



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
- Schedule of Events
- FREE Tradeshow Pass (Distribute to your customers!)

Important Deadlines:

Hotel reservations to receive the special price*.....	August 30, 2025
Tabletop Exhibit Spaces assigned.....	August 30, 2025
Exhibitor badge pre-registration.....	September 10, 2025

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

FACTS-AT-A-GLANCE
Midwest Sign Show
September 18 – 19, 2025
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 \$875 per tabletop Nonmembers \$1,145 per tabletop Outside Truck Space \$250 per truck space (must have tabletop)
Space Assignment:	August 30, 2025
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 15.
Set-up Hours:	Thursday, September 18, 12:00-4:00 pm
Exhibit Dates & Hours:	Thursday, September 18, 4:00-7:30 pm Friday, September 19, 8:30 am-2:30 pm
Move-out Hours:	Friday, September 19, 2:30-5:00 pm
Exhibit Hall Happy Hour:	Thursday, September 18, 6:00-7:30 pm
Exhibit Hall Morning Refreshments:	Friday, September 19, 8:30-9:30 am
Exhibit Hall Afternoon Refreshments:	Friday, September 19, 12:00-1:00 pm
For more information:	Midwest Sign Association, 734-239-8034, kstanke@managedbyamr.com

SHIPPING INFORMATION

MotorCity Casino will accept shipments on or after Monday, September 15, 2025, for the Show. All shipments requiring freight carriers after the Show will be held in storage and picked up on Monday, September 22, 2025.

Shipping Address:

MotorCity Casino Hotel
CONTINENTAL BUILDING LOADING DOCK
2901 Grand River Ave.
Detroit, MI 48201

Midwest Sign Show
Hold for [YOUR NAME/ORGANIZATION]
Date(s) of Event
ATTN: AMBER SAFFOLD
Executive Meetings Manager

Box XX of XX

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 22. You will need to **bring the labels and shipping materials**, 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 22.

- Seal all packages
- Make sure all packages are labeled correctly for carrier pick up
- Schedule a pick up
- Leave the items at the booth. The MotorCity ES Team will move the packages to the correct dock for pick up.

EXHIBITOR BADGE PRE-REGISTRATION FORM

Deadline: September 10, 2025

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 10, 2025, 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, email list to kstanke@managedbyamr.com, or register online using the Priority Code **BOOTH_staff**

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 kstanke@managedbyamr.com, or mail to: Midwest Sign Show, 37637 Five Mile Road, #399, Livonia, MI 48154.

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 \$169 single or double, plus tax. The room block cut-off date is Saturday, August 30, 2025.

To book your hotel reservation at the Midwest Sign Show discounted rate, below are the three ways guests can make their reservations:

- Call the hotel directly at (313) 237-7711 and reference the group block under **Midwest Sign Association Meeting 2025**
- Follow this link: <https://booking.motorcitycasino.com?package=091225MIDW>
- Go to the hotel website, www.motorcitycasino.com and use the group code: **091225MIDW**

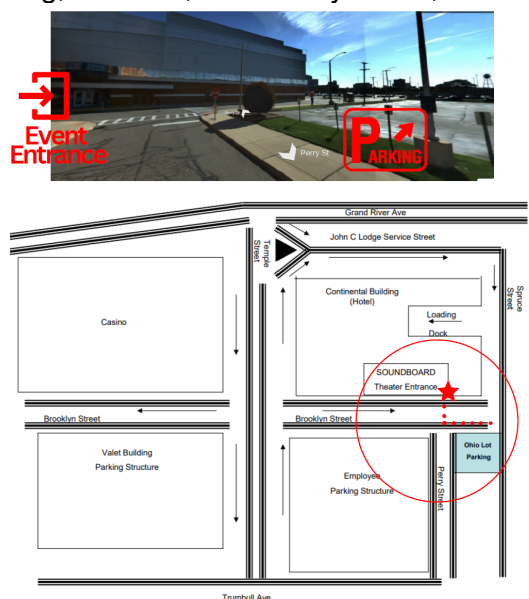
Driving Directions:

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.

Event Parking: Closest Parking, Ohio Lot, 1327 Perry Street, Detroit



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 an extra \$830 value: 2 free meeting registrations at the 2026 MSA Winter Meeting and 2 free golf rounds at the 2026 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 an 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 an 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.



Schedule of Events:

Thursday, September 18

- | | |
|------------------|--|
| 12:00 – 2:00 PM | MSA Board Meeting |
| 2:30 – 3:30 PM | ISA Class: Project Management Best Practices. <i>Speaker:</i> Brad Turpin Jr., International Sign Association, Manager, Content Development |
| 4:00 – 7:30 PM | Exhibit Hall Open |
| • 6:00 – 7:30 PM | Cash Bar and Hors d'oeuvres in the Exhibit Hall |

Friday, September 19

- | | |
|-------------------|---|
| 8:30 AM – 2:30 PM | Exhibit Hall Open |
| • 8:30 – 9:30 AM | Morning Refreshments in the Exhibit Hall |
| • 12:00 – 1:00 PM | Afternoon Refreshments in the Exhibit Hall |
| 10:00 – 11:00 AM | Seminar I: Sales Strategies that Stick: Building Long-Term Value. <i>Speaker:</i> Nick Hussein, GMS, MSA |
| 2:30 – 3:30 PM | Seminar II: Fueling Sales with AI: Innovation Meets Persuasion. <i>Speaker:</i> Nick Hussein, GMS, MSA |
| 2:30 – 5:00 PM | Exhibitor Tear Down |



Registration Form:

Complete one form per person or register online

https://members.msassn.org/site_event_detail.cfm?pk_association_event=33981

use priority code **SIGN_25** to receive free exhibit hall admission.

FREE Exhibit Hall Admission From: _____

Contact Information:

Name _____ Title _____ Company _____

Street _____ City _____ ST _____ Zip _____

Phone _____ Email _____

Please check here if you require special services or have food allergies: _____

Tabletop Exhibit Hall Admission	\$10	FREE
• Happy Hour in Exhibit Hall	FREE*	_____
• Morning Refreshments in Exhibit Hall	FREE*	_____
• Afternoon Refreshments in Exhibit Hall	FREE*	_____
ISA Class	\$25	_____
Seminar I	\$25	_____
Seminar II	\$25	_____

How to Register:

EMAIL: kstanke@managedbyamr.com

MAIL: MSA, 37637 Five Mile Road, 399, Livonia, MI 48154

ONLINE: https://members.msassn.org/site_event_detail.cfm?pk_association_event=33981

use priority code **SIGN_25** to receive free exhibit hall admission

? QUESTIONS ? Contact the MSA office at 734-239-8034 or kstanke@managedbyamr.com