Annual Leadership Conference
January 16-17, 2020
Minneapolis Convention Center

Exhibitor Brochure
Be An Exhibitor

The Minnesota School Boards Association attracts over 2,000 school board members, superintendents, business managers, and school leaders to its Annual Leadership Conference each year -- concerned people who are anxious to see and hear about new and valuable products and services in education. This is an excellent opportunity for you to reach potential customers in a very professional atmosphere.

Show Location & Hours

The Exhibit Show will be held in Hall A of the Minneapolis Convention Center.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Wednesday, Jan 15</td>
<td>Set-Up Day</td>
<td>1:00 p.m. - 7:00 p.m.</td>
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<tr>
<td>Thursday, Jan 16</td>
<td>Exhibit Show</td>
<td>8:00 a.m. - 3:30 p.m. (7:00 a.m. open to exhibitors)</td>
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<tr>
<td>Friday, Jan 17</td>
<td>Exhibit Show</td>
<td>7:30 a.m. - 10:30 a.m.</td>
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<td>Friday, Jan 17</td>
<td>Teardown **</td>
<td>10:30 a.m. - 5:00 p.m.</td>
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** No early teardown will be permitted. All exhibits must be removed prior to 5:00 p.m. January 17, 2020.

Booth Specifications

Booth cost is **$925.00** for an aisle booth, **$975.00** for a corner booth, **$1,900.00** for a standard size (50’ x 50’) bus booth (bus booth pricing will be adjusted for expanded floor space beyond the standard size bus booth), **$675.00** for non-profit agencies and **$550.00** for state agencies (aisle booths only).

Booths are 10’ deep x 10’ wide, unless otherwise noted on the plat. Booths have a two-colored drapery background suspended from an 8’ aluminum rail with 4’ sides of matching colors. An exhibitor nameplate is furnished.

Special equipment for booths may be requested from the conference servicing contractor – Brede Exposition Services, 2211 Broadway NE, Minneapolis, MN 55413, phone 612-331-4540 or 800-888-EXPO (3976). Order forms can be obtained from Brede Exposition Services, with service to be paid for by the exhibitor. Exhibitor kits will be emailed November 2019.

Exhibit space lighting is overhead and ample for ordinary purposes. Special light and utility service can be secured at the Minneapolis Convention Center (MCC), 1301 Second Avenue South, Minneapolis, MN 55403-2781, phone 612-335-6550 (Exhibitor Services).
1. 2019 EXHIBITORS HAVE PRIORITY OVER NEW EXHIBITORS UNTIL August 31, 2019. All location changes will await the August 31 date. MSBA reserves the right to reassign booths, should it become necessary.

2. Reservation deposit of $200 per booth will be required before confirmation of space - MSBA’s Federal ID number is 41-0837769. Deposit will be credited to booth rental. Booth rental balance will be due 30 days from the date of the invoice. Full refund of any advance booth rental payments will be made for booth space cancelled prior to December 2, 2019. After December 2, 2019, there will be no refunds for cancellations. The exhibitor will be held responsible for the total cost of the space. A 2% service charge or flat fee of $25, whichever is greater, will be assessed monthly on any booth rental balances past due.

3. An exhibitor cannot sublet or divide their space without permission of the exhibit manager. No booth structure or sign will be allowed which obscures adjoining exhibits. Height restrictions are 8’ on the back, 4’ on the sides. “End Cap” double booths will be restricted to 8’ high by 8’ wide, pipe and drape centered at the back of their double booth. The MSBA reserves the right to restrict exhibitors who may become objectionable and also prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter, or anything of a character which may not be in keeping with the exhibit as a whole. Distribution of materials is limited to exhibit space.

4. The Minneapolis Convention Center Foodservice, Kelber Catering, has exclusive catering rights at the MCC. Food and/or beverages (sample size) dispensed are limited to products manufactured, processed, or distributed by the exhibiting firm. Arrangements for the distribution of any other food and/or beverage can be made directly with MCC Foodservice (Kelber Catering, 612-335-6045).

5. Security guards will be on duty the nights of January 15 and 16. The Minnesota School Boards Association does not guarantee or assume responsibility against loss.

6. Sale or distribution of merchandise in the exhibit hall is not allowed. Exhibitors may show, discuss, explain, and demonstrate items or services but shall not make sales (in person or online) which result in the payment for merchandise or services, receipt of merchandise, or exchange of merchandise.

7. The advance receiving warehouse address for the MSBA Leadership Conference is Brede Exposition Services, c/o YRC Freight, 12400 Dupont Ave. South, Burnsville, Minnesota, 55337. For costs, deadline dates, and other pertinent information regarding the handling of your exhibit materials, please review the Exhibitor Service Kit, which will be available in mid-November. For immediate questions, please call Brede customer service at 612-331-4540 or 800-888-EXPO (3976).

8. This information is part of the application and contract for exhibit space between the Minnesota School Boards Association and the Exhibiting Firm. Matters not covered are subject to the decision of the exhibit manager.
Exhibitors who have reserved space prior to October 1 will be listed in the Minnesota School Boards Association’s November/December JOURNAL magazine and also in the combination Leadership Conference program and January/February JOURNAL magazine. (Due to strict publication timelines, this deadline is not flexible and cannot be negotiated.) Both of these publications are circulated to 4,200 decision makers including superintendents, school board members, school administrators, and others throughout the state of Minnesota. The combination Leadership Conference program and January/February JOURNAL magazine will also be available on site.

Publicity

Mobile Event App

The Leadership Conference mobile App will again be available to attendees and vendors to enhance their Conference experience. The App will be compatible with most devices and will include Leadership Conference resources to make the event more relevant to attendees, such as: Conference schedule, workshop descriptions, speaker and presenter bios, maps and exhibit floor plat, listing of and links to exhibitors and sponsors, as well as the ability to customize a personal schedule and network with other attendees. Sound like a great sponsorship for your company? Read on…

Sponsorship Opportunities

As mentioned earlier in this brochure, over 2000 school board members and superintendents attend the MSBA Leadership Conference each year. With this in mind, there is no better way to show Minnesota education decision makers that your organization is a true supporter of education than through sponsorship at this MSBA event. Not only does sponsorship at the Leadership Conference show that you support public education and the work of MSBA members, but it also gives your organization extra exposure and recognition, offering a greater chance to network, make connections, and build relationships. MSBA has several sponsorship opportunities available for this event. You’ll receive signage and promotion, both in MSBA publications and at the event, in recognition of your generous sponsorship. Please contact Joel Stencel at jstencel@mnmsba.org or 507-934-2450 to find out more about the following sponsorship opportunities… and more! Don’t wait – sponsorships sell quickly and will be considered on a first-come, first-served basis.

School Excellence Showcase  Closing Keynote Speaker
Awards & Recognition Luncheon  General Conference Sponsor
General Session Staging & Production – **High Visibility!**  Conference Totes
Opening Keynote Speaker  Mobile Event App – **High Tech!**
WiFi Access – **Fills Fast!**  Reach all attendees digitally!
Connecting Partner – **New Opportunity!**
This floor plan is only a preliminary drawing and must be submitted for Fire-Marshall's approval.
Join Our Distinguished Group of 2019 Conference Exhibitors

#SocialSchool4EDU
2nd Wind Exercise Equipment (now Johnson Commercial Fitness)
4 Point 0 School Services, Inc.
A.T. Group, LLC
Action For Healthy Kids MN
Adolfson & Peterson Construction
AgCentric
AIM Electronics/Daktronics, Inc.
Ameresco
Anderson Ladd
Anderson-Johnson Associates, Inc.
Apex Facility Solutions, SBC
API Supply Lifts
Architects Rego + Youngquist, inc.
Architectural Resources, Inc.
Arvig
Association for Nonsmokers - MN
ASVAB Career Exploration Program
AT&T Mobility
ATS&R Planners/Architects/Engineers
A’viands
AVID
Ban-Koe Companies
BerganKDV
Beynon Sports
Blue Cross Blue Shield of MN
BoardBook
Bradbury Stamm Construction
Braun Intertec
Breitbach Construction Co.
Captivate Media + Consulting
Central MN Educational Research & Development Council
Central States Terrazzo Association
Chartwells School Dining Services
Checkster
Chicken & Egg Association of Minnesota/Minnesota Turkey Growers
Clark Engineering
Contegrity Group Incorporated
Cooperative Purchasing Connection
Cunningham Group Architecture, Inc.
Dashir Management Services, Inc.
Design Tree Engineering, Inc.
DeVetter Design Group
DLR Group
Donlar Construction
Dormakaba
DSGW Architects
EAPC Architects Engineers
Education Minnesota ESI Financial Services
Education Minnesota
Educators Benefit Consultants
Ehlers
Eide Bailly, LLP
EMC Insurance
Epilepsy Foundation of Minnesota
FieldTurf
Finishing Trades Institute Upper Midwest
First Technologies, Inc.
FLRSanders, Inc.
FRSecure
Garland Company
Glatfelter Public Practice
GLTArchitects
Haldeman Homme, Inc.
Hallberg Engineering, Inc.
Hanover Insurance Group
Heartland Business Systems
Herc-U-Lift, Inc.
Hiller Commercial Floors
Hoglund Bus Co., Inc.
ICS Consulting, Inc.
Ideacom Mid-America
IEA
Infinite Campus
InGensia, Inc.
Innovative Modular Solutions
Innovative Office Solutions
INSPEC, Inc.
Intereum
ISG
JLG Architects
Johnson Controls, Inc.
JWood Sports Flooring
Kennedy & Graven, Chartered
KFI Engineers
Kids in Need Foundation
Kiefer U.S.A.
Kline-Johnson
Knutson Construction
Kodet Architectural Group, Ltd.
Kraus-Anderson
Larson Engineering, Inc.
Level8Creative
LHB
Liberty Mutual Insurance Company
Lifetouch
Lightspeed Technologies, Inc.
Loeffler Construction & Consulting
LSE Architects, Inc.
Lunchtime Solutions, Inc.
Market & Johnson
Marsh & McLennan Agency
McKinstry
Midwest Tennis & Track Co.
MIEN Company
Minnesota Alliance with Youth
Minnesota Army National Guard
Minnesota Association of School Administrators
Minnesota Association of School Business Officials
Minnesota Concrete & Masonry Contractors Association
Minnesota Concrete Council / ARM of Minnesota
Minnesota Department of Education
Minnesota Educational Facility Management Professionals (MASMS)
Minnesota Family Career and Community Leaders of America
Minnesota Healthcare Consortium
Minnesota School Nutrition Association
Minnesota State High School League
Minnesota State Southern Agricultural Center of Excellence
Minnesota Teachers Retirement Association
MLA Architects, Inc.
MN Ag Education Leadership Council/MN Ag in the Classroom
MN Rural Education Association
MN School Food Buying Group
MN State Building and Construction Trades Council
Molin Concrete Products Company
MP&G Marketing Solutions & Dehler PR
Mulcahy
Musco Sports Lighting
NanaWall Systems, Inc.
National Insurance Services
National School Boards Association
Nexus Solutions, LLC
Noble Conservation Solutions
North Central Bus & Equipment
North Central States Regional Council of Carpenters
Northland Securities, Inc.
O’Meara, Leer, Wagner & Kohl, P.A.
Palmer Bus Service
Panasonic
Pemberton Law Firm
Perpich Center for Arts Education
PFM Asset Management LLC - MSDLAF+
PFM Financial Advisors, LLC
Piper Jaffray & Co.
For More Information Contact

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