



# 2010 Education Minnesota Professional Conference

*Saint Paul RiverCentre, October 21, 2010*

*The union of 70,000 educators*

If you're looking to reach Minnesota educators, the 2010 Education Minnesota Professional Conference is the place to do it. The annual conference attracts 10,000+ teachers, student teachers and other educators. It's the only two-day comprehensive professional development opportunity in the state.

This year's conference offers an exhibition hall featuring approximately 330 exhibits (Oct. 21 only), dozens of workshops and nationally acclaimed speakers.

## **Some facts about the Education Minnesota Professional Conference:**

- We know that more than 90 percent of the people who attend the conference visit the exhibition hall. In addition, more than 30 percent of conference attendees rank the exhibits as the **most beneficial part** of the conference. And an overwhelming 95 percent of attendees rank the overall conference as either excellent or good. Bottom line: attendees love the conference, and they love the exhibits!

## **Here's who you will meet at the professional conference:**

- The conference attracts new and veteran educators. In almost every age demographic — and all grade levels — teachers come to the conference looking for new ideas and ways to improve their teaching and their careers.
- The conference attracts highly educated people. More than one-third of our conference attendees have bachelor's degrees plus added credits, and another third have attained at least their master's degree.
- 73 percent of our attendees are women and 27 percent are men.

**Minnesota teachers rely on the exhibition hall at the Professional Conference to provide them with resources they can take back to their schools. Make sure you're a part of this valuable marketing experience!**

**Send contract and payment before July 31 and save!**

# Exhibit Information

Thursday, Oct. 21, 2010 • Saint Paul RiverCentre • 7:30 a.m. to 3:30 p.m.

## Booth Details

### Booth size (approximate):

- 10 feet deep, 10 feet wide
- Booth cannot extend beyond 10-by-10
- Booth cannot extend higher than 8 feet

### Booth includes:

- Back and side draping
- ID sign with booth number and name
- Two folding chairs per booth
- Refreshments on Wednesday during set-up
- Refreshments and food/beverage voucher on Thursday

NOTE: Table not included

### Set-up (day before the conference):

- Wednesday, Oct. 20, 2010
- 1 p.m. to 9 p.m.
- No set-up on day of conference

### Dismantling:

- Thursday, Oct. 21, 2010, 3:30 to 7 p.m.

### Cancellation Fee:

- Up to Friday, Sept. 17, 2010 - \$50 per booth
- No refund after Sept. 17, 2010

### Additional equipment & services:

Confirmed exhibitors will receive booth numbers along with information on ordering tables, draping, chairs, carpeting, phone and electric services, etc. for the Oct. 21, 2010, conference. The conference decorator is Brede Exposition Services. For Brede customer service, call 612-331-4540 and mention the Education Minnesota Professional Conference on Oct. 21, 2010.

**Applications will NOT be accepted after Oct. 8, 2010**

### Exhibit Coordinators:

Angie Neuberger  
Jennie Howard  
Deborah Skog

## Education Minnesota Professional Conference

41 Sherburne Avenue  
St. Paul, MN 55103-2196  
Phone: 651-767-1283 • Fax: 651-292-4815  
[jennie.howard@educationminnesota.org](mailto:jennie.howard@educationminnesota.org)  
[www.educationminnesota.org](http://www.educationminnesota.org)

## Booth Details

### Costs for contracts and payments received prior to July 31, 2010:

\$525.....Inside booth; profit

\$425.....Inside booth; non-profit/501(c)(3)

\$625.....Corner booth; profit

\$525.....Corner booth; non-profit/501(c)(3)

Note: Booth name in conference program

### Costs for contracts and payments received after July 31, 2010:

\$625.....Inside booth; profit

\$525.....Inside booth; non-profit/501(c)(3)

\$725.....Corner booth; profit

\$625.....Corner booth; non-profit/501(c)(3)

Note:

Booth name will not be listed in conference program

### Costs for contracts and payments received after September 1, 2010:

\$675.....Inside booth; profit

\$575.....Inside booth; non-profit/501(c)(3)

\$775.....Corner booth; profit

\$675.....Corner booth; non-profit/501(c)(3)

Note: Booth name will not be listed in conference program

- Discounted rates available for tables, chairs, carpeting, etc. from Brede Exposition Services, the conference decorator, through Thursday, Oct. 7, 2010.
- Education Minnesota does not guarantee against loss or assume responsibility for loss. Exhibitors may wish to carry their own insurance.
- Exhibits must remain open from 7:30 a.m. to 3:30 p.m. on Thursday, Oct. 21, 2010.

# Exhibitor Application and Contract

Education Minnesota Professional Conference • Thursday, Oct. 21, 2010

Name of company/firm/organization: \_\_\_\_\_  
Name to appear on booth ID sign: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Daytime phone: \_\_\_\_\_ Evening phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Nature of business of company/firm/organization: \_\_\_\_\_  
Number of years company/firm/organization has been exhibiting at this conference: \_\_\_\_\_  
Name of person responsible for ordering tables, chairs and other decorating service for this conference: \_\_\_\_\_  
Daytime phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Web site: \_\_\_\_\_  
Please place our exhibit next to (company name): \_\_\_\_\_

Check here if you are a MNREP Member  YES

## Paying by July 31, 2010:

# of booths

\_\_\_\_\_ Inside booth; profit @ .....\$525  
\_\_\_\_\_ Inside booth; non-profit/501(c)(3) .....\$425  
\_\_\_\_\_ Corner booth; profit .....\$625  
\_\_\_\_\_ Corner booth; non-profit/501(c)(3).....\$525  
Total \$ \_\_\_\_\_

## Paying after July 31, 2010:

# of booths

\_\_\_\_\_ Inside booth; profit @ .....\$625  
\_\_\_\_\_ Inside booth; non-profit/501(c)(3) .....\$525  
\_\_\_\_\_ Corner booth; profit .....\$725  
\_\_\_\_\_ Corner booth; non-profit/501(c)(3).....\$625  
Total \$ \_\_\_\_\_

## Paying after September 1, 2010:

# of booths

\_\_\_\_\_ Inside booth; profit @ .....\$675  
\_\_\_\_\_ Inside booth; non-profit/501(c)(3) .....\$575  
\_\_\_\_\_ Corner booth; profit .....\$775  
\_\_\_\_\_ Corner booth; non-profit/501(c)(3).....\$675  
Total \$ \_\_\_\_\_

**Checks payable to Education Minnesota  
Professional Conference**

- Education Minnesota reserves the right to decline an exhibitor offer to enter into a contract and will not be liable for any expenses incurred by any party in anticipation of entering into a contract that is not executed per the terms indicated. By signing this Exhibitor Application and Contract, applicants agree to the exhibitor terms outlined in the Exhibit Information.
- Contracts will not be accepted without a signature, date, total payment and proof of non-profit status, if applicable.
- There will be no set-up on the day of the conference.
- Exhibits must remain open from 7:30 a.m. to 3:30 p.m. on Oct. 21, 2010.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print name here: \_\_\_\_\_

Mail original, signed contract  
(please do not fold) with payment to:

**Education Minnesota  
Professional Conference Exhibits  
41 Sherburne Avenue  
St. Paul, MN 55103-2196  
Fax: 651-292-4815**

*For office use only:*

Date paid: \_\_\_\_\_

Accepted by: \_\_\_\_\_

Booth(s) assigned: \_\_\_\_\_