

Page: Entry Information

Chapter

Michigan Chapter of CAI

Chapter Size

Large (511-760)

Category

Out of the Box

Program Name

The Great Outdoor Exhibitor Fair

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

We are not able to hold our Annual Conference in 2021 due to Michigan's COVID-19 restrictions on gathering together in large groups. The Chapter Board of Directors did not want to move the whole conference virtual. We had to put on our creative thinking hat to still provide a great networking and educational event to replace our conference. We decided to split the conference into three events. We hosted three live virtual mini expo and an in-person Great Outdoor Exhibitor Fair.

We were providing value and opportunities for our Business Partner to network in-person during a time they could not visit management companies. Also, we still had to meet our goal to provide opportunities for manager to earn enough CE every two year to recertify their designations.

We located Mill Race Village in Northville MI. It was a beautiful historic village. We felt our attendees would enjoy strolling through a beautiful historic village at our exhibitor fair while networking with colleagues and exhibitors.

We were able to rent the hole grounds for 6 hours, including set and cleanup time. We had to arrange for port-a-johns, handwashing stations, food trucks. education tent, chair, and table rentals.

We had to contact business and the city around the village to arrange additional parking for the attendees and exhibitors.

CAI member manager and homeowners were able to attend for free and non-member fee was \$50.00.

We sold out the exhibitor booths and sponsorships for this event.

How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)

CAI-MI's goal and purpose of the Michigan Chapter of CAI is to provide education and information to community association leaders and professionals while also providing the professional members with opportunities to market their services and network with other members.

CAI-MI is dedicated to helping Michigan's Community Associations build safer, more prosperous communities through education, legislation, and networking.

The Great Outdoor Exhibitor Fair met our mission and vision, by provided a CE education seminar, in-person networking for our Business Partner in-person networking and our LAC had a booth. They were able to provide attendees with an update on the bill in Lansing and they received new donations due to this opportunity.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

Below shows how this event impacted our Chapter.

1. We had some non-member attendees join the Chapter after this event.
2. The event made more profit than we budget for.
3. This event brought membership awareness to member on what the LAC was working on. The LAC booth was very busy throughout the event talk to all the attendees. The provide a summary of what the LAC is focusing its attention on several areas of the law that affect community associations.
4. This brought value to our members since they did not have to pay to attend. They had the opportunity to talk to the exhibitor about their summer project and request proposal. They normally had this opportunity at our Annual Conference.
5. The attendee, sponsors, and exhibitors made a point during the event to thank the Chapter Board members and myself throughout the event stating how happy and thankful they were to be able to get out and network safely.
6. This event made the Chapter be more open to new events.

Please provide quantifiable data supporting the rationale for success. (20pts)

1. The Chapter was able to bring this event over budget on the income and under budget with the expense. We budget for \$17,500.00 net profit and the event made \$26,058.56 net profit.
2. The exhibitor booths were sold out a month before the event. We had a waiting list for exhibitors.
3. The attendees were surveyed, and we only receive positive comments.
4. All the attendees, sponsors, and exhibitors requested that we hold this event again.

Based on the results, will the program be a regular part of the chapter's programs in the future and why?

Yes, based on the results, this event will be hold again in the future.

The response from the attendees, sponsors, and exhibitors, they want the Chapter to hold this event again.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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