DEAR VALUED EXHIBITOR

Thank you for participating in the A’19 MN The Minnesota Conference on Architecture. The Conference will be held November 12th-15th at the Minneapolis Convention Center in Minneapolis, Minnesota.

The Exhibitor Manual has been created to assist you in fulfilling your operational and promotional needs.

Thank you for your participation. Please do not hesitate to contact me at 612-767-1744 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,

Pam Nelson
Pam Nelson
Sales Director, AIA Minnesota
nelson@aia-mn.org

**SPAM WARNING**
Disregard any correspondence from Global Expo Travel, Trip Planner Services and FAIRGuide. They’ve contacted exhibitors in the past to solicit hotel rooms or a listing on their online directory for a fee. They have no affiliation with AIA Minnesota or the AIA Minnesota Conference.

EXHIBIT HALL LOCATION & SCHEDULE
Minneapolis Convention Center, Exhibit Hall “D” 1301 2nd Avenue South, Minneapolis, MN

The Exhibit Hall is open during these times:
• Tuesday, Nov 12: 4-6pm
• Wed, Nov 13: 11:15am-6pm
• Thurs, Nov 14: 11:30am-2pm
NO exhibit hall hours on Friday, Nov 15.

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

NEED A HOTEL ROOM?
A block of rooms with a discounted rate have been reserved through October 15th for A’19 MN attendees & exhibitors at the following hotel:

HILTON MINNEAPOLIS
1001 Marquette Avenue, Minneapolis, MN 55403
$145 single/double through October 23
WAYS TO PARTICIPATE

OPENING NIGHT PARTY BEER CRAWL: Host some beer at your booth - keg, bottles, cans. We will promote the list of participating exhibitors to drive traffic to your booth. Orders must go through Kelber Catering at the Convention Center. Contact Heidi at HeidiH@kelber.com to place your order by Nov 1. We will have live music and snacks throughout the exhibit hall on Tuesday so step out from behind your booth and join in! See information on page 5.

LEAD RETRIEVAL: We are offering expanded lead retrieval through Trade Show Leads. The order form is in the service kit that you will receive by email from CorExpo. For a nominal fee, you will be able to track leads from EVERYONE in the exhibit hall: registered attendees, walk-in attendees, and other exhibitors. There will be an attendant from Trade Show Leads onsite if you need assistance during the convention or want to sign up onsite. Contact Joel Schleisman at 952-212-9408 or by email at joels@tsleads.net.

CONFERENCE PROGRAM ADVERTISING: Advertise in the Conference Program for additional exposure reaching all attendees. (see page 4 for details.) This is a great way to get in front of all our attendees as this is there guide to the entire week of events, which includes the directory of exhibitors, which attendees keep as a resource guide.

EXHIBITOR SCHEDULE

TUESDAY, NOVEMBER 12
8am-3pm: Exhibitors set up
Check in at the exhibitor registration desk for your badges
4pm-6pm: Exhibit Hall open with Opening Party
Opening Night Party with Craft Beer Crawl & live music.
Idea for participation:
• Offer beer at your booth.
• Sponsor snacks/food in the exhibit hall or at your booth.
• Host a contest at your booth.
• Step away from your booth and mingle!
6pm: Exhibit Hall closes
Everyone must exit.
Exhibit Hall will be secured overnight.

WEDNESDAY, NOVEMBER 13
10:45am: Exhibitors can go to their booths
11:15am-2:30pm: Exhibit Hall open
Idea to participate:
• Join attendees for lunch in the cafe.
• Invite attendees to stop by your booth for an event or contest.
2:30pm: Exhibit Hall closes
Exhibitors can remain in the exhibit hall or use the exhibitor lounge space provided. You can also attend programs at no charge.
3:45pm-6pm: Exhibit Hall open
6pm: Exhibit Hall closes
Everyone must exit.
Exhibit Hall will be secured overnight.

THURSDAY, NOVEMBER 14
11am: Exhibitors can go to their booths
11:30am-2:00pm: Exhibit Hall open
Last day to promote your products or services.
• Join attendees for lunch in cafe.
• Invite attendees to stop by your booth for an event or contest.
2pm: Exhibit Hall closes
2-5pm: Booth tear down
5:00 PM Hall closed
Everyone and everything must be out of the hall.

NAME BADGES - new online registration to collect attendee names!

Click on the following link to complete the form with the names of people who will be at your booth during the 3 day conference: https://www.aia-mn.org/events/conference/exhibit-sponsor/booth-personnel/
There is a limit of 10 attendees per booth. Since all booth attendees will now be tracked through the lead retrieval service, we ask that the names you provide are accurate, as it will be difficult to make adjustments once the conference begins. Email Pam Nelson with any updates/changes at nelson@aia-mn.org no later than Thurs, Nov. 7.
SPONSORSHIP OPPORTUNITIES

TOUR SPONSORSHIPS – deadline Oct 18

We have 5 tours planned during Conference week. You have the opportunity to sponsor a tour. Your sponsorship can include any of the following opportunities for engagement and exposure: you can greet tour attendees, come along & mingle with attendees on the tour, have signage as tour sponsor, and share promotional materials. Cost is $ 500 per tour sponsor.

1. Vertical Endeavors: will discuss how the design was informed with augmented reality - designed by LHB.

2. **SOLD** Allianz Tour – will include architect, engineer, contractor, and energy consultants; beginning with a presentation of project vision, design challenges, successes/lessons learned, and unique technical systems that can be applied to other project developments; followed by a tour that highlights Allianz Field from its signature exterior facade, interior fan experience features, “underground” operations and (literally) underground sustainable rain harvest system.

3. Izzy’s Ice Cream and Fast Horse – designed by a residential architect, David Salmela.

4. **SOLD** Minneahaha Academy – designed by Cuningham Group.

5. Capitol Region Watershed District – creating new office space, gathering spaces for use by community and partner organizations, a watershed learning center, and on-site educational opportunities utilizing green building principles such as stormwater management practices, and energy efficiency measures to conserve natural resources with a focus on preservation, pre-design, building systems, and environmental considerations. Designed by MSR with JE Dunn.

To reserve your sponsorship, email me with your tour preference at nelson@aia-mn.org and go to the convention registration page and sign up online for the tour sponsorship: https://www.aia-mn.org/misc-event/exhibit-space-reservation/

OTHER SPONSORSHIP OPPORTUNITIES – deadline Oct 18

Opening Night Music Sponsor - $600

Ribbon Carousel Sponsor - $500

Opening Night Food Sponsor - $400 per table or $2500 as exclusive sponsor

Morning Coffee Host - $500 per day

Wednesday Keynote Sponsor - $3000

To reserve your sponsorship, go to the conference registration page to sign up online for the specific sponsorship you are interested in: https://www.aia-mn.org/misc-event/exhibit-space-reservation/

Questions, please contact Pam Nelson  Ph: 612-767-1744  Email: nelson@aia-mn.org
CONFERENCE PROGRAM BOOK ADVERTISING - NEW!

We publish a Conference program book outlining the various programs and schedule for each day of the convention. It also includes the directory of exhibitors, floor plans, events, and more. We are offering up to 8 pages of black & white advertising in the program book available to exhibitors and sponsors only.

<table>
<thead>
<tr>
<th>Net Rates</th>
<th>B/W Ads</th>
<th>4 Color ads</th>
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<tbody>
<tr>
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<td>Quarter page</td>
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Ad dimensions
- Full page non-bleed: 7.25" x 9.5"
- Full page, bleed: 8.5" x 11" plus 0.125" bleed on all sides
- Half Page Horizontal: 7.25" x 4.6"
- Quarter Page: 3.47" x 4.6"

Print Run: 2,000
Distributed to all registered attendees, exhibitors, unregistered exhibit hall walk-ins, and students

Deadline to reserve space: October 1
Ads due: Oct 15

Send final pdf by email to Pam Nelson at nelson@aia-mn.org

I would like to reserve an ad in the Conference Program Book:

Ad Size ___________ Amount $__________
Company Name __________________________
Contact ______________________________
Phone____________________ Email ______________________________
Billing Information _____Visa _____MC _____AmEx
Credit Card Number ______________________________
Expiration Date _______ Security Code _______
Billing Address ____________________________
City __________________ State _____ Zip __________

To Reserve your ad space, email this page to nelson@aia-mn.org or contact Pam Nelson, 612-767-1744.
A’19 MN CONFERENCE ON ARCHITECTURE

BEER CRAWL
Tuesday, November 12th from 4-6pm Join in!

Host a keg, a selection of bottled beer, wine or snacks at your booth. Participate in the Beer Crawl at the Opening Night Party in the Exhibit Hall on Tuesday, November 12 from 4:00-6:00pm. We encourage exhibitors to participate. We will promote all participants and your booth number on signage for the event. This is a great way to get attendees to your booth to engage and mingle. All food & beverage must be ordered through the Convention Center’s Kelber Catering.

MENU

KEG BEER:
• Michelob Golden Light, Budweiser, Bud Light, Grain Belt Premium $575.00++
• Miller Genuine Draft, Miller Light, Grain Belt Nordeast $600.00++
• Coors Light, Leinenkugel Honey Weiss, Summit EPA or Summit Seasonal $650.00++
• Stella Artois $800.00++
• Heineken, Amstel, Surly Furious $750.00++

IF YOU WANT TO ORDER SMALLER QUANTITIES OF BEER OR WINE:
• Domestic Beer $6.75++ each
• Imported/Craft Beer $7.75++ each
• House Mixed Drinks $7.75++ each
• House Wine $8.25++ each

Other Craft Varieties available on a custom quote basis. Limited Supply of Keg boxes are available, available on a first come basis. A bartender charge of $150.00 per 3-hour shift, per bartender will be waived if sales per bartender are $500.00 or greater or Bartender fee will apply if any remaining beer to be service in booth for the following day.

RECEPTION FOOD PACKAGES:

Sandwich Board (Minimum of 100) $15.95++ per person Warm Petite Sandwich Buns: Cheesy Ham, Buffalo Chicken, Turkey-Pesto Provolone, Bistro Potato Chips, Baby Dill Pickles (2.5 petite sandwiches)

Minnesota Made (Minimum of 100) $14.75++ per person Swedish Beef-Wild Rice Meatballs, Smoked Turkey & Asparagus Canapé, Midwest Meats & Cheese Display, Walleye Cakes, Lemon Aioli, Nordeast Beer Cheese Shooter with Popped Sorghum (4 total portions)

Slide Bar (Minimum of 100) $13.95++ per person Pulled Pork Slider with BBQ Sauce, Petite Buffalo Chicken Sandwich, Cheddar Cheeseburger Slider, JoJo Potatoes, Caribbean Dip (3 total portions)

Chef’s Favorites (Minimum of 100) $9.95++ per person Parmesan-Artichoke Naan Bite*, Spinach & Feta Tartlet*, Asparagus-Smoked Turkey Canape, Cauliflower Croquette (3 total portions)

Cold Platters (yields approx. 100 guests)
• Fresh Vegetable Crudites with Spinach Dip $450.00++ each
• Roasted Vegetable Platter with Caribbean Dip $550.00++ each
• Midwest Meat & Cheese Platter with Crackers $625.00++ each
• Traditional Cheese Platter with Crackers $525.00++ each
• Marinated Antipasto Platter with Italian Meats & Cheeses $550.0++ each

Snacks:
• Trail Mix $24.00++ pound
• Tortilla Chips $16.00++ pound
• Fresh Salsa $23.00++ quart
• Homemade Cookies $38.00++ dozen
• Homemade Bars/Brownies $40.00++ dozen

DEADLINE TO PLACE ORDER: Friday, November 1.
Other Booth Enhancements can be found at www.kelber.com FOR QUESTIONS, MORE OPTIONS, AND TO PLACE YOUR ORDER: Contact Heidi Hudson Kelber Catering Sales Coordinator HeidiH@kelber.com 612-335-6082.
LOGISTICS

SET-UP:
You may begin unloading and setting up at 8:00 AM on Tuesday, November 12. 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 3:00 pm on Tues, November 12, 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. During this time, please pick up your registration information/name badges so you are ready for the Opening of the Hall at 4pm.

MOVE-OUT:
You may begin to tear down and move out on Thursday, November 14, 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.

ATTEND PROGRAMS FOR FREE:
All seminars are FREE to registered exhibitors wearing their name badge, based on space availability. (This excludes tours, programs or keynote events which include breakfast or lunch.) You are allowed up to 10 booth attendees to attend programs at no charge. To register for programs, go to www.aia-mn.org/registration/ and enter code EH2019.

EXHIBITOR REGISTRATION:
Registration will open at 8:00 AM, Tuesday, November 12, and will remain open throughout the conference. You are encouraged to pick up your badge and other information as early as you can on Tuesday during your booth set up.

If there are changes to be made in booth staffing, please email that information to nelson@aia-mn.org before FRIDAY, NOVEMBER 8. Each staff member must pick up his/her own badge. After the Conference begins, you must have your badge to be admitted into the Exhibit Hall. Do not leave your badge in your booth!

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 food or beverages 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 Convention Center. Please call the Convention Center Food Services at 612-335-6082 or email Heidi Hudson at HeidiH@kelber.com.

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 own 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.

NO SMOKING:
The Convention Center is a smoke-free environment. Thank you!

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 4:00 pm on Tuesday, November 12, 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 guest must vacate the exhibit hall when it is closed except between sessions on Wednesday.

LIABILITY:
Neither AIA Minnesota, CorExpo, 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.
IMPORTANT EXHIBITING INFORMATION - PLEASE READ CAREFULLY!

Your booth comes only with pipe & drape and a basic ID sign. You may provide your own furnishings or order through our service contractor, Hubble/Tyner. They will email a kit with all the options. Wifi and electricity are not included but can be ordered.

SERVICE CONTRACTOR:
CorExpo is our service contractor. They will set up all booths with the equipment you have ordered by 8:00 AM on Tuesday, November 12. 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 has or will be EMAILED directly to you from our service provider CorExpo. 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 now, you may call CorExpo at 651-917-2632. CorExpo 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.

LEAD RETRIEVAL:
If you would like to order lead retrieval services, please complete the form in the exhibitor service kit you will receive from CorExpo. There will also be a service booth in the Exhibit Hall if you would like to order onsite. Tracking will be for all attendees and exhibitors.

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 back drapes will be black and side drapes are red. Please choose the black 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.

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 Pam Nelson, AIA MN Sales Director at 612-767-1744.
TIPS FOR SUCCESS AT OUR SHOW

PRE-SHOW
- **Promote.** Take advantage of our member lists 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.
- **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 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.
- **Save Money...Utilize your Service Kit sent from CorExpo.** 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.

DURING THE SHOW - BOOTH TIPS
- **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 access to your 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 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.
- **Use the lead retrieval service and/or 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.
- **Take advantage of our additional Marketing Opportunities** to extend your exposure.
- **Have fun!** If you’re not having a good time, it shows.

POST-SHOW
- **Follow Up on Leads.** This is your chance to maintain communication with those 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 send 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!