

Dear MASA Exhibitor:

On behalf of the MASA Board, thank you for your willingness to participate in the 2019 MASA Education Day, September 26-27, 2019 at Mission Point Resort on Mackinac Island.

**We ask that you carefully read this entire message and print for your information. There are also attachments to this email which you will want to review, these will alleviate many questions you may have.**

MASA is pleased to announce this is the largest conference registration to date! As of this writing we have registered over 245 registrants, speakers, exhibitors and sponsors.

I have listed some items below that you will find useful as you prepare for the conference. If you have any questions, please do not hesitate to contact me.

### **FERRY SERVICE**

I have attached a ferry service handout for your assistance. If you are bringing your exhibit items, I suggest packaging them well and labeling them for **Mission Point Resort with your name on them**. You may also put on the label – “**please deliver to Sound Stage**”. Make sure your **company name is clearly marked so they are delivered to your booth**.

### **REGISTRANT LIST**

Each exhibitor will receive a registration list with email addresses approximately 1 week prior to the event. You are welcome to send a note to our registrants welcoming them to the event and inviting them to visit your booth. *We would love it if you added what great games and fun we have planned and urge everyone to dress for the Thursday evening after party!*

**REGISTRATION – ALL EXHIBITORS MUST register at the MASA desk** which will be located inside the main entrance of the conference center **prior to going to the sound stage**. All exhibitors must be registered and have a badge. Additional registrations for exhibitors are available at \$150.00. All conference attendees must have a MASA badge to be at the conference. There will be no exceptions.

### **EXHIBITS**

Exhibit Booths are *approximately* 8' x 10' with 8' high backs and 3'sides. Each booth will have a 2 x 6 covered and skirted table. Each booth will have 2 chairs, wastebasket and an electrical plug.

### **Exhibit Set-Up**

#### **SOUND STAGE**

Exhibits can be **set up on Thursday, September 26<sup>th</sup> from 1:00 PM – 5:30 PM**. If you have shipped items to the island, we urge you to visit the Exhibit area early (1:00 PM) to

be sure your items have arrived, leaving you time to find them if not. If you utilize the shipping instructions attached, being sure to properly address your shipped items, they should be waiting at your booth. Please use the ship back instructions on the shipping instruction page attached to have your items shipped back following the show.

### **Exhibit Break-Down/Move Out**

#### **SOUND STAGE**

Exhibits **cannot be broken down until Friday, September 27<sup>th</sup> 9:00 AM – 10:30 AM.**

We ask that you please wait until our registrants depart the breakfast event before breaking down. You must use the Mission Point Exhibit guidelines when boxing your exhibit materials for shipping.

### **Exhibitor Booth Raffles**

We encourage each exhibitor to host a raffle of an item or gift card if they wish. This is a great opportunity for you to collect business cards and or have registrants complete a slip to enter for your contact list. We will walk around with a microphone at 7:50 AM Friday so you can draw your winner.

### **MASA EVENTS**

#### **THURSDAY WELCOME DINNER AND EXHIBITOR SHOWCASE – SOUND STAGE – Thursday, September 26<sup>th</sup> 6:15 PM – 9:00 PM**

MASA will welcome our registrants in the exhibit area for a strolling dinner on **Thursday, September 26<sup>th</sup> beginning at 6:15 PM. We ask that each exhibitor have their booth manned from 6:00 PM – 9:00 PM for our members.**

Our theme for the Exhibit area on Thursday night is “**Wizard of Oz**”. **Each registrant will be given a list of exhibitors. They will come to each booth to have a member of your team sign their form.** Once they have the form complete, they will bring to the MASA registration table to turn in. We will draw winners from this game on Friday morning at 8:00 AM. This is a great opportunity to speak with our registrants while completing their form! **As a twist we will also be hiding 2 pairs of Ruby Red Slippers and 2 Wicked Witch Brooms within the various exhibits.** If our member spots them, they will ask you for them. They will bring those items to the MASA registration desk for gift cards.

#### **MASA 60's 70's and 80's Party – CYPRESS ROOM – Thursday, September 26<sup>th</sup> 9:00 PM - Midnight**

Join us immediately following the exhibit closing at 9:00 PM Thursday evening. We will move to the main hotel for a 60's 70's and 80's Party. We are asking everyone to **dress for the theme and prizes will be given for the best costume(s) – YOU DON'T WANT TO BE THE ONLY ONE NOT DRESSED FOR THE THEME 😊**. We will have

food, drink, music, photo booth and much more! Join us in a relaxed surrounding and have some great fun!

**Friday Morning Scratch Off Tickets & Breakfast – SOUND STAGE– Friday, September 27<sup>th</sup> 7:00 AM-8:30 AM**

MASA will deliver a stack of “MASA Scratch Off Tickets” to your booth Thursday evening after the exhibits close at 9:00. They will be ready for you **Friday morning for the 7:00 AM start** of the breakfast with exhibitors. Our registrants will visit your booth and each registrant will be given 1 ticket per person per booth. We will have several cards with Gift Card wins! This is just another way MASA assists in drawing our members to the exhibit area.

**MASA Preferred Vendor Members (MASA 2019 VENDOR MEMBERS ONLY)**

We will be hosting a MASA Preferred Vendor Member (**MASA Vendor Members only with paid 2019 Membership**) – **Thursday, September 26<sup>th</sup> from 5:15 PM – 6:00 PM in the Summit Room**, located in the main hotel, 2<sup>nd</sup> floor. This reception is for **MASA Preferred Vendors** to speak to the board regarding their membership value. We invite everyone from your company to attend. Not a MASA Preferred Vendor Member?? Be sure to join in 2020 – the value is tremendous.

**MASA PLATINUM PREFERRED VENDOR MEMBERS ONLY (\$3000 2019 membership)**

We will be once again hosting the “MASA Speed Dating” on **Thursday, September 26<sup>th</sup> from 3:30 PM – 5:00 PM in the ATRIUM located in the Conference Center** for our **PLATINUM VENDOR MEMBERS**. We ask that you email Marcy Lay ([laym@krkm.com](mailto:laym@krkm.com)) your **ONE representative name** that will attend this event.

WHEW - After reading the material if you should have any other questions, please do not hesitate to contact me.

Thank you again for your support of our association - Looking forward to seeing you on the island!

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