

2026 Annual Summer Institute



Partnership Prospectus

Grand Traverse Resort & Spa

100 Grand Traverse Village Blvd.

Acme, MI 49610

August 9-12, 2026

advocacy. learning. leadership.

MAASE

MICHIGAN ASSOCIATION OF
ADMINISTRATORS OF SPECIAL EDUCATION



4



advocacy. learning. leadership.

What's Inside

- Welcome Notes Page 1
- About Us Page 2
- About the Event Page 3
- Attendee Demographics Page 4
- 2025 Partners Page 5
- Schedule-at-a-Glance Page 6
- Network at Special Events Page 7
- MAASE Deviation Open Page 8
- MAASE is Social Page 9
- You Shared & We Listened Page 10
- Partner Benefits Page 11
- Level Up Opportunities Page 12
- Contact Us Page 13



Welcome NOTE FROM



MAASE Summer Institute Chair

Renee Thelen

Director of
Special Education &
Communications
Clinton County RESA

The Michigan Association of Administrators of Special Education (MAASE) would like to extend this invitation to partner with us at Summer Institute 2026. Taking place at the Grand Traverse Resort overlooking beautiful Traverse Bay, this conference is an opportunity to connect with school leaders, strengthen relationships, and to showcase your products and services. Our attendees are special education administrators who are directly involved in purchasing and decision-making for their organization. As a partner you will have many formal and informal opportunities to meet with attendees- at a golf outing, receptions, presentations, breakfasts, lunches and at your booth.

This prospectus outlines the many unique partnership opportunities and exhibitor benefits available during this three-day conference. We look forward to partnering with you at Summer Institute 2026.

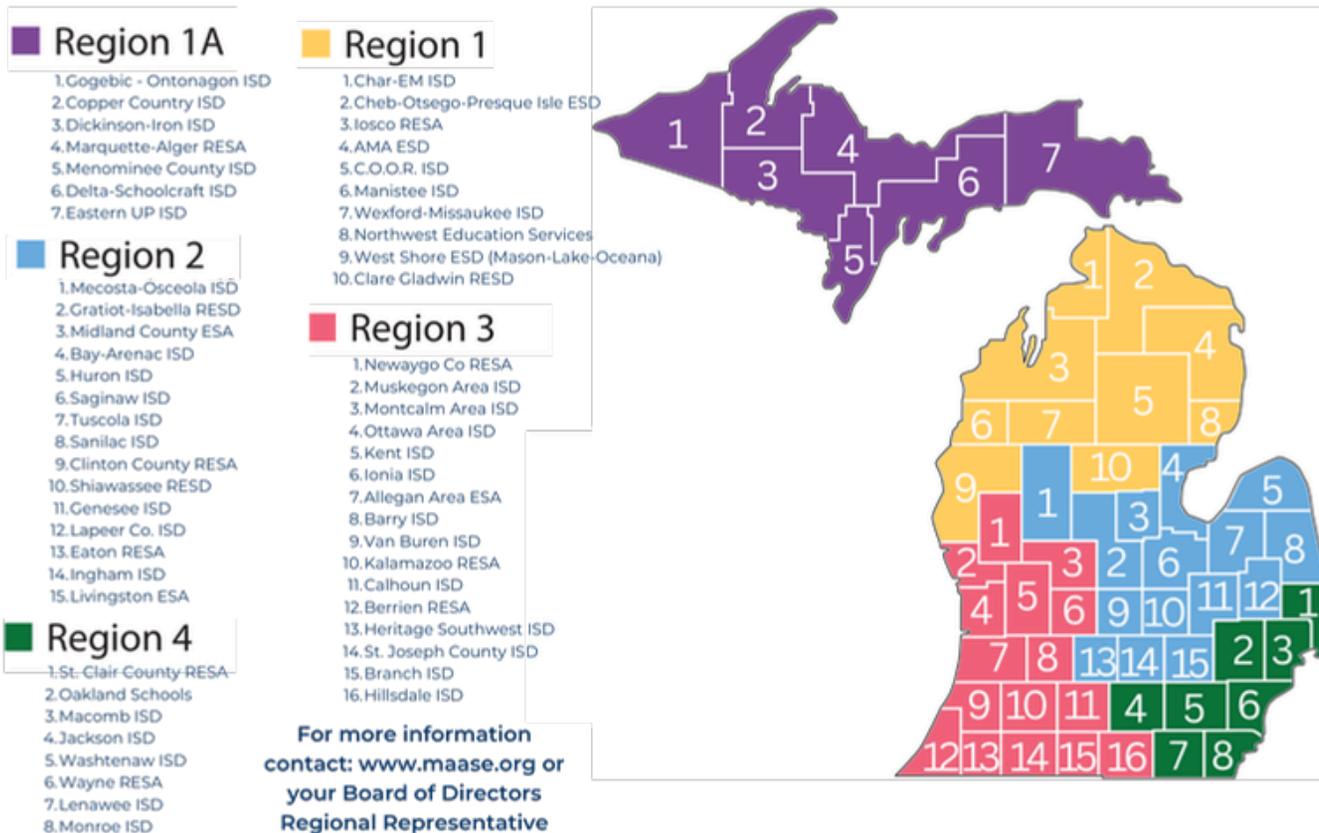
Thank you for supporting MAASE.

About Us



MAASE is a statewide professional organization that includes more than 1000 members across five regions in Michigan.

MAASE provides opportunities for leadership development, collaboration, and advocacy. We do this in partnership with our members – to shape policies and practices to improve outcomes for students with disabilities. Special education administrators are change agents who affect the quality and future of special education and the education of students with exceptionalities.



To learn more about MAASE

Ben Hicks
MAASE Assoc. Executive
Director

 benhicks@maase.org
(517) 618-1519

 www.maase.org/about-us

About the Event

Each year, special education leaders convene in August to engage in leadership development and shared learning on topics critical to the field of special education.

This premier event for special education leaders in Michigan will feature the following:

- Keynote Speaker Jimmy Casas
- Michigan Department of Education Office of Special Education Updates
- Attorney Presentations
- Numerous Breakout Sessions
- Special Guest Appearances from National Associations like the Council for Exceptional Children (CEC) and the Council of Administrators of Special Education (CASE)
- Awards & Networking Opportunities

The event starts on Sunday August 9th with several optional activities during the day and an evening kick-off hospitality reception that is open to all conference attendees. Participants will then engage in full days of learning on Monday and Tuesday through whole group sessions, breakouts, and networking with hospitality receptions at the close of each day of learning. The conference will come to a close mid-morning on Wednesday.

Register today to secure your spot at Summer Institute 2026, where you will find countless opportunities to Advocate, Learn, & Lead with MAASE members!

About the Attendees

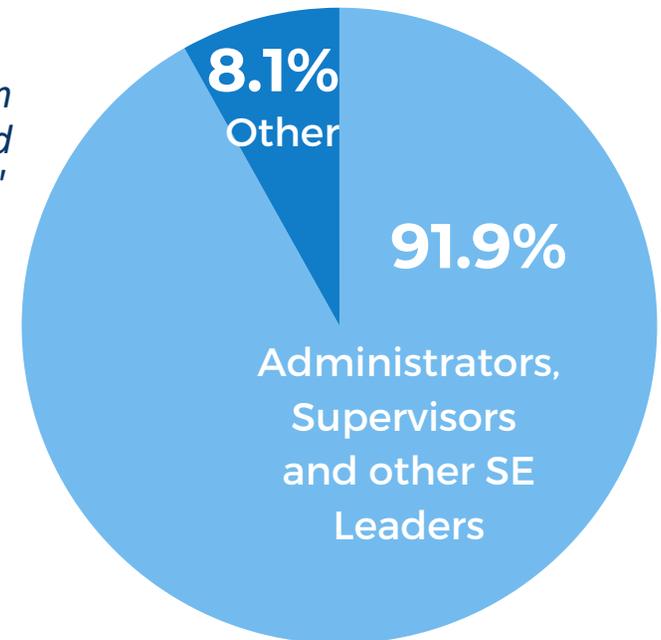
2025 set a record high for conference registrations!

838 total conference attendees made up of special education directors, supervisors and leaders from local districts, ISDs/RESAs, Michigan Department of Education, Colleges and Universities along with numerous other dedicated professionals serving students with disabilities.



What Attendees are Saying

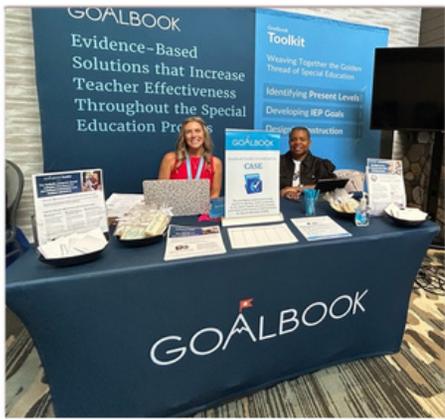
"I appreciate the opportunity to learn from and alongside others in the field of Special Education Administration"



"The partners (sponsors) were very friendly and informative."

"This was my first MAASE conference and it was outstanding!"

"This was an amazing experience!"



MAASE

Thank you to our generous partners from 2025 Summer Institute!



Schedule-at-a-Glance

Day 1 August 9

- 11:30: Deviation Open
- Noon-2:00 PM: MAASE Pre-Conference Activities
- 4:00 - 7:00 PM: Registration Desk Opens
- 5:00-7:00 PM: MAASE Welcome Reception

Day 2 August 10

- 7:00 AM-4:00 PM: Exhibit Hall & Registration Open
- 7:00 - 8:00 AM: Breakfast
- 8:00 - 8:15 AM: Event Kick-Off
- 8:15 - 9:15 AM: Keynote Speaker
- 9:15 - 9:45 AM: MAASE Executive Director Update
- 9:45-10:00 AM: Break
- 10:00-11:00: MDE-OSE Presentation
- 11:00-11:15 AM: Break
- 11:15 AM-12:15 PM: 1st Breakout Sessions
- 12:15-1:15 PM: Lunch
- 1:15-2:15 PM: 2nd Breakout Sessions
- 2:15-2:30 PM: Break & Snacks
- 2:30-3:30 PM: 3rd Breakout Sessions
- 3:45-5:15 PM: MAASE President's Reception

Day 3 August 11

- 7:00 AM-4:00 PM: Exhibit Hall Open
- 7:00 - 8:00 AM: Breakfast
- 8:00 - 8:05 AM: Opening remarks and announcements
- 8:05 - 9:15 AM: Federal and State Updates
- 9:15 - 9:45 AM: Yes I Can Award Winners
- 9:45 - 10:15 AM: Beekman Award Presentation
- 10:15 - 10:30 AM: Break
- 10:30 - 11:30 AM: Getting involved with Partners and MAASE
- 11:30-11:45 AM: Break
- 11:45 AM-12:15 PM: 4th Breakout Session
- 12:15-1:15 PM: Lunch
- 1:15-2:15 PM: 5th Breakout Session
- 2:15-2:30 PM: Break & Snacks
- 2:30-3:30 PM: 6th Breakout Sessions
- 3:45-5:15 PM: MAASE Networking Reception

Day 4 August 12

- 7:00-10:45 AM: Exhibit Hall Open
- 7:00 - 8:00 AM: Breakfast
- 8:00-8:05 AM: Opening remarks and announcements
- 8:05-8:30 AM: President's Address
- 8:30-10:25 AM: Attorney Panel
- 10:25-10:30 AM: Announcement of Game Winners, Stay and Play and Closing Remarks

MAASE Special Events

Connection opportunities to create meaningful relationships

Sunday, August 9th

Attendees arrive early to jump right in with one of our engaging kick-off events. After an afternoon of golf or touring local wineries, everyone meets back at the conference center for a warm and inviting welcome reception which is located in the heart of the partner exhibitor space!

Monday, August 10th

After an action packed day with a motivational and engaging keynote presentation, and loads of professional learning, attendees are treated to the President's Reception. This special event includes food and beverages, is open to all partners and attendees, and provides a perfect opportunity to connect!

Tuesday, August 11th

Cap off an inspiring day of professional learning and celebration of MCEC's *Yes, I Can Award* winner(s) and the prestigious *Beekman Award* recipient with our Networking Reception. This event is the exclamation point to our most highly anticipated and largely attended event!





Be a sponsor at the exclusive **MAASE DEVIATION** **OPEN!**

Join us on Sunday, August 9th for a 11:30am shotgun start, four-person scramble. The MAASE Deviation Open is open to everyone – new golfers, wanna-be golfers, and experienced golfers. Partners can even sign up and be paired with a team! There will be team prizes and contests for the longest drive and closest to the pin.



**Partnership opportunities
create student
scholarships and include:**



1-Closest to the pin - \$150

1-Longest drive - \$150

18-Hole partners on the
Spruce Run course - \$200 each

Please contact Ben Hicks to learn
how to add this event to your
partnership!

benhicks@maase.org
(517) 618-1519

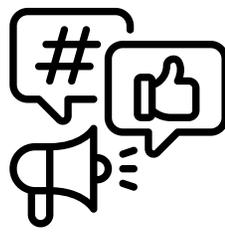
Do you love to golf? Maybe
not, but love having fun?!

Register to golf and we will
pair you with a team

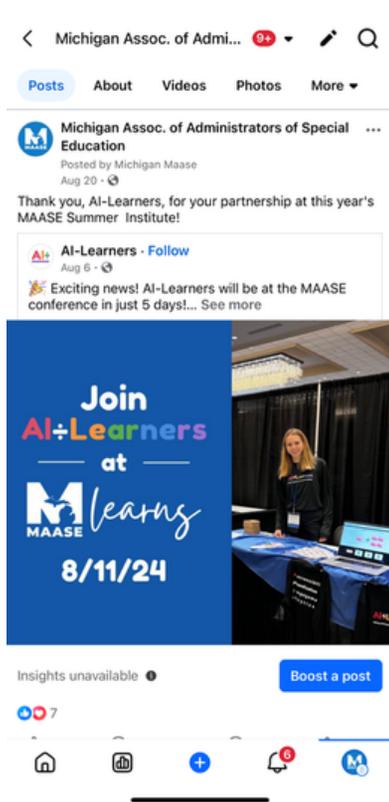
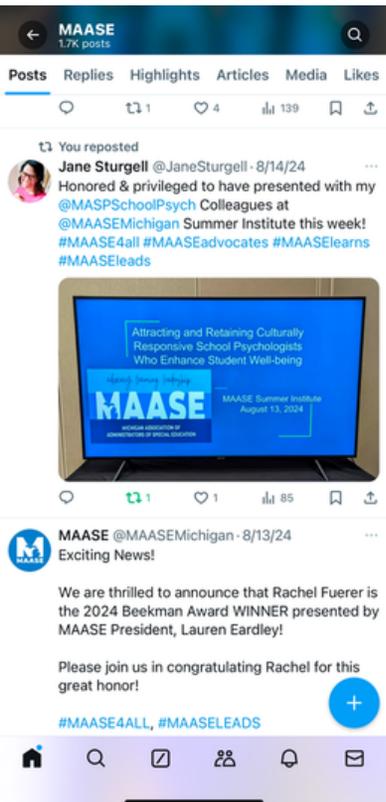
\$100



MAASE is Social



Elevate and expand your reach by showcasing your participation in Summer Institute 2026 on your social media platforms! Engage our event attendees and other followers by highlighting your involvement, sharing event updates, and using our branded hashtags to connect with a broad network of special education leaders and stakeholders.



Partner Engagement Game

We deeply value our partners—not only for their investment in our events, but also for the expertise they bring to the field of special education. Your feedback plays a vital role in helping us refine and enhance the experience for everyone. When partners shared concerns about booth placement, we relocated the exhibit space to provide greater visibility and a more open, welcoming environment, which was met with enthusiasm from both attendees and partners. More recently, you emphasized the importance of intentional opportunities for partner–attendee interaction. In response, we are introducing new engagement activities designed to spark meaningful connections, along with dedicated time in the schedule for attendees to meet with partners and MAASE committees.

Partnership Benefits	Bronze Level \$1,500	Silver Level \$3,000	Gold Level \$4,000	Platinum Level \$5,500
Limited Space Available	10	8	8	8
One year MAASE guest membership				X
Opportunity to present* (Breakout Session)				X
 2 dedicated e-blast to conference attendees <i>1 via email, 1 via attendee digital app</i>				X
Opportunity to address attendees at sponsored event. <i>MAASE selects event</i>				X
 Eligible for Level Up add on options <i>See next page for details</i>			X	X
 1 piece of marketing included in attendee welcome materials ♦			X	X
 Feature article or spotlight in a post-conference newsletter			X	X
 Option to provide one educational resource or white paper to attendees post-conference			X	X
Logo on headline sponsor banner		X	X	X
Recognition in pre-conference emails to attendees		X	X	X
Recognition as partner in Association newsletter		X	X	X
Recognized as partner on event signage		X	X	X
Recognition on MAASE social & digital platforms		X	X	X
Logo and website link displayed on maase.org for 1-year		X	X	X
Listed as a partner in the conference app	X	X	X	X
All Access Conference Registration [△] <i>Includes meals and session attendance (\$599 value)</i>	1	1	2	2
Exhibit Table (6' table, linen, 2 chairs)+	X	X	X	X

*Presentation Proposal must be submitted by deadline date AND approved by the Summer Institute committee

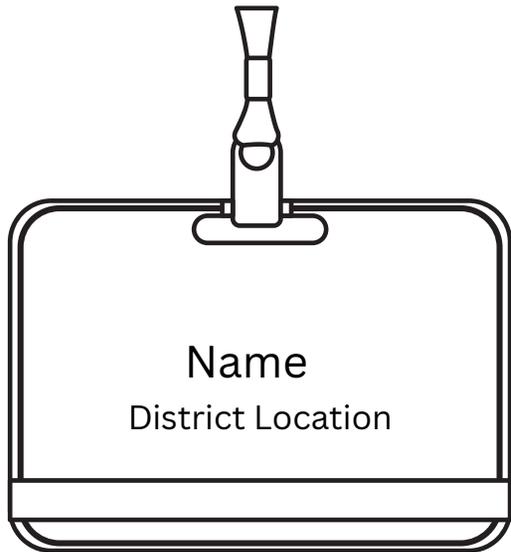
+Power at exhibit space available upon direct request to the venue. Click [HERE](#) to submit a request.

△ Additional meal tickets are available for \$200 as an a la carte option at checkout

♦ Materials to be provided by partner at no cost to MAASE



Take your brand visibility to the next level with these unlocked add on options for **Gold** and **Platinum** level partners!



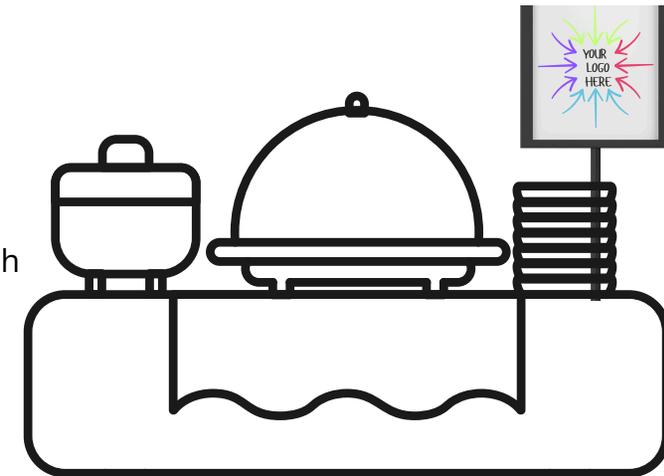
Proudly display your company logo on attendee name badges for 3 days!
\$4,000
1 opportunity available



Add your company logo large and proud in the center of the attendee gift tote.
\$4,000
1 opportunity available



Share an engaging message during a whole group session with a 3 minute video.
\$2,000
2 opportunities available



Prominently display your company logo as a meal sponsor. Your logo will be displayed on a buffet table sign, foam board near the lines, and digitally on the large screen in the dining area.
\$1,000
2 opportunities available

Contact Us

MAASE envisions an education system that meets the needs of ALL students, ensuring that they achieve their full potential. We work to accomplish this vision by providing opportunities for leadership development, collaboration, and advocacy, and we invite you into this partnership too!

MAASE Summer Institute will provide a platform for you to share your experience and be part of the mission to better serve students with disabilities.

DEADLINE: All partnership agreements must be received by June 26, 2026

Please Note: Space is limited and is anticipated to sell out prior to the June 26, 2026 deadline. Don't hesitate, secure your space today!



For more information please contact:

Ben Hicks

MAASE Associate Executive Director

benhicks@maase.org

(517) 618-1519



4

