



# 71st Annual CPM Short Course & MCPR Trade Show December 7-9, 2021 2021 Application and Contract for Booth Space

Company		Published Phone	
Contract Contact		Published Email	
Contract Contact Email		Published Website	
Address		Published Description (limit 35 words)	
Mailing City, State, Zip			
<b>2021 Booth Rental Rates</b>			
Booth Size	Rate Mem/Non-Mem	Complimentary Booth Personnel Registration	
<input type="checkbox"/> 10 X 10	\$1000/\$2000	1	
<input type="checkbox"/> 10 X 20	\$2000/\$4000	2	
<input type="checkbox"/> 10 X 30	\$3000/\$6000	2	
<input type="checkbox"/> 20 X 20 End Cap	\$3500/\$7000	4	
<b>Booth Location Requested</b>		<b>Booth Personnel</b>	
<i>Note: All booths are on a first come first serve basis. Every attempt will be made to honor booth location request.</i>		Additional personnel can be added at the cost of \$100 per individual on or before 11/28/21 and \$120 after 11/28/21.	
First Choice:		1 <sup>st</sup> Booth Personnel:	
Second Choice:	Third Choice	1 <sup>st</sup> Booth Personnel Email:	
Request to <b>not</b> be located near the following companies:		2 <sup>nd</sup> Booth Personnel:	
Request to be located near the following companies:		2 <sup>nd</sup> Booth Personnel Email:	
<b>Payment Method</b>		3 <sup>rd</sup> Booth Personnel:	
		3 <sup>rd</sup> Booth Personnel Email:	
		4 <sup>th</sup> Booth Personnel:	
		4 <sup>th</sup> Booth Personnel Email:	
		5 <sup>th</sup> Booth Personnel:	
<input type="checkbox"/> Check (payable to MCPR)  <input type="checkbox"/> Request Online Invoice to pay via Credit Card		5 <sup>th</sup> Booth Personnel Email:	
		<b>Signature (Required)</b>	

**Sign and Remit with payment:** Email: [kknapp@miaa.org](mailto:kknapp@miaa.org) or mail to:  
MCPR, 601 Carlson Parkway, Suite 450, Minnetonka, MN 55305. Questions please call Keith Knapp at (763) 235-6478.

# EXHIBITOR RULES & INFORMATION

**Dates, Locations and Hotel** - The 2021 MCPR Trade Show will be held at the **Hilton Minneapolis hotel, December 7-9**. The Headquarters Hotel is the Hilton Minneapolis hotel, for reservations call 612.376.1000. Discount room rates are available if you reserve under the Minnesota Crop Production Retailers room block.

**Exhibit Hours** - The exhibit hall will be open for attendees from 3:00 p.m. to 6:30 p.m. Tuesday, December 7<sup>th</sup> for the welcoming reception, viewing of exhibits, and MCPR Annual Meeting; 9:00 a.m. to 5:00 p.m. for general viewing on Wednesday, December 8<sup>th</sup>, and 9:00 a.m. to 11:00 a.m. on Thursday, December 9<sup>th</sup>. The exhibit areas will be closed and guarded at night.

## Booth Rental Procedures

1. MCPR Exhibitors from 2019 will receive first priority over new exhibitors until **September 10, 2021**. First in receives priority.
2. The signed contract must be accompanied with **full** rental charge paid by credit card or check to be counted for priority booth assignment.
3. Amount of space requested. (Please note the Minnesota Crop Production Retailers will recognize only one company name per contract, company sign and for promotional purposes).

Please indicate your three choices (by booth number or letter) when completing the application/contract for booth space. Although MCPR cannot guarantee that every exhibitor will receive one of their choices, every effort will be made to comply with your request. In addition to location choice, please note any exhibitors that you wish or do not wish to be nearby.

MCPR reserves the right to make reasonable shifts in location of an exhibitor for the betterment of the tradeshow and benefit of exhibitors and attendees alike.

**Booth Sizes** - The following booth types are available:

1. Line displays are 10' deep by 10' high by the length of 10' increments you choose (shown on floor plan as numbered booths). Exhibitors displaying in this area must limit booth design and promotional aids to this area.

Type	Size	Member   Non-Member	Complimentary Registrations
Line	10X10	\$1000/\$2000	1
Line	10X20	\$2000/\$4000	2
Line	10X30	\$3000/\$6000	3
End Cap	20X20	\$3500/\$7000	4

**Booth Accessories** - Each line display booth will be equipped with an 8' high back wall and 3' high side dividers and one ID sign.

All exhibitors may order a white-topped, undraped table and two folding chairs at no charge through Fern's OneView online ordering portal. Table skirting for the booth package table and additional booth furnishings will also be available in OneView. Once Fern OneView online ordering is open. You will receive an email invite to order.

**Electricity, Telephone and Cleaning Services** for individual booth spaces are not included in the cost of the booth rental cost. These services are available at an additional cost to the exhibitor and can be ordered directly from the Hilton Minneapolis. The PDF version of this order form will be available in OneView for download. NOTE: Send order form and payment for these services directly to the Hilton Minneapolis. Information on where to send orders will be available on the order form.

**Move-In / Move-Out** - All installation of exhibits will occur on Tuesday, December 7<sup>th</sup>. All exhibits must be set up by 2:30 p.m. on Tuesday in preparation for the opening of the trade show floor. No exhibitor may remove an exhibit, in whole or in part before 11:00 a.m. on Thursday, December 10<sup>th</sup>. Early removal may result in loss of location priority for the following year's exposition. All exhibits must be removed by Noon on Friday December 11, 2021.

**Shipping, Erecting and Dismantling of Exhibits** - Fern is the contracted decorator for the tradeshow. Information for Fern – Material Handling and Shipping Services for your booth materials will also be available in OneView. Detailed shipping instructions and shipping labels will also be available in

OneView once your invite is received via email. If you need assistance with uncrating or erecting equipment or displays, please call Fern Exhibitor Services at 1-800-774-1251. Do not ship displays directly to the Minneapolis Hilton Hotel.

**Character of Exhibits and Restrictions** - Minnesota Crop Production Retailers reserves the right to reject or prohibit any exhibit or part of an exhibit which, in the opinion of the MCPR Events Committee, is not suitable in keeping with the character of the Tradeshow (including persons, things, printed matter, souvenirs, catalogs and conduct). It also reserves the right to remove any exhibit which, because of noise or other reasons, becomes objectionable.

Exhibitors shall limit their exhibits to products manufactured or distributed in the regular course of their business. Exhibitors may not permit any representative of a firm not under contract as an exhibitor to solicit business from their assigned space.

No exhibitor may sell any food or beverage.

Booth design and promotional aids in numbered booths are limited to no more than 10' in height and must remain within booth space boundaries.

**Food Item Give-Aways** are allowed but must be cleared through the Hilton Minneapolis hotel's events/catering at 612.376.1000 – extension 4. Due to the exclusive right of the food service to provide food and beverages in the Hilton Minneapolis, an exhibitor may be required to pay a surcharge to the food service when giving away food items.

## No Copyrighted Music Allowed as Part of Exhibits

No exhibitor may use musical performance (live or mechanical) which includes ASCAP or BMI copyrighted material.

**Liability** It is expressly understood and agreed between the exhibitor and the Minnesota Crop Production Retailers that MCPR, its officers, directors and employees, and the Minneapolis Hilton will not be held responsible for any loss of, or damage to, goods or property or exhibitors and exhibitor's employees. Each exhibitor, upon signing an application/contract for booth space, expressly releases the Minnesota Crop Production Retailers from, and agrees to indemnify them against, all claims.

**Workers Compensation Coverage Provided by Exhibitors** - Exhibitor agrees to provide workers compensation for exhibitors' personnel and set-crew as required by law.

**Cancellation Policy** - If written notice of space cancellation is received to MCPR by **October 25, 2021**, 50% of the monies received will be refunded. No refunds will be made for cancellation after **October 25, 2021**.

**New for 2021 "Hospitality Rooms"**  
 Available Tuesday December 8th and Wednesday December 9th

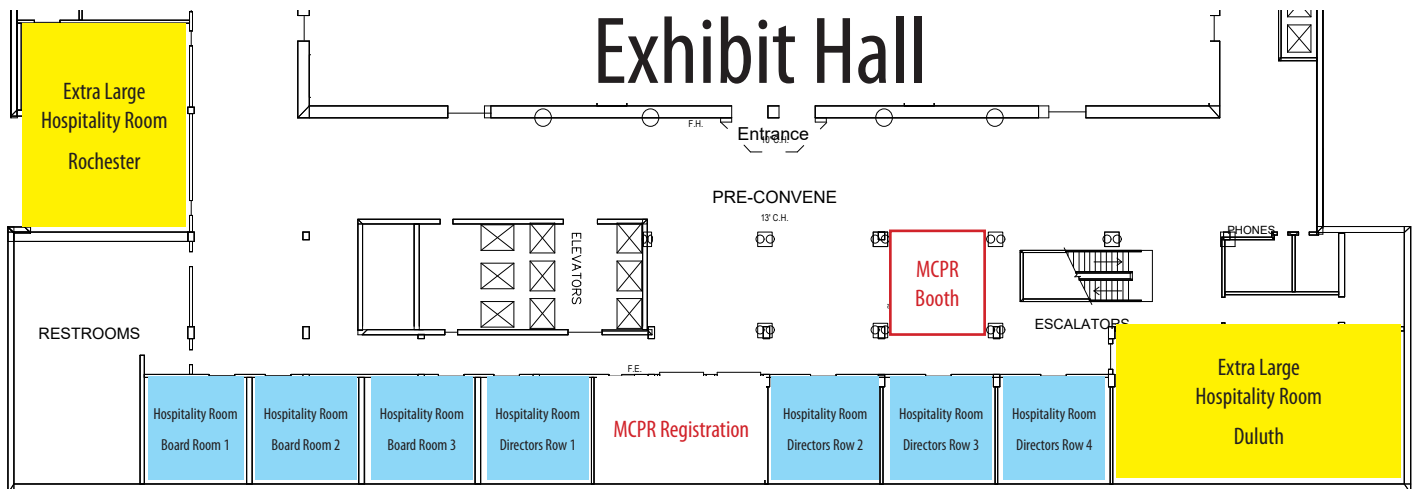
## 2021 Short Course Sponsorship Opportunities

The Minnesota Crop Production Retailers offers vendors an opportunity through sponsorship of our annual CPM Short Course and MCPR Trade Show to continue support of the meeting and provide increased visibility for those sponsors.

Please select the level of Sponsorship your company will commit too.

Sponsorship Level	Program Guide	MCPR Signage	Classroom Screen Saver	MCPR Website	Exclusive Benefit
<input type="checkbox"/> President's Club \$5,000	Extra Large Logo	Extra Large Logo	Extra Large Logo	Logo and Link	Large *Hospitality Room One Night (2 available each night) <b>or</b> Sponsor Keynote Speaker <b>Collin Peterson</b> (1 available)
<input type="checkbox"/> Diamond \$3,500	Large Logo	Large Logo	Large Logo	Logo and Link	*Hospitality Room One Night (7 available each night)
<input type="checkbox"/> Platinum \$2,000	Medium Logo	Medium Logo	Medium Logo	Logo	Break or Lunch Sponsor
<input type="checkbox"/> Gold \$1,000	Large Name	Large Name	Large Name	Large Name	A/V Sponsor
<input type="checkbox"/> Silver \$350	Small Name	Small Name	Small Name	Small Name	

\* Food & beverage within the hospitality room must be purchased through the Minneapolis Hilton. No food or beverage can be brought in.



**Payment Method:**  Check (payable to MCPR)  Request Online Invoice to pay via Credit Card

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

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

Return to: MCPR, 601 Carlson Parkway, STE 450, Minnetonka, MN 55305 P: 763.235.6478 E: kknapp@miia.org

[www.mcpr-cca.org](http://www.mcpr-cca.org)