



# Michigan Festivals & Events Association Annual Vendor Membership Benefits

## Vendors

New and Renewing Vendor Members.....\$160\*

- or -

New and Renewing Vendor Members with Contact List Upgrade.....\$195

- Receive an electronic spreadsheet (MS Excel) of all MFEA members' organization name, contact name, address, phone number, fax number (if applicable) and email. Upgraded Members will receive new MFEA members' spreadsheet monthly. Membership spreadsheet includes: Festivals, Fairs, & Events; Tourism Colleagues & Lodging; Attractions; Art Galleries/Studios; Libraries; Museums; Students; and Vendors. A complete list will be sent each February with the Contact List Upgrade when all updates are in from the previous year.

\* May upgrade anytime for \$35

## Annual Benefits

### **VENDOR MARKETING:**

- **BUYERS' GUIDE FEATURING MFEA VENDORS** (800+ printed) – Alphabetical listing & categorical listing in the full four-color Annual MFEA Buyers' Guide Featuring MFEA Vendors, an **every MFEA members' "MUST HAVE."** Buyers' Guide listing includes your organization name, contact person, address, phone number, fax number, website, and email information. Plus a ten-word description of the services/products your business has to offer to the festival/fair/event industry.
- **MFEA WEBSITE** - Listing and link on MFEA website ([www.michiganfun.com](http://www.michiganfun.com)). Includes alphabetical and categorical listing in the MFEA Members Section and a link to your website, if applicable. Your **full four-color advertisement** purchased for Buyers' Guide will be placed on [michiganfun.com](http://michiganfun.com) website with vendor listing at **no additional charge**.

### **VENDOR LISTING:**

- **MFEA MEMBERSHIP DIRECTORY** - Alphabetical listing in the Annual MFEA Membership Directory. Listing includes organization name, contact person, address, phone number, fax number (if applicable), website, email information, and 10-word description.

### **EDUCATIONAL OPPORTUNITIES:**

- **MFEA ANNUAL CONVENTION – Michigan's greatest networking partner for event planners, volunteers, vendors and their communities!** Special Member rates for registration fees at this three-day educational, entertaining and networking extravaganza! Includes educational workshops designed specifically for the festival/fair/special event industry, networking opportunities, showcase of entertainment, marketplace tradeshow, etc... Vendor Members have the opportunity to purchase exhibition booth space and/or apply for showcasing opportunities (Acts & Entertainment Vendor Members). MFEA Convention is held in November.
- **MFEA EDUCATIONAL SEMINAR(S)** - Member rates for registration fees. Seminars designed specifically for the festival/fair/special event industry.



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## RECEIVED MFEA PUBLICATIONS:

- **MFEA eNEWSLETTER** - Members will receive an e-version of the MFEA Newsletter to keep them up-to-date on MFEA and key industry issues. Publication is monthly.
- **"THE EVENT GATEKEEPERS' GUIDE" (aka The EGG) - The ABC's of Event Planning!** Complimentary e-version of "The Event Gatekeepers' Guide" (aka The EGG) upon initial membership payment. This is an educational manual for community volunteers and gatekeepers serving festivals and events that includes essential information for everyone who coordinates and runs a festival or event. Hard copy version (print) is available to MFEA members at a discounted price.

## Publications Updated Annually:

- One FREE downloadable e-version of **MFEA's Membership Directory** (PDF format) Hard copy may be purchased for \$75.
- One FREE printed copy of the four-color **Buyers' Guide Featuring MFEA Vendors**. (Additional Buyers' Guide copies may be purchased for \$50.)

## ADVERTISING OPPORTUNITIES:

- **ADVERTISING OPPORTUNITIES** - Advertising space is available at a membership cost for the following (information will be sent to all Members at the time these opportunities are available):
  - Annual Buyers' Guide featuring MFEA Vendors
  - MFEA website ([michiganfun.com](http://michiganfun.com))
  - MichiganFun e-News
  - Convention Program
  - Michigan.com/MFEA Spring Tabloid
    - 340,000 distributed statewide in the Detroit News and the Detroit Free Press
  - MLive Media Group/MFEA Spring Tabloid
    - 360,000 distributed to The Ann Arbor News, The Bay City Times, The Flint Journal, The Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, The Saginaw News

## THE MARKETING VOICE OF MFEA SERVING OUR MEMBERS:

- **PARTY AT MI PLACE Billboards**
- **Party @ MI Place at MichiganBusinessNetwork.com** – Internet Radio Program
- **MFEA Member Press Releases Forwarded to MFEA Press Contacts**
- **MFEA LEGISLATIVE REPRESENTATION**

## COST SAVINGS BENEFITS:

- **CORPORATE PARTNER DISCOUNTS** - Members receive discounts with our corporate partners.
- **DISCOUNTS WITH MFEA VENDOR MEMBERS** - Some MFEA Vendors choose to give discounts to other MFEA Members throughout the year, or at the MFEA Convention. Support your MFEA Vendors!
- **D & O Officers Insurance**