

2011 EXHIBITOR MANUAL

IMPORTANT EXHIBITOR INFORMATION



Framing Our Future

77TH ANNUAL CONVENTION
NOVEMBER 8-11, 2011
MINNEAPOLIS CONVENTION CENTER
EXHIBIT HALL D



AIA Minnesota

A Society of The American Institute of Architects



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DEAR VALUED EXHIBITOR:

Thank you for participating in the 2011 AIA Minnesota Convention and Product Exposition. The AIA Minnesota Convention and Product Exposition will be held November 8-11 at the Minneapolis Convention Center in Minneapolis, Minnesota.

The Exhibitor Manual has been created to assist you in fulfilling your operational and promotional needs. Be sure to touch base with our official show vendor, Hubbell/Tyner who offers significant cost savings on orders placed in advance of the event. This manual is an essential tool designed to ensure that your set-up will be smooth and your experience will be positive.

The contents of this manual are also available online, along with other FAQs and may be accessed via the following site: http://www.aia-mn.org/ext_convention/exhibitors.cfm.

Thank you for your participation in the AIA Minnesota Convention and Product Exposition. Please do not hesitate to contact us at 612-338-6763 with any questions. On behalf of The American Institute of Architects Minnesota, we look forward to seeing you in November!

Best wishes for a great show!

Sincerely,

Stephanie Pelzer
Exhibit Sales Director
pelzer@aia-mn.org



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*Also Enclosed: Convention Booklet with Seminar Information
Annual Awards Celebration Invitation and Post Card for you to
mail out to a client*

*TO BE REVIEWED AND RETURNED

Please fax all information to 612-338-7981 or send emails to pelzer@aia-mn.org.

- 14**
Exhibiting Company Profile – Due TODAY! If you would like your company information listed on our website and in our show program, please complete and return by date on form to ensure listing. This is not necessary to fill out if you have already completed your online floor plan link emailed to you from Stephanie.
- 15**
Booth staffing sheet – Due TODAY! Complete the form and fax or email 10 names. AIA Minnesota will have name badges made for those who pre-register. If you do not pre-register your booth staff, you will have to wait at the Exhibitor Registration booth in order to get name tags printed. Please pre-register to expedite the process!
- 16**
Mailing List Rental Agreement – If you are interested in sending out mailings to last year's show attendees before the show, please fill out the mailing list rental agreement and return to Amber Allardyce. For questions, please call Amber at 612-338-6763 or email allardyce@aia-mn.org

SERVICE PROVIDER

Hubbell/Tyner, phone 651-917-2632 (More information on page 5).

EXHIBIT HALL OVERVIEW

Minneapolis Convention Center, 1301 2nd Avenue South, Minneapolis, MN
Exhibit Hall "D" (See enclosed map on page 9)



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TUESDAY, NOVEMBER 8

8AM Exhibitors can begin setting up

3:30PM Finish set-up and prepare for opening

4:30PM Hall opens with a kick-off party (Event 10) *Food and drinks will be available. Booth judging will also occur at this time.*

7PM Hall closes: *Everyone, INCLUDING EXHIBITORS, must exit*

WEDNESDAY, NOVEMBER 9

10:45AM Hall opens to exhibitors

11:15AM Hall opens to attendees (Event 21) *Lunch is served at the café in the rear of the exhibit hall.*

2:30PM Hall closes: *Everyone, INCLUDING EXHIBITORS, must exit. A lounge in room 207B is open to exhibitors during this time.*

3:15PM Hall opens to exhibitors

3:45PM Hall opens to attendees (Event 27)

6PM Hall closes: *Everyone, INCLUDING EXHIBITORS must exit*

THURSDAY, NOVEMBER 10

11AM Hall opens to exhibitors

11:30AM Hall opens to attendees (Event 39) *Lunch is served at the café in the rear of the exhibit hall.*

2:00 PM Show ends, *exhibitor move out*

5:00 PM Hall closes: *Everyone and everything must be out of the hall at this time!*

CONVENTION THEME: “FRAMING OUR FUTURE”

An ambitious theme? Perhaps, but certainly one that architects are eminently qualified to tackle.

Architects have a history of prevailing through difficult times, diligently designing buildings and improving our communities. The external forces that have rocked the profession — the economy, the new face of competition, confusion about the value architects provide — still exist. Now is the time to address these issues and take action on behalf of the future of the profession.

Working collectively as an organization to support the profession, AIA Minnesota is now realizing the benefits of the efforts begun two years ago through the Recovery Task Force, the Carlson School Report and the Public Relations Task Force. We now have new metrics, analysis, evaluation and inspiration to be proactive in framing how the architectural profession moves forward. We have compelling reasons to believe there is great potential and unrealized value. How do we take hold of this information and set our destiny?

During the 2011 Convention, we come together to forge a new course that is unknown in outcome, but based on research and rooted in the value and education of the architect. We are increasing our range of successful models for practice as we translate architect skill-sets into more diversified, broad-reaching and innovative roles. Please join us in the discussion and help us **Frame our Future**.

CELEBRATING OUR 77TH CONVENTION: EXHIBIT HALL ACTIVITIES

Returning is Booth Sleuths! The AIA MN Convention Committee has brought back an activity to encourage architects to engage in conversation with exhibitors on the floor. This activity is called “Booth Sleuths”. Please see page 8 for more information on your involvement in this activity.

Lounges and activity centers: There will be six different areas scattered around the exhibit floor with exhibits & displays or activities. **(1)** Member Services will be located near the entrance with AIA Minnesota’s local chapter representatives and Membership Committee representatives. The **(2 & 3)** activity centers located on the left and right hand sides of the hall will be lounge areas for attendees to grab some coffee, refuel their laptops or PDA’s, or meet with some special guests. **(4)** The Minnesota Architectural Foundation (MAF) will be hosting a raffle in their lounge to raise money for their scholarship programs. There will be an exhibit set up by the **(5)** University of Minnesota College of Design in the upper left lounge as well as the **(6)** Citizen Architect Lounge set up in the upper right lounge showcasing the work of Rebuilding it Right, Louis Lundgren recipients, Housing Advocacy Committee, and the Minnesota Design Team efforts.



IMPORTANT EXHIBITING INFORMATION PLEASE READ CAREFULLY!

For more information about convention activities, please see the enclosed booklet.

SERVICE CONTRACTOR:

Hubbell/Tyner is our service contractor. They will set up all booths with the equipment you have ordered by 8:00 AM on Tuesday, November 8. If you need displays stored until move-in, contact them at 651-917-2632. They will have an office on the Exhibit floor by the loading dock to handle on-site orders during move-in.

SERVICE KITS:

Service information will be **EMAILED** directly to you from our service provider Hubbell/Tyner one month before the show. A hard copy version of the service kit can also be mailed to you upon request. If you have not received this information or would like to take care of it early you may call Hubbell/Tyner at 651-917-2632. Hubbell/Tyner can provide you with information on everything from shipping, to electricity, to carpet and furnishings. Save money by pre-ordering your services and furniture. You may provide your own tables, chairs and floor covering.

ALL BOOTHS:

The standard booth includes an 8' high back drape and 3' high side drapes. You may request to remove the side drapes. This year all drapes will be burgundy. Please choose the burgundy color when ordering carpet and skirted tables. An exhibitor identification sign is included, however, we suggest you bring your own signage with your company's logo, etc.

BOOTH DESIGN REGULATIONS:

As stated in the prospectus, exhibits may go no higher than 3' in height the first 3' in from the aisle. After that they may go up to a maximum of 8'. This means there is a 7' by 10' area in which the display may be 8' tall and a 3' by 10' area in which it can be no taller than 3'. This regulation ensures maximum exposure for neighboring booths. If your booth does not conform to these regulations and you have not received prior approval you will be asked to make changes on-site.

END-CAP BOOTHS:

If you have an end-cap booth, your display must be 3 feet or lower, 3 feet from the aisle on the two short sides. This means that end caps booths have a 14 by 10 foot area in which the display can be 8 feet tall. If you have any questions about whether or not your display meets these requirements call Stephanie Pelzer, Exhibit Sales Director at 612-338-6763.

PRE-SHOW ADVERTISING (PAGE 8 & 16):

AIA Minnesota member lists are available for purchase in either hard copy form or mailing labels. Fill out enclosed form and return. Contact Amber Allardyce with questions at 612-338-6763 or allardyce@aia-mn.org.



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SET-UP:

You may begin unloading and setting up at 8:00 AM on Tuesday, November 8. The loading dock is accessed from 16th Street and allows room for trucks, cars, or vans for drop-off. **IMPORTANT!** If your booth is not set up by 4:30 pm on opening night, it will be sold to an exhibitor on our waiting list! You will not be allowed to move anything in and out of the dock area during show hours or before the designated move-out time. Please note all exhibit booths must be fully paid by move-in date or you will not be allowed to set up.

MOVE-OUT:

You may begin to tear down and move out on Thursday, November 10, after 2:00 PM. You will have until 5:00 PM on Thursday to move everything out of the Hall. Traffic control will be provided.

CATERED FOOD AND LIQUOR IN YOUR BOOTH:

AIA Minnesota has created a fun and festive atmosphere in the Exhibit Hall and we encourage you to join in the festivities by serving hors d'oeuvres in your exhibit booth. City of Minneapolis regulations regarding food and liquor licenses and high insurance rates dictate that you must use the catering company designated by the City of Minneapolis. Please call the Convention Center Food Services at 612-335-6045.

MUSIC IN EXHIBIT BOOTHS:

Because of aggressive enforcement laws related to copyrighted music, we must ask our exhibitors either (1) not to play live or recorded music that is subject to licensing by BMI, ASCAP, or any other organization authorized to license copyrighted music, or (2) to obtain themselves, at their sole expense, the proper license from the copyright holder. If an exhibitor plays music that is subject to licensing, and AIA Minnesota is obligated to pay any copyright holder, all costs of the copyright license, and the incidental costs of AIA Minnesota in conjunction with the license, shall be paid by the exhibitor as an additional booth charge. Please call AIA Minnesota if you have any questions regarding the playing of music (live or recorded) in your exhibit booth.

HOTELS:

A block of rooms have been reserved for AIA Minnesota Convention Attendees at the following hotels:

MILLENNIUM HOTEL MINNEAPOLIS

1313 Nicollet Mall, Minneapolis
\$109 single/double THROUGH OCT 17
612-332-6000 or 1-800-522-8856
www.aia-mn.org/convhotel

PARKING:

The underground ramp is accessed from Grant Street or 12th Street. See the enclosed map for other parking options. Parking is at your own expense and not covered in the cost of renting space in the Exhibit Hall.

SEMINARS ARE FREE:

All seminars are FREE to registered exhibitors wearing their name badge (excludes both Keynote/Lunch events #8 & #55; and the Awards Celebration, event 56 - tickets must be purchased for these events). We encourage you to attend the programs in order to learn about the interests and concerns of your clients.



EXHIBITOR REGISTRATION:

Registration will open at 7:30 AM, Tuesday, November 8, and will remain open throughout the convention. You are encouraged to pick up your badge and other information as early as you can.

PLEASE FILL OUT THE ENCLOSED STAFFING SHEET FOR EARLY REGISTRATION ON PAGE 15. If there are changes to be made in booth staffing, please fax that information to 612-338-7981 before **FRIDAY, OCTOBER 28**. Each staff member must pick up his/her own badge. After the Convention begins, you must have your badge to be admitted into the Exhibit Hall. Do not leave your badge in your booth!

SECURITY:

All those visiting the exhibits and attending programs must register and wear a badge. Personnel will be posted at the entrance to the Exhibit Hall to check for badges beginning at 4:15 PM on Tuesday, November 8, and at each exhibit time. In addition, the Exhibit Hall will be locked overnight and a security guard will staff the hall during the nights to provide additional security for the exhibits. For your own protection, however, we suggest you remove any valuable articles which could be taken during the night, as the guard cannot watch the entire floor at all times. **ALL EXHIBITORS AND GUESTS MUST VACATE THE EXHIBIT HALL WHEN IT IS CLOSED.**

LIABILITY:

Neither AIA Minnesota, Hubbell/Tyner, the Minneapolis Convention Center, the City of Minneapolis, or any of the above mentioned organizations' employees assume any liability for damage to, or loss of exhibit material or contents from any cause, including damage to the Minneapolis Convention Center which would cause the Exposition to be canceled either prior to or during the show. Exhibitors who wish to insure their goods must do so at their own expense.

SMOKING:

The Convention Center is a smoke-free environment. Thank you!

THAT'S ALL FOR NOW! We're looking forward to seeing you November 8!
Questions? Please contact Stephanie Pelzer at 612-338-6763 or pelzer@aia-mn.org.



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TIPS FOR SUCCESS AT OUR SHOW

PRE-SHOW

- **Promote.** Take advantage of our member lists (available for purchase on page 16) and send mailings or postcards to attendees with a map of the hall and your location highlighted. Stress the benefit of visiting your booth by offering a show special or include information about your new products.
- **In-Store Flyer Distribution.** Promote your participation in our Show and offer your customers flyers with information about your booth when they visit your store.
- **Stickers.** Print up stickers with your booth number and show name, date and facility name. In the months before the event, affix the stickers to all communications, invoices, letters packages, etc. to promote your booth.
- **Generate Media Awareness.** Contact media outlets to make them aware of your presence at the show and highlight new products or services you plan to exhibit.
- **Set up Show Appointments.** Set up appointments with your key customers at the Show. Send a note to your customers reminding them of your appointment before the show.
- **Prizes.** Offer a time-limited incentive to create a sense of urgency. “The first 20 people to visit our booth will get a special prize” or send your hot prospect list a coupon for a free gift that they can pick up at your booth.
- **Make Personal Phone Calls.** Have your sales reps personally deliver show invitations to customers and hot prospects.
- **Website Link.** Be sure your website is linked to www.aia-mn.org. Create a page or section on your website describing the activities you will have at your booth. Include product announcements, show hours, contact information for the staff working your booth, or any other information to excite your customers and prospects.
- **Save Money...Utilize your Service Kit sent from Hubbell/Tyner.** The service kit is your key to saving money and getting the most out of the show by placing orders before the vendor’s discount deadline dates.
- **Awareness.** Update your company listing/description on the official AIA Minnesota interactive floor plan at www.onlinefloorplan.com/aiaminnesota11/.
- **FREE Webinar:** Watch our free exhibitor webinar with tips about our show:
http://www.aia-mn.org/ext_convention/exhibitors.cfm

DURING THE SHOW - BOOTH TIPS

- **Incorporate the convention theme** into the design or emphasis of your booth. This will help connect your product with the overall experience of the convention.
- **Choose a light carpet color.** The main aisles are bare concrete. Choosing the grey carpet will visually connect the aisle with the booth space.
- **Create an open and inviting booth.** Do not stand at the entrance to the booth blocking attendee’s access to your products or display.
- **Make Yourself Approachable.** Body language counts. Avoid standing with your arms crossed. Smile. Try not to sit. Use a tall stool to lean or sit on for a break.
- **Make the first move.** Do not expect attendees to approach you and initiate conversation. Have a question that you can ask to stop and engage them. Attendees will not approach a booth where the staff is standing talking to one another.
- **Try to have all booth staff wearing something with a company name or logo.** Make it easy for attendees to identify you.
- **Collect business cards and do follow up calls.** Have a place for attendees to drop their business cards for a raffle drawing or something similar. Have plenty of literature and giveaways.
- **Make sure your signage is clear** so that attendees know exactly who your company is and what you are selling.
- **Have fun!** If you’re not having a good time, it shows.



TIPS FOR SUCCESS AT OUR SHOW CONT.

POST-SHOW

- **Follow Up on Leads.** This is your chance to maintain communication with attendees who showed interest in your product.
- **Consider Changes to Improve Exhibit.** Consider what worked and what did not work on-site. Was your booth large enough? Did you mail out enough invites? Take notes on these items to better prepare for your next event.
- **Tell Us about Your Experience.** Complete the Exhibitor Survey that will be distributed post show. We always welcome suggestions to improve your experience at our show!

BOOTH AWARDS JUDGING CRITERIA

The booth judging will take place Tuesday, November 8 during the evening Exhibit Hall session. The booth judges are different every year and are chosen from among our member architects and includes members of the Convention Committee along with the Convention Committee Chair. The Hall is divided up into sections and finalists are chosen from each section. Between 10 and 20 exhibiting companies are given awards each year. The award is a framed copy of the convention graphics with a prize ribbon, which can be displayed in your booth throughout the remainder of the show. Below are the criteria by which booths will be judged.

1. Clear and effective booth design
(All the pieces of the booth should work together to communicate clearly what the product or service is)
2. Engaging use of three-dimensional or interactive displays
3. Friendly booth staff
4. Aesthetic appeal
5. Incorporation of the convention theme in the booth design



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BOOTH SLEUTHS EXHIBIT HALL ACTIVITY

BOOTH SLEUTHS

During each Exhibit Hall session, architects and other participants will receive a Booth Sleuths game card at the Exhibit Hall entrance doors. This card has a map of the Exhibit Hall printed on it with colors dividing the hall into six different sections. Participants will be instructed to take the game card around the Exhibit Hall and get exhibitors to sign off from each of the six sections. Once the game card is full, it can be entered into a drawing for prizes.

HOW TO PLAY

When an participant approaches your booth, engage them in conversation before signing their game card. Once your visit is complete, sign the game card for the colored section your booth belongs to. Be sure to mention what prize your company has donated for the drawing (if applicable) and encourage them to drop their game card in the bin for the drawing.

In order for this activity to be successful, we need your help in getting great prizes! Please see our desired prize list below and decide what your company would like to donate. In order to recognize your involvement in the game, your business card will be attached to your prize and your company name will be read aloud during the drawing.

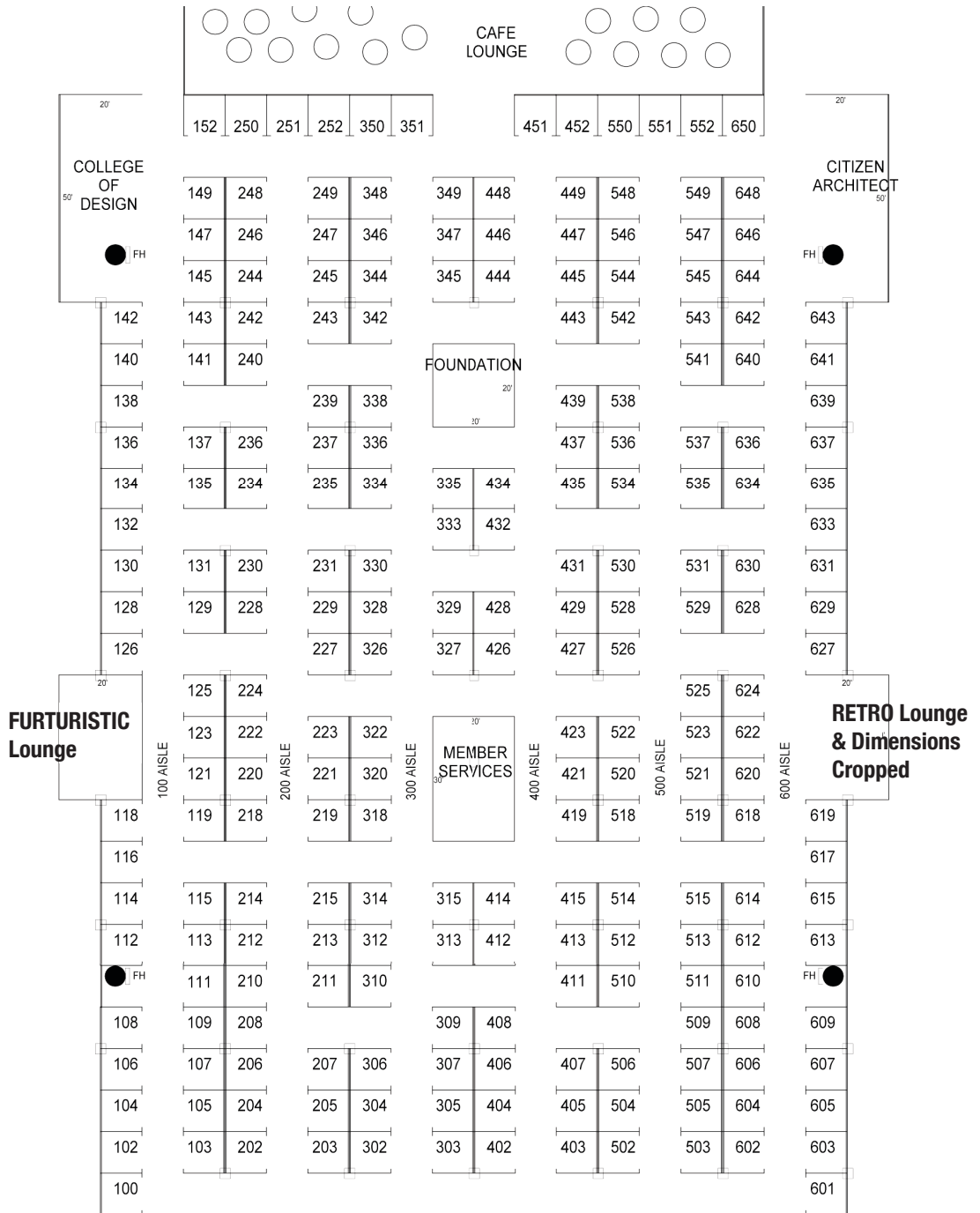
If you would like to donate a prize that is not listed below, please contact Stephanie Pelzer for approval at 612.338.6763 or pelzer@aia-mn.org.

DESIRED PRIZE LIST

- Electronics or product giveaways
- Services voucher(s)
- Gift cards to popular retail stores- Target, Best Buy, Home Depot
- Visa gift cards
- Cash
- Sporting event tickets- TWINS, Gophers, Timberwolves, Vikings, Wild, etc.
- Performing arts tickets- Ordway, Guthrie, Science Museum, etc.
- Gift cards to popular restaurants- Cue, Macaroni Grill, Timberlodge Steak House, Spoon River, etc.
- Ticket vouchers for movie theaters (Carmike, AMC, Imation IMAX Theater, etc.)
- itunes gift card
- Etc.



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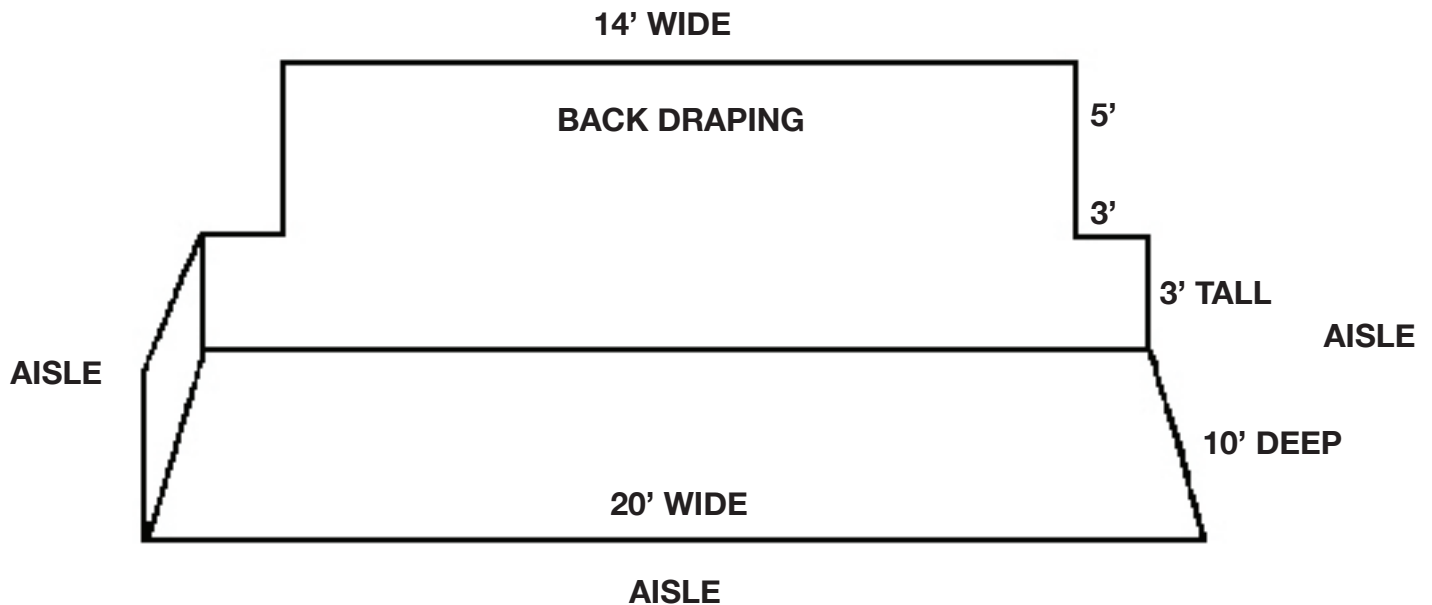
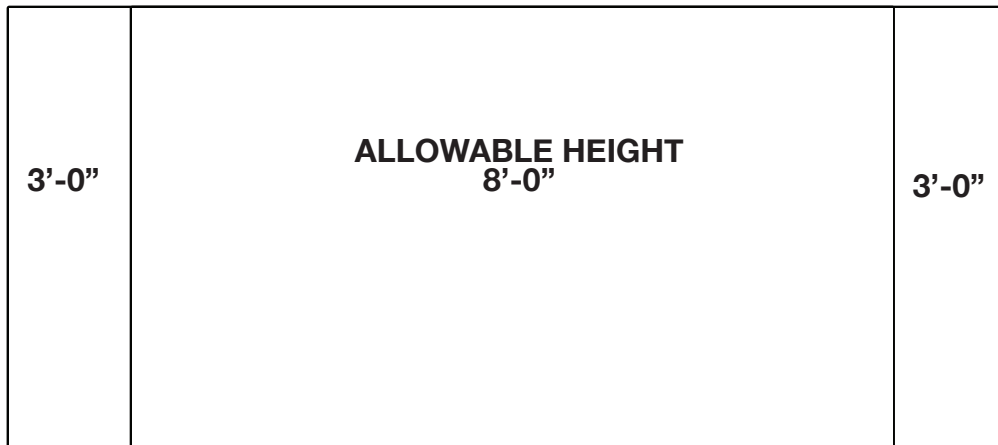


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END-CAP BOOTH REGULATIONS

As stated in the Exhibitor Prospectus, there are specific regulations pertaining to end-cap booths to ensure maximum visibility for all exhibitors. Below, please find a diagram of the dimension regulations for end-cap booths at the AIA Minnesota Convention and Products Exposition. If your booth does not comply you will be asked to modify it on-site. Feel free to contact me with any questions or concerns you may have. Stephanie Pelzer, pelzer@aia-mn.org Thank you!

PLAN VIEW





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Minneapolis Convention Center

Parking & Skyway System

MUNICIPAL PARKING RAMPS

(P)
LEAMINGTON (673-9650)
11TH & MARQUETTE (339-2554)
PLAZA (339-9061)
OPEN 6 A.M. - 11 P.M.
OR LATER FOR EVENTS

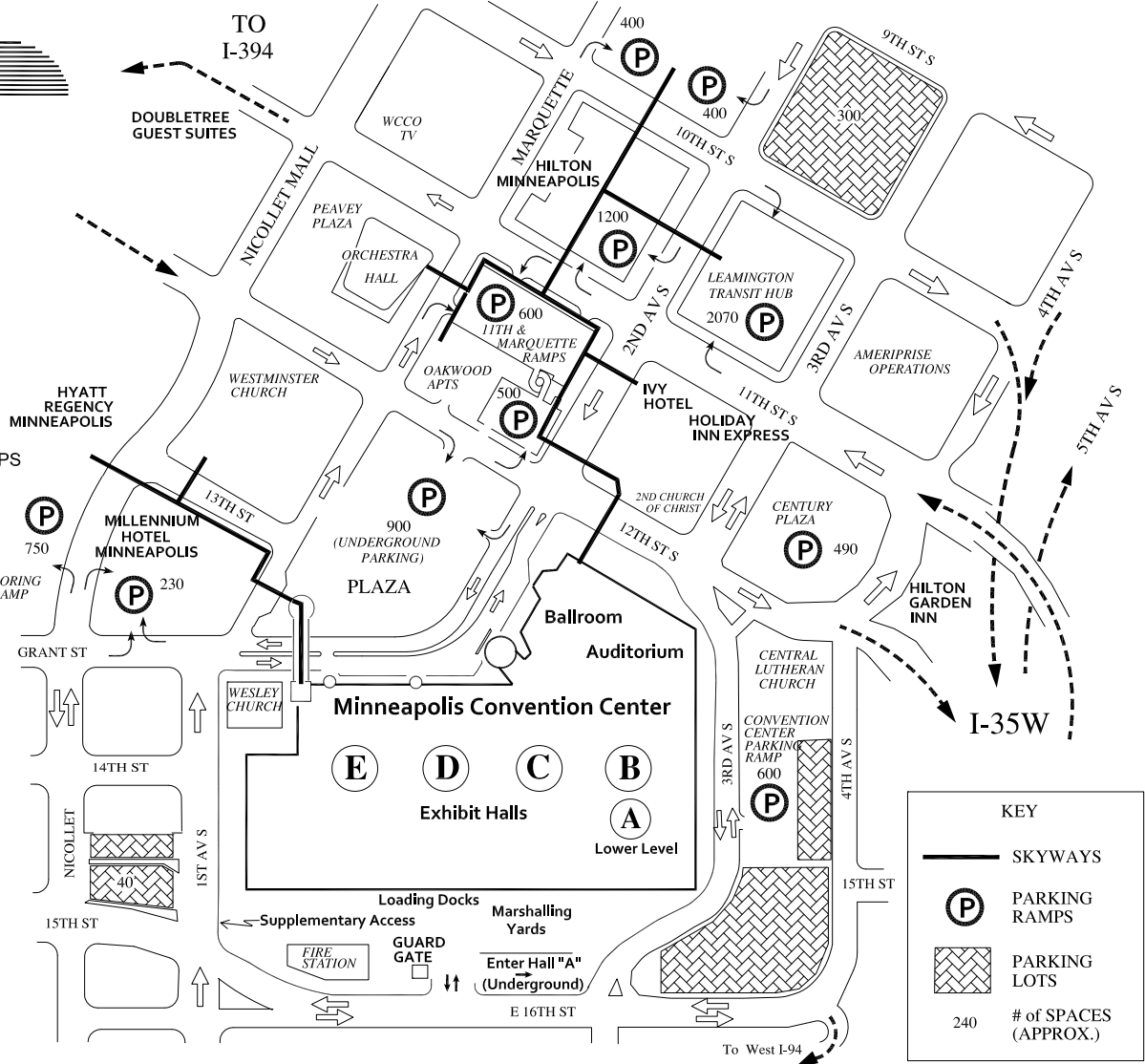
OPEN WEEKENDS FOR ALL
EVENTS AT ORCH. HALL
AND CONVENTION CENTER

HILTON RAMP (673-9644)
OPEN 24 HRS/DAY

SKYWAYS ARE OPEN
M-F 6:30a - 10:00p
SAT 9:30a - 8:00p
SUN NOON - 6:00p



Mpls Traffic & Parking Services
December 2009





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EXHIBITING COMPANY PROFILE FORM

ONLY FILL THIS FORM OUT IF YOU DID NOT UPDATE YOUR ONLINE PROFILE WITH THE LINK EMAILED TO YOU

This information will be used in publications advertising the show, on the show web site, in our organization newsletter. The deadline has past to be listed in the onsite show program. Please return this form no later than **OCTOBER 7, 2011** in order to be added to our show addendum to:

Stephanie Pelzer, Exhibit Sales Director
AIA Minnesota, 275 Market Street, Suite 54, Minneapolis MN, 55405
Fax: 612-338-7981 or pelzer@aia-mn.org

**PLEASE RETURN BY
OCTOBER 7TH! FAX TO
612-338-7981 OR EMAIL TO
PELZER@AIA-MN.ORG**

COMPANY CONTACT INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Telephone _____ Fax _____

CONTACT

First Name _____ Last Name _____

Email address _____

Web Site _____

COMPANY/PRODUCT DESCRIPTION

Please use the back of this sheet and provide a brief description of your products or services (50-word limit) and list any new products or services (30-word limit).

CATEGORY- CIRCLE ALL THAT APPLY

General
Site Construction
Concrete
Masonry
Metals
Wood & Plastics
Thermal & Moisture Protection
Doors & Windows
Finishes

Furnishings
Special Construction
Conveying Systems
Mechanical
Electrical
Professional Services
Equipment
Specialties

RETURN BY OCTOBER 7, 2011



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2011 PRE-REGISTRATION FOR BOOTH PERSONNEL

Please complete this form and return it by FRIDAY, OCTOBER 28, 2011.
TYPE OR PRINT LEGIBLY.

**PLEASE RETURN BY OCTOBER 28TH!
FAX TO 612-338-7981 OR EMAIL TO
PELZER@AIA-MN.ORG**

Company Name _____

BOOTH STAFF:

1.	_____	_____
Contact		Telephone
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____

Once Convention begins, you will need a badge in order to enter the Exhibit Hall. IF you do not return this form before the show, you will need to wait at registration for a badge to be made.

PLEASE NOTE:

Each individual must pick up his/her own badge!
Do not leave your badge in your booth.

Please return this form no later than Friday, October 28, 2011 to: Stephanie Pelzer, Exhibit Sales Director
AIA Minnesota, 275 Market Street, Suite 54, Minneapolis, MN 55405
FAX: 612-338-7981 OR EMAIL TO PELZER@AIA-MN.ORG

RETURN BY OCTOBER 28, 2011



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MAILING LIST RENTAL AGREEMENT

I understand that the rental of an AIA Minnesota list is for a single, one-time use only, that all names and addresses furnished remain the property of AIA Minnesota, and that I must provide a sample mailing piece before my order will be processed. I guarantee that the names and addresses I rent on labels or plain paper will not be disclosed, transferred, copied, reproduced, resold, or reused.

Signature: _____ Date: _____

Ship To: Company Name: _____

Contact : _____

Address: _____

Phone: _____ Fax: _____

Type of Mailing: _____

Date / Time: _____

Location: _____

		Non-Member	Exhibitors
AIA	<input type="checkbox"/> Member List (approx. 2100)	\$120	\$60
Minnesota:	<input type="checkbox"/> Firm List (approx. 340)	\$60	\$30
	<input type="checkbox"/> Convention Attendee List (approx 1800) (available shortly following the 2011 Convention)	FREE	FREE

Type: Hard copy - includes: Members name, Firm, Address, and Phone #.
 Mailing labels - includes: Members name, Firm, and Address.

Sort by: Alphabetically
 Zip

Source: AIA Minnesota Membership Database (Updated daily)

Payment: Check enclosed
 Visa/Mastercard Card # _____ Exp Date _____

(Credit card orders ONLY can be faxed 612-338-7981)

**PLEASE SEND COMPLETED RENTAL AGREEMENT, AND SAMPLE MAILING TO:
 AIA MINNESOTA, ATTN: AMBER ALLARDYCE, 275 MARKET STREET, SUITE 54,
 MINNEAPOLIS, MN 55405
 FAX TO: 612-338-7981**

•SP 09/11