



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.

Each tabletop is limited to 7-foot height above the floor. Width: 8-foot. Depth: 6-foot.

A FREE Exhibit Hall Admission for your customers and prospects is on the last page of this document. Be sure to insert your company name on the "FREE Exhibit Hall Admission From" line and distribute as many copies as you wish.

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*.....August 26, 2023

Exhibitor badge pre-registration.....September 12, 2023

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

FACTS-AT-A-GLANCE
Midwest Sign Show
September 21-22, 2023
MotorCity Casino Hotel, Detroit, MI

Exhibits Facility:	MotorCity Casino Hotel, 2901 Grand River Ave., Detroit, MI 48201
Exhibit Hall:	Salon A
Number of Tabletops:	56 tabletops
Cost Per Tabletop:	MSA Members \$795 per tabletop Nonmembers \$1,145 per tabletop Outside Truck Space \$250 per truck space (must have tabletop)
Space Assignment:	August 21, 2023
Included w/Tabletop:	6' skirted table, 2 chairs, 110v electrical outlet (upon request), 10 complimentary personnel badges, unlimited free tradeshow passes.
Rules & Regulations:	Each tabletop is limited to 7' height above the floor, width 8' depth 6'. MotorCity will accept shipments on or after Monday, September 18.
Set-up Hours:	Thursday, September 21, 12:00-4:00 pm
Exhibit Dates & Hours:	Thursday, September 21, 4:00-7:30 pm Friday, September 22, 8:30 am-2:30 pm
Move-out Hours:	Friday, September 22, 2:30-5:00 pm
Exhibit Hall Happy Hour:	Thursday, September 21, 6:00-7:30 pm
Exhibit Hall Morning Refreshments:	Friday, September 22, 8:30-9:30 am
Exhibit Hall Afternoon Refreshments:	Friday, September 22, 12:00-1:00 pm
For more information:	Midwest Sign Association, 513-753-8664; DeeMSA@cinci.rr.com

SHIPPING INFORMATION

MotorCity Casino will accept shipments on or after Monday, September 18, 2023, for the Show. All shipments requiring freight carriers after the Show will be held in storage and picked up on Monday, September 25, 2023.

Shipping Address:

Midwest Sign Show
Attn: Andrea Russell, Conference & Catering 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, September 25. 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, September 25.

EXHIBITOR BADGE PRE-REGISTRATION FORM

Deadline: September 12, 2023

REGISTER EARLY! This form should be used only by exhibiting companies to register tabletop personnel. Badges will be available for pick-up on-site. After September 12, 2023, 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.

YOUR COMPANY'S FREE ATTENDEE PASSES: A Free Trade Show Pass is included in this manual for your clients and prospects. Please **enter your company name** on the top line of the pass and make and distribute as many copies as you wish. Have the recipients complete the Free Trade Show Pass, and email to DeeMSA@cinci.rr.com, or mail to: Midwest Sign Show, 4128 Woodsly Dr., Batavia, OH 45103.

Group Contact Person/Company

Street

City State Zip

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

Hotel Reservations:

MotorCity Casino Hotel offers over 400 luxurious rooms, and features the Assembly Line Buffet, the Grand River Deli & Burgers, and a Fitness Center. Visit www.motorcitycasino.com for details on this exceptional property.

The Midwest Sign Show discounted rate is \$149 single or double, plus tax. The room block cut-off date is Saturday, August 26, 2023.

To book your hotel reservation at the Midwest Sign Show discounted rate, call MotorCity Casino Hotel at 866-782-9622 and reference Midwest Sign Association room block, or click: <https://booking.motorcitycasino.com?package=092723MIDW>.

Driving Directions:

For driving directions or directions from the Detroit Metro Airport (about 25 minutes): www.motorcitycasino.com/directions.aspx.

Parking:

Complimentary self and valet parking is available. To self-park, enter on Temple Street, and to valet park for the hotel, enter on Brooklyn Street.

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 \$830 value: 2 free meeting registrations at the 2024 MSA Winter Meeting and 2 free golf rounds at the 2024 MSA Summer Meeting.

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 \$524 value: 1 free meeting registration at the 2024 MSA Winter Meeting and 2 free golf rounds at the 2024 MSA Summer Meeting.

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 \$218 value: 2 free golf rounds at the 2024 MSA Summer Meeting.

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.



Registration Form (Complete one form per person. More event info: www.msassn.org)

FREE Exhibit Hall Admission From: _____

Contact Information:

Name _____ Title _____ Company _____

Street _____ City _____ ST _____ Zip _____

Phone _____ 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-Skills School for
Professional Development \$20 _____

Afternoon Refreshments Free* _____

Seminar-Tactical "To-Do" List: Make
Your Professional Life Work \$20 _____

*Free events require registration; space is limited.

Total: \$ _____

Schedule of Events:

Thursday, September 21

4:00-7:30 pm - Exhibit Hall Open

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

Friday, September 22

8:30 am-2:30 pm – Exhibit Hall Open

8:30-9:30 am – Morning Refreshments in
Exhibit Hall

10:00-11:00 am – Seminar-Skills School for
Professional Development

12:00-1:00 pm – Afternoon Refreshments in
Exhibit Hall

2:30-3:30 pm – Seminar-Tactical "To-Do" List:
Make Your Professional Life Work

How to Register:

EMAIL: DeeMSA@cinci.rr.com; MAIL: MSA, 4128 Woodsly Dr., Batavia OH 45103;

QUESTIONS: MSA, 513-753-8664

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

Credit Card Number _____

CSV _____ Expiration date _____ Amount authorized \$ _____

Name (as it appears on card) _____ Zip code card billed to _____

Signature _____ Date _____