

★ StarTribune
**VACATION
& TRAVEL** *Experience*

November 9-11, 2018 / Minneapolis Convention Center / Minneapolis, MN

Dear Exhibitor,

Welcome to the 2018 Star Tribune Vacation & Travel Experience. This event will take place on November 9-11, 2018 in the Hall E of the Minneapolis Convention Center, located in Minneapolis, MN.

Demers Exposition Services is the official show contractor for the 2018 Show. Included in this packet are exhibitor setup and shipping instructions, certificate of insurance information, booth ID signage and exhibitor badge forms, as well as, deadline checklists that are designed to save you, the exhibitor, as much time and money as possible. ***Please take the time to read this information thoroughly.*** You will also need to download the Demers Exhibitor Services Manual for additional shipping, material handling, special furniture and signage order forms – Please pay particular attention to the facility rules and regulations, labor rules, shipping instructions and upcoming deadlines within this packet.

If you have any questions concerning the contents of this Manual, please contact the Demers Exhibitor Services department at 860-882-0003 or email info@demersexpo.com

The entire Star Tribune Vacation & Travel Experience staff and I look forward to assisting you and wish you a most successful show. We will do everything we can to make your Expo experience a pleasant and rewarding one. We will strive to exceed your expectations when it comes to customer service from the planning stages through the move-out process. Please do not hesitate to contact us directly. Toll Free at (888) 210-8895.

Sincerely,

Liesl Robinson, CEM
Director, Events & Exhibit Sales
liesl@j2levents.com

Shelley Carter
Event Manager
shelley@j2levents.com



SHIPPING INSTRUCTIONS

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We strongly recommend shipping your booth materials to Demers in advance of the Expo. This will result in smoother handling of your booth materials and can alleviate many on-site frustrations and delays. Demers will accept crated, boxed or skidded materials beginning **Wednesday, October 9, 2018**. To avoid additional deadline charges, materials must arrive by **Friday, October 26, 2018**. The warehouse will receive shipments Monday through Friday during the hours of 8:30AM -3:30PM.

Shipments consigned to the warehouse should be addressed as follows:

TO: (Name of Exhibitor & Booth Number)
FOR: **Minneapolis Travel Show**
c/o Demers Expositions Services, Inc
YRC Freight
12400 Dupont One South
Burnsville, MN 55337

If you are shipping freight directly to the Minneapolis Convention Center, please be advised that deliveries will only be accepted starting Thursday, November 8 – Friday, November 9, 2018. **Shipments arriving prior to these dates will be refused by the facility.**

Shipments consigned to the Minneapolis Convention Center should be addressed as follows:

TO: (Name of Exhibitor & Booth Number)
FOR: **Minneapolis Travel Show**
c/o Demers Expositions Services, Inc
Minneapolis Convention Center, Hall E
1301 2nd Avenue South
Minneapolis, MN 55403



GENERAL INFORMATION & EXHIBITOR BADGES

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BOOTH DECORATION INFORMATION

All Expo booths receive the following as part of their booth space package: Booth carpeting (gray), one company identification sign (7" X 44"), three foot high side rail drape (alternating green & silver), and eight foot high back wall drape (green & silver), one six foot draped table, and two chairs.

HOTEL INFORMATION

We currently have a room block with the **Hilton Minneapolis Hotel for \$149/night plus taxes. Call 612-376-1000** and use code STA. **Reservations must be made by Tuesday, October 9th** to receive this special rate. To book your reservations online, go to <https://startribunetravel.com/accommodations/> and click "Click here to reserve online."

GENERAL INFORMATION

Location of Exhibition – Minneapolis Convention Center, HALL E, 1301 Second Avenue South, Minneapolis, MN 55403

Exhibitor Check-In Registration Location - Lobby outside of Exhibition Hall E

EXHIBITOR BADGES

All exhibitor badging will now be done online. Exhibitors will receive a separate email with the online link to complete onsite staff badge names. Please contact us at info@startribunetravel.com if you do not receive this email.



KEY CONTACTS

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KEY CONTACTS

- Show Director – Liesl Robinson, CEM, J2L Events LLC
P: (845) 309-5440; F: (717) 650-3832
E-Mail: liesl@j2levents.com
- Sales Department/General Inquires – Shelley Carter, J2L Events LLC
T: (888) 210-8895; F: (717) 650-3832
E-Mail: shelley@j2levents.com
- Programming & Trade Day Manager – Jeremy Garrett, J2L Events LLC
T: (802) 244-8994; F: (717) 650-3832
E-Mail: Jeremy@j2levents.com
- Registration Manager – Joe Pymm, J2L Events LLC
T: (203) 260-3497; F: (717) 650-3832
E-Mail: joe@j2levents.com
- Catering Services – Stephanie Case, Kelber Catering, Inc
T: (612) 335-6171
E-Mail: stephc@kelber.com
- Audio/Visual Services – Demers Expositions
T: (860) 882-0003
E-Mail: info@demersexpo.com
- Electrical – Minneapolis Convention Center
T: (612) 335-6600; F: (612) 335-6500
Order Online: www.minneapolisconventioncenter.com
- Internet Services – SmartCity
T: (888) 446-6911; F: (702) 943-6001
Email: csr@smartcity.com
Order Online: www.orders.smartcitynetworks.com/ordering.aspx
- Booth & Furniture Rental/Shipping/Material Handling – Demers
T: (860) 882-0003
E-Mail: info@demersexpo.com



MOVE-IN, MOVE-OUT & SHOW SCHEDULE

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Exhibitor Move In Schedule:

Friday, November 9, 2018 – 9:00AM – 6:00PM
Saturday, November 10, 2018 – 7:00AM – 9:00AM

Show Dates and Hours:

Friday, November 9, 2018 – 5:30PM – 8:00PM - **Networking Reception Only**
Saturday, November 10, 2018 – 10:00AM – 6:00PM
Sunday, November 11, 2018 – 10:00AM – 4:00PM

Exhibitor Move Out Dates and Hours:

Sunday, November 11, 2018 – 4:00PM – 10:00PM
Monday, November 12, 2018 – 6:00AM – 11:00AM

Daily Schedule:

THURSDAY, NOVEMBER 8, 2018

1:00 pm – 5:00 pm Targeted Exhibitor Move-In (Large Exhibits Only)

FRIDAY, NOVEMBER 9, 2018

9:00 am – 6:00 pm Exhibit booth set-up

9:00 am – 8:00 pm Exhibitor Badge Pick Up,
(Located in lobby outside Exhibition Hall E)

5:30 pm – 8:00 pm Travel Agent & Exhibitor Networking Reception
(Located in the beer pavilion on expo floor)

SATURDAY, NOVEMBER 10, 2018

7:00 am – 9:00 am Exhibit booth setup

10:00 am – 6:00 pm Exhibition – Open to Public

10:00 am – 6:00 pm Cultural Performances & Seminars on Main Stage

10:00 am – 6:00 pm Culinary Presentations on Culinary Stage

12:00 pm – 2:30 pm	Craft Beer Pavilion opens – Session A (separate ticketed event)
3:30 pm – 6:00 pm	Craft Beer Pavilion opens – Session B (separate ticketed event)

SUNDAY, NOVEMBER 11, 2018

8:00 am	Exhibitors allowed into Hall
10:00 am – 4:00 pm	Exhibition – Open to Public
10:00 am – 4:00 pm	Cultural Performances & Seminars on Main Stage
10:00 am – 4:00 pm	Culinary Presentations on Culinary Stage
4:00 pm - 10:00 pm	Exhibitor Teardown – return of crates begins

For the courtesy of show attendees, please do not teardown prior to 4:00pm - this rule will be strictly enforced!!

MONDAY, NOVEMBER 12, 2018

6:00 am – 11:00 am	Exhibitor move-out complete
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EXHIBITOR CHECKLIST

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Use this checklist to help you prepare for the show!

Exhibitors benefit by ordering services or materials by the discounted deadline dates. You will save money, last minute delays will be avoided and a smoother running show will be the result. It is recommended that all orders be in writing and that you keep copies and bring them to show site.

ITEM / SERVICE	DATE	SUBMIT TO
Hotel Reservations	Tuesday, October 9	• Hilton Minneapolis
Internet Services	Thursday, October 25	• Smart City
Electrical Orders	Thursday, October 25	• Minneapolis Convention Center
A/V & Computer Rentals	Friday, October 26	• Demers
Booth ID Sign Order	Friday, October 26	• Show Management
Advance Shipment to Warehouse	Friday, October 26	• Demers
Special Signs	Friday, October 26	• Demers
Special Carpet & Furniture	Friday, October 26	• Demers
Display Labor	Friday, October 26	• Demers
Floral Rentals	Wednesday, October 31	• Soderberg Floral
Exhibitor Badges	Friday, November 2	• Show Management
Catering Services	Friday, November 2	• The Minneapolis Convention Center
Certificate of Insurance	Friday, November 2	• Show Management



CERTIFICATE OF INSURANCE

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CERTIFICATE OF INSURANCE

DEADLINE DATE: Friday, November 2

All exhibitors participating at the Star Tribune Vacation & Travel Experience 2018 are required by contract to submit a certificate of insurance to show management prior to setting up their exhibit.

You can obtain this “broad form of endorsement” from your insurance carrier. The amount shall be no less than \$2 million of comprehensive general liability insurance. Such insurance shall name Star Tribune, J2L Events LLC and the Minneapolis Convention Center and its officers, directors, and employees as additional insureds.

Show management must have this certificate of insurance on file prior to set up of the exhibit at the Minneapolis Convention Center. For further details, see your application and exhibit space contract.

Please mail, fax or email your Certificate of Insurance to:

Star Tribune Vacation & Travel Experience
J2L Events LLC
2036 Spring Run Circle
Frederick, MD 21702

Phone: (888) 705-6576
Fax to: (717) 650-3832
Email: info@startribunetravel.com



EXHIBITOR BOOTH ID SIGN

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Exhibit Booth Identification Signage Form

Deadline Date: Friday, October 26

Your booth comes with a complimentary Booth Identification Sign (7" X 44") that will show your Company Name and Booth Number. **To alleviate any errors, please print below how you want your Company Name to appear on that sign.**

COMPANY NAME (as it should read on the 7" X 44" sign):

(Please print)

BOOTH #(s) _____

Fax back this form immediately to Show Management at:

**Star Tribune Vacation & Travel Experience
J2L Events LLC
2036 Spring Run Circle
Frederick, MD 21702**

Phone: (888) 705-6576
Fax to: (717) 650-3832
Email: info@startribunetravel.com



EXPO RULES & REGULATIONS

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EXPO RULES AND REGULATIONS

- * To ensure visibility of adjacent booths, you must comply with the following booth dimensions: 8 feet high back drop, unless your booth is against a permanent wall, then you may go higher than 8 feet, but no higher than 12 feet. Side rails: The five feet from the rear of the booth going forward may be no higher than eight feet. The first five feet from the front of the booth going toward the back may be no higher than three feet.
- * Fire and safety regulations require that aisles be kept clear at all times. Please be sure that your tables and other booth furnishings remain within the limits of your booth; display materials cannot be placed past the edge of your carpet. We recommend that you place your table further back in your booth. This invites attendees to enter your booth and avoids the appearance of overcrowding, which discourages additional visitors.
- * Leafleting and other promotional activities must take place within the confines of your booth, not in the aisles or doorways.
- * No hand-written signs may be used at the Expo. Also, taping or pinning of display materials to the walls of the Minneapolis Convention Center or to the booth draping is strictly forbidden.
- * Banners to be hung above inline booths (any booth with a neighbor separated by a drape wall) can be no larger than 9' x 3', must be hung within the confines of your booth space only and no part may hang over into the booth space next to or behind your space. Show management reserves the right to remove or move any banners that violate this rule.
- * The use of helium balloons is strictly prohibited by the Minneapolis Convention Center. Fines may be incurred if helium balloons are used and end up on the ceiling of the exhibition hall.



FREQUENTLY ASKED QUESTIONS

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THE FOLLOWING INFORMATION ANSWERS QUESTIONS FREQUENTLY ASKED BY EXHIBITORS:

FREIGHT:

Freight shipped to Demer's warehouse will be delivered directly to your booth prior to set-up hours on Friday, November 9th. Using this service avoids long lines at the loading area and ensures earlier placement of your freight in your booth, so we encourage you to consider this option. Material Handling charges do apply for this service. Please see the Demers Exposition Exhibitor Service Manual. If you are shipping freight directly to the Minneapolis Convention Center, please note that deliveries will only be accepted beginning 9am on November 8.

For return shipping, please notify Demers ahead of time. Demers will deliver your empty crates to your booth shortly after the close of the Expo. A Demers representative will be on site Sunday afternoon to assist exhibitors with return freight.

CARPET:

If you require a different color (your booth comes with gray carpet) for your booth carpet, you may order this by filling out the enclosed form through Demers. Additional charges will be incurred.

NOISE:

The use of sound systems is permissible, **provided that they are not audible more than 3 feet into the aisle or into neighboring exhibit spaces, and that the sound is directed into the Exhibitor's exhibit space or vertically.** Show Management shall have absolute control over the implementation of this regulation, the intent of which is that sound system shall not be audibly objectionable to neighboring Exhibitors. Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the sole opinion of Show Management, may detract from the general character of the Exhibition as a whole.

STORAGE OF FREIGHT AND EXHIBIT MATERIALS:

DURING THE EXPO your exhibit materials should be stored within your booth. If you should require accessible storage during the expo you **MUST** make arrangements at the Demers Exhibitor Service Center. There will be an additional fee for this service.

MOVE OUT

AT THE CLOSE OF THE SHOW at 4:00 pm on Sunday, November 11: Please make arrangements with your carrier to have your exhibit material picked up either that evening or on Monday, November 12 prior to 10am. **We strongly encourage you to ship out on Monday as to avoid all overtime charges connected to a Sunday Move out.** You must have everything packed and a bill of lading turned into Freeman before your material will be allowed to leave the building. The Minneapolis Convention Center must be cleared of all exhibit material by 10:00am, Monday, November 12. The Minneapolis Convention Center does not have storage facilities for exhibitors' freight after that time. Demers reserves the right to change designated carriers, if such carriers fail to pick up, refuse to accept shipments or no shipping arrangements were made. Charges will be incurred and billed accordingly.

SECURITY:

Twenty-four hour perimeter security service is provided inside the Expo hall. However, the hall is available to some Minneapolis Convention Center personnel during the night, so we cannot guarantee full security of articles left in your booth overnight. We suggest that you take items that are of value to you when you leave at night.

We hope you have found this information helpful!

Thanks for your support of our event and we look forward to seeing you at the Show!