



[MBBA Conference & Marketplace](#)

Lodging and Conference at the Historic Amway in Grand Rapids, Michigan

187 Monroe Ave NW, Grand Rapids, MI 49503

[Schedule and Details](#)

Vendor Day Monday, October 30th, 2023

35th Annual Innkeeping Conference

of the Michigan Bed and Breakfast Association

Vendor Friends: Showcase Your Wares

Lodging at the **Amway Grand Plaza** We negotiated a great rate for our member innkeepers and valued vendors- \$139 + 15% taxes, valid Sunday-Wednesday (Oct ²⁹th -Nov 1st) - special conference discount rate*

Free wireless internet in-room plus desktop workspace. Parking is \$32 for self-parking and \$35 for valet per night. Lunch Box on Monday, Cocktail Hour (cash bar), and dinner on Monday are included in your registration fee. **Reserve your room by October 6th** to guarantee a conference discount rate and availability.

To make your reservation online, use this link to receive the discount:

Booking Website:

<https://book.passkey.com/e/50500543>

or call and mention MBBA- at 800-253-3590

Vendor Showcase Schedule of Events

Sunday, October 29th, 5-7pm

We are informally gathering in the Wolfgang Puck Restaurant's bar area on Amway's first floor. If you plan on dining with them afterward, we suggest you make individual reservations:

Phone- 616-776-3230 Website- <http://wolfgangpuck.com/dining/the-kitchen-by-wolfgang-puck-grand-rapids/>

Monday, October 30th, 10-12

10 am – 12 noon

Hands-on Personalized Vendor Workshops- Bring your laptops (and logins) and questions for this opportunity to meet with our vendors one-on-one. Only three spots per half-hour session, signup early.

Participating vendors:

Think Reservations- Richard Aday- Questions about your booking engines

Forfeng Design-Heather Turner- How to design a marketing calendar

MBBA / Waterfall Associates- Byron Cain- Guidance with your analytics

Inside Out Solutions- Patricia McCauley -Questions about your website

Acorn- Annie Buck How to set up Meta for your marketing

Registration and Set-Up 12 noon-4 pm

Register at the MBBA greeting table on the first floor and grab your box lunch. You'll have the afternoon to set up your table, which includes one 6' covered rectangle table, two chairs, and an electric hookup. Let us know if you need any additional equipment or space.

1 pm- President's Welcome and Introduction to all our Vendors

We would love you to be present for this introduction.

1:15 – MBBA Annual Meeting

1:30-5 pm- Speakers – you are welcome to listen in to sessions

5- 7 pm Vendor Showcase with Cocktail Reception

7:00 p.m. Join us for dinner

All vendors are welcome to enjoy the dinner and the keynote speaker. The cost is included in your registration fee.

Tear down and pack up on your schedule.

Extras You Need to Know

Vendors are requested to provide a door prize gift for the registration fee valued at \$50 or more. At your request and following the conference, MBBA will provide you with your winner's name so you can follow up.

You are welcome to stay and join us on Tuesday for the morning sessions and to see who won your door prize. The drawings are set to end at 12 noon.

Exhibitors will receive a contact list of all conference attendees in their welcome packets, including phone numbers and email addresses.

Get More Bang for your Buck!

Sponsor an Event for additional exposure:

Gift bag Sponsors- Gregg Smith- Realtor.com- Preferred Vendor

Name Tags- Eben Viens -BandB Team- Preferred Vendor

Monday's Lunch- \$400 _____

Monday's Coffee and Tea Service- \$200 _____

Monday's Dinner- \$600 Fremont Insurance- Preferred Vendor

Tuesday Morning Snack- \$300 _____

Tuesday 's Coffee and Tea Service- \$200 _____

Promote a Special Conference-Only Offer:

Exhibitors are encouraged to provide and promote a Conference Special available *only* to attendees and during the conference.

Provide details to MBBA by September 30th to be featured in pre-conference promotions. Send information with any graphics or logos in .jpg format to office@laketolake.com.

Registration Fees

MBBA Special- \$249

The registration fee covers all conference activities, including table and chairs for your presentation and meals for one representative.

The fee for each additional representative from the same company is \$100 to cover the costs of Monday's lunch, cocktail hour, and dinner. When you register, you may sign up for any additional persons attending on the Stripe payment form. [MBBA 2023 ANNUAL CONFERENCE REGISTRATION FORM](#)

Additional advertising through our Preferred Vendor Membership

The Michigan Bed and Breakfast Association wants to connect our vendors with our inns. For a yearly fee of \$300, you can connect with our members through additional advertisement and communication through our monthly e-bytes. We are one of the few associations that are growing with upscale properties. Our current memberships include 60 inns, many of whom join our learning webinars and conferences to learn how to do their jobs better and to use products and services that make them better innkeepers.

Our website will feature you as a "Preferred Member," and many of our webinars and forums frequently mention vendors working for our innkeepers. Membership also includes a complimentary member-wide, dedicated electronic introductory promotion and up to four complimentary ads or promotional stories annually in the monthly MBBA New Briefs.

You can sign up to be a Preferred member [here](#).

Let's work together for Michigan innkeepers and you!

Cancellation Policy

You may cancel your registration with a full refund if a conflict arises. By contacting the office two weeks before the event or by October 18th. After that date, no refunds are possible.

Questions?

Call the office at 828-595-0253

Email info@laketolake.com

or click "Contact Us" at the bottom of any MBBA web page.