

April 4, 2019



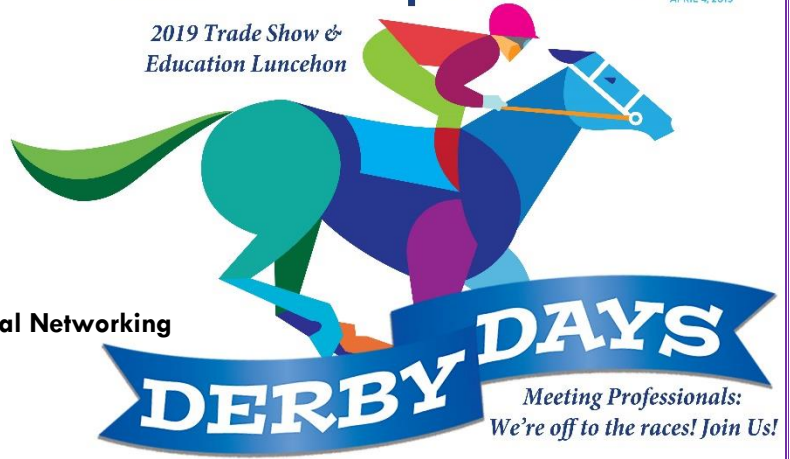
SACRAMENTO/SIERRA NEVADA CHAPTER



MEETINGS MEAN BUSINESS

GLOBAL MEETINGS INDUSTRY DAY APRIL 4, 2019

2019 Trade Show & Education Luncheon



TRADE SHOW EXHIBITOR REGISTRATION & INFORMATION PACKET

The Club House at Cal Expo

- 8 – 10 a.m. Exhibitor Move-in & Set-up
11 a.m. – 12 p.m. Registration Check-in / Social Networking
12 p.m. – 1:30 p.m. Education Luncheon
1:30 p.m. – 3:30 p.m. Trade Show
3:30 p.m. – 4:30 p.m. Breakdown

Name(s): \_\_\_\_\_ Title(s): \_\_\_\_\_ Company: \_\_\_\_\_ Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_ Space Request: \_\_\_\_\_

Acceptance of Terms:

I have read the "Rules and Regulations" (page 2) and agree to them. I further accept that this reservation form, upon acceptance by MPISSN becomes a contract.

Space Registration Fee (Link to ONLINE Exhibitor SPACE RESERVATION HERE)

Early Bird – February 28 – March 15

- MPISSN Member Pricing: High Top @ \$425 Six-Foot Table @ \$500
Non-Member Pricing: High Top @ \$575 Six-Foot Table @ \$650

March 15 and after

- MPISSN Member Pricing: High Top @ \$475 Six-Foot Table @ \$550
Non-Member Pricing: High Top @ \$625 Six-Foot Table @ \$700

PLEASE NOTE: Payment due upon registration.

The registration fee includes 2 attendees/representatives.

Total enclosed: \$ \_\_\_\_\_

Payment method: Select One: Check Number \_\_\_\_\_ Credit Card
Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_
Name on Card: \_\_\_\_\_
Billing address (if different from above): \_\_\_\_\_
Signature: \_\_\_\_\_

Please link above to register online. If you prefer to send payment, send this form with payment to MPISSN: 9245 Laguna Springs Dr., Ste. 200, Elk Grove, CA 95758 upon registration to be included in program.

No space will be held until payment is received.

Please call (916) 509-7270 with questions.

## EXHIBITOR RULES & REGULATIONS

Please review these Exhibitor Rules & Regulations carefully.

Your acceptance of terms will be verified as a part of this exhibitor application process.

**Contract for space:** This application for exhibit space and rules and regulations set forth here constitute a contract for the right to exhibit at the Meeting Professionals International Sacramento Sierra/Nevada chapter (MPISSN) Annual Trade Show. All Exhibitors must fill out the application (online or hardcopy) to secure exhibit space. Exhibitor agrees to comply with the regulations of *The Club House at Cal Expo*

### All Exhibitors

- Must be registered to attend the tradeshow
- May not have more than 2 representatives per table display
- May have only one listing and one sign
- May not sell anything during tradeshow hours (securing leads acceptable, but no actual transactions to occur.)
- **No outside Food and Beverage allowed by the venue at exhibitor tables.** Pre-packaged items subject to approval.
- **Only registered Exhibiting Suppliers** may attend the tradeshow.

**Exhibit limitations:** Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic.

**Sound:** MPISSN reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. There is to be no amplified sound other than that of a laptop at each booth.

**Specifications:** The tradeshow is a tabletop show with the option of either a High Top or six-foot table positioned side by side with table draping.

**Exhibit table location:** exhibitor shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without notification and approval of MPISSN. MPISSN reserves the right to modify the tradeshow layout. **Sponsors will receive a priority in table selection location.**

**Right of refusal and/or cancellation:** MPISSN reserves the right to cancel this agreement whenever it discovers that the Exhibitor's product is not as described in this agreement or is incompatible, in the opinion of MPISSN with the purpose of the show.

**Hold Harmless agreements:** The exhibitor will indemnify, defend and hold harmless MPISSN and sponsor, the facilities owner and management and their respective owners, directors, officers, employees, agents, and representatives, against all claims, actions, demands, or liability of whatsoever kind and nature, including but not limited to judgments, interests, reasonable attorney's fees, expert witness fees, and all other related cost and charges arising out of exhibitor's activities related to the exhibition.

**Limitation of liability:** Exhibitor assumes the entire responsibility and liability for all damages to MPISSN, the facility, persons or property that occur as a result of the negligence or any actions of exhibitor or its officers, employees, agents, representatives, invitees and guests during the entire exhibition period.

**Attorney Fees and costs:** Should any litigation arise out of this contract, exhibitor shall pay all costs and reasonable attorney's fees incurred by MPISSN and /or the sponsoring parties. This provision shall extend to the costs and attorney's fees incurred at both the trial and appellate level.

**Cancellations and refunds:** All cancellations must be in writing to the MPISSN Chapter Administrator Lynette Magnino and sent to 9245 Laguna Springs Dr., Ste 200, Elk Grove, CA 95758, or email [lynette@mpissn.org](mailto:lynette@mpissn.org). Cancellations received prior to **March 25, 2019** will receive a refund of their booth fees minus \$100 administrative fee. Cancellations after **March 25, 2019** will not be eligible for a refund. There will be no refund for No-Shows.

**Excused nonperformance/ Force Majeure:** If for any reason beyond the reasonable control of MPISSN, including but not limited to acts of god, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings) facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism as substantiated by governmental warnings or advisory notices, curtailment or transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where facility is located) or any other comparable conditions, MPISSN is unable to fulfill its obligations under this agreement, the parties may terminate this agreement without liability and a full refund of the amount paid will be returned.

**Authority to sign:** Exhibitor agrees that they have the requisite authority to enter into this agreement and bind the company or party for who they sign, and to abide and be bound by all of the terms, conditions, Rules and Regulations stated under this agreement, any schedules, or amendments to the same, all of which are integral to and incorporated into this agreement. All points not covered are subject to decision of MPISSN. Further, exhibitor agrees that MPISSN will have full power in a matter of interpretation, amendment and enforcement if all exhibitor rules and regulations.

**Security:** Exhibitors are solely responsible for their own exhibit materials and should insure against loss or damage from theft, accident, vandalism, fire, or other causes.

**Care of Building and Equipment:** Exhibitors or their agents shall not injure or deface walls or floors of the building or furniture. Nothing shall be posted, tacked, taped or otherwise attached to the columns, walls, floors or other parts of the building or furniture. All decorative materials must be flameproof in accordance with California and Sacramento Fire regulations.

**Program Listing Details:** Due **March 25, 2019**

**Do you accept these exhibitor rules and regulations?**  Yes  No

## GENERAL INFORMATION & IMPORTANT DETAILS

**Location:** The Club House at Cal Expo  
1600 Exposition Blvd., Sacramento, CA 95815

**Google Maps:** <http://calexpo.com/general-information/map-directions/>

**Contact for any venue questions not covered in the information below:**

**SARAH KRETZ**

Catering & Sub Contractor Director  
Spectra Food Services & Hospitality  
California Exposition & State Fair | Papa Murphy's Park  
Office: 916-920-1212 x13 | Fax: 916-920-1536  
Email: [Sarah\\_Kretz@comcastspectacor.com](mailto:Sarah_Kretz@comcastspectacor.com)

**Flow of the day:**

<b>8 – 10 a.m.</b>	<b>Exhibitor Move-in &amp; Set-up</b>
<b>11 a.m. – 12 p.m.</b>	<b>Registration Check-in / Social Networking</b>
<b>12 p.m. – 1:30 p.m.</b>	<b>Education Luncheon <a href="#"><i>(additional fee and registration required for education luncheon.)</i></a></b>
<b>1:30 p.m. – 3:30 p.m.</b>	<b>Trade Show</b>
<b>3:30 p.m. – 4:30 p.m.</b>	<b>Breakdown</b>

**Tradeshow Audience:**

The trade show will be attended by planners from the Sacramento and Sierra Nevada region. The planners include corporate, association, government and independent planners. These planners are either decision makers or have significant influence in the decision making process

**The Theme of the Trade Show:** Come join us for this year's Derby Days, celebrating Global Meetings Industry Day. Education Luncheon precedes the trade show.

**Exhibitor Prize Information:** Exhibitors please bring a raffle/give-a-way to help increase exposure (a hotel stay, spa services, basket, promotional item etc.). We will announce the vendor's pick of a planner's business card, and their give-a-way to the winner, periodically. **Please bring a basket/container to collect business cards. (Please note: due to general data protection measures, MPI Global Bylaws no longer permit the release of attendee lists)**

**Alcohol:** Due to ABC guidelines, give-away items and raffle donations **must not** include alcohol.

**Table-tops Include:** One table (six-foot OR high top), table draping and an ID sign (*no chairs at exhibitor tables*)

**Power:** Electricity is available for select locations. If the request for electricity is not received by **March 25, 2019**, it may not be available on-site. Vendor will need to bring their own power (extension) cords.

**Food:**

**Vendors cannot serve food or wine during Event. If you plan on bringing any wrapped food gifts (raffle or giveaways, please note that the items need to be produced by an insured company (cannot provide homemade items). Please connect with Sarah Kretz if you have any questions regarding food items.**

**Parking Information:**

Enter East Gate via Exposition and Challenge. Park in Parking Lot D and enter at the Grandstands / Watch n Wager Building. The Trade Show will take place on the 2<sup>nd</sup> Floor.

**Parking rates:**

Parking is complimentary to attendees and exhibitors

**Loading / Unloading:**

Once inside building there are stairs and a service elevator.

**Trade Show Location:**

2nd Floor – **The Club House at Cal Expo**

## SPONSORSHIP OPPORTUNITIES

The MPISN Annual Tradeshow is a unique opportunity for your business exposure. We invite you to join us in celebrating Global Meetings Industry Day (GMID) as a supportive sponsor! Sponsorship recognition opportunities include:



**WIN! Jockey Bites Sponsor:** **\$1,000**

Sponsor event appetizers and dessert bites!

**PLACE! Mint Juleps Sponsor:** **\$600**

Can't go to the Derby and not have a Mint Julep!

**SHOW! Derby Day Hat Contest:** **\$500**

Sponsor this not-to-be-missed contest feature of the afternoon with naming and judging rights, and microphone time as you select and honor the best hats! Attendees and exhibitors all are invited to don their favorite derby, jockey cap or fascinator!

**Trade Show Tables (six-foot and high tops):** **\$1000 (or in-kind)**

**Welcome/Sponsor Thank you signage:** **\$750 (or in-kind)**

**Decorations:** **\$600 (or in-kind)**

**Luncheon / Trade Show Linens:** **\$500 (or in-kind)**

**Program printing (includes exclusive full-page ad):** **\$400 (or in-kind)**

**Sponsorship Company Name:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_ **Sponsorship Amount:** \_\_\_\_\_

**Please inquire with Vanessa Jackson or Veronica Chinn, Trade Show Co-Chairs:**

**Vanessa Jackson:** [vjackson@helmsbriscoe.com](mailto:vjackson@helmsbriscoe.com) **(707) 398 – 5820**

**Veronica Chinn:** [vchinn@helmsbriscoe.com](mailto:vchinn@helmsbriscoe.com) **(925) 257 – 4313 / cell (925) 383 – 3887**

## EXHIBITOR PRIZE INFORMATION

Please bring a table give-away raffle prize to increase your exposure and success at the tradeshow; Gift baskets, room nights, spa specials, dinner for two, etc. are wonderful incentives and opportunities for the guest and the provider!

**\*\*\* Reminder - alcohol is NOT permitted as a Gift \*\*\***

Please complete this form and submit by **March 25, 2019**

Please Print Clearly or Type in Space Provided	
<b>Vendor Name</b>	
<b>Contact Name</b>	
<b>Contact Email</b>	
<b>Prize Description (for inclusion in the on-site program )</b>	

For more information on Sponsorship or Prizes, please contact Administrator Lynette Magnino  
or E-mail: [Lynette@mpissn.org](mailto:Lynette@mpissn.org)

## BADGES

### Name Badge 1:

Badge Name: \_\_\_\_\_

First: \_\_\_\_\_ Last: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### Name Badge 2:

Badge Name: \_\_\_\_\_

First: \_\_\_\_\_ Last: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

## PROGRAM LISTING

**Program Listing** *(submit by March 25, 2019):*

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Program Description (no more than 30 words may be edited for space). Or email your description to [lynette@mpissn.org](mailto:lynette@mpissn.org)

---

---

---

---

---

---

**Email scanned forms to Lynette Magnino: [Lynette@mpissn.org](mailto:Lynette@mpissn.org)**

***(only if you have not already submitted this information in an online registration.)***