

MI FUTURE MOBILITY CONFERENCE EVENT LOGISTICS AND SPONSORSHIP SUPPORT IDENTIFICATION

PROGRAM OVERVIEW

The Michigan Office of Future Mobility and Electrification (OFME) -- part of the Michigan Economic Development Corporation (MEDC) -- seeks to identify contracted event support for the inaugural MI Future Mobility Conference. The MI Future Mobility Conference will bring together the Michigan mobility ecosystem with an audience consisting of public and private sector and representing large enterprise organizations including Global OEMs and Suppliers to new technology startups developing transportation technologies. The conference will focus on three main themes mirroring the State of Michigan's Mobility Strategy the "MI Future Mobility Plan -- 1) Innovation 2) Workforce and 3) Infrastructure.

This entity or individual will support MEDC by:

- Leading event sponsorship including:
 - Creating a sponsorship prospectus & printing w/ graphic design support from MEDC
 - Lead generation (with support from OFME) and sales
 - Contracting and compliance/fulfillment of deliverables
 - Acting as a fiduciary for incoming sponsorship sales revenue
- Supporting event marketing including:
 - Coordination and deployment of paid LinkedIn and/or Google ads
- Supporting speaker logistics and program planning including:
 - Collecting speaker bios, headshots, accessibility and dietary accommodations, presentation assets etc.
 - Emailing speakers with panel information and program logistics
 - Coordinating with OFME on program creation and timing/logistics
 - Coordinating with MEDC Events on speaker travel needs
 - Coordinating with MEDC Events on presentation assets
- Supporting on-site the day of the event including:
 - Sponsor, Speaker and Attendee Check-in / Registration
 - Setup and breakdown
 - Speaker coordination
- MEDC and/or OFME will lead:
 - Food and Beverage
 - Event website and registration, MEDC/OFME will collect ticket revenue
 - On-site check-in and registration
 - Program curation
 - Room blocks and any needed travel arrangements or security
 - AV coordination
 - Onsite Photography and Videography

Note:

The event will take place over the course of two days:

- Wednesday, October 23rd
 - 2-3 Topic-based roundtables in the afternoon planned by OFME w/ MICHauto
 - 2-3 Themed VIP dinners
- Thursday, October 24th
 - Full day conference at Newlab Detroit

The use of the venue is part of an in-kind sponsorship

ADMINISTRATOR REQUIREMENTS

- A minimum of 5 years' experience planning, coordinating and executing large-scale corporate/B2B events
- A minimum of 5 years' experience in sponsorship sales and fulfillment
- Experience in the mobility, automotive and/or transportation industry a plus
- Experience with LinkedIn and Google advertising

NOTE:

Form to be [completed here](#).

Reach out to Lauren Else with any questions at elsel@michigan.org or 517-643-2103

APPLICANT INFORMATION	
Entity Information	
Applicant Entity Name	
Entity Representative Name	
Entity Representative Title (CEO, President, Director)	
Email	
Phone	
Entity Address	
Entity Address 2	
Entity City	
Entity State	
Entity Zip Code	
Entity County	
Staff Assigned to Event Management	
Primary Staff Name	
Primary Staff Title	
Primary Staff Email	
Primary Staff Phone	
List any other staff who will be supporting on this project:	

QUALIFICATIONS
Please outline your entity’s qualifications, experience, and capacity to implement the program as outlined above. Please include any relevant past events executed and/or references.

ESTIMATED COST
Provide an estimated cost required to implement the program as outlined above. An ideal compensation structure for these services would be a combination of flat fee plus a percentage of sponsorship revenue with the aggregated compensation capped at \$150,000. <i>(Note: MEDC will directly cover the cost of food and beverage, hotels and travel related to the event, AV, the venue, décor, marketing and graphic design. MEDC/OFME will ask that the contractor leverage sponsorship revenue to cover some costs including but not limited to paid online marketing/advertising of the conference to support ticket sales.)</i>

ASSURANCES
The Applicant agrees to adhere to OFME and MEDC rules, regulations and the policies, procedures and reporting requirements. In agreeing to this, the entity will ensure that all entities involved in completing the proposed project will also adhere to rules and regulations.
All parties certify that the information in this application is the most accurate available based on current information and knowledge.

NOTE:

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AUTHORIZED ENTITY OFFICIAL	
Authorized Signer	
Signature	Date:
Name and Title	
Phone #:	Email Address:

NOTE:

Form to be [completed here](#).

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