



## Exhibiting Information –ALAMN 30<sup>th</sup> Annual Education Conference

On behalf of the Business Partner and Conference Committee (BPRC), we want to thank you for your sponsorship of ALAMN and for attending the ALAMN 30<sup>th</sup> Annual Education Conference. This year's event is being held at Renaissance Minneapolis Hotel, The Depot on **February 27, 2020**. Below is key information you will need to review in preparation for the event:

### Conference Location/Address

Renaissance Minneapolis Hotel, The Depot  
225 3<sup>rd</sup> Avenue South  
Minneapolis, MN 55401  
(612) 375-1700

### Move-In

Booth setup is from 6:00am to 7:30 am on Thursday, February 27th. Set-up must be completed by 7:30am. If booth space is **not occupied by 7:15am**, the BPRC will have the full right to utilize the space for other purposes.

If you can hand carry your exhibit material, you may move-in through the main entrance of the Exhibit Hall. There will **not be** carts available if you have multiple boxes. You may want to ship materials to Brede (shipping forms included in the Brede Exhibitor Service Kit you will receive). [Exhibitor Rules & Regulations](#).

### Exhibition Hours

6:00am – 8:15am Move-in and exhibit setup - Pavilion  
7:45am – 8:30am Conference Registration & Breakfast  
8:45am – 9:45am Morning Keynote Speaker  
9:45am – 10:45am Conference Break & Exhibits Open – Pavilion  
11:45am – 12:15pm Lunch w/Business Partners – Pavilion  
12:15pm – 1:00pm Afternoon Keynote Speaker  
1:00pm – 2:00pm Conference Break & Exhibits - Pavilion  
2:00pm – 3:00pm Exhibit teardown and move-out  
3:00pm – 4:00pm Community Service Project with Exhibitors and Conference Attendees  
4:00pm – 5:00pm Closing Remarks & Networking Reception – Pavilion

***The exhibit hall will be closed during education sessions.  
Booth staff are encouraged to attend the education sessions.***

### Show Management

Karleen Schmidt –Event Planner  
c/o IntrinXec Management, Inc.  
5353 Wayzata Boulevard – Suite 350, Minneapolis, MN 55416  
952-564-3073 - phone / [kschmidt@intrinxec.com](mailto:kschmidt@intrinxec.com) – email

Shelly Losinski –Event Planner  
c/o IntrinXec Management, Inc.  
5353 Wayzata Boulevard – Suite 350, Minneapolis, MN 55416  
952-564-3077 - phone / [slosinski@intrinxec.com](mailto:slosinski@intrinxec.com) – email



### Exhibition Decorator

**Brede Exposition Services** is the official decorator for the conference. An exhibitor kit from Brede is available to you click on [the "BREDE Exhibitor Kit](#). This kit contains various forms for you to order additional items for your booth. If you have questions after reviewing your kit, please contact their Customer Service Representative with Brede at *612-378-6524* or via email at [eclabo@brede.com](mailto:eclabo@brede.com)

**ALL** advance order forms are due to Brede **by February 14, 2020**, to ensure against out-of-stock situations or delays. You also save considerable money by ordering in advance!

If you need [Audio Visual](#) for your booth, use the form available from our AV provider Maple Lane Media.

If you need [Dedicated Internet service for](#) your booth, this is ordered from the hotel - Renaissance Minneapolis Hotel, The Depot. Please use the form available via link from Convention Services.

If you need [Electrical service](#) for your booth, this is ordered from the hotel- Renaissance Minneapolis Hotel, The Depot. Please use the form available via link from Convention Services.

### Food in your Booth

**ALL** food and beverage **must** be ordered through the Renaissance Minneapolis Hotel, The Depot. Business Partners will not be allowed to bring food or beverages into the building or purchase them from outside caterers. For additional information or menus please contact: Tony Whiteside at Renaissance Minneapolis Hotel, The Depot at (612) 375-1700.

### Security

Each exhibiting company must make provisions for the security of their goods, materials, equipment and display at all times.

### Advance Shipments

The facility will not accept shipments in advance of the conference. Advance shipment information and deadlines are located in the **Brede Exhibitor Kit**. If items are shipped in advance to the facility, please see the [Renaissance Minneapolis Hotel, The Depot exhibitor Policy](#). Exhibitors will assume the cost of removal of such shipments from the venue and any cost of returning or storing said items. Neither **ALAMN** nor the facility will be held responsible for goods that are not removed, returned, or stored.

### Booth Construction Regulations

Exhibits must not exceed eight (8) feet in height. Exhibits must be constructed so as not to obstruct the general view of the adjoining booths. Any deviation must be submitted to Karleen Schmidt or Shelly Losinski for prior approval. **Please note that conference exhibit draping between exhibitors will be 3 feet high in 2020, not the standard 8 foot.**



### Booth Equipment and Services

One 8' x 10' exhibit space, 3' high back drape, one 6' draped and skirted table w/two folding chairs **or** two hi-boy undraped tables with two stools are available, one waste basket and one company identification sign included with your exhibit fee. *NOTE: A table selection is required, if not selected the default for delivery is the standard 6' table w/two chairs.* All exhibit material, including furniture, must be contained within the 8' x 10' exhibit space you are provided.

**Show Colors:** Beige and white

### Exhibitor Registration

Please complete and return the online [booth personnel and prize form](#) online **by Friday, February 14<sup>th</sup>** in order to expedite your onsite registration. You may pick up your name badge on-site at the Business Partner Registration Desk which will be located outside the Pavilion Room at the Renaissance Minneapolis Hotel, The Depot. The number of representatives allowed for each booth space is determined by the level of sponsorship: Superior: 6 / Mille Lacs: 5 / Minnetonka: 4 / Itasca: 2 / Intro: 2

If you choose to split the day with multiple company representatives, please notify Karleen Schmidt or Shelly Losinski in advance. ***Badges must be worn for admittance to all conference events and the exhibits.***

### Support Happy Hope Charitable Organization for 2020

ALAMN has selected Happy Hope as the charitable organization for this year's conference.

In 2020 we will be assembling Happy Hope Bags!! **Happy Hope Bags<sup>®</sup>** are special activity kits that provide a boost of happiness and hope to a child receiving medical care. Our range of signature [Happy Hope Bags](#) are filled with fun and creative items that keep kids engaged. Nearly 500,000 Happy Hope Bags have been delivered to children across the country, made possible through the efforts of thousands of corporate and community volunteers!

Our packing event will be at 3:00 p.m. the day of the Conference!

### Attendee Registration List

An attendee list (Excel file) will be emailed 2 weeks prior to the conference and a final list (PDF file) will be emailed following the conference.

### Meaningful Conversation Cards

A set number of "**Meaningful Conversation**" cards will be provided to all Business Partners which they will have the ability to handout to attendees with whom they have "meaningful conversations." More information will be provided in your booth on day of.



### Conference Breaks and Meals

The following conference breaks and meals are included in your exhibit fee:

- Breakfast: 7:45am – 8:30am
- AM break: 9:45am – 10:45am
- Lunch: 11:45pm – 12:15pm
- PM break: 1:00pm – 2:00pm
- Reception: 4:00pm – 5:00pm

### Hotel Accommodations

If you need overnight hotel accommodations, we have set up a room block at the Renaissance Minneapolis Hotel, The Depot. You may call in reservations to the Renaissance Minneapolis Hotel, The Depot at 612-375-1700, and reference **ALAMN Conference**. Rooms are available for \$229 a night plus tax, 2.27.18 arrival. Please make reservations by **January 27, 2020** to get the group rate.

### Prize Drawings

Prize drawings will be conducted by the Business Partner Relations Committee **around 2:00 pm**. Superior, Mille Lacs, and Minnetonka level sponsors will have the opportunity to present their prizes to recipients on stage. Itasca and Introductory sponsors will deliver their prizes and recipient list to registration desk by 2:00pm, for preparation in PowerPoint and on a table at the reception. If your company would like to donate an item to be included in the drawings, as most do, please complete the "Prize Notification" section on the Booth Staff Registration Form. Prize notification must be received **by Friday, February 14th**. Prizes should be displayed in your exhibit booth during exhibit times.

### Additional Questions?

Please contact our Event Planners, Karleen Schmidt [kschmidt@intrinxec.com](mailto:kschmidt@intrinxec.com) or Shelly Losinski [slosinski@intrinxec.com](mailto:slosinski@intrinxec.com), from IntrinXec should you have any additional questions.