



March 7, 2023

Dear MSBO Conference Exhibitor:

This is confirmation that your application for booth rental at the 2023 MSBO Annual State Conference (Wednesday and Thursday, April 26-27, 2023) 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 us prepare for this event. Links to all documents are at the bottom of this letter.

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.

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

COMPANY REPRESENTATIVES. Please complete the attached form and return it to our office by April 7, 2023. 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 7, 2023. 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 25, 2023 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 26th 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: 340162. The exhibit area will have pepper (black/gray) colored carpet and the skirting is maroon. **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 25, 2023 from 5:00 p.m. to 8:00 a.m. on Wednesday, and on Wednesday evening, April 26, 2023 from 5:00 p.m. to 8:00 a.m. on Thursday, April 27th.

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](#). The DeVos Place has free Wi-Fi in the building and exhibit hall – password will be provided at the Conference. For questions regarding these orders, please contact our event coordinator, Matt Van Essendelft at: mvanessendelft@asmgrandrapids.com or (616) 742-6504.

EXHIBIT HOURS. The exhibit hours for Wednesday, April 26, 2023 are from 2:15 to 5:00 p.m. and Thursday, April 27th, 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 – 7:00 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. 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, April 27th, 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. There is no charge for lunch, and it will be in the exhibit hall.

EARLY BIRDS. All Conference participants who registered by March 3, 2023, 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 so it’s easy to see. 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 returned to our office by March 31, 2023 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. 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 this form to our office by March 31, 2023.

DEVOS PLACE EXHIBIT RULES. Please review the DeVos Place Exhibitor Guidelines and abide by their requests. Please contact Matt Van Essendelft at: mvanessendelft@asmgrandrapids.com or (616) 742-6504 with any questions.

LOADING/UNLOADING. Exhibits will be 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. 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, Tuesday night is free and Wednesday night after 7:00 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.

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 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 MEMBERSHIP LABELS. A list of MSBO active members or conference attendees is available for exhibitors to purchase (prior to the Conference) 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. All exhibitors will receive a free 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 Amway Grand Plaza Hotel who has exclusive food rights in the DeVos Place. 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 Andrea Scheckel at ascheckel@ahchospitality.com or 616.776.6405.

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 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.

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. Any information regarding the MSBO Conference and these items will come directly from MSBO not an outside party. Check the email address if it's not from @msbo.org it's not MSBO. If you get any of these emails and are not sure about them, do not respond to them and forward them to me to verify.

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

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](#)
- [Meal and Drink Tickets Online Purchase](#)
- [Meal and Drink Ticket Purchase Form](#)
- [MSBO Exhibitor Rules](#)
- [Conference Schedule At-A-Glance](#)
- [Hotel Information](#)
- [Parking](#)