



ADVANCE INFORMATION

IIDA Northland Chapter Minnecon Tradeshow

August 10, 2017

Target Field

1 Twins Way, Minneapolis, MN 55403

□ GENERAL INFORMATION

- Minnecon will be held at Target Field in the Legends Club on
- August 10th from 12: to 8:00pm
 - 12:00 to 6:00pm - Exhibit Hall Vendor Booth Displays
 - 4:00 to 6:00pm - Networking within the Exhibit Hall
 - 6:00 to 8:00pm - Reception/Raffle Call in the Town Ball Tavern.
- IIDA Northland is requesting that all organized outside events begin after the networking hour is finished in order to not take people away from the event. Exhibitors **MUST** have a presence in their booth until the close of the event for late attendees.
- Both Professional Development and Pique will be hosting programs throughout the day. Please refer to their websites for additional information.
- Free Wi-Fi is available throughout the Legends Club.

□ BOOTH INFO

- Booths will be 10ft wide x 8ft deep with 3ft high white draped sides. If your booth is in front of a window, it will have a 3ft high back. All other booths will have an 8ft high back. See Exhibit Hall Map prior to the show.

- **Tall panels or other large items cannot block the view of the next exhibitor.** Tall items should be placed against the back of the booth. You will be asked to remove any items outside of your booth or that block the view of the next exhibitor.
- You **MUST** note on your registration form if you are bringing a tall display.
- Booths will **NOT** have a draped table or chair. The request form to have furniture added to your booth by Hubble/Tyner can be found in the Exhibitor Kit.
- All booths come with an ID sign.
- If your booth requires power, you must provide your own power extension cords.

□ **EXHIBITOR MOVE IN**

- Move-in and set up will be on Thursday, August 10th.
- Shipping products directly to Target Field is strictly prohibited. Please refer to the Exhibitor Kit for more information.
- Please refer to the Booth Allocation document for access to the dock. Each exhibitor has been assigned one of two dock times:
 - Please adhere to the assigned dock times as you will have 15 minutes to unload trucks on the very large receiving docks – there are 3 loading docks and ample space to stag while you move your trucks out prior to accessing the elevator and installing in the Legends Club.
 - August 10th: 7am – 9am
 - August 10th: 9am – 11am
- Exhibitors are to have their booths setup and ready to go by 12pm as the exhibit hall opens at that time.
- If you miss your dock time, you will have to wait until 11:00 am. At that time, the dock will be available on a first come, first serve basis until they close at 11:30 am.
- The dock will be staffed to ensure timely unloading and loading, and to answer any questions you might have.
- There is an enormous freight elevator available to access the Legends Club.

□ BOOTH LOCATION

- Upon check in at registration, you will be given an exhibit hall map with all the booths indicated by number. We will highlight your location to help you find your booth in the hall.
- **Booth numbers will be sent via e-mail to the contact on your exhibit application within two (2) weeks prior to the event. Please do not contact us prior to that time.**
- **EXHIBITOR KITS**
- Exhibitor kits will be sent electronically to the contact on your exhibitor application in early July, and will also be available on the IIDA Minnecon webpage.

□ EXHIBITOR MOVE OUT

- Move-out will begin at 6pm, after the close of show.
- Exhibitors are NOT be allowed to tear down anything prior to 6:00pm.
- Exhibitors will have until 8pm, Thursday August 10th, or from 9am – noon Friday, August 11th to remove the product from the booth area.
- **Please refer to the Booth Allocation form to determine your assigned Breakdown “Wave”**

Wave 1: 6pm – 8pm Thursday, August 10th

Wave 2: 9am – noon Friday, August 11th.

□ TRANSPORTATION

- The Northstar Commuter Rail Line provides daily commuter service to Target Field Station, with five morning and five afternoon trips each weekday.

□ ENTRANCES

- There will be 3 entrances:
 - 1) Gate 6 on the ground floor next to the light rail
 - 2) Ramp A on the 3rd floor
 - 3) The Dock in the back parking lot (Map attached)

□ LUNCH

- Lunch concessions will be available for purchase from 11:00am – 1:30pm at 2 locations inside the Legends Club, which is on the tradeshow floor and open to all attendees, exhibitors, and students.
- Professional Development will be hosting a keynote speaker during the lunch hour, separate from Minnecon. Registration for the keynote and all costs associated with it can be found on the IIDA website.

□ RECEPTION/RAFFLE CALL

- Sponsored appetizers and cash bar will be available from 5-8pm in the Town Ball Tavern
- Exhibitors participating in the show are able to donate items to a raffle. Raffle winners will be announced during the Reception/Raffle Call from 6 – 8pm in the Town Ball Tavern. **Winners need NOT be present to win.**
- Any exhibitors interested in participating should sign up on the registration form, or contact the Minnecon Committee at minnecon@iida-northland.org.
- There will be a “Grand Prize” giveaway at 7pm in the Town Ball Tavern. **Winners MUST be present to win the Grand Prize.**
- All attendees must bring business cards to participate.

□ NAME BADGES

- Electronic registration and name badge printing will be available at the Minnecon main entrance.
- If needed, name changes will be handled at Exhibitor Registration and new badges will be created onsite
- Exhibitor registration be will open from 12pm – 6pm the day of the event.

□ CEU'S

- Professional Development will be hosting CEU's throughout the day. Please refer to the website for additional information and registration.

□ **PIQUE**

- Pique will be hosting student events throughout the day. Please refer to the Pique website for additional information and registration

□ **OUT OF TOWN SHIPPING**

- All freight shipping and handling charges are the expense of the exhibitor, not IIDA. Freight is to be handled by Hubbell/Tyner or hand carried in the day of the event. Do NOT ship any items directly to Target Field. Please refer to the Exhibitor Kit for more information.

□ **SECURITY**

- The exhibit hall is in a public area inside Target Field. Please remove all valuable items if you step away from your booth for any length of time as the area will not be secure.

□ **PARKING**

- Target Field has a FREE parking lot adjacent to the building, as well as parking available in Ramp A, which is a fee based parking facility.

CONTACTS

Jen DeMonico

Atmosphere Commercial Interiors

Minnecon Chair

Minnecon@iida-northland.org