

# DISPLAYER CONTRACT

THE MINNESOTA MULTI HOUSING ASSOCIATION'S

## 2010 Convention Products Show at RiverCentre

Exhibit Hall A, 175 W. Kellogg Boulevard, St. Paul  
and the theme is

# ***Game Shows!*** **Let's Make a Deal!**



# **MHA**

Tuesday, October 12, 2010, 1:30 - 6:00 p.m.

RIVERCENTRE™  
A CONVENTION, ENTERTAINMENT AND SPORTS COMPLEX



Minnesota Multi Housing Association

1600 West 82nd Street, Suite 110

Bloomington, MN 55431

(952)854-8500

fax (952)854-3810

www.mmha.com

**ATTENTION  
COMMERCIAL SALES  
MARKETING**

**Make a Deal!**

at MHA's October 12th

**Game Shows** Product Show

The Minnesota Multi Housing Association's

# 2010 Convention Products Show

- ☞ Show Hours: 1:30 p.m. - 6:00 p.m.
  - ☞ Great theme: **Game Shows - Let's Make a Deal!**
  - ☞ **Sponsors' Green Products Feature**
  - ☞ **MADACS Photos Feature**
  - ☞ The very popular Treasure Chest will be remounted
  - ☞ Return of the popular and exciting **Maintenance Olympics**
  - ☞ **Independent Owners feature**
  - ☞ Special CIC (Common Interest Communities) feature
  - ☞ **Any/every exhibitor who has 25 show tickets that they distributed (and so imprinted) used for admission to the show (excluding convention seminar attendees) will receive \$50; and remember: each additional eligible imprinted ticket above the first 25 adds \$5 more for the distributing vendor (e.g. 28 eligible tickets = \$65; 40 eligible tickets = \$125; 80 = \$325).**
- PLUS we will give you an emailable ticket with your logo on it that you can post or forward (call Tom at 952-548-2218 for details)
- ☞ Return to RiverCentre - **lots** (no pun intended) of additional parking nearby (and, quite likely, no hockey fans or vans in the spaces)
  - ☞ Even if you're a veteran salesperson you should attend the **FREE Exhibitors Orientation** program to maximize your participation in the show. Vendors who haven't attended an Exhibitors Orientation in 2007-2009 and who do not attend the **Monday, August 23rd**. Orientation will be charged an additional \$25 fee which must be paid with any other balance due by October 1st in order to participate in the show.
  - ☞ **\$125+ value attendees list sent to all Exhibitors**
  - ☞ Day-of-show exhibitor directory/floorplan.

**BE SURE TO READ THIS ENTIRE  
CONTRACT BEFORE YOU SIGN IT!**

**95% OF EXHIBITORS' DAY-OF-SHOW  
QUESTIONS AND PROBLEMS ARE EASILY  
ANSWERED/RESOLVED IN ADVANCE BY A  
COMPLETE READING OF THIS BOOKLET!**

It is the responsibility of Exhibitors to inform the Event Coordinator of any areas in RC that they will be carpeting. MHA *will not* contract to have aisles carpeted.

RC electricians are authorized to cut floor coverings such as booth and aisle carpeting to permit installation of service.

## Cleaning Policy

Housekeeping personnel will remove all bulk trash, crates, pallets, packing materials and lumber prior to initial show opening and following move-out at prevailing rates. It is the responsibility of Show Management and exhibitors to mark any cartons, literature and similar materials that they wish to save during move-in and move-out.

## Exhibits

Prior approval is needed for exhibits with live animals and those that include gardens using

peat moss, sand, top soil or similar materials.

A leak-proof covering must be used on the floor when an event features a display/exhibit which includes using peat moss, sand, top soil or similar materials. The floor must be protected from stains and from such materials being tracked through aisles by show visitors.

## Gasoline/Powered Vehicles

Permitted during move-in and move-out. Gasoline/Diesel vehicles may not be operated in the exhibit area during the show hours.

Motorized vehicles, forklifts, gas or electric carts may not be operated in any carpeted area without prior written permission from RC management.

## Electrical Equipment

All electrical equipment in use must be properly wired and tagged as to type of current, voltage, phase, cycle and horsepower.

**Remember, you will benefit  
most from your participation  
in this show by:**



- **Planning your exhibit/set-up/teardown logistics far in advance.**
- **Attending the FREE Exhibitors Orientation on August 23 (or a less formal one on a TBA weekday in September). You need to know how to sell to this quirky and specific association in a changing marketplace with new and differently-trained competition.**
- **Distributing show tickets (with statements/billings, via sales calls and city desk counters, etc). Any and every exhibitor who has 25 show tickets that they distributed (imprinted with their name) used for admission to the show (excluding convention seminar attendees) will receive \$50; NEW THIS YEAR: each additional eligible imprinted ticket above the first 25 adds \$5 more for the distributing vendor (e.g. 28 eligible tickets = \$65; 40 eligible tickets = \$125).**

**IF 75 ELIGIBLE TICKETS WITH YOUR IMPRINT  
ARE USED FOR ADMISSION, YOU RECEIVE \$300!**

**THIS SHOW WILL SELL OUT!**

## ADDITIONAL POLICIES & PROCEDURES

### Loading Dock/Freight Ramps - No dock entry Oct. 11 before 5:30 p.m.

The Exhibition Hall has a fully enclosed 11 bay loading dock facility offering drive on capability. Drive in doors measure 20' wide and 14'8" high.

MHA will have access to the first 8 bays in the loading dock.

Parking of vehicles in RiverCentre loading docks is prohibited.

No vehicles will be allowed in tunnel areas, loading dock or exhibit halls without prior ID. Only company-owned vehicles with proper signage (permanently affixed decals) or temporary loading/unloading permits will be allowed in work areas.

Individual exhibitors loading/unloading merchandise must secure a temporary access permit prior to entering booth areas from decorator service desk or show office.

St. Paul RiverCentre provides a Dock Marshall and Marshalling Guard during move-in and move-out times.

MHA provides security at all overhead freight doors.

Dock times will be assigned for Monday night, October 11th by MHA's Loading Dock Committee (or you may call Mark at 612-335-5858 or Erik at 612-819-7245) for a dock time

Transporting of equipment, exhibit materials, two-wheelers, etc., during move-in and move-out through glass doors is prohibited with the exception of hand carried items.

Neither RiverCentre nor MHA can accept advance freight deliveries for exhibitors.

### All freight must be brought in through the loading dock.

Crate and box storage is the responsibility of the service contractor. The Permittee and service contractor are responsible for the transport of crates and boxes to and from approved storage areas.

Public elevators and escalators are not to be used to transport freight/equipment.

Crate and box storage behind the exhibit booths is prohibited.

A Fire Marshall will be on duty during the show.

### RiverCentre Food Service

Food and/or beverages used by exhibitors must be purchased from the RiverCentre's concession and catering company. This includes, but is not limited to, coffee and bar services. For further information regarding food and/or beverage service (menus, price lists), please contact Wildside Caterers directly at (651) 726-8800.

Food and/or beverages dispensed are limited to products manufactured, processed or distributed by the exhibiting firm. All items distributed are limited to sample size: non-alcoholic beverages are limited to a 6 oz. close-up container with 5 oz. product; food items limited to sample size.

### Absolutely no helium-filled balloons allowed

### Banners, Signs & Decorations

May not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, walls, glass, columns, painted surfaces, fabrics or decorative walls. Materials used in the construction of displays i.e. draping, table coverings, banners, props scenery, evergreen trees, shrubs, etc. must be fire resistant.

No glitter. No gum.

No pressure-adhesive stickers or decals and similar promotional items may be distributed or sold within the building.

Banners and other decorating material are to be hung from display grommets. A variance may be given with the RC concurrence.

Prior approval from RC is necessary for any exhibit that includes gardens using peat moss, sand, top soil or similar materials, or pens/enclosures containing live animals.

### Carpets/Carpet Tape

RC requires the use of low tape residue tape such as Scotch Brand 2090 masking tape. Carpet tape or other adhesive product may only be used in the Exhibit Hall. Exhibitors are responsible for the removal of carpet tape and carpet tape residue, or paying RC for such removal.

MHA PHONE: 952-854-8500 FAX: 952-854-3810  
THE MINNESOTA MULTI HOUSING ASSOCIATION'S

## 2010 Convention Products Show

AT RIVERCENTRE, 175 W KELLOGG BLVD, ST. PAUL  
Please **PRINT** all requested information carefully and completely so we can include your name in convention promotions and the Exhibitor Floorplan publication, and prepare the name tags for your sales staff.

**Please print or type**  MHA Member  Non-Member

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

e-mail \_\_\_\_\_

Person Handling Show \_\_\_\_\_

**PLEASE PRINT Names of Booth Staff** - No more than 3 reps per booth or 2 reps per table, per shift: \_\_\_\_\_

Category (ONE ONLY) that best describes your business \_\_\_\_\_

**Read the Fine Print!** - Your space reservation is not confirmed until this contract is signed and returned to MHA. Your signature on the contract indicates that you/your company/employees agree to all terms herein, including all information regarding MHA and RiverCentre. **Read this booklet completely.**

Check # \_\_\_\_\_ Amount \_\_\_\_\_ Date \_\_\_\_\_

VISA  MC # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on card \_\_\_\_\_

**We recommend you call MHA first to check space availability, though we will only hold a space for two days without a deposit & signed contract.**

**1st Choice** \_\_\_\_\_ **2nd Choice** \_\_\_\_\_ **3rd Choice** \_\_\_\_\_

Someone from our exhibit staff will attend the June 15 Orientation.

Print Your Name \_\_\_\_\_

Signature \_\_\_\_\_

*(Your signature here means you've read, understand and agree to all items in this contract, including compliance with all show manager's requests and decisions; and that you agree to pay a separately billed \$25 with all other balances due by October 1st if you have not attended an MHA Exhibitors Orientation in 2007-09 and do not attend one this year.)*



### **The Floorplan** (see centerfold)

This year's Convention/Products Show Committee and several active subcommittees are working hard to further refine the successful elements of our last RiverCentre events. Current economic travails, the slowly rebounding apartment industry and new shifts in the marketplace provide great opportunities for new relationships, competitive amenities/upgrades/services on the owners' end and smart, clear marketing on the vendors' end.

**PLEASE NOTE:** While no major adjustments to the shown floorplan are expected, changes might be made to expand or contract the lay-out in accordance with space sales or directives of RiverCentre Management. Any such changes (aisle adjustments, booth additions/deletions) will conform to the pattern shown and spaces selected will remain at, for example, aisle's end/corner.

**Any adjacent 10' x 10' booths can be adjusted to 10' x 20' booths** and/or shown booths split into smaller spaces, and/or other reconfigurations at the discretion of MHA's show coordinator and without notice to other exhibitors.

### **Booth/Table Selection**

Please note - while every effort will be made to accommodate requests, **there are no guarantees you won't be near/adjacent to competitors.** If your name doesn't define what you primarily provide, be sure your category selection does.

### **Display Space Pricing for MHA Members**

8' x 2' Table (lettered spaces)	\$375*	+\$25**
10' x 10' Booth (numbered)	\$625*	+\$25**
10' x 20' Booth (2 adjacent booths)	\$995*	+\$25**
Literature Display (up to 150 ea. of 3 pieces in MHA-staffed display;no reps)	\$40	

\* A \$200 non-refundable deposit is required to reserve any table/booth space.

A space can only be held for two days without payment of a deposit and a signed contract. **All balances** must be **paid in full** by October 1, 2010. Vendors who haven't attended an Exhibitors Orientation in 2007-09 and who do not attend the **Monday, August 23rd** Orientation may be charged an additional \$25 fee which must be paid with any other balance due by October 1st in order to participate in the show. No reservations after October 1 unless accompanied by payment in full. A table or 10' x 10' booth may be shared with another MHA member vendor for \$125 additional with each participant fully liable for the total balance due regardless of a co-exhibitor no-show; *double spaces cannot be shared.*

### **Display Space Pricing for Non-Members**

*Non-Members may exhibit in the show in a table or regular booth for pricing shown plus \$225.* Non-Members cannot share a space with a member or another nonmember or suggest any affiliation with the Minnesota Multi Housing Association at any time prior to or during the show, except as an exhibitor. Exhibiting non-members who join MHA by December 31, 2010 will receive \$200 off their first year MHA dues. Non-Members can attend the pre-show exhibitor orientation and will incur no additional \$25 if they do not.

### **Cleaning, Electrical Services, Telephone, Water, Drain, Compressed Air and Natural Gas**

The electrical service form (and additional services info) from RiverCentre will be in your Exhibitors Kit. If you need these services, please complete the order form(s) and return directly to the RiverCentre at least 10 days prior to the show. You must include payment with your order form(s) and make the check payable to the RiverCentre. **Orders placed the day of the show will be subject to higher charges and may not provide service as quickly as you'd like. Please remember, MHA staff can not provide or expedite RiverCentre services.** If you need additional decorating items/services (carpet, easels, freight coordination, a/v), you may contact our drape&table contractor, **Cenaiko Expositions, Inc.** at **763-755-8111** (or [www.cenaikoexpo.com](http://www.cenaikoexpo.com)). MHA is not responsible for any solicitation or fulfillment or go-between role for these services before or during the show. (Note: Read all St. Paul RiverCentre Policies and Procedures on pages 10 and 11.)

### **Location**

The 2010 Fall Convention Products Show will be held in Exhibit Hall A at the St. Paul RiverCentre, 175 West Kellogg Boulevard, St. Paul, MN 55102, phone: (651) 265-4800; fax: (651) 265-4899; [www.rivercentre.org](http://www.rivercentre.org)

### **MHA Provides**

The distribution of tens of thousands of free event tickets, carefully targeted display ads and promotions, entertainment, exhibit hall decorations, overnight/dock security, additional promotions, a free pre-show seminar for exhibitors, booth/table sign, table and tablecloth, ticket distribution bonuses available to all exhibitors, convention morning coffee, and a \$125+ value list of all attendees to each exhibiting company. Chairs will be provided but remember: **DO NOT SIT DOWN DURING THE SHOW!**

### **No Refunds**

MHA does not assume responsibility for location of exhibit space selected or its proximity to any other vendors. No refunds or adjustments will be issued under any circumstances. **The show is on come snow or more snow.** Reservations on space will be forfeited if payment in full or balance due isn't received in the MHA office within 30 days after receipt of contract or before October 1, 2010, whichever comes first. Any contract received after October 1, 2010, must include payment in full. Vendors who haven't attended an Exhibitors Orientation between 2005-2008 and who do not attend the **Monday, August 23rd** Orientation will be charged an additional \$25 fee which must be paid with any other balance due by October 1st.

**KEEP A COPY OF THIS CONTRACT!  
MAIL OR FAX BACK PAGE 3**

**Minnesota Multi Housing Association**  
1600 West 82nd Street, Suite 110  
Bloomington, MN 55431  
**(952)854-8500 fax (952)854-3810**



**Let's Make a Deal**

**95% OF EXHIBITORS' DAY-OF-SHOW QUESTIONS AND PROBLEMS ARE EASILY ANSWERED/RESOLVED IN ADVANCE BY A COMPLETE READING OF THIS BOOKLET!**



### **Parking**

The RiverCentre Parking Ramp holds 1,800 cars and is located on the south side of Kellogg Boulevard and is attached to RiverCentre via a skyway. The Kellogg Ramp, a 430-car underground ramp located on Kellogg Blvd. has the entrance at the edge of the Convention Center with elevators taking patrons up to the Grand Lobby of the Convention Center. Additionally, there's a lot of parking nearby, including the Capital City Plaza Parking Garage a few blocks away, across from the Radisson RiverFront. Parking information will be sent to seminar registrants. We'd like vendors to park as far off-site as possible (and carpool staff) to free up more spaces for show attendees.

### **Display Restrictions (Absolutely no helium-filled balloons allowed)**

Table displays cannot use backdrops or props on their tables over 48" high without permission of adjacent exhibitors and MHA's show coordinator. **All table display items must be on the table - no banners/counters/etc on the floor without prior approval by show coordinator.**

If you have a 10 ft. x 10 ft. or 10 ft. x 20 ft. booth, the height restriction is 10 ft. at the back of the booth and 4 ft. either side.

Exhibits may not spill into or overhang the aisles or neighboring exhibits. All use of floor space, within or beyond a contracted space, is subject to approval or adjustment or revocation by MHA. Unreasonable audio levels (as defined by MHA's show coordinator or any Convention Committee member) or live or recorded sound prohibited.



### **Additional Rules of Conduct**

Exhibitors will not solicit customers in the halls or lobbies outside of the exhibit hall, will not distribute souvenirs or coupons outside of exhibitor's paid-for display space, post signs or other advertising displays elsewhere in the RiverCentre, or sponsor any event that conflicts with the products show or affiliated events.

**Any distribution of sales materials or business cards or the attempt to solicit business from vendors or show visitors by non-exhibiting companies is a form of criminal trespass and strictly prohibited; violators will be removed by security.**

Please report any such activity to any MHA Convention Committee member—violators are unfairly and unethically taking business and attention away from you, the paying participant. Exhibitors, their employees or family members are not allowed to participate in MHA/Products Show door prize or grand prize drawings and are discouraged from entering drawings for other exhibitors' show prizes.

**Absolutely no helium-filled balloons allowed.**

**Products Show Hours**— 1:30 - 6:00 p.m.

**Let's Make a Deal!**

### **Set-Up Hours**

All displays will be set-up the evening of October 11 (only carry-in/table set-ups may be brought in October 12 and must be fully set-up by 10 a.m.). **You will be assigned a dock time** or you may call Mark at (Center for Energy & Environment) 612-335-5858 or Erik Ennen at 612-819-7245. The St. Paul RiverCentre cannot accept freight deliveries for exhibitors. All freight must be brought in through the loading dock. **Read all RiverCentre Policies and Procedures on pages 10 and 11.**

### **Take Down Hours**

All displays must be taken down between 6:15 p.m. and 9 p.m., (on October 12th). **Docks will not open before 6:00 p.m. on October 12 - no exceptions.**

### **Promotions**

Check your Exhibitors Kit for special promotions designed to increase your buyer attendance and interest. Additional free show tickets are always available at the MHA office; take (or call for) as many as you can use to help promote the show (include them with your mailings/statements, put them on your counter, hand them out during sales calls). Any and every exhibitor who has 25 show tickets that they distributed (imprinted with their name) used for admission to the show (excluding convention seminar attendees) will receive \$50. **PLUS**, each additional eligible imprinted ticket above the first 25 adds \$5 more for the distributing vendor (e.g. 28 eligible tickets = \$65; 40 eligible tickets = \$125).

### **Theme: Game Shows - Let's Make a Deal!**

Apart from working on a special blitz promotion and a Green Products feature area for Products Show sponsors, the Decorations & Marketing Subcommittees are getting a slew of gamey decorations and theme-related ideas, etc. from TV's famous game shows (Jeopardy!, Concentration, The Price is Right, family Feud, Deal or No Deal, Are You Smarter Than a Fifth Grader, Beat the Clock (currently mounted as Minute to Win It, etc.) so the show floor will have lots of fun visuals/references to keep attendees engaged and entertained. Sorry, but no sound system/announcements unless approved by floor manager (and then only for door prizes with a retail value over \$100).

### **Exhibitors Orientation**

Be sure to attend a special free Exhibitors Orientation on Monday, August 23 or a TBA weekday in September, both 9 - 11 a.m. at MHA, for ideas on decorations as well as important information on maximizing your trade show involvement. Vendors who haven't attended an Exhibitors Orientation in 2007-09 and who do not attend the June 15th Orientation will be charged an additional \$25 fee which must be paid with any other balance due by October 1st in order to participate in the show.

**IF 95 ELIGIBLE TICKETS WITH YOUR IMPRINT ARE USED FOR ADMISSION, YOU RECEIVE \$400!\***

\*See page 11 of this booklet for details.

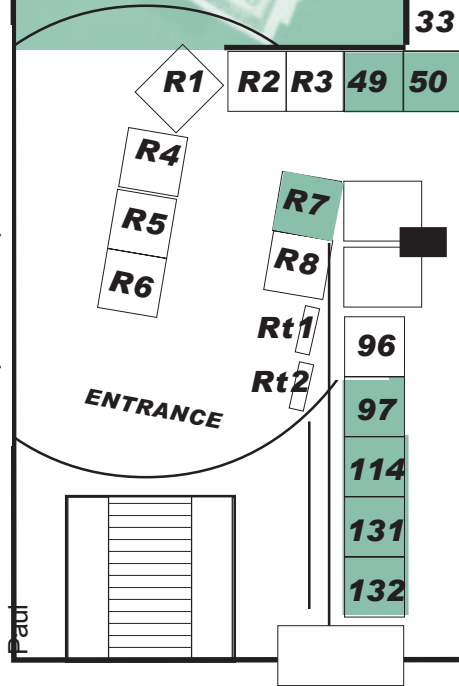


# THE MINNESOTA MULTI HOUSING ASSOCIATION'S OCTOBER 12, 2010 PRODUCTS SHOW

# Game Shows 2010

October 12, 2010, 1:30 p.m. - 6:00 p.m., Exhibit Hall A, 175 W. Kellogg Blvd, St. Paul

**Let's Make a Deal!**



MADAGASCAR PHOTOS DISPLAY

1	2	3	4	5	6	7	8
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10	11	12	13	14	15	16	17
20	21	22	23	24	25	26	27

34	35	36	37	38	39	40	41
51	52	53	54	55	56	57	58

66	67	68	69	70	71	72	73	73a
81	82	83	84	85	86	87	88	88a

98	99	100	101	102	103	104	105	106
115	116	117	118	119	120	121	122	123

133	134	135	TREASURE CHEST	136	137	138	139	140	141
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**MHA**

**RIVERCENTRE**  
A CONVENTION, ENTERTAINMENT AND SPORTS COMPLEX

MAINTENANCE OLYMPICS

18			
28	29	30	31

42	43	44	45	46	47	48
59	60	61	62	63	64	65

74	75	76	77	78	79	80
89	90	91	92	93	94	95

107	108	109	110	111	112	113
124	125	126	127	128	129	130

142	143	144	145	146	147	148
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BAR

CONCESSIONS

ENTRY FROM THE DOCKS

## Display Space Pricing for MHA Members<sup>1</sup>

8' x 2' Table (lettered spaces)	\$375*	+\$25**
10' x 10' Booth (numbered)	\$625*	+\$25**
10' x 20' Booth (2 adjacent booths)	\$995*	+\$25**
Literature Display (up to 150 each of 3 pieces in an MHA-staffed display - no sales reps)	\$40	

\* A \$200 non-refundable deposit is required to reserve any table/booth space. A space can only be held for two days without payment of a deposit and a signed contract. All balances must be paid in full by October 1, 2010. Vendors who haven't attended an Exhibitors Orientation between 2007-09 and who do not attend the Monday, August 23rd Orientation may be charged an additional \$25 fee which must be paid with any other balance due by October 1st in order to participate in the show. No reservations after October 1 unless accompanied by payment in full. A table or 10' x 10' booth may be shared with another MHA member vendor for \$125 additional with each participant fully liable for the total balance due regardless of a co-exhibitor no-show; double spaces cannot be shared.

<sup>1</sup>For display space pricing for Non-Members, see bottom of page 4.