

MINNESOTA GIS/LIS CONSORTIUM 21ST ANNUAL CONFERENCE AND WORKSHOPS

OCTOBER 5–7, 2011 | SAINT CLOUD, MINNESOTA
EXHIBITOR PROSPECTUS

Are you looking for an opportunity to **PROMOTE YOUR PRODUCTS OR SERVICES TO THE GEOSPATIAL TECHNOLOGY COMMUNITY?** Do

you provide products or services for physical or digital mapping, large format printing, reproduction or general computing services (computers, printers, projectors, etc.)? The Minnesota GIS/LIS Consortium Conference might be the perfect way for you to reach your customers!



EXHIBITORS WILL HAVE EXPOSURE TO A LARGE GATHERING OF GIS LEADERS, PRACTITIONERS AND PROJECT MANAGERS IN THE GEOSPATIAL TECHNOLOGY COMMUNITY.

As an exhibitor, you play an integral part in the event and we welcome your participation in our 2011 conference. In order to maximize the amount of direct contact with conference attendees, the MN GIS/LIS Consortium offers:

- **A buffet reception with door prizes**, scheduled from 5 to 7 p.m. on Thursday in the exhibit area (ticket holders must be present to win). We strongly encourage each exhibitor to donate door prizes to be distributed at this event. Each donor will be recognized as prizes are awarded.
- All exhibitors are invited to join attendees at the **seated conference luncheon** on Thursday.
- **Morning and afternoon refreshment breaks** on Thursday, and the morning break on Friday, will be held in the exhibit area, providing maximum visibility for each exhibit booth.
- **Product demonstrations** enable exhibitors to showcase their products in a presentation format as part of the regular conference schedule.
- **Scholarship Raffle Donation** – We encourage exhibitors to participate in the scholarship raffle by donating a raffle item. This encourages attendees to visit your booth.
- **Exhibitor recognition on our Web site and in conference materials** – exhibitor names and a brief summary are included in the conference materials and dynamically linked from the MN GIS/LIS Consortium's Web site.
- **Advertising Opportunity** – New for 2011, vendors will have the opportunity to advertise in the on site program. There are 4 sizes available for your black and white ad. See Web site or contact Tami Maddio tmaddio@cityofeagan.com for more information.

Please do not delay in sending your exhibit space application form as booth space is allocated on a first-come, first-serve basis. We also recommend that you make your hotel reservations as soon as possible. See conference and hotel information on the next page. Thank you for your interest in the Minnesota GIS/LIS Conference. We sincerely hope that you will join us and showcase your company's products and/or services at our upcoming event.

— **TAMI MADDIO, 2011 CONFERENCE CHAIR**

MINNESOTA GIS/LIS CONSORTIUM 21ST ANNUAL CONFERENCE AND WORKSHOPS

OCT. 5–7, 2011
SAINT CLOUD, MINNESOTA



The Minnesota GIS/LIS Consortium's 21st Annual Conference & Workshops will be held at the River's Edge Convention Center. This year we anticipate an even bigger and better conference, and expect to exceed the 550 participants who attended last year's event.

NEW FOR 2011: ADVERTISING!

Onsite Advertising

MN GIS/LIS now offers an opportunity for Vendors to get exclusive visibility within the Fall Conference Onsite Program by purchasing advertising space.

Advertiser Benefits:

- You will reach the leading GIS/LIS professionals in Minnesota.

Ad Specifications:

- Advertisers must submit ad as a high resolution (300 dpi) .eps, .pdf, or .jpg file.
- All ads will be printed in black and white.
- Ads will be rejected if specifications aren't met.
- Email ad to Tami Maddio at tmaddio@cityofeagan.com.
- Deadline to submit ad: September 1, 2011.

Ad Sizes:

- Full page (7.5"w x 10"h) – \$125
- Half page (7.5"w x 5"h) – \$75
- Quarter page (3.75"w x 5"h) – \$50
- Eighth page (3.75"w x 2.25"h) – \$25

Website Advertising Discounts

Purchase Exhibitor Booth by June 1:

- Receive 40% off Website Advertising from July 1 – December 31 (\$255)
- Receive 25% off One Year of 2012 Website Advertising (\$450)
- Exhibitor must acknowledge Website Advertising Agreement and its Terms and Conditions

Purchase Exhibitor Booth after June 1:

- Receive 25% off One Year of 2012 Website Advertising (\$450)
- Exhibitor must acknowledge Website Advertising Agreement and its Terms and Conditions

WHO SHOULD EXHIBIT?

- **Providers of products or services directly marketed to the geospatial technology community**
- **Providers of printing solutions, large format plotters, paper and associated equipment**
- **General computing and equipment suppliers: computers, printers, projectors and related peripherals**

EXHIBIT INFORMATION

TRADE SHOW DETAILS

WEDNESDAY, OCTOBER 5, 2011

Set up* 12 – 5 p.m.

THURSDAY, OCTOBER 6, 2011

Set up 7 – 8 a.m.
 Show** 10 a.m. – 7 p.m.
 Awards Luncheon 12 – 1 p.m.
 Buffet/Reception 5 – 7 p.m.
 Door Prizes 5 – 7 p.m.

FRIDAY, OCTOBER 7, 2011

Show** 8 – 11 a.m.
 Tear down 11 a.m. – Noon and 2:30 – 3 p.m.

* No setup allowed after 5 p.m.

** Refreshment breaks will be held both Thursday (morning and afternoon) and Friday (morning) in the exhibit area.

EXHIBITOR FEES

- Rental on or before August 5, 2011: \$650
 - Non-profit (government and colleges/universities) \$575
 - Rental after August 5, 2011: \$750
- (Booth locations will be allocated on a first-come, first-served basis.)

EXHIBITOR FEES INCLUDE:

1. Two conference registrations and seated lunch on Thursday
2. One exhibit booth, piped and draped (8'x10')
3. One 8' draped table and two chairs

Additional equipment or electrical services, including high-speed Internet connections, will be available. An order form will be sent upon receipt of your application.

CONFERENCE CENTER INFO

SAINT CLOUD CIVIC CENTER

10 4th Avenue South • Saint Cloud, MN 56301

Tel: 320.255.7272 or 800.450.7272

For more information on the conference facility, visit the following Web site:
www.ci.stcloud.mn.us/CivicCenter/Default.aspx.

HOTEL INFO

Please ask for the MN GIS/LIS Consortium group rate

BEST WESTERN KELLY INN

100 4th Avenue South • Saint Cloud, MN 56301

Tel: 320.253.0606

For more information on this hotel, visit www.bestwesternstcloud.com. The special rate of \$88 queen room or \$95 king or double room per night is available until Sept. 3, 2011.

LE ST-GERMAIN SUITE HOTEL

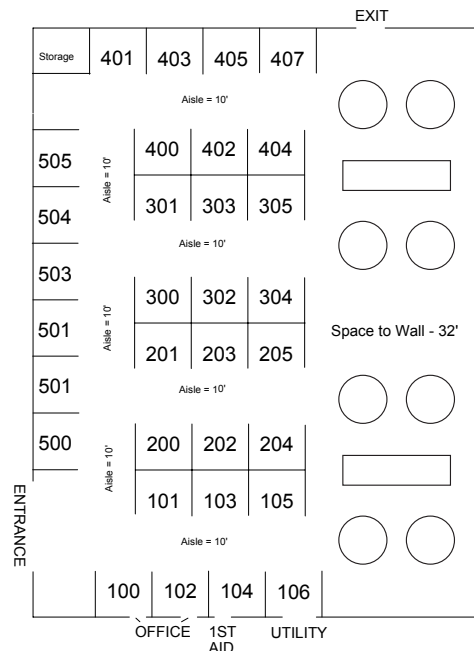
404 West Saint Germain • Saint Cloud, MN 56301

Tel: 320.654.1661

For more information on this hotel, visit www.lestgermainsuitehotel.com. The special rate of \$109 single suite or \$119 master double suite per night is available until Sept. 3, 2011.

TO GUARANTEE YOUR EXHIBIT SPACE FOR THE UPCOMING MINNESOTA GIS/LIS CONFERENCE, PLEASE COMPLETE THE ENCLOSED EXHIBIT SPACE APPLICATION FORM AND MAIL IT ALONG WITH PAYMENT TO THE ADDRESS LISTED. PAYMENT MUST ACCOMPANY APPLICATION TO CONFIRM SPACE.

GIS/LIS CONSORTIUM RIVER'S EDGE CONVENTION CENTER TERRY HAWS CENTER OCT. 6 AND 7, 2011 EXHIBIT AREA MAP





EXHIBITOR/SPONSOR APPLICATION FORM: OCT. 5-7, 2011

MINNESOTA GIS/LIS 21ST ANNUAL CONFERENCE & WORKSHOPS

Please type or print clearly.

Name of Firm/Organization _____
Address _____ City _____ State _____ Zip _____
Contact Person _____ E-mail _____
Phone _____ Fax _____

Name(s) of on-site representatives (Please note: All confirmation information will be sent to the email address provided on this form.)

1) _____ 2) _____

Booth Space Choices (first-come, first-served – see map)

1) _____ 2) _____ 3) _____

Exhibiting

_____ (number of booths) x \$650 = \$ _____ (if received on or before August 5, 2011)
_____ (number of booths) x \$575 = \$ _____ (Non-profit – government and colleges/universities)
_____ (number of booths) x \$750 = \$ _____ (if received after August 5, 2011)

I will donate a raffle item for the Scholarship Fund. (Item must have a minimum value of \$50.)

Item(s): _____ Estimated value: _____

I will bring free giveaways for Thursday's Exhibitor Reception.

Advertising

Indicate the ad size you'd like to purchase: Full – \$125 Half – \$75 Quarter – \$50 Eighth – \$25

Payment Details

Total \$ _____

Check / Money Order MasterCard* Visa* Purchase order, PO#: _____

If paying by credit card, all of the following fields are required.

Credit card #: _____ Exp. date: _____ 3-digit security code: _____

Cardholder name: _____ Phone: _____

Billing address (if different than above): _____

Signature: _____

If you have any questions regarding this form, please contact Scott Franzmeier at scottf@ewald.com or call 651-290-6278. Send completed application form and payment to:

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

MN GIS/LIS CONSORTIUM 2011 CONFERENCE
1000 WESTGATE DR., STE. 252
ST. PAUL, MN 55114
PHONE: 651-203-7242 • FAX: 651-290-2266

The Minnesota GIS/LIS conference will again include **product demonstrations** in the program. Product demonstrations are a way for exhibitors to showcase specific products. These 30-minute demonstrations will be scheduled along with professional session presentations. If you are interested in demonstrating a product, please go to the following Web site to submit an abstract: **www.mngis-lis.org**. Abstracts must be submitted by May 21, 2011. Per standard by the Payment Card Industry, CAI-MN has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS). Credit card information will not be accepted via email.

Cancellation policy: with written cancellation notice received by Sept. 30, you will receive a full refund, less a \$100 administrative charge per booth. Cancellations after Sept. 30 are nonrefundable. Notices of cancellation must be faxed to the GIS/LIS office at 651-290-2266. No-shows will not receive a refund.
*Sorry, we do not accept American Express or Discover.

All applications to exhibit must be accompanied by full payment to be secured.