



# INN-SIDE MARKETING

23rd Annual ML2L Educational Conference

**OCTOBER 25-26, 2010**

Village Conference Center & Chelsea Comfort Inn • Chelsea, MI

## CONFERENCE FAQs

### FACEBOOK AND TWITTER AND BLOGS... OH MY!

Enjoy a half-day, hands-on social networking seminar on Sunday, October 24, scheduled from 4 - 9 p.m. to accommodate innkeepers' time considerations. Bring your laptop. Rent a laptop. Presented by InsideOut Solutions, this is the real deal for all of you who are lost in the not-so-brave new world of social networking. \$95 for each participant not attending the 23rd Annual Conference; \$65 for each participant who is attending the full conference.

### DATES:

Monday, Oct. 25 & Tuesday, Oct. 26.

### TIMES:

Start 2 p.m., Monday. End 4:30 p.m., Tuesday.

### REGISTRATION DEADLINE

Early Bird Discount Registration ends Sept. 30.

### LODGING RESERVATION DEADLINE

Discounted room reservations must be made by September 30. Call 734-433-8000.

### REGISTRATION FEES

Basic fee: \$125;

Fee for second person attending from the same inn: \$99;

Fee for third person attending from the same inn: \$89.

Fees for those registering after the Early Bird Discount date: \$155; \$119 and \$109, respectively.

Fees per registrant include dinner on Monday evening and breakfast, lunch and breaks on Tuesday. Fees provide unlimited access to all conference programs and activities.

### EXHIBITORS WELCOME!

Exhibitor Fee: \$205. Member Business Partners enjoy an \$85 discount. Fee per registrant includes all meals and conference programs as well as a covered and skirted 6-foot display table. Meals may be purchased for a second pre-registered exhibitor from the same company.

Exhibitors will introduce their products and services in a special session set for Monday at 4 p.m. in the Auditorium. Immediately afterward, everyone is invited to hobnob and network at a cash bar reception in the exhibitor area. Tuesday's morning and afternoon breaks will be held among the exhibits.

### Questions?

Contact the ML2L office: 616-575-1610 or [innfo@laketolake.com](mailto:innfo@laketolake.com)