



CALL FOR EXHIBITORS

2022 MACUL Conference March 16-18, 2022 DeVos Place | Grand Rapids, MI



General Information

Formed in 1975, MACUL – the Michigan Association for Computer Users in Learning – is dedicated to bringing educators together to share knowledge and address concerns about the uses of computers and technology in education. MACUL’s annual conference draws thousands of educators from throughout Michigan, neighboring states, and Canada. Members learn about innovative, technology-related programs and have access to an extensive exhibit area highlighting hardware, software, computer-related materials, and other educational technology.

Recognized as one of the most comprehensive conferences in the country on the uses of technology in education, MACUL gives educators the opportunity to see and experience the latest in state-of-the-art technology. Within this environment, the MACUL exposition provides an extraordinary marketplace for increasing sales with face-to-face, hands-on interactions with prospective customers.

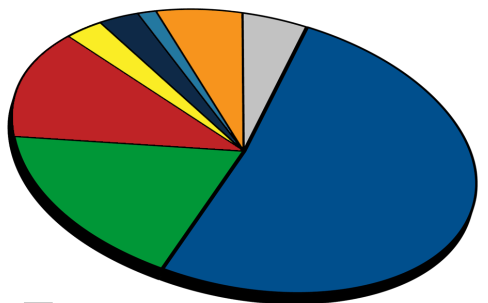
With its targeted audience, MACUL can be a potent, cost-effective marketing tool for technology-related companies.

Exhibitors can:

- demonstrate state-of-the-art products to an informed, receptive audience.
- meet a select, qualified audience that wants to learn about new products and services.
- showcase new products and services.
- reach people not usually accessible to sales representatives.
- create immediate impact with high-energy displays.
- communicate effectively with one-on-one contact.
- identify new applications and markets through immediate feedback.
- discover new buying interests.

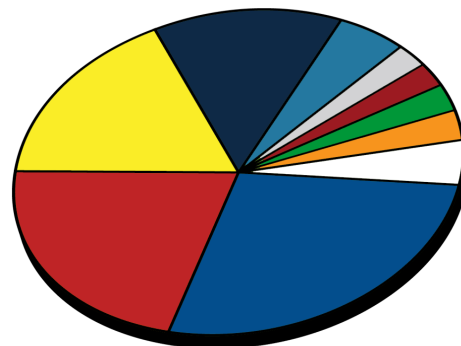
MACUL Conference attendees represent \$90 million in buying power!

MACUL ATTENDEE PROFILE BY POSITION



Teachers	51.4%
Tech Coord./Directors	17.4%
Media Specialists/Librarians	13.4%
Part-Time Teachers/Coordinators	3%
Principals/Assistant Principals	3%
Superintendents/Assistant Superintendents	1.5%
School Board Members	6%
Others	4.3%

MACUL ATTENDEE PROFILE BY LEVEL



Preschool	4.5%	Post-Secondary	2.6%
Elementary	27%	Teacher Educator/Preservice	2.6%
Middle School	22%	Special Education	2.6%
High School	17%	ISD/RESA/REMC	3%
K-12	13.5%	Others	5.2%



2022 MACUL Conference

March 16-18, 2022
DeVos Place
Grand Rapids, Michigan



Exhibitor Information

WHERE: DeVos Place, Grand Rapids, Michigan

WHO: Over 3,500 technology directors, superintendents, principals, curriculum directors, K-12 teachers, media specialists, and school board members attend. These groups make the all-important purchasing recommendations and purchasing decisions for technology needs, including hardware, software, and services.

WHEN: WEDNESDAY, MARCH 16, 2022

Setup • 9:00 AM to 5:00 PM

THURSDAY, MARCH 17, 2022

Exhibit Hall Open • 9:30 AM to 5:00 PM

Special Exhibit Hours • 11:00 AM to 1:00 PM

(Minimal educational programming is scheduled during this period.)

FRIDAY, MARCH 18, 2022

Exhibit Hall Open • 8:30 AM to 1:00 PM

Tear down • 1:00 PM to 5:00 PM

Sponsorship and Door Prizes

Sponsorship opportunities are available at the Platinum, Gold, Silver and Bronze levels – customizable to fit every budget. By helping to sponsor the conference, you not only provide added exposure for your company, but also receive enhanced benefits before and during the conference. For further information, please contact Mark Smith, MACUL Executive Director, at 517.882.1403 or msmith@macul.org.

Exhibitor Donated prizes will be randomly given away throughout the conference activities via Conference App, Social Media, and Special Give Aways that will highlight the support of your organization's role in the MACUL Conference! Information will be included in your exhibitor kit.

Exhibitor Fee

Price per booth:

Zone 1 \$1000 (front of hall)

Zone 2 \$850 (center of hall)

Zone 3 \$700 (back of hall)

Your booth fee includes:

- 10' x 10' exhibit booth space
- one 6' skirted table, two chairs, one wastebasket
- 7" x 44" identification sign
- one 500-watt electrical circuit
- complimentary wireless Internet access
- 8' high back drape; 3' high side drapes
- 24-hour security service
- one complimentary conference registration per organization
- six complimentary exhibitor badges per organization (for entrance to exhibit hall only; additional staff badges may be purchased for \$25 each)
- listing in the conference app

Reserve your booths using our [online reservation system](#). Confirmation of your reservation will be sent upon completion of the registration process. A complete exhibitor kit and lodging information will be available in January.

Conference App

The electronic conference app, available to all conference participants, provides a complete listing of vendors and location of each booth.

Registrations will be accepted as long as booth space is available. Your company will be listed in the conference app at any registration date.

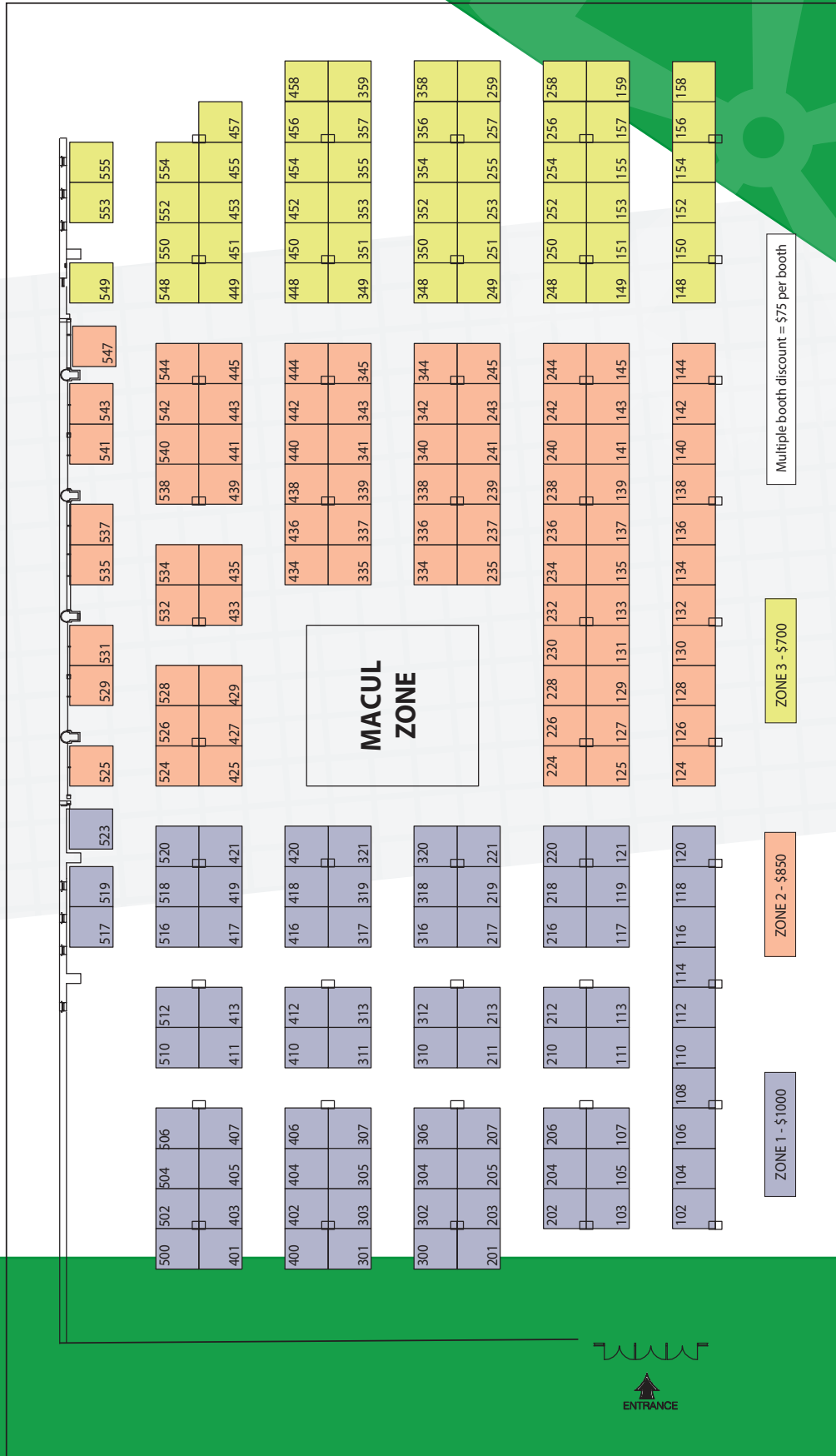
RESERVE YOUR BOOTH ONLINE NOW!

For further information about exhibiting at MACUL 2022, please call 513.919.5486 or e-mail chris.garrett@macul.org.

2022 MACUL EXHIBITOR FLOORPLAN

DeVos Place, Hall C

View available booth options on the Exhibitor tab at maculconference.org



View exhibit hall floorplan