



# Michigan

## Meetings and Events Network's

### A Taste Of Michigan's Hospitality's Hospitality - Recipe Contest

**catersource2010**  
CONFERENCE & TRADESHOW  
**March 7 - 11**  
Paris Las Vegas & Las Vegas Convention Center

9/29/09 at the Inn at St. Johns



Michigan Meetings & Events Network, LLC

**Federal Tax Id 26-4129474**

**248-519-2334**

**Toll Free 866-295-7691**

**Fax 248-673-9076**

[www.Michiganmeetingsandeventsnetwork.com](http://www.Michiganmeetingsandeventsnetwork.com)

## Michigan Meetings & Events Network, LLC

**Have you ever wanted to get in front of hundreds of potential buyers.... in a single day?**

**If yes, well then, mark your calendar now for Tuesday, September 29, 2009 9AM-9PM** for the “A Taste of Michigan’s Hospitality” tasting networking social and recipe contest for Michigan Food Professionals being presented by Michigan Meetings and Events Network and Catersource Magazine.

**This “Tasting” is going to be “the special event for all of Michigan Chefs and Caterers!**

With trade show booths showcasing the talents, supplies and creativity of the “crème de la crème” of those in the special events and food industry. Educational sessions throughout the day, a Nationally renown keynote speaker at the luncheon and finishing off the day with a special appearance by Catersource Magazine’s Mike Roman to introduce “Taste of Michigan’s Hospitality” by some of the best creative chefs in the state.

**This Expo is going to be the “one event that you can’t afford to miss” for the entire year!**

Tasting Booth space is now available,  
but we only have a limited number of spaces available.

Visit our website,

<http://michiganmeetingsandeventsnetwork.com-/tickets.html>, for pricing information, as well additional information on the entire Expo.

[angela@michiganmeetingsandeventsnetwork.com](mailto:angela@michiganmeetingsandeventsnetwork.com)

Angela Butorac - General Sales Manager Direct 1586-854-6844

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Bernie Stevens - Expo and Sponsorship Sales – Direct 248-249-2250

# Michigan Meetings & Events Network, LLC

Welcome...Our General Session Speaker



**Michael Roman, President**

Catersource, Chicago, IL  
[www.catersource.com](http://www.catersource.com)

Michael Roman has become the nation's leading educator for the "art" and "science" of catering. Besides having over fifteen years of "hands-on" experience managing his family's catering business in Chicago, Mike is also a college level instructor with a Masters Degree in Education. He also taught catering at the Culinary Institute of America for sixteen years in their continuing education department.

While a caterer, Mike produced everything from simple box lunches to corporate galas serving thousands. In 1986, after the family catering business was sold, Mike began to teach and consult on a full-time basis. Mike has assisted some of the nation's largest hospitality businesses as well as hundreds of entrepreneurial catering businesses to accelerate their catering successes! Mike's greatest strength is to teach proven, useful, and daring skills to existing sales teams.

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# Michigan Meetings & Events Network, LLC



## Our Keynote Speaker

### LAURA SCHWARTZ

### BIOGRAPHY

**Thousands of Americans wanted to tell President Clinton what to do everyday, Laura Schwartz did.**

Laura Schwartz, The White House Director of Events for the Clinton Administration, created and executed more than 600 White House Events including 12 State Arrival Ceremonies and Dinners, America's Millennium Celebration, The UN Millennium Summit and NATO's 50th Anniversary. While producing the President on the world stage every day, leaving no room for error, Laura demonstrated the Presidency's ability to inspire a nation and the world through powerful events. Prior to being named The Director of Events, Laura served as The White House Director of Television and The Midwest Press Secretary for the Administration.

Today, Laura is a national commentator on politics and its direct impact on the common citizen by defining the line between "Political Rhetoric and Everyday Reality" on the Fox News Channel. She discusses political strategy and the skill of our politicians in finding the right message for their intended audience. Laura promotes a politically responsible message to students as she presents her program "The Power of Your Political Voice" at colleges and universities around the country. She takes this same message to the airwaves in a weekly radio segment on the Good Life Radio Network heard around the country targeting minorities ages 18-34 in urban areas. She is concurrently working on her first political book "Inside the Ropeline"© which explores campaigns and elections from behind the scenes for publication in spring 2008.

Laura also serves as an advisor and executive coach to aspiring entrepreneurs, young and established corporations, political figures, cultural institutions and service organizations. She uses her unique experiences, message and event strategies to generate ideas to develop and deliver her client's objectives through business, social and media events and materials. Laura provides a positive and motivational message to these groups as she presents her lecture series based on event, media and message strategy and the development of public and private events. Laura's most popular seminar, "The Networking Power of Social Events"© also the title of Laura's upcoming networking book, explores professional and non-professional social scenes and the overlooked opportunities as a guest, and host, at any event to land an incredible job, meet a mate, increase your client base, professional and personal profitability and success. Laura takes this same message to the readers of the acclaimed Chicago magazine Today's Chicago Woman in her series titled "Eat, Drink and Get Mary a Job!"

You can read more about Laura by going to her web page at <http://www.whitehousestrategies.com/201.html>

# Michigan Meetings & Events Network, LLC

## Program of Events

**See webpage for class segments speakers and times**

**Day Before Event - Coffee & Water available complimentary all day for Vendors**

- 9:00 - 10:00am Vendor Registration Participants may pick-up vendor badges and packs  
Sponsored Coffee and donuts/bagels available
- 10:00 - 4:00am Vendor Load-in /Vendor Box lunches available

### **Expo- Event Day Schedule**

- 9:00am - 7:00pm Exhibits Opens
- 10:00am - 11:30am 1st series of 4 Educational presentations in the following areas:
- Meeting Planning or Special Event Planning education segment
  - Catering & Design segment
  - Entertainment segment
  - Business - Marketing, Legal and Business concerns segment
- 12:00pm - 1:30pm Lunch & Keynote Speaker, Laura Schwartz
- 2:00pm - 3:00pm 2nd series of 4 Education presentations in the following areas:
- Meeting Planning or Special Event Planning education segment
  - Catering & Design segment
  - Entertainment segment
  - Business - Marketing, Legal and Business concerns segment
- 3:30pm - 4:30pm 3rd series of 4 Educational presentations in the following areas of interest:
- Meeting Planning or Special Event Planning education segment
  - Catering & Design segment
  - Entertainment segment
  - Business - Marketing, Legal and Business concerns segment
- 3:00pm - 5:00pm Welcome Chapter members of ISES, NACE, ABC, MAFE, MBPA SGMP  
AMA and MFBA
- 5:PM-5:30PM Private meeting rooms open for Chapters
- 5:30pm - 6:30pm General Session Special Guest Speaker Mike Roman Catersource Magazine
- 7:00pm - 9:00pm *Catersource's "A Taste Of Michigan's Hospitality" recipe competition  
networking/social with live entertainment, food, and cash bar. With Live  
Entertainment*
- All local ISES, NACE, ABC, MAFE, MBPA SGMP, AMA, & MFBA  
Chapter Members receive a professional discount on their ticket  
price.

# Michigan Meetings & Events Network, LLC

## GUEST ADMISSION COSTS

### Guest Admission Costs

<b>Exhibit Only Pass</b>	\$25.00
<b>All Day Education Sessions with Exhibit Pass</b>	\$75.00
<b>Luncheon &amp; Keynote and Exhibit Pass</b>	\$95.00
	\$60.00

**“A Taste Of Michigan’s Hospitality”** (TOM) Competition and Exhibit Pass (3:30 pm – 9:00 pm)  
This includes admission to the Exhibit area (starting at 3:30 pm), attendance to your professional association meeting (if applicable), admission to the General Session with speaker from Catersource and TOM’s food sampling and cash bar.

**Day Pass #1** \$150.00

This includes All-Day Educational Sessions, admission to the Exhibit area, attendance to your professional association meeting (if applicable), admission to the General Session with speaker from Catersource and TOM’s food sampling and cash bar.

This package offers a savings of \$80

**Day Pass #2** \$185

This includes All-Day Educational Sessions, admission to the Exhibit area, attendance to your professional association meeting (if applicable), Luncheon with Keynote Speaker, admission to the General Session with speaker from *Catersource* and TOM’s food sampling and cash bar.

This package is subject to availability; less than 300 available

This package offers a savings of \$70

Please note that we are offering members of our “supporting organizations” a 5% discount on their purchases and a special rebate to their Chapter. Please make sure that you check all organizations that apply when ordering your tickets.

**Expo Vendor Registration Costs** \$500.

There will only be five (5) booths allowed per category Members of our "supporting organizations" receive a 5% professional discount on all booth purchases.

**A Taste Of Michigan’s Hospitality Tasting Booths/Recipe Contest** \$400

Includes entrance to Catersouce Recipe contest. Members of our "supporting organizations" receive a 5% professional discount on all booth purchases

**A Taste Of Michigan’s Hospitality Catering Tasting Booths /non contests** \$300

Members of our "supporting organizations" receive a 5% professional discount on all booth purchase

**Sales Manager**

Angela Butorac 586-854-6844 Cell

Office Tel: 248-519-2334 Toll Free: 866-295-7691 [achizma@yahoo.com](mailto:achizma@yahoo.com)

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# Michigan Meetings & Events Network, LLC

## Event Highlights of the event

### Education

- Top industry professionals offering tips for New Trends and Solutions educational segments
- Educational segments with approved ISES CSEP points for attending educational segments.
- Working on offering NACE certification points

### Trade Show

- Visit the expo to meet the top event service providers in Michigan and see first hand the new trends.

### Attendance

- **Attendance and partnership with ISES, NACE, ABC, and MAFIA and AMA**
- Support from **Buy Michigan Now**
- **Partnership** with The Michigan Business & Professional Association
- **Partnership** with The Michigan Food and Beverage Association
- **Partnership** with Michigan Meetings and Events Magazine and with Corp Magazine which will include coverage
- **Sponsored** by Catersource Magazine with personal appearance by Mike Roman

### Food and Speakers

- **Elegant Industry** Luncheon featuring Keynote Speaker Laura Schwartz with table designs provided by MPE Events and Chair Covers and Linens
- **General Session** - Special appearance by Catersource Editor "Mike Roman" to introduce food tasting by top Chefs.

### Networking, Live Entertainment & more food

- Fantastic evening networking social which includes fine cuisine, and non-stop live entertainment, with cash bar
- Special evening entertainment provided by Michigan's own The Contours, The Reflections, and Shades of Blue...and many other hometown groups.

### Catersource Recipe Contest

- Catersource Magazine will publish the winning recipe in their magazine newsletter and will email to 20,000 subscribers
- Grand Prize – Tuition to the 2010 Catersource Convention Value \$800 (This does not include travel and or lodging)

# Michigan Meetings & Events Network, LLC

Let's show the world that the Great Lakes State ... has great taste!

"A Taste Of Michigan's Hospitality... (T.O.M) Catering

We are proud to introduce and present the

"TOMMY Award" to be presented by Mike Roman of Catersource Magazine on our behalf.

**Check out Catersource Magazine and Conference**

<http://www.catersource.com/magazine>

The Grand Prizewinner will also receive free tuition to the



The Grand Prize Winner's name, catering company and recipe will be published in a special "Michigan Catering" section of Catersource Magazine E-Newsletter and emailed to 20,000

All Winners photos and write-ups will be published in

Michigan Meetings and Events Magazine

Judged by the attendees who will choose the best dish to represent Michigan based on taste and presentation.

Contest Participants must use only Michigan Grown and Michigan Sold Products

The "A Taste Of Michigan's Hospitality" Recipe contests to determine:

- Best A Taste Of Michigan's Hospitality – Taste - 2<sup>nd</sup> Prize
- Best Taste of Michigan food presentation -2<sup>nd</sup> Prize
- Best of Michigan booth presentation -2<sup>nd</sup> Prize
- Grand Prize - Best of Michigan - Best of all
- \$100 per booth sold will go into a general fund to be disbursed to all participants to cover the cost of food

1 booth space	Recipe Contest	\$400
2 booth spaces		\$775
1 booth space/Non Contest	With food sample	\$300

- Each booth comes with two six-foot tables, (One for prep)
- Two white table clothes./Two chairs,
- Free Electrical hook-up
- One trash container

With registration, the Vendor gets the following:

- a. ¼ Page ad or Recipe printed in program Discounted Price to \$100
- b. Four expo passes
- c. One (1) registration to all educational sessions
- d. Two Discounted ticket to lunch with keynote at only \$100. Two discounts per booth
- e. Name and contact information in program

2139 Cole Street Birmingham, MI 48009 248-519-2334 248-673-9076 [www.Michiganmeetingsandeventsnetwork.com](http://www.Michiganmeetingsandeventsnetwork.com)

# The Michigan Meetings and Events Network's "New Trends and Solutions" Expo 2009 "TOM"

## First Annual Convention – TRADE SHOW BOOTH REGISTRATION

### RULES, REGULATIONS & GENERAL INFORMATION FOR TRADE SHOW BOOTHS

1. All Booths will be 10' wide by 8' deep by 8' high. Exhibits MUST fit into this space. Included: 8' tall back drape and 3' tall side drapes, one 2' x 6' skirted table, two folding chairs and one booth ID sign. **Electricity is included only for "TOM" and is limited to 48 booths.**
2. Installation of Exhibits may begin at 9:00AM, Monday September 28, 2009 and should be totally in place no later than 8:00 a.m. Tuesday morning, September 29, 2009. Booth removal may begin at 10:00 p.m. September 29, 2009. Trade Show hours are **Tuesday, 9/29/09 9:00AM-9:00PM** ALL BOOTHS MUST BE COMPLETELY REMOVED BY Midnight 9/29/09
3. Commercial Exhibits at the Michigan Meetings and Events Network (M.M.E.N.) Convention are restricted to products and/or services DIRECTLY related to: Meetings, Corporate Events, Weddings and Social Events, Design and Entertainment of such events Exhibitors **MUST** have a booth and remain in their booth and in Trade Show Area.
4. Exhibits will be confined to your booth area assigned by M.M.E.N. and must conform to fire regulations, not obstruct passageways or block the view of other exhibits. All distribution of literature will take place ONLY in the exhibitor's designated area.
5. Exhibitors may not give exchange or sublet any or all of their booth space.
6. The exhibitor agrees to indemnify and hold harmless the M.M.E.N., organizers and its partners and sponsors, including all parties acting on behalf of the M.M.E.N. and The Inn at St. Johns, in Plymouth, MI from and against any and all liability and expenses for personal injury and property damage or loss arising from, or out of the use by the exhibitor of its exhibit space or its activities in connection therein.
7. The exhibitor is responsible for damage to property. No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, pictures, draperies, etc. in such a manner as to deface or damage them. Likewise, no attachments may be made to the floors by nails, screws or any other device, which would damage or mar them. Neither the M.M.E.N. or its representatives or Hotel & Venue assume any responsibility for destruction, loss, or damage to Exhibitor's property.
8. The exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, & public safety while participating in this show; compliance is mandatory for all exhibitors & is the exhibitor's sole responsibility. Booth decorations must clear the floor.
9. The Michigan Meetings and Events Network, its designated representatives and/or The Inn at St. Johns reserves the right to request and/or remove any exhibit from the exhibit hall and/or hotel.
10. **You MUST submit Proof of Liability and Property Damage Insurance** along with your completed application and check. The Certificate of Insurance MUST list as **additional insured: Michigan Meetings and Events Network & Its Members and Board of Directors; the Inn at St. Johns & Its Employees**. If you cannot get this insurance from your own carrier, Liberty Group, Inc. will offer this coverage at our cost. (Call for quote)
11. Each Exhibitor and ALL of the persons operating the Exhibit and/your Guest/Sales/Suite Room MUST pay the **Expo Registration Fee.** Complete the enclosed Convention Registration form.
12. **The FEE for Booth Space is \$500.00 \$475 for Members of Partnered group members. Booth fees are refundable only if we are able to resell your space should you need to cancel.**
13. A check for the Booth Space Fee and Liability Insurance is to be made **Payable to Michigan Meetings and Events Network. LLC.**
14. Your Application for Booth Space will not be considered until ALL Booth, and Registration Fees, Prof of Liability Insurance Coverage, & this Completed Form are returned to MMEN office listed on bottom of page.
15. All Booths are assigned on a FIRST COME-FIRST RECEIVED BASIS.
16. NO reptiles, animals, insects, etc. are allowed anywhere in The Inn at St. Johns complex.
17. Under no circumstance can an exhibitor tear down before 9Pm on 9/29/09 and will be fined \$250 as this hurts the other exhibitors who are following the rules.

I, the duly authorized representative of the undersigned company, on behalf of said company subscribe to and agree to all terms, conditions, authorization and covenants contained in the above Rules, Regulations and General Information.

NAME: (Please Print/Type) \_\_\_\_\_ Phone: \_\_\_\_\_ Category \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

(Company) Name: \_\_\_\_\_ **Sales Contact:** \_\_\_\_\_

Full Street & PO Box Number: \_\_\_\_\_ CITY \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Yes, I need Liability Insurance from Liberty Group Inc. No, I will furnish Proof of Liability Insurance

CHECK NUMBER: \_\_\_\_\_ DATE ISSUED: \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_ Fax

to **248-673-9076 Mail to "Expo" 2139 Cole Street, Birmingham, MI 48009**

**[RSVP@doubleexposureinc.net](mailto:RSVP@doubleexposureinc.net) <http://www.michiganmeetingsandeventsnetwork.com/>**

# Michigan Meetings & Events Network, LLC

PHONE FAX RESERVATION ORDER – \$100 DEPOSIT TO HOLD YOUR SPACE

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone :( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
 Mobil: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**Member of: ISES NACE ABC MBPA MAFE MF&B**

**Save \$25.00 (choose only one) Your Sales Contact: \_\_\_\_\_**

**SPONSORSHIP RESERVATION**

			Member
_____ Education & Speaker	\$5000.	\$4975.	\$ _____
_____ Expo Sponsor	\$3000.	\$3975.	\$ _____
_____ Stage Sponsor	\$2500.	\$2475.	\$ _____
_____ Logistic Sponsor	\$1500.	\$1475.	\$ _____

**EXPO BOOTH RESERVATION**

_____ Non-Sponsored Exclusive-booth	\$2000.	\$1975.	\$ _____
_____ Non-Sponsored Single-booth	\$ 500.	\$ 475.	\$ _____
_____ Non-Sponsored Double-booth	\$ 875.	\$ 850.	\$ _____
_____ Non-Sponsored Triple-booth	\$1200.	\$1150.	\$ _____

**Add Electricity Limited availability \$25. \$ \_\_\_\_\_**

**T.O.M. BOOTH RESERVATION CATERSOURCE RECIPE COMPETITION**

_____ Tasting (TOM) Single-booth non/contest	\$ 300	\$ 275.	\$ _____
_____ Tasting (TOM) Single-booth contest	\$ 400	\$ 375.	\$ _____
_____ Tasting (TOM) Double-booth	\$ 775	\$ 750.	\$ _____
_____ Tasting (TOM) Triple-booth	\$1100.	\$1075.	\$ _____

**All TOM Booths come with Electricity**

**NON-SPONSORED ADVERTISING RESERVATION**

**TOM Booths can have a 1/4 ad for only \$100.**

\_\_\_\_\_ Full Page \$2000. \_\_\_\_\_ Half Page \$1000.  
 \_\_\_\_\_ 1/4 Page \$500. \_\_\_\_\_ Business Card \$250.

\_\_\_\_\_ Booth registration comes with a free directory listing

**Total amount to be paid \$ \_\_\_\_\_**

**Please make all checks payable to: Michigan Meetings & Events Network LLC**

**Mail to: EXPO C/O Double Exposure, Inc. 2139 Cole Street, Birmingham, MI 48009**

**We accept all Major Credit Cards with a 3 percent processing fee:**

Please check the appropriate box below

- \_\_\_\_\_ I (name) \_\_\_\_\_ have read the above terms and I authorize an agent of Michigan Meetings and Events Network, LLC. to charge the amount of \$100. To the following credit card to reserve \_\_\_\_\_ balance of \$ \_\_\_\_\_ will be paid on or before August 1, 2009
- \_\_\_\_\_ Attached is my credit card number to hold for security measures. If a check does not arrive three days before the expo authorize Michigan Meeting and Events Network, LLC to charge the amount of \$ \_\_\_\_\_ for full payment.
- \_\_\_\_\_ A check will be sent in the mail for payment on or before \_\_\_\_\_

Credit Card type: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ Security code \_\_\_\_\_

X \_\_\_\_\_  
 Signature of cardholder \_\_\_\_\_ Date \_\_\_\_\_ Print name \_\_\_\_\_

**Please sign and fax back this form to 248-673-9076 Questions call 248-519-2334**