



Two Events, One Power-Packed Day

About the 2017 Legislative Day

- ⚙ Legislative and regulatory issues impact every manufacturer. Participate in MMA's Legislative Day to take part in two great events in one power packed day. Learn how MMA advocates for your industry, how you can better communicate with your elected officials, and put these skills into action during MMA Lobby Day and the Legislative Reception.

MMA Lobby Day

- ⚙ Understanding and engagement in the political process is a continuum that impacts every business owner. Whether a seasoned lobbyist or someone with a basic understanding of the Legislature, you will gain tangible take-aways at the third annual MMA Lobby Day. Learn why and how to invest in advocacy, steps to effectively advocate for your business and share your perspective with power players of the Michigan Legislature and Snyder Administration.

MMA Members Say

- ⚙ "MMA Lobby day was an outstanding experience. I was able to get an inside look at what happens in Lansing politics as well as witness first-hand the immense respect and influence our MMA Lobby Team has at the Capitol. This group is first-class and Michigan manufacturers are lucky to have MMA fighting for us in Lansing."
— Patrick Curry, Fullerton Tool
- ⚙ "The MMA Lobby Day is a real opportunity to learn what goes on behind the scenes at the state capitol. I was particularly impressed with the depth of the discussions we were able to have with many of the legislators. This event offers an interesting and compelling way to understand a major influence on your business: State government."
— Bill Henderson, Aircraft Precision Products
- ⚙ "The program was excellent! Very educational and informative. I feel the program was very 'value-added.'
— Lindsey Bielby, Star Cutter

MMA Legislative Reception

- ⚙ Many think that lawmakers and state agency leaders are out of reach but MMA members get direct access to the men and women leading the political and regulatory process. Enjoy hors d'oeuvres along with Michigan-made wine and beer while we honor exemplary leaders with the MMA Legislator of the Year Awards. Plan to attend and converse with Michigan's leaders in a casual and friendly environment.

- ⚙ "This program helped me in understanding the lobbyist side of things and how passionate the legislators are about the topics at hand. It was a really good, informational day."
— Linda Allen, Mahindra
- ⚙ "By attending Lobby Day, I gained a much better understanding of the legal process and the importance of having lobbyists."
— Kathi Moss, Weyerhaeuser

Register Today

- ⚙ MMA Members \$125
Future Members \$225
- ⚙ Online: www.mimfg.org
Phone: 517-487-8521

Please note: registration for this event is limited and is open to MMA Industry and Associate members first.

Event Expectations

- ⚙ This half-day program **stresses the importance of advocacy** with tips and resources.
- ⚙ **Attendees will put their advocacy skills into action.**
- ⚙ **Hear global manufacturers' insights and experiences** and learn how to put their advocacy methods into practice, regardless of your company size.
- ⚙ Ask your questions of Michigan lawmakers during a moderated Q&A and networking time; **learn directly from policymakers** how they are working to advance Michigan manufacturing.
- ⚙ **Build connections** with legislators, agency leaders and other manufacturing business owners.

Attendee Takeaways

- ⚙ **100% of attendees reported this program helped them understand new concepts**, put them into action and confidently use new skills to advance their business
- ⚙ Informal and candid discussion with legislators over lunch **provided added-value to 100% of attendees**
- ⚙ **This program was scored 4 out of 4 by past attendees**
- ⚙ **83% of attendees were EXTREMELY LIKELY to use the information they learned within 30 days**, while 17% were VERY LIKELY to put this information to use or share it with a coworker



Sponsorship Information

Two Events, One Power-Packed Day

Sponsorship Opportunities

| | Value | Tickets | Speaking Time | Mention | Registration List | Advertisement in Event Program | Logo on PreEvent Mktg (internal) | Logo on Website | Event Signage | Event |
|-------------------------------------|------------|---------|---------------|---------|-------------------|--------------------------------|----------------------------------|-----------------|---------------|---------|
| Platinum Sponsor* | \$1,500.00 | 2 | | Yes | Yes | Full Page | | Yes | Yes | LD & LR |
| Gold Sponsor* | \$750.00 | 1 | | Yes | Yes | Full Page | | Yes | Yes | LD & LR |
| Program Sponsor | \$750.00 | 1 | | Yes | Yes | Front Cover Logo & Full Page | | Yes | Yes | LD Only |
| Broadcast Sponsor (10-12) | \$1,200.00 | 1 | | Yes | Yes | Full Page | Yes | Yes | Yes | LD & LR |
| Lunch Sponsor | \$1,500.00 | 2 | Yes | Yes | Yes | Full Page | | Yes | Yes | LD Only |
| Event Signage | \$1,000.00 | 1 | | Yes | Yes | Full Page | | | Yes | LD & LR |
| Legislative Reception Gift Sponsor* | \$500.00 | 0 | No | No | No | No | No | No | Gift Tag | LR Only |

*multiple opportunities available

Program Advertising

| | Value | Specs |
|--------------|-------|--|
| Full Page | \$300 | 8 1/2" x 11" (add 1/2" bleed) |
| Half Page | \$200 | 8" x 5 1/8" (horizontal half) 5 1/8" x 8" (vertical half) |
| Quarter Page | \$75 | 5 1/8" x 3 7/8" |

Options to Participate

- ⚙️ Contribute an article
- ⚙️ Promote and share
- ⚙️ Support with sponsorship
- ⚙️ Register to attend

More Information

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