

2011 Education Minnesota Professional Conference

Saint Paul RiverCentre, October 20, 2011

Exhibitor Prospectus



Come Together for Kids



The union of 70,000 educators

BE AN EXHIBITOR

The annual Education Minnesota Professional Conference attracts over 9,000 teachers, student teachers and other educators—new and veteran educators—in almost every age demographic. It's a well-attended two-day professional development opportunity and members come from all over Minnesota. The conference is also open to the public and there is no cost to attend.

SHOW DETAILS

SETUP:

Wednesday, October 19, 2011

1 p.m.– 9 p.m.

No setup on day of conference

EXHIBIT:

Thursday, October 20, 2011

Exhibit Hours: 7:30 a.m. -3:30 p.m.

DISMANTLING:

Thursday, October 20, 2011

3:30 p.m. - 7:30 p.m.

No early teardown will be permitted.

All exhibits must be removed prior to 7:30 p.m.

BOOTH SPECIFICATIONS

- 10 feet deep, 10 feet wide
- Booth cannot extend beyond 10x10
- 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 2 lunch vouchers per booth on Thursday
- NOTE: Table NOT included

Additional equipment and services: Discounted rates are available for booth furnishings from Brede Exposition Services through Thursday, October 6, 2011. Electrical and Internet/phone needs will be available through the RiverCentre. Confirmed exhibitors will receive booth numbers along with information and order forms from Brede and the RiverCentre in August.

BOOTH REGISTRATION FORM

PAYING BY JULY 31, 2011:

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

Booth name WILL be included in the conference program

Total \$ _____

PAYING AFTER JULY 31, 2011:

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

Booth name will NOT be listed in conference program

Total \$ _____

PAYING AFTER AUGUST 31, 2011:

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

Booth name will NOT be listed in conference program

Total \$ _____

CHECKS PAYABLE TO EDUCATION MINNESOTA PROFESSIONAL CONFERENCE

MAIL ORIGINAL, SIGNED CONTRACT WITH PAYMENT TO:
Education Minnesota Professional Conference Exhibits
41 Sherburne Avenue, St. Paul, MN 55103-2196
Fax: 651-292-4815

Signature: _____

Printed Name: _____

Date: _____

Education Minnesota Professional Conference

Exhibitor Application and Contract

Thursday, October 20, 2011



The union of 70,000 educators

TELL US ABOUT YOUR ORGANIZATION/COMPANY

Organization/company name: _____

Website: _____

Brief description: _____

Previous exhibitor? NO YES, How many years? _____

How did you hear about our conference? _____

Are you a publisher? YES

Name as it should appear on booth ID sign: _____

MAIN CONTACT PERSON

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Daytime Phone: (____) _____ Cell Phone: (____) _____ Fax: (____) _____

Email: _____

PERSON RESPONSIBLE FOR ORDERING BOOTH FURNISHINGS *(if different from above)*

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Daytime Phone: (____) _____ Cell Phone: (____) _____ Fax: (____) _____

Email: _____

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 this conference prospectus.

Contracts will not be accepted without a signature and date. Booth will not be assigned without total payment and proof of non-profit status, if applicable.

Cancellation Fee: If exhibitor cancels a booth reservation prior to Friday, September 22, 2011—exhibit booth payment, less a \$50 cancellation fee, will be refunded. After September 22, 2011, there will be no refund for booth cancellation.

For office use only:

Booth #: _____

Category: _____

Payment status: _____

SOME FACTS ABOUT THE EDUCATION MINNESOTA PROFESSIONAL CONFERENCE

In addition to the dozens of workshops and nationally acclaimed speakers, attendees enjoy visiting the exhibit hall, which features close to 325 exhibits each year. Attendees come looking for new ideas and ways to improve their careers in education, as well as ways to improve/enhance their personal lives.

More than 90 percent of the attendees visit the exhibit hall.

More than 30 percent of attendees rank the exhibits as the most beneficial part of the conference.

An overwhelming 95 percent of attendees rank the overall conference as either excellent or good!

Here's who you'll meet:

The conference attracts new and veteran educators. In almost every age demographic—and all grade levels—attendees come to the conference looking for new ideas and ways to improve their careers.

The conference attracts highly educated people. More than 1/3 of the attendees have a bachelor's degree plus additional credits, and another 1/3 have attained at least their master's degree.

73 percent of attendees are women.

EXHIBIT RULES AND REGULATIONS

The exhibit floor will be patrolled by security guards after set-up closes the night of Wednesday, October 19, at 9 p.m. until the exhibit floor opens to the public on Thursday, October 20, at 7:30 a.m.

Education Minnesota does not guarantee against loss or assume responsibility for loss. Exhibitors may wish to carry their own insurance.

Balloons – please do not use latex balloons as part of your exhibit.

Food and beverage restrictions – The RiverCentre does not allow exhibitors to provide or sell food or beverage items.

Exhibit size is 10' x 10' – no booth structure or sign will be allowed which obscures adjoining exhibits.

Education Minnesota reserves the right to reject exhibitors which may be objectionable, as well as, remove any exhibit which may detract from the general character of the conference.

Distribution of materials is restricted to exhibit space.

*“Everything went great
for exhibiting, we will
definitely be back again
next year!”*

*“Very nice. It is always an
easy set up and take down.
Thank you!”*

*“Great leads and
great conference!”*

**Education Minnesota Professional Conference
Exhibit Coordinators**

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The union of 70,000 educators

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*Education Minnesota is an affiliate of the American Federation of Teachers,
the National Education Association and AFL-CIO.*

5/2011

