



Annual Meeting & Expo

Information and Application Packet

Date	January 29, 2012
Location	MSU Pavilion 4301 Farm Lane East Lansing, Michigan 48824
Time	9:00 a.m. to 3:00 p.m. Vendors may arrive at 8:00 a.m.
More info	www.mmba.org



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Welcome to the 2012 Annual Meeting & Expo!

Dear Sir/Madam:

On January 29, the Michigan Mountain Biking Association (MMBA) will host the 2012 Annual Meeting & Expo, which showcases bike shops, gear, racing organizations, and advocacy groups. The event will be held at Michigan State University's Livestock Pavilion (4301 Farm Lane, East Lansing, Michigan 48824) from 9 a.m. to 3 p.m.

The MMBA is a trail building organization that works with land managers throughout Michigan to maintain some of the best mountain bike trails in the country. We care for more than 600 miles of trail with new projects planned throughout the state. The Western Chapter has begun working on their goal of 50 miles in 5 years! Our chapters raise money to support trail work and advocacy efforts by hosting races in our Championship Points Series (CPS). The top racers receive awards at the Annual Meeting & Expo. We also recognize the volunteers who spend at least 10 hours working on the trail by awarding them with the First Across the Finish Line (FAFL) award.

This past year, our chapters began the process of transitioning into the IMBA Chapter Program. This program eases the burden of administrative tasks on chapter and state board members, allowing chapters to work more on local advocacy issues, and the state board to focus more on state advocacy issues. In short, we can focus our attention toward protecting our current trails and building new trails more effectively than we could in the past.

We would like to formally invite you to our expo as a vendor. The MMBA Expo is an excellent opportunity to directly interact with cyclists who are enthusiastic about the upcoming cycling season and want to know about your products, services, and expertise.

We look forward to seeing you in January. If you have any questions, please feel free to contact me at (906) 281-2531, or email communications@mmba.org.

Sincerely,

A handwritten signature in black ink that reads "Diane Ursu".

Diane Ursu
Vice President
Michigan Mountain Biking Association
www.mmba.org



About the Michigan Mountain Bike Association

The MMBA is a 501(c)(3) non-profit mountain biking advocacy organization with nine chapters throughout Michigan. It is one of the largest affiliates of the International Mountain Bicycling Association (IMBA). Our members work together to promote responsible mountain biking while protecting trail access in Michigan. We build multi-use trails and work with other user groups to resolve user group conflict.

Our members have volunteered thousands of hours to help maintain hundreds of miles of trail throughout Michigan. Several areas in Michigan, such as the Greater Detroit Area and Grand Rapids, have many trails to choose from. Other areas, such as Lansing, are updating current trail systems and expanding their networks.

Trail design, development, and maintenance are key components of great mountain biking. Michigan's trails have earned the reputation of a mountain biking destination, especially with two IMBA Epic Trail designations. Of course, this would not be possible without the dedicated volunteers that work so hard to build sustainable trails throughout Michigan.

The MMBA awards volunteers who contribute 10 hours of trail work for the year. These volunteers receive the *Ed Berta First Across the Finish Line* (FAFL) award.

Each MMBA Chapter selects a *Volunteer of the Year* based on exemplary performance. Likewise, the MMBA Board of Directors chooses a statewide *Volunteer of the Year*. All of these awards are presented at the MMBA Annual Meeting, early each year.



The MMBA Championship Point Series (CPS) is Michigan's premier grassroots racing series. The CPS raises funds to support local chapters in their ongoing advocacy work and trail improvements. This race series attracts all levels of racers, from the first-timer to national and world champions. These races are exciting and competitive, as well as beginner friendly for those wishing to try their first mountain bike race.

Mountain Kids events focus on providing a positive outdoor recreational experience in a "back country" setting for children, ages 8 to 12, who would not otherwise have the opportunity to participate in such activities. Our CPS races also allow kids to build fitness and compete in a healthy, outdoor environment.

The MMBA has hosted several IMBA trail schools that were well-attended. Our trail coordinators are dedicated to building IMBA-standard trails.

The Western Chapter hosted the Midwest Mountain Bike Summit in 2009 and 2010. Both summits were filled with presentations, demonstrations, hands-on opportunities, socializing, and plenty of mountain biking.

Cycling is a growing sport in Michigan, and many are enjoying its diversity. Many of our members enjoy any combination of cyclocross, BMX, mountain biking, and road riding. Some are "gear junkies" and like to get all of the latest and greatest products, while others enjoying refurbishing old bikes and outfitting them with impressive upgrades.

It's more than just riding a bike. It's a lifestyle.

Schedule

Sunday, January 29, 2012

8 a.m.	Expo and Setup
8:30 a.m.	Swap Meet Setup
9 a.m.	Expo Opens
9 a.m. to 2 p.m.	Concessions; pizza may be ordered from Union Pizzeria (517) 884-0375, no delivery charge
9:30 to 11:00 a.m.	State Board Meeting
9 a.m. to 1 p.m.	Silent Auction
9 a.m. to 1 p.m.	Swap Meet
10:00 a.m.	Championship Points Series (CPS) Awards
11:00 a.m.	First Across the Finish Line (FAFL) Awards
1:00 p.m.	Keynote Speaker: Bobby McMullen
3 p.m.	Expo closes
3 p.m.	Cocktail hours, location to be determined

The Way Bobby Sees It

Film & Talk by Bobby McMullen



The Way Bobby Sees It is a gripping documentary about Bobby McMullen, a competitive mountain biker on a mission to race the most demanding downhill course in the country. Adding to the difficulty: Bobby is blind.

With the help of a guide and a rigorous training schedule, Bobby is determined to race his bike down a course riddled with obstacles and flanked by steep, life-threatening cliffs. But, the racecourse isn't the only challenge in Bobby's life. Between thrills, spills and jaw dropping helmet camera footage, we see how Bobby uses humor,

**"An hour of utterly compelling viewing that will have you in agonizing, nail-biting anticipation."
—Spoke Magazine**

determination, and unshakeable optimism to battle adversity—both on and off the bike.

This special showing includes an audio description for people with visual impairments as well as captioning for those with hearing difficulty.

The film will be followed by conversation with Bobby. Don't miss this chance to hear his amazing and inspiring story!

About Bobby McMullen

Bobby McMullen is an extreme athlete from Northern California who remains competitive despite being diagnosed with Type 1 Diabetes at age 12, the loss of his vision, years of dialysis, two double transplants (kidney/pancreas), and having broken more bones than he can list. In spite of challenges that would take most people out, Bobby lives life full-on. He is a passionate extreme sport competitor—a tenacious adrenaline junkie who competes alongside fully-able racers. Bobby is a nominee for induction to the Mountain Bike Hall of Fame—not bad for a blind guy.

Bobby has been a champion alpine skier (he competed in the 1998 Nagano Paralympics), though his current "life support" is the mountain bike. He embraces life with optimism and humor that is contagious, and imparts that enthusiasm to audiences worldwide. He is a blind, two-time double transplant recipient, mountain bike racer, alpine ski paralympian, motivational speaker, and an Athletes with Disabilities National Hall of Fame inductee.

Check him out at <http://www.RideBlindRacing.com>





Corporate Sponsorships

Gold
\$1,000.00

- 20x10 booth space at the Annual Meeting & Expo
- Horizontal ad in the monthly e-newsletter (content side)
- Ad in banner rotation on website
- Listing/Link on MMBA website
- Subscription to the monthly e-newsletter

Silver
\$500.00

- 10x10 booth space at the Annual Meeting & Expo
- Vertical ad in 6 issues of the monthly e-newsletter (left sidebar)
- Ad in banner rotation on website
- Listing/Link on MMBA website
- Subscription to the monthly e-newsletter

Bronze
\$100.00

- Ad in banner rotation on website
- Listing/Link on MMBA website
- Subscription to the monthly e-newsletter

Corporate sponsors are responsible for designing their own banners and ads and submitting the appropriate information.

Website Banner

Corporate sponsors should send their website banner to webmaster@mmba.org. The banner must meet the following specifications:

- 150x150 px;
- PNG or JPEG;
- Please send the web address to which the banner should link.

E-Newsletter Ads

Gold and silver corporate sponsors should send their newsletter ads to communications@mmba.org. Ads must meet the following specifications:

- Gold sponsor ads should be 420 x 60 px (width x height), silver sponsor ads should be 140 x 175 px (width x height);
- PNG or JPEG;
- Please send the web address to which the ad should link.

** The MMBA reserves the right to resize images to accommodate any unforeseen formatting issues.*

If you are interested in becoming a Corporate Sponsor of the MMBA, please visit membership.mmba.org to sign up.



Instructions for the Exhibit Application for the Annual Expo

Registration deadline is Friday, January 6, 2011. Space is limited and is available on a first come, first served basis.

Non-Profit Organizations

- Non-profit organizations may have one 10x10' booth at no charge.
- **Proof of non-profit status must be submitted with this application.**
- Additional 10x10' booths may be purchased for \$175 each.

MMBA Corporate Memberships

- MMBA Corporate Silver members receive one 10x10' booth with a current membership.
- MMBA Corporate Gold members receive one 20x10' booth with a current membership.
- Additional 10x10' spaces may be purchased for \$175 each.
- Memberships expiring near the day of the expo will not be eligible for expo space if the current membership was used to pay for last year's booth.
- If you wish to become a Corporate Sponsor for the purpose of purchasing a booth, please do so prior to submitting this application. Visit <http://membership.mmba.org> to join.

Payment

Payments must be made in full by January 6, 2012. Vendors will not be promoted on the MMBA website or other promotional media until payment is made. Those donating silent auction/raffle items will be promoted as a donor when the MMBA receives the item(s). No refunds.

Silent Auction and Raffle Donations as Payment

The 2012 Expo will include a silent auction and raffle. By donating items, you agree that the MMBA will determine which items will be used for the auction and raffle, minimum price bids, buy now prices, etc.

This application includes a section for silent auction donations that are used as payment for booths. A separate form does not need to be completed. These silent auction donations **must be included with this application**. Contact Diane Ursu at communications@mmba.org if donations are larger items that cannot fit into an envelope. **Do not** send larger items to the PO Box.

Vendors receive a \$50 discount for donations with a retail value of \$75 or more. Vendors may also pay for the full value of the space with donations.

Partial Value of Vendor Space		Full Value of Vendor Space	
<i>Retail Value</i>	<i>Discount</i>	<i>Retail Value</i>	<i>Discount</i>
<input type="checkbox"/> \$75+	\$50	<input type="checkbox"/> \$350	\$250 (1 10x10 space)
<input type="checkbox"/> \$150+	\$100	<input type="checkbox"/> \$650	\$425 (2 10x10 spaces)
<input type="checkbox"/> \$225+	\$150	<input type="checkbox"/> \$975	\$600 (3 10x10 spaces)
<input type="checkbox"/> \$300+	\$200		



Exhibit Application for the Annual Expo

Please print or type.

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I/We will have a trailer in our vendor area. Trailer length: _____

I/We will have an E-Z Up in our vendor space. Width x Length: _____

Please choose **one** of the following plus additional booth, if needed.

10x10' Space	<input type="checkbox"/> I am/We are a Non-Profit	Free	\$0
Choose one:	<input type="checkbox"/> I am/We are a Corporate Silver Member	Free	\$0
	<input type="checkbox"/> Neither Non-Profit nor Corporate Member	\$250	\$

20x10' Space	<input type="checkbox"/> I am/We are a Non-Profit	Free 10x10 + \$175	\$
Choose one:	<input type="checkbox"/> I am/We are a Corporate Silver Member	Free 10x10 + \$175	\$
	<input type="checkbox"/> I am/We are a Corporate Gold Member	Free	\$0
	<input type="checkbox"/> Neither Non-Profit nor Corporate Member	\$425	\$

Additional 10x10' Booth # _____ x \$175 = **\$**
Booth Rental Total: **\$**

Silent Auction and Raffle Donations

Donated Item	Value (Each)	Quantity	Retail Value
		x	\$
		x	\$
		x	\$
		x	\$
		x	\$
		x	\$
		x	\$
		x	\$

Total Retail Value: **\$**
***Discount Total:** **\$**

*Please see Instructions for information regarding the discount total.



Exhibit Application Worksheet

Submit with Application

Contact Name: _____

Company: _____

Phone: _____ Email: _____

Booth Rental Fee **+\$** _____

Silent Auction Discount **-\$** _____

Total Due to the MMBA **\$**

Submit the following:

1. Exhibit Application for the Annual Expo
2. Exhibit Application Worksheet
3. The signed *Terms and Conditions* page (included in this packet)
4. Check or Credit Card Authorization Form
5. Silent auction donations (if applicable)

Mail to:

Michigan Mountain Biking Association
ATTN: Diane Ursu
5119 Highland Road PMB 268
Waterford, Michigan 48327

Contact Diane Ursu at communications@mmba.org if donations are larger items that cannot fit into an envelope. **Do not** send larger items to the above address.



Terms and Conditions

- 100% of the booth rental fee will be paid with the submission of your expo space application and worksheet. The balance is due by January 6, 2010.
- THERE ARE NO REFUNDS.
- Vendors may begin setting up at 8:00 a.m. the day of the expo.
- Do not sublet your booth space. Including additional vendors is not allowed.
- No lighter-than-air (helium, etc.).
- Do not visually or physically block exits, disturb the aisles or disturb your neighbors.
- Do not erect an exhibit or rack with sides that are higher than the 3 foot side rails of your booth and that will prevent your neighbor's view of the aisle.
- Do not tape, nail, tack or staple anything on columns, walls, doors, or painted surfaces.
- Remove all belongings from the hall by 8:00 p.m., January 30, 2010. Failure to do so will result in the storage of your items at your expense.
- We reserve the right to modify the Expo layout and to restrict or reject any exhibit.

We hereby apply for exhibit space at the Michigan Mountain Biking Association Expo and agree to the show terms and conditions.

Signature

Date

Waiver of Liability and Hold Harmless Agreement Michigan Mountain Biking Association and the MSU Pavilion

I have been given the opportunity to participate in the events known as the MMBA Annual Meeting and Expo ("Activity"). I wish to participate in this activity and recognize that it involves certain dangers through accident or otherwise, including but not limited to physical injury, including death. In consideration for being allowed to participate as I request, I HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE any officers, agents or employees of the Michigan Mountain Biking Association and the MSU Pavilion, from any and all liability, claims, demands, actions and causes of actions arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or my property, whether caused by my negligence or theirs, while participating in this activity or being in or upon the premises in which the activity is being conducted. I recognize that I am not required to participate in this activity and do so of my own free will. I VOLUNTARILY ASSUME RESPONSIBILITY FOR ANY RISKS OF LOSS, PROPERTY DAMAGE, OR PERSONAL INJURY, INCLUDING DEATH, that I may sustain or cause as a result of being engaged in this activity, whether caused by my negligence or that of the Michigan Mountain Biking Association or the MSU Pavilion and Michigan State University or its agents or employees. I FURTHER AGREE TO IDEMNIFY AND HOLD HARMLESS the Michigan Mountain Biking Association, the MSU Pavilion and Michigan State University, their agents and employees from any loss, liability, damage or costs, including court costs and attorneys fees, that either of them may incur due to my participation in such activity, whether due to my negligence or theirs or otherwise. **I have read this document before signing it, I have had an opportunity to consider its meaning, and I understand the document and sign it voluntarily as my own free act and deed. I am at least 18 years of age and fully competent.**

Signature

Date

Print Name

Business Name



Credit Card Payment Authorization Form

Name on card: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Circle one: Visa MasterCard

Card #: _____ / _____ / _____ / _____ Exp _____ / _____)

Security Code:
(three numbers on back of card) _____

Payment Amount \$

I hereby authorize the above amount to be applied to the credit card listed above.

Signature of Cardholder

Date