

# WAVES OF CHANGE

## OCEANS OF OPPORTUNITIES

March 7, 2017  
Hyatt Regency Minneapolis

### Exhibiting Information – 27<sup>th</sup> Annual ALAMN Conference & Exposition

On behalf of the Business Partner and Conference Committee (BPCC), we want to thank you for your sponsorship of ALAMN and for attending the 27<sup>th</sup> Annual ALAMN Conference & Exposition. The event is being held at the Hyatt Regency Minneapolis in downtown Minneapolis on **March 7, 2017**. Our theme is ***Waves of Change – Oceans of Opportunity***.

Below is key information you will need to review in preparation for the event:

#### Conference Location/Address

Hyatt Regency Minneapolis

1300 Nicollet Mall - Minneapolis, MN 55403

***Exhibit Hall is located in the Exhibit Hall on the main floor of the hotel near the parking ramp elevators***

#### Move-In

Booth setup is from 7:30am to 9:30am on Thursday, March 7th. Set-up must be completed by 9:00am. If booth space is ***not occupied by 9:30am***, the BPCC will have the full right to utilize the space for other purposes.

If you can hand carry your exhibit material, you may move-in through the main entrance of the Exhibit Hall. There will ***not be*** carts available if you have multiple boxes. You may want to ship materials to Brede (shipping forms included in the Brede Exhibitor Service Kit you will receive).

#### Exhibition Hours

7:30am – 9:30am – move-in and exhibit setup

10:15am – 11:15am – conference break (served in exhibit hall) and exhibit hall open

12:30pm – 1:30pm – conference lunch and keynote (served in Nicollet Ballroom)

1:30pm – 2:45pm - conference break (served in exhibit hall) and exhibit hall open

2:45pm – 6:00pm – exhibit teardown and move-out

4:00pm – 5:30pm – reception (Lakeshore Ballroom)

***The exhibit hall will be closed during education sessions. Booth staff are encouraged to attend the education sessions.***

#### Show Management

Shelly Losinski –Event Manager

c/o IntrinXec Management, Inc.

5353 Wayzata Boulevard – Suite 350, Minneapolis, MN 55416

952-564-3077 - phone / [slosinski@intrinxec.com](mailto:slosinski@intrinxec.com) - email

#### Exhibition Decorator

Brede Exposition Services is the official decorator for the conference. An exhibitor kit from Brede will be sent to you via email that contains various forms for you to order additional items for your booth. If you have questions after receiving your kit, please contact their Customer Service Representative with Brede at 612-378-6524 or via email at [eclabo@brede.com](mailto:eclabo@brede.com)

**ALL** advance order forms are due to Brede **by February 22, 2017**, to ensure against out-of-stock situations or delays. You also save considerable money by ordering in advance!

If you need **Audio Visual** for your booth, use the form available from our AV provider Maple Lane Media.

If you need **Dedicated Internet service** for your booth, this is ordered from the hotel. Please contact Shelly Losinski as the form will be available soon!

If you need **Electrical service** for your booth, this is ordered from the hotel. Please contact Shelly Losinski as the form will be available soon!

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### Food in your Booth

**ALL food and beverage must be ordered through the hotel.** Business Partners will not be allowed to bring food or beverages into the building or purchase them from outside caterers.

For additional information or menus please contact:

Monie Kocher, Sr. Event Sales Manager, at 612-596-4533 or E-mail [monie.kocher@hyatt.com](mailto:monie.kocher@hyatt.com)

### Security

Each exhibiting company must make provisions for the security of their goods, materials, equipment and display at all times.

### Advance Shipments

The hotel will not accept shipments in advance of the conference. Advance shipment information and deadlines are located in the Brede Exhibitor Kit. If items are shipped in advance to the hotel, exhibitors will assume the cost of removal of such shipments from the venue and any cost of returning or storing said items. Neither **ALAMN** nor the hotel will be held responsible for goods that are not removed, returned, or stored.

### Booth Construction Regulations

Exhibits must not exceed eight (8) feet in height. Exhibits must be constructed so as not to obstruct the general view of the adjoining booths. Any deviation must be submitted to Shelly Losinski (Show Management) for prior approval.

### Booth Equipment and Services

One 8' x 10' exhibit space, one 6' draped and skirted table, one chair and one company identification sign are included with your exhibit fee. All exhibit material, including furniture, must be contained within the 8' x 10' exhibit space you are provided.

Show Colors: Blue and white.

### Exhibitor Registration

Please complete and return the online booth personnel and prize form **by Friday, February 10<sup>th</sup>** in order to expedite your onsite registration. You may pick up your name badge on-site at the Business Partner Registration Desk which will be located outside the Nicollet Grand Ballroom at the hotel. The number of representatives allowed for each booth space is determined by the level of sponsorship: Platinum: 6 / Gold: 5 / Silver: 4 / Copper: 2

If you choose to split the day with multiple company representatives, please notify Shelly Losinski in advance.

***Badges must be worn for admittance to all conference events and the exhibits***

### Attendee Registration List

An attendee list (Excel file) will be emailed 2 weeks prior to the conference and a final list (PDF file) will be emailed following the conference.

### Conference Breaks and Meals

The following conference breaks and meals are included in your exhibit fee:

- Continental Breakfast: 8:15am – 9:00 am
- AM break: 10:15am – 11:15am
- Lunch: 12:30pm – 1:30pm

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- PM break: 1:30pm – 2:45pm
- Reception: 4:00pm – 5:30pm

### Hotel Accommodations

If you need overnight hotel accommodations, we have set up a custom web link to arrange your accommodations online: <https://aws.passkey.com/go/ALAMN2017>. You may also call in reservations to the Hyatt Regency at 888-421-1442 and reference **ALAMN**. Rooms are available for \$149 a night plus tax. Please make reservations by **February 14<sup>th</sup>, 2017** to get the group rate.

### Prize Drawings

Prize drawings will be conducted by the Business Partner and Conference Committee **around 3:15pm**. Bring your prize to **Business Partner Registration before 3pm** and the winner's name will be placed next to the prize. If your company would like to donate an item to be included in the drawings, as most do, please complete the "Prize Notification" section on the Booth Staff Registration Form. Prize notification must be received **by Friday, February 10th**, to be included in the on-site program. Prizes should be displayed in your exhibit booth during exhibit times. Notification of prize donation will continue to be accepted after February 10, however recognition cannot be given in the on-site program. ***No individual prize drawings can be held in your booth.***

### Best Booth Contest

Each business partner has the opportunity to play along with the conference theme in decorating their booth and their attire at the event. Attendees will be given a ballot to vote on the best booth and the winner will be announced at the closing session. Take this opportunity to share how ***Waves of Change – Oceans of Opportunity*** applies to your organization and join the fun!

### Additional Questions?

Please contact Shelly Losinski – Manager of Meetings & Events for IntrinXec should you have additional questions.

Phone: 952-564-3077

Email: [slosinski@intrinxec.com](mailto:slosinski@intrinxec.com)