

March 7, 2017

Dear MSBO Conference Exhibitor:

This is confirmation that your application for booth rental at the 2017 MSBO Annual State Conference (Wednesday and Thursday, May 3-4, 2017) has been received, and we look forward to having you with us in Grand Rapids. Exhibits will be located in halls B & C of the DeVos Place located at 303 Monroe NW, Grand Rapids, MI (the corner of Michigan and Monroe Streets). Loading dock access is off from Michigan Street.

This letter will bring you up to date on preparations for the Conference and provide the forms necessary to help us prepare for this event.

BOOTH ASSIGNMENTS. Attached is a layout of the exhibit area and a listing of companies and booth numbers for your reference. **It is very important that you distribute flyers, bags and promotional items from your booth and keep your display INSIDE your booth space. You are not allowed to have equipment in the aisles for safety reasons and consideration of other exhibitors, so make sure that what you bring fits in your area and does not block the view of your neighbor!** Please be sure to share this information with all people who will be staffing your booth.

EXHIBITOR WEB PAGE. Contains MSBO Conference information and details regarding Grand Rapids. Check it out at <http://www.msbo.org/annual-conference-exhibitor-sponsorship-information>.

COMPANY REPRESENTATIVES. Please complete the attached form and return it to our office by April 15, 2017. Indicate the names of your representatives who will be present at the conference (please try to be accurate and notify our office of any changes). We are requesting emails of all reps so we may send them conference updates.

CONTRACT AGREEMENT. Please complete the form and return it to our office by April 15, 2017. Read this carefully and complete ALL parts. Please indicate if a table, at no additional charge, is needed for your booth setup and what size you would like. Also, indicate if you would like a booth ID sign. If you have not already paid for your booth, payment is due now.

EXHIBIT SET-UP. Exhibit set-ups may begin on Tuesday, May 2, 2017 from 12:00 – 5:00 p.m. for all exhibits. **After 5:00 p.m. the loading ramps will be closed** and the hall locked. On Wednesday, May 3rd you may set up your exhibits from 8:00 a.m. to 12:30 p.m. at which time the loading docks will be closed. Please see DeVos Place Rules for Exhibitors (attached) for specific details regarding exhibit move in and setup. We have selected Art Craft Display, Inc. as the display company we will be using. If you have any questions, please contact Art Craft at (616) 791-8024.

SHIPPING/ADDITIONAL EXHIBIT DISPLAY ITEMS. Enclosed is a letter from Art Craft Display, Inc. directing you to their Web site www.artcraftdisplay.com for forms to order additional equipment and/or services for your booth display. Click on "Get Exhibitor Kit" and enter our event code: 274962. The exhibit area will have gray carpet and the skirting is dark green. **DO NOT SHIP YOUR EXHIBITS TO THE AMWAY GRAND PLAZA HOTEL – SEE SHIPPING DETAILS FROM ART CRAFT DISPLAY.**

SECURITY. Night security will be provided on Tuesday evening, May 2, 2017 from 5:00 p.m. to 8:00 a.m. on Wednesday, and on Wednesday evening, May 3, 2017 from 5:00 p.m. to 8:00 a.m. on Thursday, May 4th.

ELECTRICITY/INTERNET/AV SERVICES. If you need electricity, telephone line, internet access or audio visual equipment you can find order forms on the DeVos Place Web site at <https://devosplace.org/exhibit>. If you have questions regarding these orders, please contact our event coordinator, Alesha Davis, at (616) 742-6526 or email: adavis@smggr.com.

EXHIBIT HOURS. The exhibit hours for Wednesday, May 3rd are from 2:15 to 5:00 p.m. and Thursday, May 4th, exhibits are open from 11:00 a.m. – 1:00 p.m. Exhibit breakdown may begin after 1:00 p.m. – you must be out by 6:00 p.m.

MEAL TICKETS. Meal tickets for the Wednesday luncheon are available for purchase. Make this an opportunity to network with conference participants. See enclosed form to purchase meal tickets.

THURSDAY LUNCH. On Thursday, May 4th, lunch for MSBO exhibitors and Conference participants will be available from 11:00 a.m. – 1:00 p.m. There will be extra seating for lunch so plan to join the attendees for one last contact over lunch.

WEDNESDAY NIGHT RECEPTION. MSBO will be having a hospitality reception for participants and exhibitors on Wednesday from 8:00 – 11:00 p.m. in the Ambassador Ballroom of the Amway Grand Plaza Hotel. This is an opportunity for you to socialize with customers in a fun and relaxed setting. If you wish to purchase extra drink tickets in advance, you may do so on the attached form with the conference meal tickets.

EARLY BIRDS. All Conference participants who registered by February 28, 2017, will be eligible for the “Early Bird” drawings. These are the prizes that YOU donate. We will do the drawing prior to the Conference and each company that donates a prize will display their winner(s) in their booth (we will supply you with the winner’s name in your exhibit packet you receive at the conference). We will have pins and tape available if you need them to display your winner – you may want to think about how it will fit into your display. As the attendees visit the exhibits they are to look for their name - when they find their name in your booth – you give them your prize. **Winners may claim their prizes either Wednesday or Thursday.** We hope you will be as generous with your prizes as you have been in the past. To donate a prize, see the attached “MSBO Conference Drawings” form. It must be returned to our office by April 3, 2017. The Conference program will list all companies that donate prizes. Thanks!

EXHIBITOR DRAWINGS. Exhibitors who wish to do individual drawings in their booths may continue to do so. You are asked to draw your winner(s) by 12:00 pm on Thursday. A form and instructions will be in the packet you receive at registration. Winners will claim their prize from you. If you know what your prize will be at this time, list it on the attached “MSBO Conference Drawings” form and we will publicize it for you in the Conference Program. Please return it to our office by April 3, 2017.

DEVOS PLACE EXHIBIT RULES. Attached is a document from DeVos Place outlining their exhibit rules. Please review and abide by their requests. If you have any questions, please contact Alesha Davis, our event coordinator, at (616) 742-6526 or adavis@smggr.com.

LOADING/UNLOADING. Exhibits will be located in the DeVos Place – Halls B & C (the two sections closest to the river). The enclosed exhibit hall map shows the loading docks with access off Michigan Street. You may also use the freight elevator with access from the parking garage under the facility.

HOTEL RESERVATIONS. The only hotel that still has rooms available at the MSBO reduced rate is the **Hampton Inn & Suites Grand Rapids Downtown:** 433 Dudley Place NE, Grand Rapids, MI, 49503, (616) 456-2000. Rate of \$159 per night with \$8 per day parking – use Code: MSBO Convention. The other MSBO reduced-rate room blocks are full in the following hotels, but you may still reserve rooms at these hotels at their normal rates. **Amway Grand Plaza Hotel:** Toll Free: (800) 253-3590 or local at (616) 776-6450. **Holiday Inn Grand Rapids Downtown:** 310 Pearl St. NW, Grand Rapids, MI 49504, (616) 235-7611. **JW Marriott Grand Rapids:** 235 Louis Street NW, Grand Rapids, MI 49503, (877) 901-6632. Please refer to the Exhibitor Page on the MSBO Web site for updated information on hotel accommodations.

HOSPITALITY SUITES. For exhibitors wishing to have individual hospitality suites, Tuesday night is free and Wednesday night from 5:00 – 8:00 pm is open this year. If you would like to book a room for a hospitality, please contact Deneen Hansen at dhansen@msbo.org or (517) 327-2585. **If your hospitality is open to ALL conference attendees and you wish it to be listed in the conference program, let me know by April 3, 2017 and we will print it in the Conference program.**

PARKING. The parking structure located under DeVos Place is open for parking with access through the Michigan Street entrance. On Wednesday the garage will operate like normal (pay when you exit), but we have arranged to have the parking structure a pay as you enter (\$10 charge) to expedite the exit process for Thursday. When you pay, you will be given a specific colored ticket, when you exit just show the attendant the ticket and she/he will open the gate for you. See the parking information on the exhibitor Web page for other parking options.


MSBO MEMBERSHIP LABELS. Address labels/list of MSBO active members or conference attendees are available for exhibitors to purchase at a cost of \$35. If you wish to purchase these for a pre-conference mailing, send your request to me at plenneman@msbo.org. We can provide mailing information only. You will receive a list in your registration packet at the conference and after the conference we will email you a complete list to include walk-ins.

FOOD IN BOOTH. If you plan to give out sample food and/or beverage products in your booth, you **MUST** get written approval (prior to the day of the event) from the DeVos Place (616) 742-6526. If you will be preparing this food on-site, you **MUST** also receive special permits from the Kent County Health Department to be in compliance. You will not be allowed to distribute food without the proper approval and/or permits. If you have any questions regarding this matter, please contact our event coordinator, Alesha Davis, at (616) 742-6526 or adavis@smggr.com.

REGISTRATION PACKETS. Exhibitor's registration packets are to be picked up when you arrive at the Conference. The exhibitor's registration desk will be located near the exhibit hall entrances and will be open around 9:30 a.m. on Wednesday. You may begin to set-up your booth at 8:00 a.m., but please check back around 9:30 to pick up badges and packet.

We appreciate your participation and look forward to seeing you in Grand Rapids! If you have any questions, please contact me directly at (517) 327-2584 or e-mail plenneman@msbo.org.

Sincerely,



Patty Lenneman
Exhibit Coordinator