatives **must** register separately at full  
conference registration rate to attend conference sessions*

\_\_\_\_\_ **Internet Access per line**  
**Additional \$20 for T-1 line**

**Total amount enclosed: \$** \_\_\_\_\_

**Logistical Details**

*How many chairs will you need?*

1                      2

*Do you need the 8ft. table?*

Yes                      No

*Do you need an electrical outlet?*

Yes                      No

*Do you need Internet access?(additional cost)*

Yes                      No

*Do you plan to ship items to NMU?*

Yes                      No

*Do you plan to hang a banner?*

Yes                      No

**Set – up will be October 17 from 7-8 a.m.**

**Tear-down will be October 17, beginning  
at 4:30 p.m.**

*In the Conference Program, your company name should read (please print using upper and lower case letters):*

*Please print the name(s) of attendees as you would like them to appear on their name tag(s):*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail or fax information to:

**4th Annual UP Nonprofit Conference Exhibitors**

Great Lakes Center for Youth Development

307 S. Front St., Marquette, MI 49855

Phone: (906) 228-8919, ext. 15, Fax: (906) 228-7712

**Have you enclosed?**

- Signed copy of this contract
- Check payable to GLCYD
- 501(c)(3) letter (nonprofits only)