



March 7, 2025

Dear MSBO Conference Exhibitor:

This is confirmation that your application for booth rental at the 2025 MSBO Annual State Conference (Wednesday and Thursday, April 30 – May 1, 2025) has been received, and we look forward to having you with us in Grand Rapids. Exhibits will be 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 on Michigan Street.

This letter will bring you up to date on preparations for the Conference and provide the forms necessary to help you prepare for this event. Links to all documents are at the bottom of this letter as well as the Exhibitor Webpage.

EXHIBITOR WEB PAGE. Contains MSBO Conference information and details regarding Grand Rapids. Check it out using this [Exhibitor Page](#) link.

BOOTH ASSIGNMENTS. See the 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 (this includes your reps) 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.

COMPANY REPRESENTATIVES. Please complete the attached form and return it to our office by April 8, 2025. 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 (onsite).

CONTRACT AGREEMENT. Please complete the form and return it to our office by April 8, 2025. 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, April 29, 2025 from 12:00 – 5:00 p.m. for all exhibits. **After 5:00 p.m. the loading docks will be closed** and the hall locked with security. On Wednesday, April 30th you may set up your exhibits from 8:00 a.m. to 1:00 p.m., at which time the loading docks will be closed. Please see MSBO Rules for Exhibitors (attached). 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 “Exhibitor Kit” and enter our event code: 361472. The exhibit area will have pepper (black/gray) colored carpet and the skirting is gold/white. **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, April 29, 2025 from 5:00 p.m. to 8:00 a.m. on Wednesday, and on Wednesday evening, April 30, 2025 from 5:00 p.m. to 8:00 a.m. on Thursday, May 1, 2025.

ELECTRICITY/INTERNET/AV SERVICES. If you need electricity, telephone line, or audio-visual equipment you can find order forms on the [DeVos Place Web site](#). There will be free Wi-Fi in the DeVos Place – password will be provided at the Conference. For questions regarding these orders, please contact our event coordinator, Charlie Gilroy at: cgilroy@asmgrandrapids.com or (616) 742-6525 – O.

EXHIBIT HOURS. The exhibit hours for Wednesday, April 30, 2025 are from 2:15 to 5:00 p.m. and Thursday, May 1st, 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 and keynote speaker are available for purchase. Make this an opportunity network with conference participants. See enclosed form to purchase meal tickets.

WEDNESDAY NIGHT RECEPTION. MSBO will be having a hospitality reception for participants and exhibitors on Wednesday from 5:15 – 6:30 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. Each company will receive two free drink tickets. If you wish to purchase extra drink tickets in advance, you may do so on the attached form with the conference meal tickets.

THURSDAY LUNCH. On Thursday, May 1st, lunch for MSBO exhibitors and Conference participants will be available from 11:00 a.m. – 12:30 p.m. Hi-top tables will be placed in all rows on Thursday, so plan to grab a lunch and join the attendees for what might be the biggest contact you make – there will be no seating in the back of the hall. There is no charge for lunch, and it will be in the exhibit hall.

EARLY BIRDS. All Conference participants who register by March 7, 2025, 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). 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. The form must be received in our office by March 28, 2025, for your company to be listed in the Conference Program. 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. Posting instructions will be in the packet you receive at conference 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 this form to our office by March 28, 2025.

DEVOS PLACE EXHIBIT RULES. Please review the DeVos Place Exhibitor Guidelines and abide by their requests. Please contact Charlie Gilroy at: cgilroy@asmgrandrapids.com or (616) 742-6525 – O with any questions.

LOADING/UNLOADING. Exhibits will be in 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. This elevator is located in the northwest corner of the parking garage (corner closest to Michigan Street).

HOTEL RESERVATIONS. Please refer to the Exhibitor Page on the MSBO Web site for updated information on hotels. MSBO has secured room blocks at a number of hotels.

HOSPITALITY SUITES. For exhibitors wishing to have individual hospitality suites, Monday and Tuesday nights are free and Wednesday night after 6:30 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.

PARKING. The parking structure located under DeVos Place is open for parking. 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 to expedite the exit process for Thursday. When you pay, you will be given a special 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 ATTENDEE LIST. A list of MSBO conference attendees will be sent to all exhibitors about two weeks prior to the Conference if you wish to do a pre-conference promotional mailing, and then again just before the event. We can provide mailing information only with titles and school districts (no emails). This will be an Excel file so it can be downloaded to your computer. We will not be supplying a list in your exhibit packet that you get at the Conference, so **if you want a paper copy onsite, please make sure to print it and bring it with you.** We will also send an updated list after the Conference to include any late registrations and walk-ins.

FOOD IN BOOTH. If you plan to give out food and/or beverage products in your booth it must be sample size and you **MUST** get written approval (prior to the day of the event) from the Amway Grand Plaza Hotel who has exclusive food rights in the DeVos Place. If you will be preparing any 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 and to seek approval, please contact Andrea Scheckel at ascheckel@ahchospitality.com or 616.776.6405. Amway sample guidelines are attached below.

REGISTRATION PACKETS. Exhibitor registration packets are to be picked up when you arrive at the Conference (one per company). The **exhibitor's registration desk will be located near the exhibit hall entrances in the DeVos Place** and will 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.

BEWARE. When we list our exhibitors on our website, outside parties (not associated with MSBO) seem to send out emails trying to sell you false hotel rooms, attendee lists, etc. I have heard they are at it already. Any information regarding the MSBO Conference and these items will come directly from MSBO not an outside party. Check the email address if it doesn't come from the domain @msbo.org it's not MSBO. If you get any of these emails and are not sure about them, do not respond to them.

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

Sincerely,



Patty Lenneman
Exhibit Coordinator

Links to Important Information -

- [Booth Assignments](#)
- [Exhibit Show Map](#)
- [Contract](#)
- [Exhibitor Representatives Attending the Conference](#)
- [Prize Contributions Form](#)
- [Art Craft Display, Inc. Information](#)
- [DeVos Place Exhibitor Guidelines](#)
- [DeVos Place — electric, internet, AV](#)
- [Amway Sample Food Guidelines](#)
- [Meal and Drink Tickets Online Purchase](#)
- [Meal and Drink Ticket Purchase Form](#)
- [MSBO Exhibitor Rules](#)
- [Conference Schedule At-A-Glance](#)
- [Hotel Information](#)
- [Parking](#)