

**SAVE THE DATE**  
Mon. June 19<sup>th</sup>  
thru  
Thurs. June 22<sup>nd</sup>

**Agenda**

## Defining and Measuring Clean for Indoor Healthy Spaces

*A GBAC<sup>™</sup> Experience in partnership with the CPI<sup>™</sup> Innovation Center*

### Daily Activities:

#### Monday, June 19<sup>th</sup> – 2pm start including:

- » Happy hour reception
- » Keynote speaker TBD – Healthy Indoor Spaces
- » On-site 'Italian' cooking experience
- » Live trade show demonstrations

#### Tuesday, June 20<sup>th</sup> – 9am - 5pm + dinner:

- » Welcome – Patty Olinger and Dave Maurer
- » Keynote Speaker – *We Are What We Breathe*  
Dr. Mark Ereth, MD., Emeritus Professor Mayo Clinic, Chief Medical Officer at SecureAire and InSitu Biologics
- » Industry Panel
- » Live hands-on technology experiences
- » Lunch – Raffle 1
- » Keynote Speaker - Measuring and Monitoring of Air for Healthy Spaces. Dr. Mark Hernandez, PE, PhD, Professor University of Colorado – Boulder.
- » Industry Panel
- » Live hands-on technology experiences
- » Happy hour - Interactive lessons learned discussion
- » On-site 'Backyard' cooking experience – Raffle 2

#### Wednesday, June 21<sup>st</sup> – 9am - 2pm:

- » Welcome to Day 2 – How we measure clean.
- » Keynote Speaker - Defining Clean – Monitoring, Measuring, Validation and Verification Dr. Stefan Wagener, PhD, SM (NRCM), CBSP, RBP – CEO Biorisk Institute
- » Industry Panel
- » Live hands-on technology experiences
- » Lunch – Raffle 3
- » Final wrap up.

**Space is limited for this boutique experience.  
Register before April 17<sup>th</sup> and SAVE!**



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## Defining and Measuring Clean for Indoor Healthy Spaces

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The annual GBAC<sup>™</sup> education event will take place June 19-22, 2023 at the CPI Innovation Center<sup>™</sup> in Holland, MI. This year's focus is on Air Quality, defining clean, active engagement and thought leadership with fellow attendees and exhibitors. Attendees can learn and test out new cleaning technologies in simulated settings such as a restaurant, hospital, and classroom settings, instilling confidence in future investments. Exhibitors will have the opportunity to interact with potential customers like no other symposium.

### *Who should attend?*

- » Property Managers
- » Facility Directors
- » Building Operators

- » General Managers
- » Infection Preventionists
- » Biosafety Professionals

- » Facility Engineers
- » Residential and Commercial Service Providers

### *Why Attend?*

- Engage and interact and learn from fellow attendees and cleaning industry professionals specializing in facility operations.

- Participate in hands-on experiences that simulate your real-world work environment in health care, hospitality, food and beverage, and much more!

- Grow your skill set using approaches to reducing pathogen transmission facility-wide and cutting edge research, new technologies, and programs.

- Benefit from continuous involvement opportunities and multi-disciplinary lectures on indoor air quality management and infection control and prevention.



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## Attendee Registration Levels

### CLASSIC

(Monday & Tuesday sessions only)

\$500 early bird (\$600 after March 31<sup>st</sup>)

### ELITE

(Monday – Wednesday sessions)

\$750 early bird (\$850 after March 31<sup>st</sup>)

### EXECUTIVE

(includes all days plus the following extra activities)

\$1,000 early bird (\$1500 after March 31<sup>st</sup>)

- » Exclusive leadership panel discussions and target audience applications
- » Executive Chef Experience (Wednesday evening)
- » Thursday golf at Michigan Arnold Palmer Course

All registrations include the following:

- » FREE product raffle throughout the experience
- » Space is limited for this boutique experience
- » Meals, drinks and entertainment
- » Transportation provided daily from Innovation Center to hotel
- » Hotel packages provided \$120/night additional cost
- » Space limited to 200 people so register EARLY



## Exhibitor Packages

Send an e-mail to the event coordinator for questions and to complete your registration: [CPIGBAC@creativeidea.net](mailto:CPIGBAC@creativeidea.net)

### EXHIBITOR LEVEL 1 TABLETOP (2<sup>nd</sup> floor)

\$1,500 [14 total]

Tabletop display

10' x 10' carpeted area

- » 8' Table with skirting & chairs provided
- » 2nd Floor of Arena with plenty of lighting from exterior windows.
- » 10x15' Glass Floor Demo area with under floor cameras

### EXHIBITOR LEVEL 2

20' x 10' BOOTH (1st floor)

\$2,500 [16 total]

Trade show floor open area

20' x 10' polished concrete floor

- » Open area for demos
- » Bring your own typical show floor booth, banners/display

See the CPI Innovation Center floor plan diagram for booth location/selection.

### EXHIBITOR LEVEL 3

PRIVATE ROOM (1st & 2nd floor)

\$5,000 [30 total]

Private Room live experience

25' x 25' general room size

- » Finished & furnished rooms by market type – see map
- » All rooms feature 'electromagnetic glass' turning from clear to Opac
- » Live featured experiment sessions throughout 3-day event
- » Company logo on rooms exterior storefront glass

All Exhibitors are encouraged to participate in the Raffle Give Away.



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## Exhibitor Sponsorship Opportunities and Extras

### COMPANY POSTER

\$100 per poster 29" wide x 30" high

- » On wall by booth and choose location for additional posters
- » With supplied artwork by May 1, 2023

### COMPANY BANNER

\$200 per banner 24" wide x 60" high

- » Place in/by booth and choose location for additional banners (bar, restaurant, bathroom, wine cellar, arena, lobby, etc.)
- » With supplied artwork by May 1, 2023

### MEAL SPONSOR

\$750 (may vary, see event coordinator)

- » Table tents at all tables, 8x10" poster around facility per meal
- » Company logo, booth info and 'catch phrase.'

### KEYNOTE SPEAKER SPONSOR

\$5,000 (may vary, see event coordinator)

- » Company recognition before, during and after speaker
- » Covers speaker fees and expenses & personal 1-hour engagement

### RAFFLE GIVE AWAY

(may vary, see event coordinator)

- » Provide free products/merchandise to give away during event raffles.
- » Company page recognition in Event Booklet and during raffle
- » Dedicated demo time focusing on company booth.
- » For other give-away opportunities, [contact the event coordinator](#)

### PANEL PARTICIPATION

Exclusive leadership panel discussions and target audience applications

- » Must be Executive Level Registered and/or Select Exhibitor
- » Industry relevant topics with published information following event.
- » Panel takes place Wednesday evening and Thursday morning.

### Exhibitor Tools

Following is what's included in all vendor packages:

1. Booth electrical for all three packages\*
2. Booth table and chairs as required\*
3. Booth water if required\*
4. Listing in Event Booklet with contact information
5. Attendee list with contacts
6. Transportation from hotel to CPI Innovation Center™ each day
7. All food and beverages are included each day.

\*Refer to Vendor Registration Sheet for your specific requirements

### Exhibitor Important Dates:

#### » Booth Goods:

Arrive June 12-16, or may bring on June 19<sup>th</sup>

#### » Delivery Address:

CPI – GBAC Event 2023

Attn: Your Booth # & Your company name  
280 East 64th Street, Holland, MI 49423 USA  
Receiving Phone: 616-335-3333 contact: Chad Harmsen. This event location has truck docks and drive-in overhead doors.

#### » Exhibitor Set up: Monday, June 19<sup>th</sup> - 8am to 2pm

#### » Exhibitor Days: June 19-21<sup>st</sup> ~ show hours:

Monday 2-6pm

Tuesday 9-5pm

Wednesday 9-2pm

Note: Trade show hours will vary (not required to be at the booth 100% of hours) as breakout sessions occur and the attendees are broken into team experiences.

#### » Exhibitor Tear down:

Wednesday, June 21<sup>st</sup> – 2 to 5pm

CPI may arrange shipment with FedEx/UPS/ freight carrier and bill back to you if desired. Exhibitor arrange own freight for pick-up from CPI warehouse



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## Exhibitor Booth Selection Process

Booths are numbered per Exhibitor Level as follows:

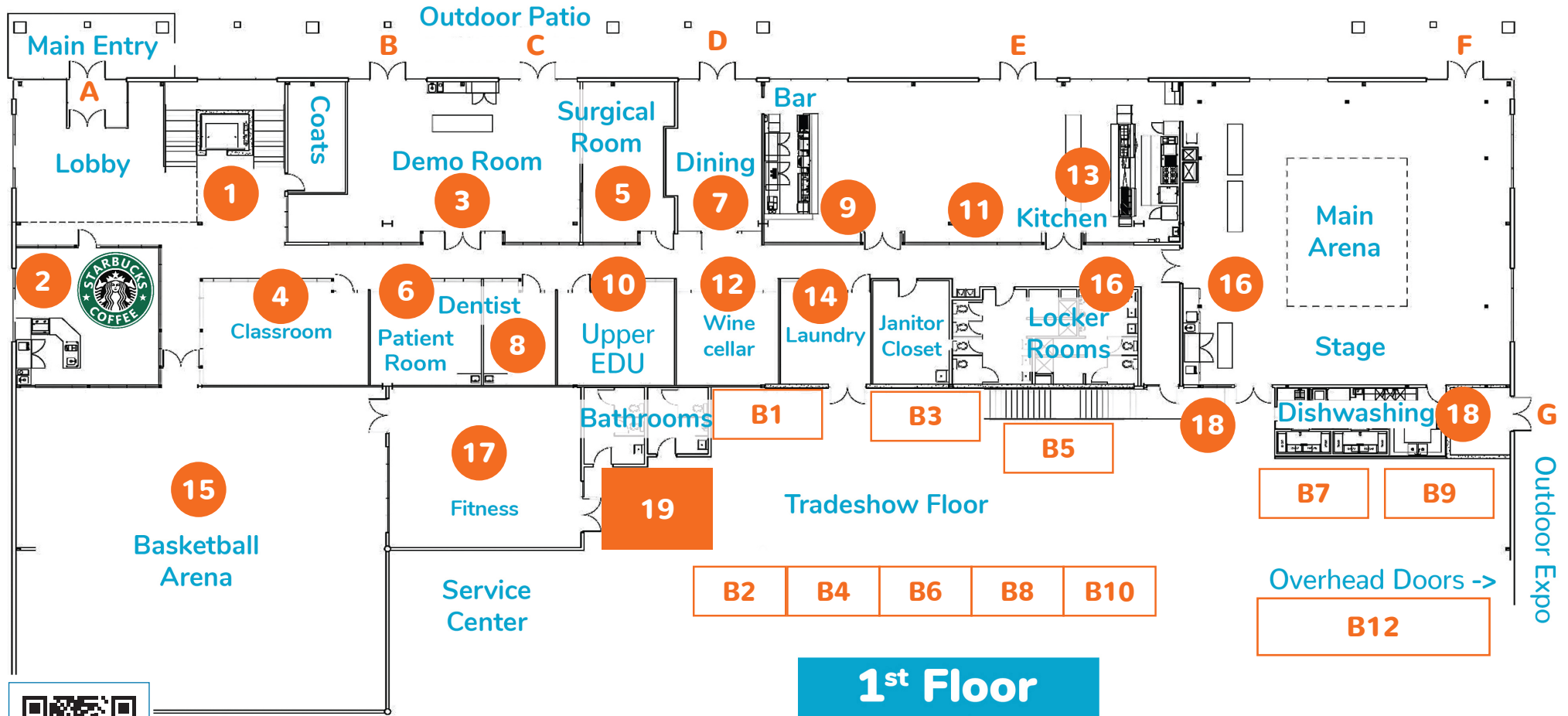
Level 1 Tabletop display – Table #s T1-T14 (2<sup>nd</sup> floor)

Level 2 Tradeshow Floor – Booth #s B1-B16 (1<sup>st</sup> floor)

Level 3 Private Rooms – Room #s 1-30 (1<sup>st</sup> & 2<sup>nd</sup> floor)

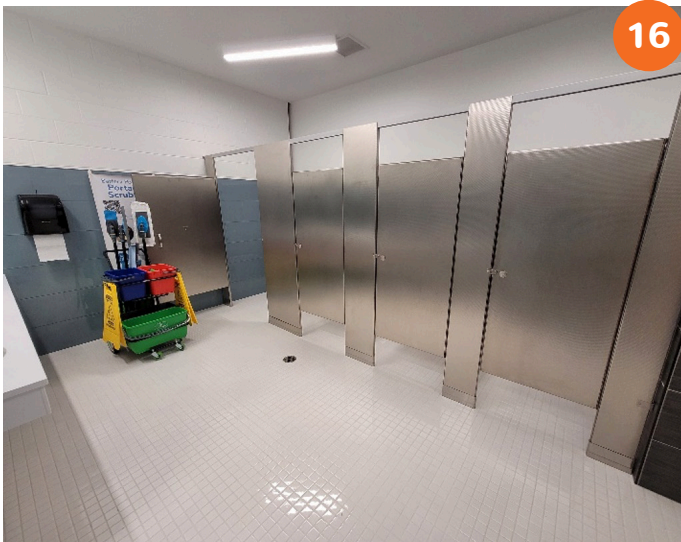
See following pages for specific room/area picture details.

Please contact Event Coordinator for additional photos and/or video.

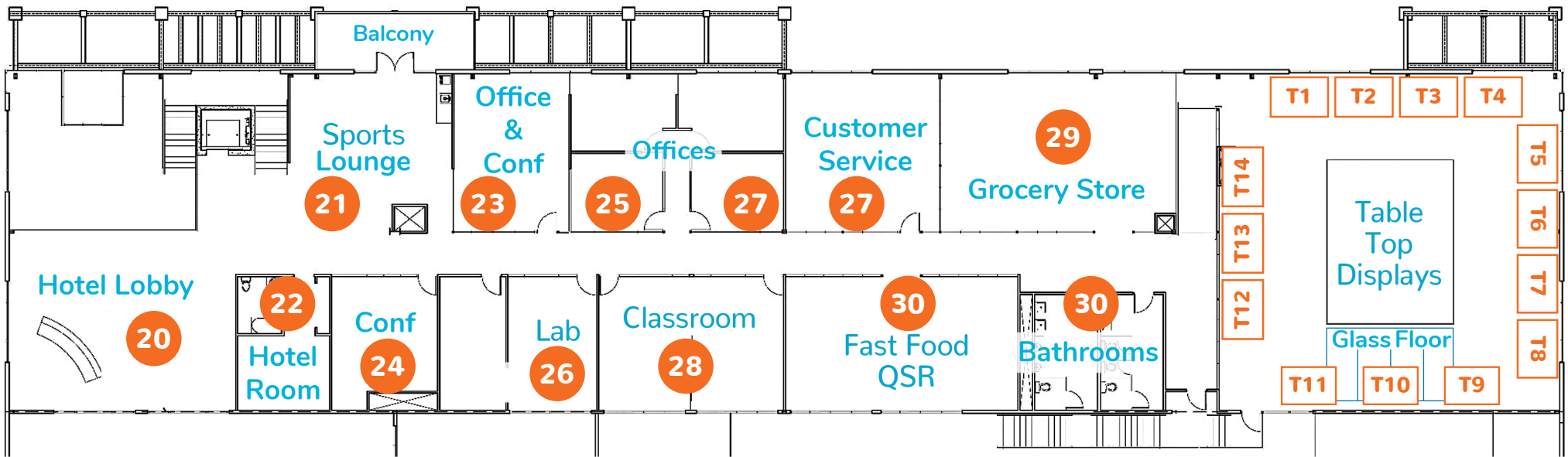


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## 2<sup>nd</sup> Floor



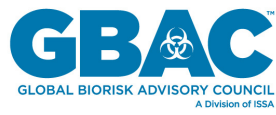
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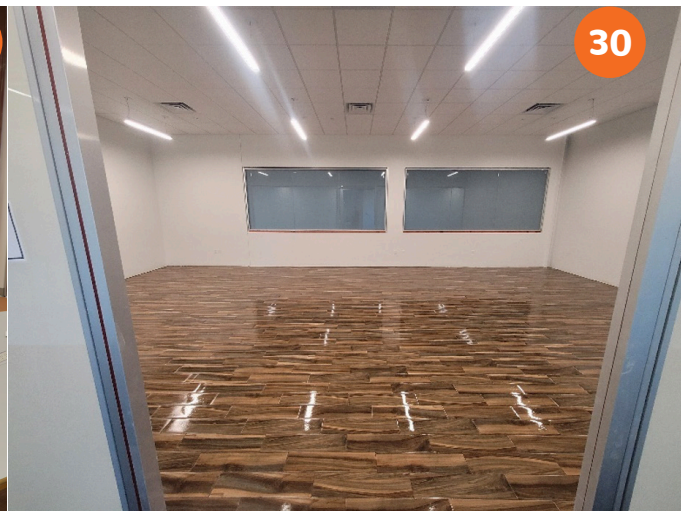


**Floor Plan / Booth Selection - 2<sup>nd</sup> Floor**





**Floor Plan / Booth Selection - 2<sup>nd</sup> Floor**



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### *Training Accommodations*

#### *CPI Innovation Center™ Event Hotel Rooms – Holland, MI*



#### [Hampton Inn – Holland event headquarter hotel \(Hilton Hotel\)](#)

Address: 12427 Felch St, Holland, MI 49424

Phone: (616) 399-8500

A block called: CPI OSHA for June 19th is set up at the Hampton of Holland, please call direct: 616-399-8500 and ask for the block name and arrival date. All rooms must be booked by May 30th. Special Group Rate: \$116 +tax per night

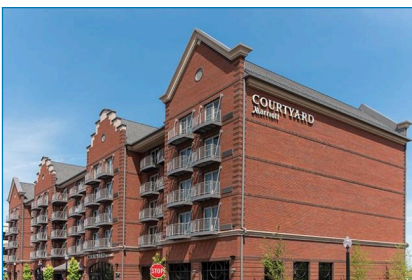


#### [Holiday Inn – Holland, MI](#)

Address: 12381 Felch St, Holland, MI 49424

Phone: (616) 399-8500

A block called CPI Cleaning for Health is setup at the Holiday Inn Express, please call 616-738-2800 and ask for group name and arrival date of June 19th. Rooms must be booked by May 30th, after this date the block will go away and rate is no longer available. Special Group Rate: \$116 +tax per night



#### [Courtyard by Marriott – Downtown Holland](#)

Address: 121 E 8th St, Holland, MI 49423

Phone: (616) 582-8500

Thank you for choosing to have your Event with us! Here's your reservation link your guests can use to make reservations: Book your group rate for CPI Cleaning for Health GBAC You will find the information for your on-line reservation link below. If you have questions or need help with the link, please do not hesitate to ask. We appreciate your business and look forward to a successful event.

Event Summary: CPI Cleaning for Health GBAC

Start Date: Monday, June 19, 2023 • End Date: Thursday, June 22, 2023

Last Day to Book: Saturday, May 20, 2023

[Book your group rate for CPI Cleaning for Health GBAC](#)

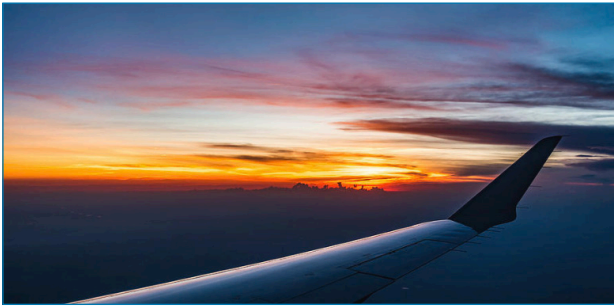


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## *Travel Information*



**AIRPORTS** (distance from CPI Innovation Center™ shown)

GRR – Grand Rapids Gerald R Ford Airport (30 minutes/35 miles)

DTW – Detroit Metro Airport (2hr 30 minutes/175 miles)

ORD – Chicago O’Hare Airport (2hr 45 minutes/165 miles)

MDW – Chicago Midway Airport (2hr 30 minutes/ 153 miles)



**CPI Innovation Center™ information**

Address: 280 East 64th Street, Holland, MI 49423 USA

Phone: 616-335-3333 - web: [www.creativeidea.net](http://www.creativeidea.net)

Event Email: [CPIGBAC@creativeidea.net](mailto:CPIGBAC@creativeidea.net)



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