

NEWH
REGIONAL
tradeshow

Minneapolis, MN



Dear Exhibitor,

NEWH, Inc. and the North Central Chapter of NEWH are pleased to announce the **NEWH Minneapolis, MN Regional Trade Show**, on **Thursday, October 3, 2013** from 12:00-6:00 p.m. at the Radisson Blu Mall of America.

This event provides a unique opportunity for vendors to visit with existing clients and meet new prospects while showcasing their newest products and services in an intimate, business casual environment. Participating vendors will receive a list of all registered attendees after the show. There will be both food and cocktail receptions allowing for additional networking and extended sales opportunities.

A raffle drawing of two (2) \$500 cash door prizes will be held at 2:30 p.m. and at 5:30 p.m. during the show. This schedule is done to encourage the attendees to stay at the trade show longer. Winners must be present to win. Attendees will need to visit as many exhibits as possible during the show to collect the necessary stamps for their door price cards in order to qualify for the drawing. This will help draw more attendees to each booth to gather information on their products.

Reserve a booth today!

Each booth is 6' x 6' and has an optional 6ft or 4ft display table and chair. The donation cost for each booth is \$950.00. Please note there is a maximum of one booth per vendor (company name). Participating vendors receive the following:

- 8' black draped back wall (additional 8' drape racks for fabric display are available for an extra charge)
- 3' black draped side rails
- One 7" x 44" exhibitor sign per booth; black block lettering (up to 32 characters) on white board
- Complimentary "Grab-N-Go" luncheon
- Cocktail reception with appetizers
- Two (2) complimentary show badges per booth space; one additional show badge available for \$25
- **Optional:** one (1) complimentary 6ft or 4ft skirted table per booth – **by request only**
- **Optional:** one (1) complimentary chair per booth – **by request only**
- **Optional:** Electrical outlet (\$75 per booth) – **by request only**
- **Optional: Wi-Fi** (\$30 per booth) – **by request only**
- Event promotion in the lodging industry
- Attendee list (provided after show)
- 50 show cards to hand out to potential attendees

Exhibit space is limited and is offered and placed on a first come, first serve basis after placement of NEWH Corporate Partners and Platinum and Gold Show Sponsors. Placement takes months and you will be emailed when it is your turn to choose a booth. For booth reservation information, go to <http://www.newh.org/regional-tradeshow/minneapolis-regional-tradeshow-october-3-2013> Registration opens Thursday, April 25th at 11:00am CST.

All booth requests and full payments must be submitted to NEWH, Inc. no later than Friday, August 16th, 2013.

Radisson Blu Mall of America

Address:

2100 Killebrew Drive
Bloomington, MN 55424
USA

- Special rooms rates of \$99.00 ++ per night may be available for participating vendors. Reserve at: 1-800-333-3333
- The deadline for room reservations is **Thursday, September 5, 2013 or until block sells out (whichever comes first.)**

Optional Sponsorship Underwriting Opportunities:

Bronze Level - \$250: Your company name will be listed as a show sponsor on all email blasts to attendees, mailed attendee invitations, display posters, show guides and day-of-show signs.

Silver Level - \$350: In addition to all the above, your company logo will be displayed on the regional trade show page of the NEWH Website and on all show sponsorship signage.

Gold Level - \$1,000: In addition to all the above, you will receive priority booth placement placed after NEWH Corporate Partners.

Platinum Level - \$1,500: In addition to all of the above, place same small product shot on tradeshow poster, mailed invite, show guide, and on website.

We are very excited about this event and hope you are able to participate and exhibit. We look forward to seeing you there!

Sincerely,

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