

# Exhibitor Services Manual

*Your company is exhibiting at the Midwest Sign Show.  
Please direct this service manual  
to the person responsible for your tabletop.  
Thank you.*



*Note: Each tabletop is limited to 3-foot height above the skirted table. Tabletops on perimeter of room only may be of a maximum height of 10-foot.*

*FREE Tradeshow Pass for your customers and prospects is on the last page of this document. Be sure to insert your company name on the "FREE tradeshow pass provided by" line.*

*FREE Exhibitor Seminar: "Your Network Is Your Net Worth," Specific tradeshow strategies to engage attendees during and after the Show, Friday, June 15, 7:30-8:00 am.*

# OVERVIEW AND DEADLINES

## In this manual:

- Facts-At-A-Glance – Set-up, show hours, and move-out schedule
- Shipping Information
- Exhibitor Badge Pre-registration Form
- Hotel, Ground Transportation, and Parking Information
- Sponsorship Information
- FREE Tradeshow Pass (Distribute to your customers!)

## Important Deadlines:

Hotel reservations to receive the special price\*.....May 29, 2018

Exhibitor badge pre-registration.....June 5, 2018

*\*Contingent upon hotel availability. We suggest you make your hotel reservations as early as possible.*

**FACTS-AT-A-GLANCE**  
**Midwest Sign Show**  
**June 14-15, 2018**  
**MotorCity Casino Hotel, Detroit, MI**

<b>Exhibits Facility:</b>	MotorCity Casino Hotel, 2901 Grand River Ave., Detroit, MI 48201
<b>Exhibit Hall:</b>	Salon A
<b>Number of Tabletops:</b>	56 tabletops
<b>Cost Per Tabletop:</b>	MSA Members \$625 per tabletop Nonmembers \$975 per tabletop Outside Truck Space \$200 per truck space (must have tabletop)
<b>Space Assignment:</b>	May 1, 2018
<b>Included w/Tabletop:</b>	6' skirted table, 2 chairs, 110v electrical outlet (upon request), 10 complimentary personnel badges, unlimited free tradeshow passes.
<b>Rules &amp; Regulations:</b>	Each tabletop is limited to 3' height above the skirted table. Tabletops on perimeter of room only – maximum height of 10'.
<b>Set-up Hours:</b>	Thursday, June 14, 12:00-4:00 pm
<b>Exhibit Dates &amp; Hours:</b>	Thursday, June 14, 4:00-7:30 pm Friday, June 15, 8:30 am-2:30 pm
<b>Move-out Hours:</b>	Friday, June 15, 2:30-5:00 pm
<b>Exhibit Hall Happy Hour:</b>	Thursday, June 14, 6:00-7:30 pm
<b>Exhibit Hall Morning Refreshments:</b>	Friday, June 15, 8:30-9:30 am
<b>Exhibit Hall Afternoon Refreshments:</b>	Friday, June 15, 12:00-1:00 pm
<b>For more information:</b>	Midwest Sign Association, 4128 Woodsly Dr., Batavia, OH 45103 P-513-753-8664; <a href="mailto:Email-DeeMSA@cinci.rr.com">Email-DeeMSA@cinci.rr.com</a>

# SHIPPING INFORMATION

MotorCity Casino will accept shipments on or after Monday, June 11, 2018, for the Show. All shipments requiring freight carriers will be held in storage and picked up on Monday, June 18, 2018.

## Shipping Address:

Midwest Sign Show  
Attn: Adele Prater, Catering & Conference Sales Mgr.  
MotorCity Casino Hotel  
2901 Grand River Ave.  
Detroit, MI 48201

## Please list on shipment:

- Contact Name
- Company Name
- Tabletop Number

## Post-Show Shipments:

You may have a freight carrier pick up items from MotorCity Casino Hotel on Monday, June 18. You will need to **bring the labels and shipping materials you will need**, and you will need to **schedule the pick with your carrier**. MotorCity does not have a shipping office, but they will store your ready-to-ship items until Monday.

# EXHIBITOR BADGE PRE-REGISTRATION FORM

**Deadline: June 5, 2018**

**REGISTER EARLY!** This form should be used only by exhibiting companies to register tabletop personnel. Badges will be available on-site. After June 5, 2018, you must register on-site. Badges will reflect the company information listed for the group contact person. If the contact person needs a badge, please list his or her name as one of the tabletop personnel below.

**GUESTS:** A customized Free Trade Show Pass is included in this manual for your clients and guests. Please have the recipient complete the Free Trade Show Pass and email to [DeeMSA@cinci.rr.com](mailto:DeeMSA@cinci.rr.com), or mail to: Midwest Sign Show, 4128 Woodsly Dr., Batavia, OH 45103.

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Group Contact Person/Company

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Street

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City State Zip

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Phone Fax Email

**Tabletop Personnel:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

# **HOTEL, GROUND TRANSPORTATION & PARKING**

**MotorCity Casino Hotel**  
**2901 Grand River Avenue**  
**Detroit, MI 48201**

MSA has reserved rooms at a discounted rate of \$135 per night plus tax. Reservations must be made before May 29, 2018, to receive the discounted rate.

## **Hotel Reservations:**

To book your hotel reservation at MSA's discount rate, call MotorCity Casino at 866-782-9622 or click: <https://gc.synxis.com/rez.aspx?Hotel=25866&Chain=10094&arrive=6/13/2018&depart=6/14/2018&adult=1&child=0&group=1275KX>.

## **Ground Transportation:**

**For Driving Directions or Directions from Detroit Metro Airport (about 25 minutes away):**

<http://www.motorcitycasino.com/Directions.aspx>

## **Parking:**

Self-parking and Valet are both free. To self-park enter on Temple St and to Valet park enter off Brooklyn St.



## Sponsorships

**Platinum, Gold, & Silver Sponsorships INCLUDE tabletop fee.**

**Platinum Sponsor** – Member \$2,500, Non-member \$2,900 - 1 tabletop space, **priority choice of tabletop space**, recognition in attendee registration brochure & Show promo emails, Show signage, verbal recognition during Show seminars, recognition in newsletter after Show. Sponsorship includes extra \$750 value: 2 free meeting registrations and 2 golf rounds at the MSA Annual Meeting, September 2018.

**Gold Sponsor** – Member \$1,900, Non-member \$2,300 - 1 tabletop space, **priority choice of tabletop space**, recognition in attendee registration brochure & Show promo emails, Show signage, verbal recognition during Show seminars, recognition in newsletter after Show. Sponsorship includes extra \$475 value: 1 free meeting registration and 2 golf rounds at the MSA Annual Meeting, September 2018.

**Silver Sponsor** – Member \$1,450, Non-member \$1,850 - 1 tabletop space, recognition in attendee registration brochure & Show promo emails, Show signage, verbal recognition during Show seminars, recognition in newsletter after Show. Sponsorship includes extra \$190 value: 2 free golf rounds at the MSA Annual Meeting, September 2018.

**Bronze Sponsor** – Member \$550, Non-member \$950 - Recognition in attendee registration brochure & Show promo emails, Show signage, verbal recognition during Show seminars, recognition in newsletter after Show.

**Name Badge Lanyards Sponsor** – Member \$1,200, Non-member \$1,600 - Name badge lanyards imprinted with your company name – 1 available.

**Plastic Exhibit Hall Bags** – Member \$800, Non-member \$1,200 - Plastic bags for literature & samples imprinted with your company name – 1 available.



**Registration Form** (Complete one form per person. More event info: [www.msassn.org](http://www.msassn.org))

**FREE tradeshow pass provided by:** \_\_\_\_\_

**Contact Information:**

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

Street \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

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

Please check here if you require special services \_\_\_\_\_

**Registration Information:**

Tabletop Exhibit Hall Admission \$10	_____	FREE	_____
Happy Hour in Exhibit Hall	Free*	_____	_____
Morning Refreshments	Free*	_____	_____
Seminar- <i>Back to the Future - Selling Signs Today &amp; Tomorrow</i>	\$20	_____	_____
Afternoon Refreshments	Free*	_____	_____
Seminar- <i>Likability Marketing – No 2<sup>nd</sup> Chance at a 1<sup>st</sup> Impression</i>	\$20	_____	_____
<b>Total:</b>		\$	_____

\*Free events require registration; space is limited.

**Schedule of Events:**

**Thursday, June 14**

4:00-7:30 pm - Exhibit Hall Open  
6:00-7:30 pm – Happy Hour in Exhibit Hall

**Friday, June 15**

8:30 am-2:30 pm – Exhibit Hall Open  
8:30-9:30 am – Morning Refreshments in Exhibit Hall  
9:30-11:00 am – Seminar-*Back to the Future - Selling Signs Today & Tomorrow*  
12:00-1:00 pm – Afternoon Refreshments in Exhibit Hall  
2:30-3:30 pm – Seminar-*Likeability Marketing - No 2<sup>nd</sup> Chance at a 1<sup>st</sup> Impression*

**How to Register**

EMAIL form to [DeeMSA@cinci.rr.com](mailto:DeeMSA@cinci.rr.com)

MAIL form to MSA, 4128 Woodsly Dr., Batavia OH 45103

**Payment Information** (payable to MSA in US dollars only):

Master Card, VISA, Check or Money Order - Card number \_\_\_\_\_  
 CSV \_\_\_\_\_ Expiration date \_\_\_\_\_ Amount authorized \$ \_\_\_\_\_  
 Name (as it appears on card) \_\_\_\_\_ Zip code card billed to \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_