MISSOURI VALLEY DIVISION

OF THE IAFC

ANNUAL CONFERENCE

PLANNING GUIDANCE

Greetings!

Thank you for making the decision to host the annual conference of the Missouri Valley Division of the IAFC. A great conference cannot take place without careful planning. For many years, the Missouri Valley Division has left all planning to the host organization with some assistance of the MVD Vice President assigned to that conference. Many organizers have felt frustration and anxiety without some sort of guiding document to assist them.

1n 2017, the coordinator of the conference in Breckenridge, Deb Keating, developed this document to provide assistance to future conference coordinators. Our many thanks go out to all from the Red, White and Blue Fire District who coordinated and assisted with that conference. Special thanks go specifically to Deb, who not only coordinated a very successful conference, but created this living document for the benefit of future conference coordinators. The planning of future conferences should be easier due to her diligence in creating this template.

Now, we have a guiding document that will be updated with each conference as we learn more about conducting successful conferences in these changing times.

We wish you the best in planning your conference and stand ready to provide assistance as necessary.

MVD Board of Directors

From Deb Keating:

This document is intended to assist the Missouri Valley Division Secretary, First Vice President and host Departments in the organization of Missouri Valley Division of Fire Chiefs Association (MVD) conferences. Each conference is to be designed as a unique reflection of the vision of the respective conference host.

This document can be used to pass information to future conference hosts on what worked for their conference and what did not. Please develop a process to review conferences, update the conference RFP, add comments to this document and forward it to the next conference. As the MVD conference is currently selected for two years out, the newly selected host should be provided this document immediately upon their selection to help them begin the conference planning process.

I conducted a survey of the MVD 2017 conference attendees, exhibitors, and MVD membership that did not attend the conference, to provide additional feedback for future conference hosts. The results have been forward to the MVD Secretary.

Deb Keating

MVD 2017 Conference Coordinator
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From Ellis Thompson-Ellis

This document, originally prepared by Deb Keating, has been modified and added to by the coordinators of the Grand Junction Fire Department 2019 Conference.

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What MVD provides to conference

Through the First Vice President:

- Contact and coordination for the conference planners to the MVD organization.

Through the Division Secretary:

- Contact and coordination for the conference
- MVD Membership contact lists
- List of past MVD Presidents
- Use of the MVD logo for official correspondence regarding the conference
- Access to the Daily Dispatch
- Information from past conferences including attendance, exhibitor and financial records
- Contact list of MVD Executive Board and State Representatives
- Assistance with the requesting of the names for the memorial ceremony
- Coordination of the time requirements for the MVD business meetings held during the conference
- MVD Challenge Coins for speaker gifts, etc.

From the previous conference:

Hard Goods:

Transferred at the time of the close of a MVD conference to the next MVD conference host for use during the next conference:

- 8 - State flags with flagpoles, with one spare handle with extension, in a flag carry tote.
    - The 8 finials and bases are stored in separate boxes,
        - Note: the US flag, finial and base is not included
- 1 - MVD flag with flagpole with finial stored in box with state finials
- 1 – banner, stored rolled up in the above carry tote
- 1 - Iron sculpture MVD logo with wooden base

The flags and banner will need to be inspected prior to use to identify any cleaning required and steamed prior to use to remove wrinkles.

An itemized list should be made of the transferred items requiring signatures and date of the transfer with copies for each party and a copy forward to the MVD Division Secretary. The next MVD conference host is responsible for transporting and safely storing the above items until the conclusion of their conference.

Digital/Conference Goods:

- A completed conference report (see attached), and completed conference reports from the previous conferences where available.
- An updated version of the Traveling MVD Conference File with pertinent information including budgeting documents, lists of attendees and vendors

Sample:

Transfer of Missouri Valley Division Items (MVD)

Date_____

Transfer of MVD Items from current conference host-

_____

to next conference host _____.

_____State Flags, MVD Flag, bases & finial on top – Quantity 9 (not include US flag)

_____MVD Metal Logo – Quantity 1

_____MVD Banner – Quantity 1

Flags roll up, poles disassemble and place in flag carry tote, includes a spare pole.

MVD banner lays flat in flag carry tote and wraps up.

Bases store in individual boxes and then packed in larger boxes.

Finials wrapped in white napkins and stored in small box.

Current Conference Representative

signature_____

Received

by_____Department_____

Conference Expectations

General Business Meeting Agenda Coordination- Using the template(s) provided, coordinate general business meeting agendas with the MVD President and Secretary. Provide copies to all dignitaries involved prior to the beginning of the conference.

MVD Resolutions – Using the Resolution Templates, the committee should customize/update resolutions recognizing the following groups and provide a digital copy of the resolutions to the Secretary for printing:

- Exhibitors
- Host hotel name, and the manager/director
- Conference center name and the manager/director
- Food service manager/director
- Conference coordinator (if applicable)
- Honor guard department(s)
- Host department(s)/agency(s)

These resolutions will be presented by the MVD President during the conference.

MVD Time requirements to be scheduled during the opening of the conference – Provide an introduction for the MVD President who will recognize the MVD Executive Board, State Representatives, past MVD Presidents, IAFC representatives, MVD Special guests, etc. in attendance.

- Approx. 2 weeks prior to the conference, the conference host shall provide to the MVD Secretary:
    - list of those listed above for MVD introductions that are attending the conference
    - list of attendees registered to date

  Immediately prior to the conference provide updated lists

MVD General Membership Business Meetings - Time is to be scheduled for all conference attendees during the conference for MVD General Membership Business meetings. Coordinate the time requirements for the meetings with the MVD Secretary. These meetings are officiated by the MVD President. The meetings generally are held:

- During the initial start of the conference
- During another portion of the conference on day 2
- Special meetings as necessary
- Time should also be allowed for elections, if needed. Elections will be handled by the MVD Secretary. During a contested election, each candidate is given a maximum of 5 minutes to address the membership body assembled. Ballots are typically collected and counted during the first break.

Next Year's Host- during the conference for the next MVD conference host to present information to the membership. Provide a booth, meals, and space at no charge for the use of the next MVD conference host.

Memorial Ceremony – is to be conducted by the Conference Host to honor the line of duty deaths (LODD) from within the MVD Division states and the members of the MVD that have passed since the last conference. Coordinate the collection of the names with the MVD Secretary, state reps, L.A.S.T. Teams, or state IAFFs approx. 1 ½ months prior to the conference. Adjust the time frame as needed to accommodate the printing by the conference host of the conference program, if the list is to be included. Acknowledge any additions to the list during the ceremony.

- Provide a final list after the conference of those recognized to the Division Secretary and to the next conference host to avoid duplication.

MVD Board Meetings – Throughout the conference, a meeting room shall be provided for the MVD Executive Board to accommodate approx. 15 people. The meeting space be in close proximity to the conference activities. These meetings usually are held pre-conference and occasionally during the conference. In 2018 and 2019, the board meeting took place the evening before pre-conference activities. In 2019, this meeting was followed with a VIP dinner for board members and their families. It is preferred the meetings be held at or near the conference center location.

- A color printer shall be made available for the MVD Secretary's use during the conference.
- Refreshments and snacks are to be provided by the conference host during the scheduled meetings are appreciated. Coordinate the meeting times with the MVD Division Secretary.

VIP Care

Per the MVD RFP, provide hotel accommodations for the MVD Executive board, MVD Secretary, and the MVD International Director (6 rooms) at no charge. Families of these MVD representatives may stay in the room reserved by the conference host. Those that require additional accommodations beyond the host reserved room shall be responsible for arranging and payment of the additional costs. It is common practice to offer a VIP gift to MVD Executive Board members.

It is also courtesy to offer VIP gifts to speakers, and sometimes sponsors depending on funds and budget.

MISC

Comp the registration for IAFC dignitaries, the MVD International Director, the MVD Secretary, and "others identified" who attend the conference.

Who identifies who to be invited, how are invites handled? Who coordinates with the Conference Host how to budget and the registration process (to verify proper name, title, etc.)?

Provide in the conference program a list of current MVD Executive Board, State Directors and recent (how define?) Past MVD Presidents (others?).

Provide special pricing for MVD Lifetime Member registration (are there any rules/guidelines for lifetime pricing?)

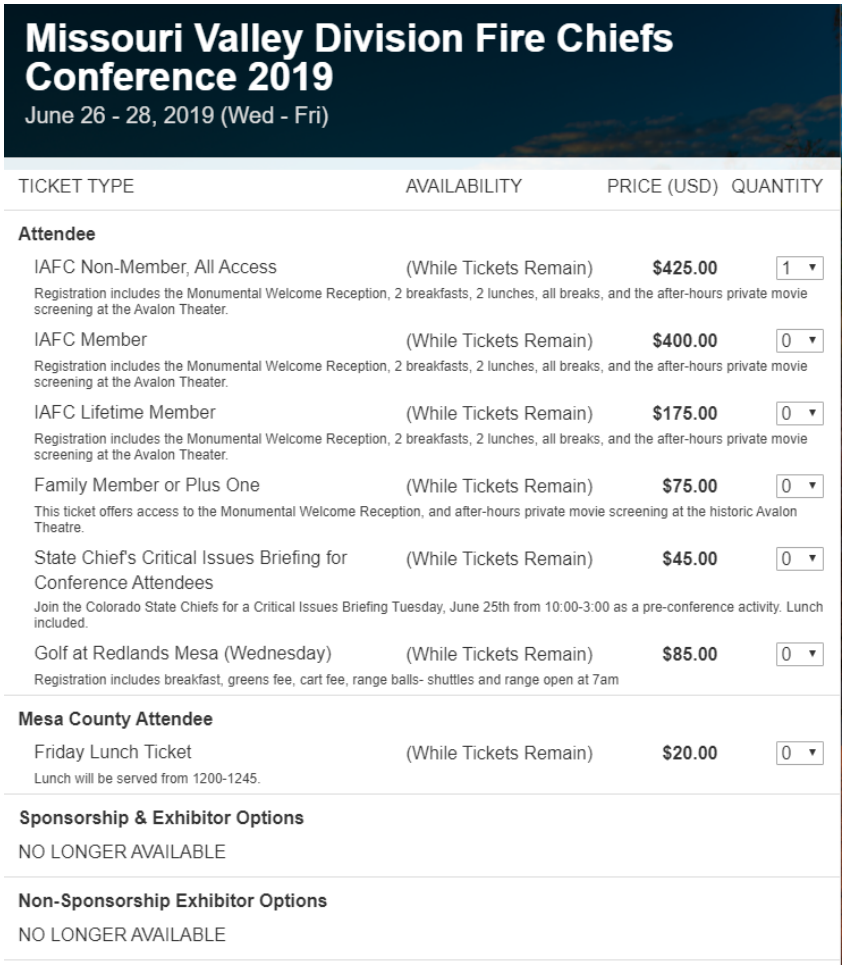
The conference host shall turn over the conference the proceeds after expenses, which are paid to the MVD Secretary in a timely manner per the MVD RFP.

Customer Care

If you do not have access to an event management software through your municipality, consider busyconf.com used for the 2019 conference to register folks. Very easy to navigate, prompt customer service, minimal charges.

The 2019 Conference opted for an a-la-carte style registration, as seen below. This method proved to be profitable but required extra communication with exhibitors to make sure they purchased meal tickets if they intend to eat at the facility.

ATTENDEE REGISTRATION OPTIONS



Missouri Valley Division Fire Chiefs Conference 2019

June 26 - 28, 2019 (Wed - Fri)

TICKET TYPE	AVAILABILITY	PRICE (USD)	QUANTITY
Attendee			
IAFC Non-Member, All Access Registration includes the Monumental Welcome Reception, 2 breakfasts, 2 lunches, all breaks, and the after-hours private movie screening at the Avalon Theater.	(While Tickets Remain)	**$425.00**	1
IAFC Member Registration includes the Monumental Welcome Reception, 2 breakfasts, 2 lunches, all breaks, and the after-hours private movie screening at the Avalon Theater.	(While Tickets Remain)	**$400.00**	0
IAFC Lifetime Member Registration includes the Monumental Welcome Reception, 2 breakfasts, 2 lunches, all breaks, and the after-hours private movie screening at the Avalon Theater.	(While Tickets Remain)	**$175.00**	0
Family Member or Plus One This ticket offers access to the Monumental Welcome Reception, and after-hours private movie screening at the historic Avalon Theatre.	(While Tickets Remain)	**$75.00**	0
State Chief's Critical Issues Briefing for Conference Attendees Join the Colorado State Chiefs for a Critical Issues Briefing Tuesday, June 25th from 10:00-3:00 as a pre-conference activity. Lunch included.	(While Tickets Remain)	**$45.00**	0
Golf at Redlands Mesa (Wednesday) Registration includes breakfast, greens fee, cart fee, range balls- shuttles and range open at 7am	(While Tickets Remain)	**$85.00**	0
Mesa County Attendee			
Friday Lunch Ticket Lunch will be served from 1200-1245.	(While Tickets Remain)	**$20.00**	0
Sponsorship & Exhibitor Options			
NO LONGER AVAILABLE			
Non-Sponsorship Exhibitor Options			
NO LONGER AVAILABLE			

EXHIBITOR REGISTRATION OPTIONS

Missouri Valley Exhibitors and Sponsor Registration

June 26 - 28, 2019 (Wed - Fri)

TICKET TYPE	AVAILABILITY	PRICE (USD)	QUANTITY
Non-Sponsorship Exhibitor Options			
Single Booth Space Includes a 10'x10' booth space with pipe and drape, a table, two chairs, electric, and wifi access.	Expires Oct 31, 2019	**$250.00**	0
Apparatus and booth package Includes a 10'x10' booth space with pipe and drape, a table, two chairs, electric, and wifi access along with exterior space for apparatus display	Expires Oct 31, 2019	**$400.00**	0
Meals for 1 Exhibitor Representative Meals include Monumental Welcome, Thursday Lunch, After-Hours Private Movie Screening, Friday Breakfast and Lunch	Expires Oct 31, 2019	**$125.00**	0
Booth Upgrade- Double Space This upgrade adds one additonal 10'x10' booth space to your preferred package	Expires Oct 31, 2019	**$100.00**	0
Apparatus Upgrade This upgrade provides space outdoors for an additional apparatus.	Expires Oct 31, 2019	**$100.00**	0
Golf at Redlands Mesa (Wednesday) Registration includes breakfast, greens fee, cart fee, range balls- shuttles and range open at 7am	Expires Oct 31, 2019	**$85.00**	0
General Truck Body custom ticket This offer includes six consecutive booth spaces (10'x10') and space for two apparatus	Expires Oct 31, 2019	**$975.00**	0
Sponsorship Packages			
Platinum Sponsor	2 Tickets Remaining	**$5,000.00**	0
Gold Sponsor	2 Tickets Remaining	**$3,500.00**	0
Silver Sponsor	2 Tickets Remaining	**$2,000.00**	0
Bronze Sponsor	2 Tickets Remaining	**$1,000.00**	0
Golf Sponsor	1 Ticket Remaining	**$600.00**	0
Education			
Education breakout session workshop 50 minute breakout presenter opportunity	2 Tickets Remaining	**$1,200.00**	0
A la Carte Social Sponsor- Monument Welcome Wednesday, June 26			
Dinner Sponsor Speaking time and signage	2 Tickets Remaining	**$1,500.00**	0
Bar Sponsor Signage and drink ticket giveaways	1 Ticket Remaining	**$800.00**	0
Band Sponsor Signage and mention	1 Ticket Remaining	**$500.00**	0
Tour Sponsor Speaking time during tour	2 Tickets Remaining	**$500.00**	0

Social Sponsor- Private Movie Screening Thursday 6/27			
Movie Preview Time Two minute video or speaking time	5 Tickets Remaining	**$1,000.00**	0
Bar Sponsor Signage and drink ticket giveaways	5 Tickets Remaining	**$800.00**	0
Concession Sponsor Signage and concession ticket giveaways	2 Tickets Remaining	**$300.00**	0
Marketing- Traditional Advertising			
Conference Program Full Page- Ad Content due by May 15th	2 Tickets Remaining	**$500.00**	0
Conference Program Half Page- Ad Content due by May 15th	4 Tickets Remaining	**$350.00**	0
Conference Program Quarter Page- Ad Content due by May 15th.	4 Tickets Remaining	**$250.00**	0
Conference Contacts Attendee contact information	47 Tickets Remaining	**$300.00**	0
Exhibit Hall Digital Sign Rotating ads projected in hall	3 Tickets Remaining	**$200.00**	0
Marketing- Swag based advertising			
Dinning Table Sponsor Tables set with your literature/swag at Breakfast, Lunch, and Happy Hour.	5 Tickets Remaining	**$250.00**	0
Conference Bag Stuffers Swag/Literature in every bag- Content must be delivered by June 17th.	2 Tickets Remaining	**$300.00**	0
Conference Badge Logo on every badge- Registration and art due by May 15th.	1 Ticket Remaining	**$750.00**	0
Wifi Sponsor Mentioned twice daily Thursday/Friday.	2 Tickets Remaining	**$200.00**	0
Lobby Display Self supported display space in lobby with booth reference.	5 Tickets Remaining	**$300.00**	0

Enter Discount Code

Suggested registration information

Attendees

Buyer's information (sometimes administrative assistants, very helpful in getting in touch)

Required*: First and Last Name, Job title, State, E-mail, Department, Cell Phone#

Optional: Food preferences. There were not enough exceptions in 2019 to merit this information in the registration.

Exhibitors

Buyer's information (sometimes administrative assistants, very helpful in getting in touch)

Required*: First and Last Name, Job title, State, E-mail, Department, Cell Phone#

Be sure to be clear what is and isn't included in each registration option and sponsorship levels. Communicate regularly with registered exhibitors to upsell and clarify what they have purchased.

Communication

In your marketing strategy, plan regular communications to your target audiences and keep up-to date lists of which clients are in which group:

Prospective Attendees

Attendees that have registered

Prospective Exhibitors

Exhibitors that have registered

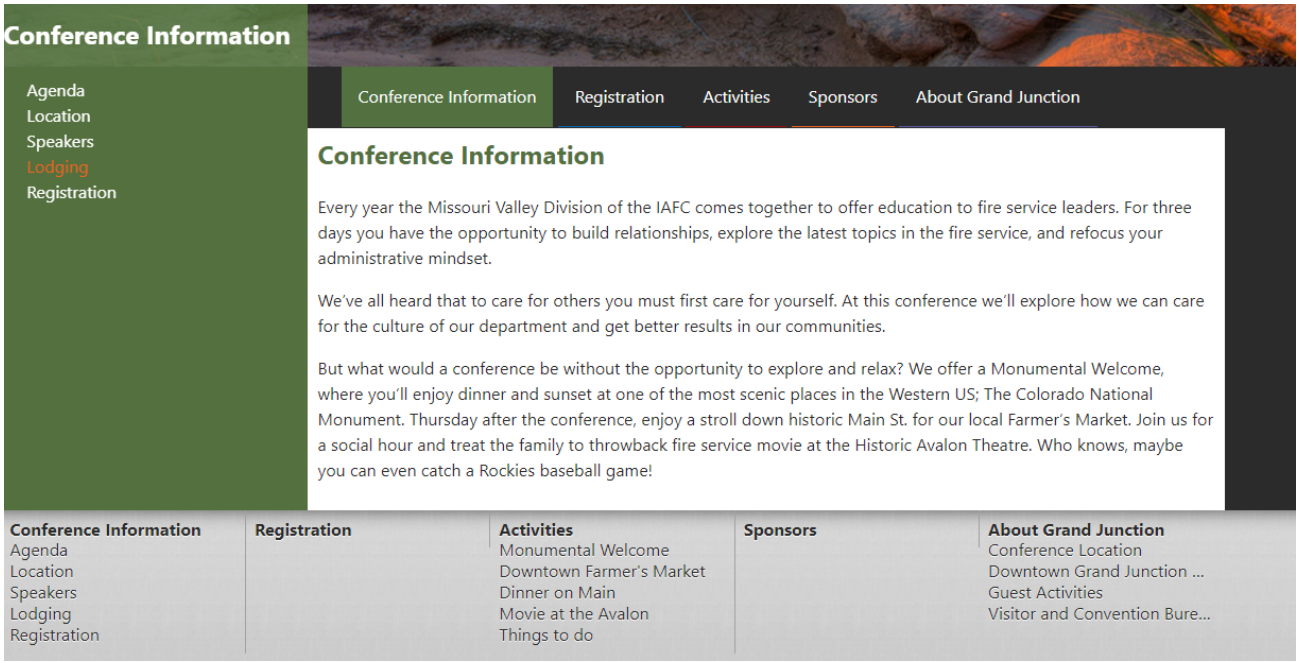
Potential Sponsors

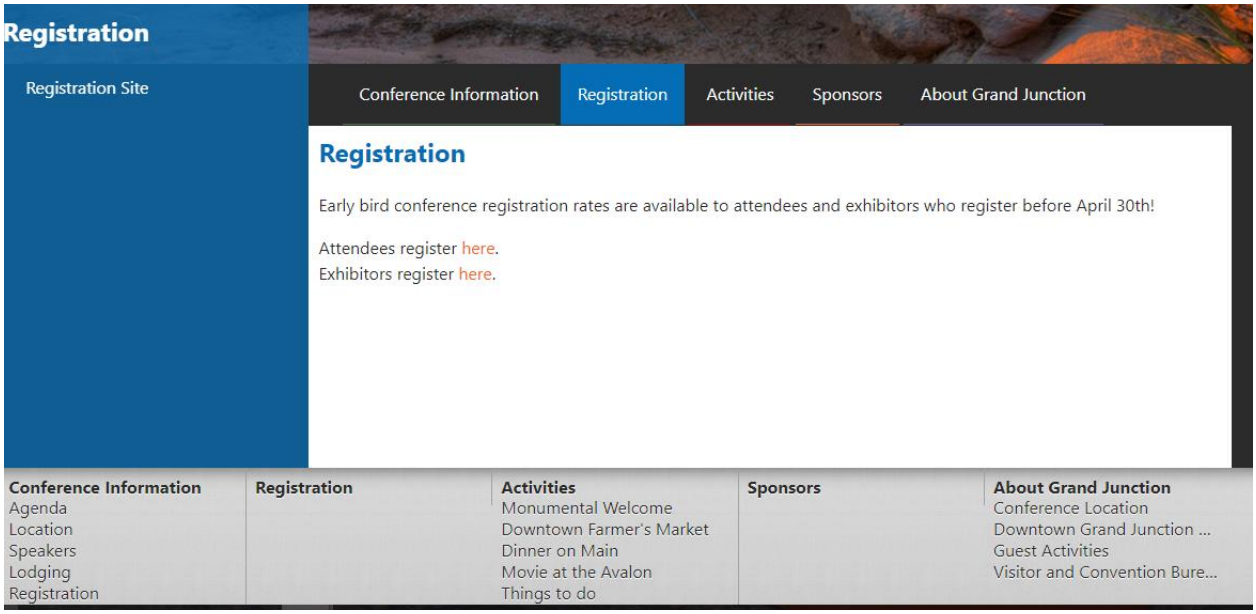
Speakers/VIPs

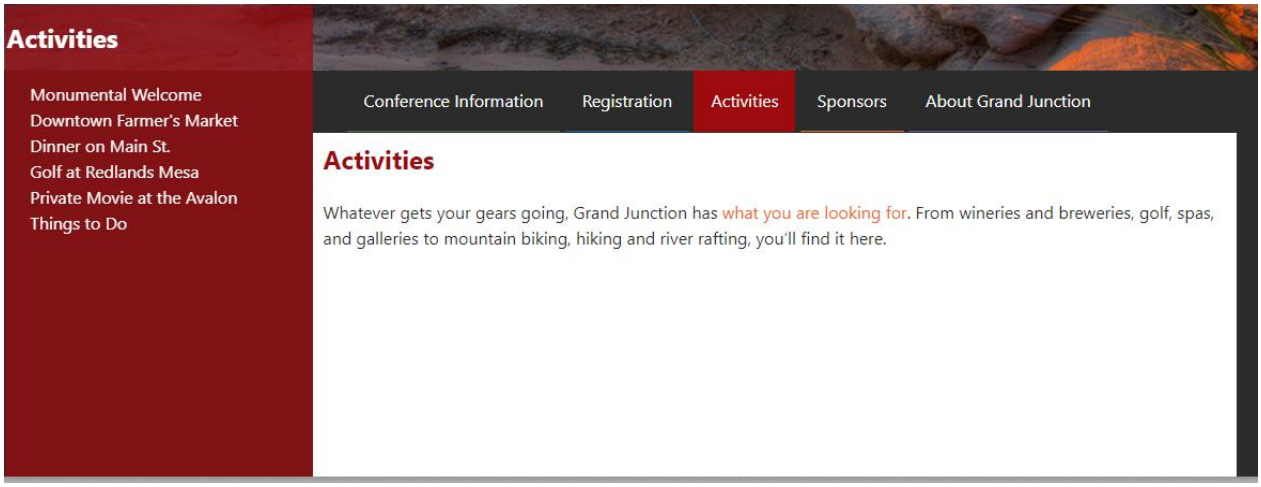
Documents/Content to Consider Creating

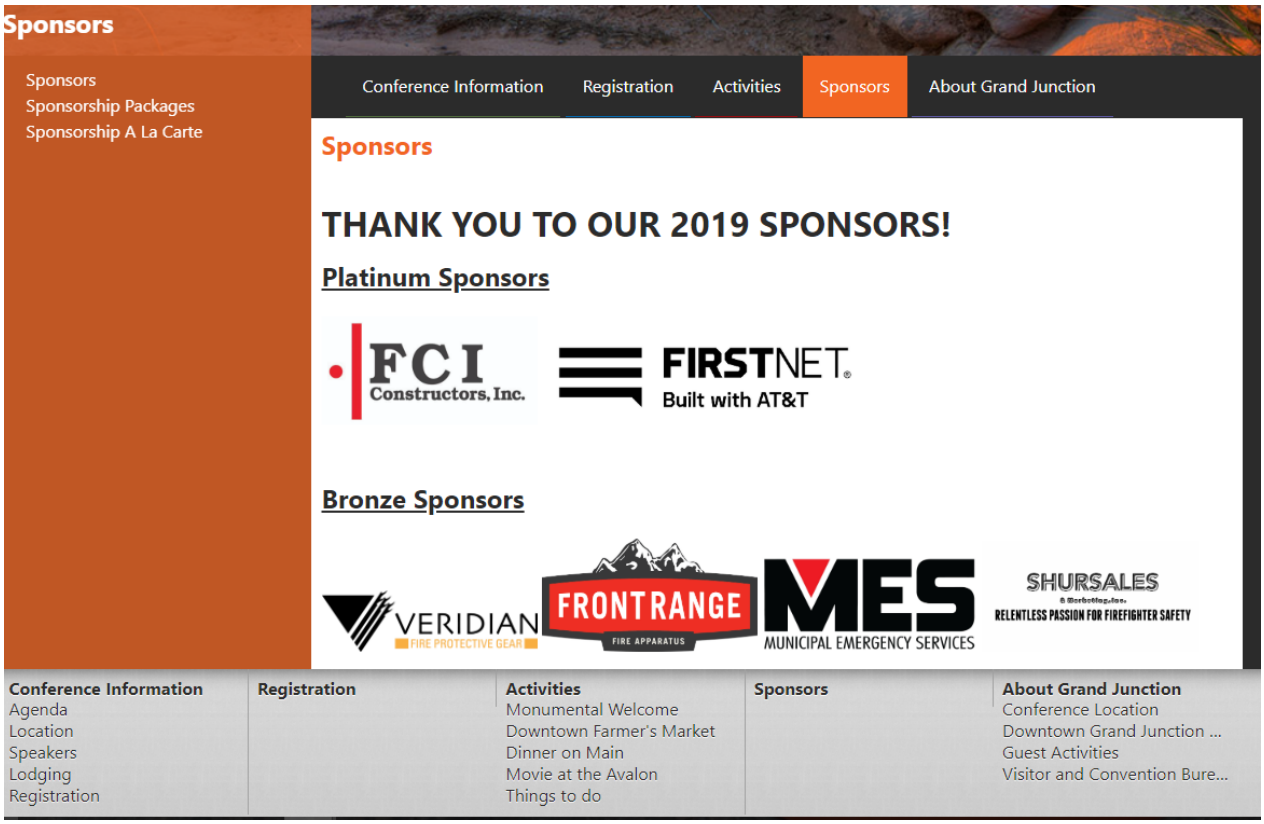
Save the date cards

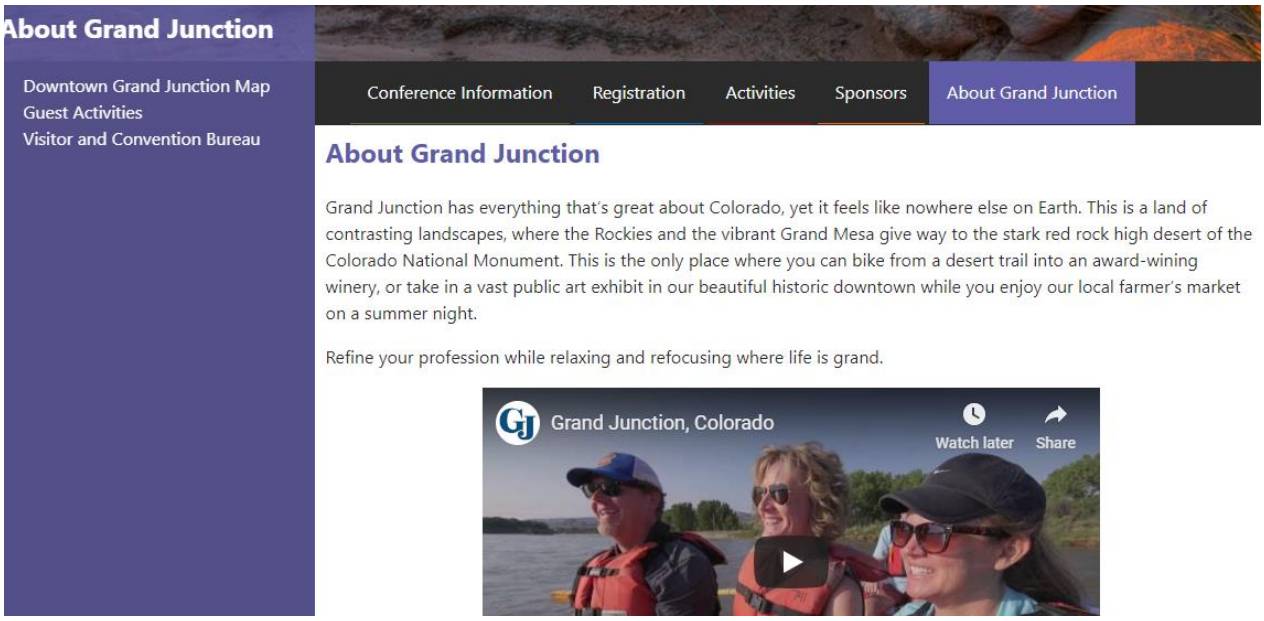
Website




Registration
Registration Site
Conference Information
Registration
Activities
Sponsors
About Grand Junction
Registration
Early bird conference registration rates are available to attendees and exhibitors who register before April 30th!
Attendees register here.
Exhibitors register here.
Conference Information
Agenda
Location
Speakers
Lodging
Registration
Registration
Activities
Monumental Welcome
Downtown Farmer's Market
Dinner on Main
Movie at the Avalon
Things to do
Sponsors
About Grand Junction
Conference Location
Downtown Grand Junction ...
Guest Activities
Visitor and Convention Bure...


Activities
Monumental Welcome
Downtown Farmer's Market
Dinner on Main St.
Golf at Redlands Mesa
Private Movie at the Avalon
Things to Do
Conference Information
Registration
Activities
Sponsors
About Grand Junction
Activities
Whatever gets your gears going, Grand Junction has what you are looking for. From wineries and breweries, golf, spas, and galleries to mountain biking, hiking and river rafting, you'll find it here.





Attendee/Exhibitor Prospectus:

- Include info on:
  - Pricing
  - Travel details/ hotels
  - Speakers
  - Activities
  - Letter from the MVD President
- Abbreviated “1 page” prospectus for VIPs and local stakeholders

- For an intermediate update for the MVD board:
    - Pricing
    - Activities
- Conference Program
    - This is what goes in the attendee/exhibitor bags, be sure to include
    - Activity schedule
    - Floor plan of exhibit hall with list of which exhibitors are where
    - Description of classes/speakers
    - Sponsors/ads
    - WIFI Password
- Letter from the Chief and MVD President
- Sponsor recognition signage
    - Digital signs, or printed signs as part of sponsorship packages. Define, define define in sponsor packages. Getting high resolution logos from sponsors takes a lot of communication. If printing, consider printing costs, deadlines, and materials needed when building your prices.

Budgeting

Expense Items for Consideration

$5,000 guaranteed back to MVD

Registration processing fees

Transportation for pre-conference/special events

Pre-conference/special event costs

Venue room costs

Venue food/beverage costs + 20%

Venue AV costs

Venue internet costs

Venue exhibit hall/ booth setup costs

Venue security costs (typically with bars)

Event insurance

VIP hotel rooms

IAFC Dignitary registrations

Speakers costs/benefits/meals

VIP registrations (international directors)

Registration/booth costs for next year's conference hosts

Special printing for signs, badges, programs, lanyards, bags

SWAG/bag items for attendees and exhibitors

Give aways for contests, happy hour, mixers, or events

Advertising/marketing

Department challenge coins

Decorations, centerpieces, memorial ceremony needs

Entertainment, bands, movie rights, etc.

Revenue Items for Consideration

Traditional Sponsorship packages

2019 sponsorship packages are as follows. Be sure to define meals, double booth options, and speaking time for each level.

Sponsorship packages

		Platinum $5000	Gold $3500	Silver $2000	Bronze $1000	Golf $600
Showroom	Priority booth	✘				
	Complimentary exhibitor booth	✘	✘	✘	✘	
Extending your visibility	Logo rotating on trade room big screen, and website	✘	✘	✘	✘	✘
	Literature in attendee bags	✘	✘	✘		
	Attendee list with contacts	✘	✘			
	Program ad. page	Full	Full	Half	Quarter	
Having your message heard	MC golf awards and free round of golf for 2 people					✘
	Monumental welcome speaking time	✘				
	Thursday drink ticket giveaways		✘	✘	✘	
	Thursday movie "preview" video	✘	✘			
	Thursday movie "concessions brought to you by..."			✘		

A La Carte Sponsorship

For the 2019 conference, a la carte sponsorships offered some great options to increase visibility for exhibitors on a budget. We received LOTS of requests to trade classes for booths, or to have special speaking time etc. Overall, social sponsorships like happy hour, monument, and events, were a popular option along with education sessions, and bag stuffers.

Sponsorship a la carte

Social Sponsor	**Monumental Welcome (Wednesday)**	Dinner Sponsor	$1500	speaking time and signage
		Bar	$800	signage and drink ticket giveaways
		Band	$500	signage and drink ticket giveaways
		Tour Sponsor	$500	speaking time during tour
	Vendor Happy Hour (Thursday)	Snack Sponsor	$500	signage at serving stations and mention
	Private Movie Screening (Thursday)	Movie Preview time	$1000	two minute video or speaking time
		Bar	$800	signage and drink ticket giveaways
		Concession Sponsor	$300	signage and concession ticket giveaways
Marketing	**Conference Badge**	Logo on every badge	$750	*registration and art due by May 15th*
	Ads in Conference Program	Full Page Half Page Quarter Page	$500 $350 $250	*registration and ad content due by May 15th*
	Conference Bag Stuffers	Swag or literature in every bag	$300	*content must be delivered by June 17*
	Conference Contacts	Attendee contact information	$300	
	Dining Table Sponsor	Lunch, Breakfast, and Happy hour in Exhibit Hall	$250	Tables set with your literature or swag
	Exhibit Hall Digital Sign	Rotating ads projected in hall	$200	
	Wifi Sponsor	Mentioned twice daily Thursday/Friday	$200	
	Lobby Display	Self support display space in lobby	$200	
Education	**Education Sessions**	Breakout Workshop	$1200	50 minute breakout presenter opportunity

Many of these options have limited availability; check the registration page for the most up to date information.

Family Activities

From previous years in Breckenridge and Davenport the advice was passed along that coordinating family activities is a generous offer that guests enjoyed, but that so few people participated it may not have been worth it.

The 2019 conference in Grand Junction instead offered concierge services for families looking for activities, and had pre-planned advice and resources to give individuals asking, “What should/can my family do?”

Pre-Conference Activities

The 2019 conference offered a golf outing with approximately 10 golfers. Again, a nice offer, but a lot of planning and considerations for transportation, meals, and prizes.

Plus one Registrations

Ultimately the 2019 conference had 15-20 plus one Registrations. Try to keep the cost down on these, and clearly define what is included in the plus 1 registration. Also consider a kid option for folks bringing children.

Discount offers for Attendee Special Groups

Consider:

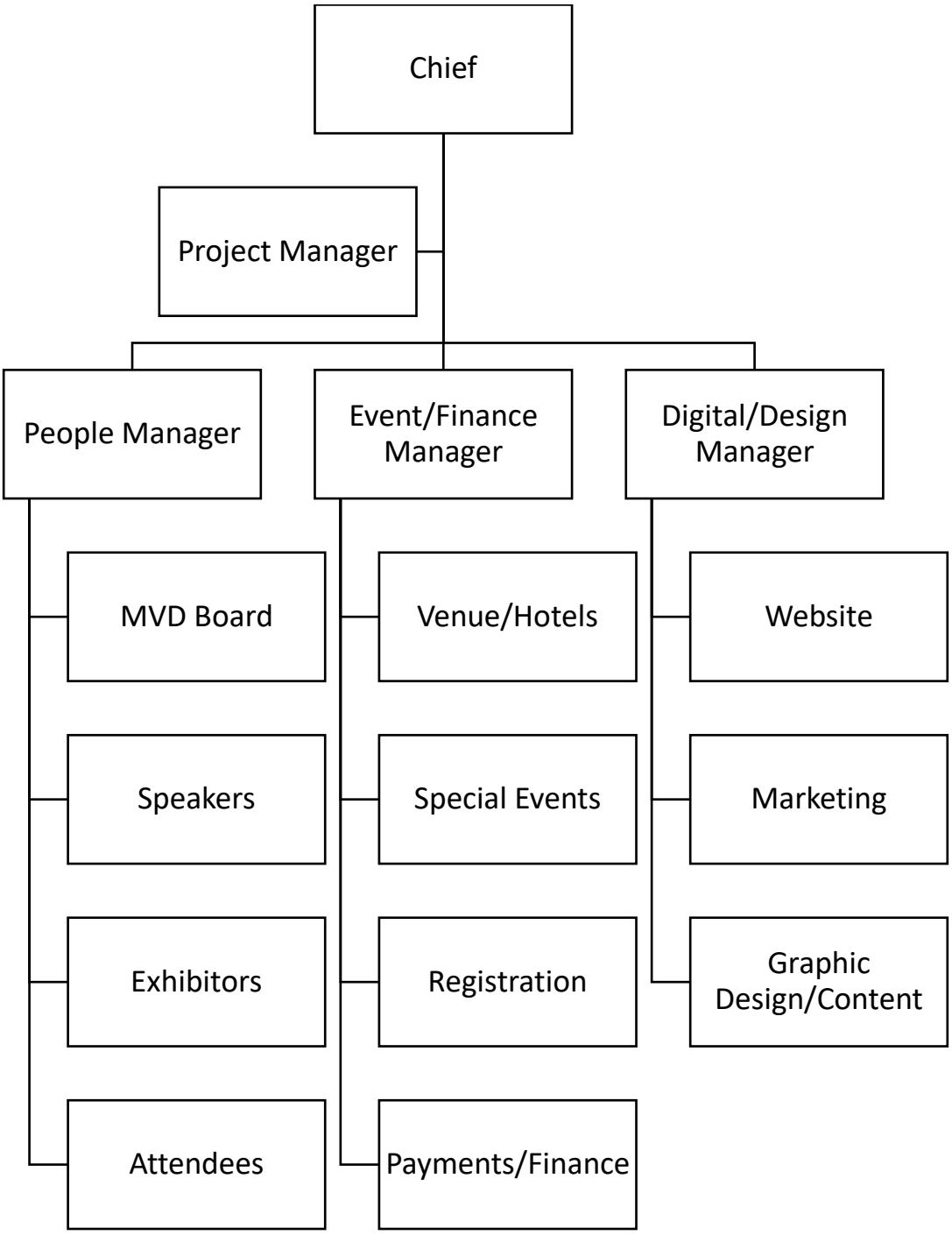
- Early bird registrations
- Local/Volunteer departments

Discount offers for Exhibitor Special Groups

Coupon codes make people feel like they’re winning. Consider offering custom coupon codes to groups or individuals:

- Preferred vendors for your department: COMPANYMVD20
- Previous exhibitors or supporters: MVDPREFERRED20
- Early Bird Registrations: SUPERSAVER

Conference Planning Committee



CONFERENCE PLANNING SUGGESTIONS

Items to develop:

Deadlines established for management of the conference and in accordance with MVD timelines, adjusted for the actual conference date.

Payment methods to be accepted and process procedures.

Registration forms.

Methods of registration accepted (mail, electronic, phone, etc.)

Hotel and conference center coordination

- Note: in the hotel and conference contracts, in the force majeure clause we negotiated to allow a reschedule of the conference rather than forfeit our deposit.

Conference advertising, emails, mailings, brochures, handouts, daily dispatch articles.

- We also provided information/brochures to each MVD state conference and requested an announcement by the MVD state representative at the respective state conferences.

Conference printed program with schedule and online version.

Conference planning committee, structure and personnel assignments prior and during the conference for:

- MVD coordination
- Conference promotion/communication
- Registration
- Speaker
- Exhibitors
- Additional events/ drawings/fundraisers
- Food service
    - Identify a method to identify and accommodate (if available) dietary restrictions

REGISTRATION SUGGESTIONS

Identify the contact information to capture on the registration form:

- Attendee/exhibitor name registered vs the name desired to appear on badge
- Attendee/exhibitor title or rank
- Company/agency/department official name
- Company/agency/department location vs mailing address
- Email and cell contact information for providing conference updates or registration issues
- Special needs/mobility accessibility/dietary requirements
- Determine if spouse/family programs incorporated with the attendee registration or offered ala-carte
- Emergency contact information for attendees, guests and family members
- Some attendees and exhibitors are registered by their department, office or a conference coordinating company. We suggest the registration form require the names of the attendee/exhibitor attending, title, and specifically the attendee/exhibitor email and cell contact info. This is to be able to provide conference information directly to those attending and to contact exhibitors for sponsorship opportunities. We found there was a disconnect in the information that forward to those registered by someone else.

Have the ability to:

- Handle on line registrations
- Process credit cards, checks and cash
- Handle comped registrations and capture information without requiring payment
- Provide a W-9 form when requested
- Provide a customized emailed invoice or receipt, when an on-line registration does not provide required information
- Email a brochure, as some attendees and exhibitors must provide to get payment approval
- Issue credit, as needed

Terms and conditions to address in the registration:

- Liability disclaimer for the MVD organization and host
- Refund policy
- Conference cancellation parameters
- Safety/conduct policy

Decide if the conference registration process will provide adjusted/discounted pricing to:

- One-day attendees
- Other departments assisting with the conference
- Attendees requesting discount for additional department members attending
- First time members/attendees
- Exhibitors/sponsorship incentives
- Meals/events for additional exhibitors beyond what allowed in the exhibitor registration

Note: Design the registration form with minimal and well-defined options. We found that a packaged registration i.e. conference, meals and activities included as a registration option need to clearly identify what is included at the point of where they register. Having a separate location in the registration document describing the packaged items and then listing a separate point of registration offering those packages and individual options resulted in participants signing up for additional items such as lunches/ activities that were already included in the package. A drawback with offering packages is that not everyone attends all offerings so you will not have an accurate count for those attending meals, special activities, etc. unless you specify they must indicate if they are planning to attend them.

If possible, provide for registration of a department's multiple attendees/spouse/family during a single online registration process. Our system would only allow a single registration and required another session to add a registration.

Provide information on directions, hotel, conference center, airports/transportation services, anticipated weather and area tourism opportunities.

EXHIBITOR SUGGESTIONS

Regional exhibitor's representatives may not participate in conferences in the other areas of the MVD. The contact info you receive from the previous MVD conference may not be the appropriate contact for your area.

Exhibitors Registration:

- Most companies prefer 2 exhibitors per booth.
- Nonprofits may request reduced/ comped registration costs, have a policy defined.
- Some are registered by their main offices or a conference coordinating company. Require the names of the exhibitors attending and their contact info. This is to be able to provide conference info directly to those attending and/or to inform about sponsorship opportunities.
- Consider providing options for additional or fewer persons at a booth, some or all meals excluded.
- Options for sponsorship opportunities (see below)
- Exhibitors prefer the traditional pipe and drape booth exhibitor set up with tables for food service located in the center of the exhibit area.
- Locate the attendee's activities near the exhibitors for easy access.
- Some companies require a brochure/schedule of activities for the conference prior to completing their registration.

Additional Exhibitor Information:

- Exhibitors will request booth number assignment prior to the conference to have opportunities to advertise their attendance.
- List times scheduled for exhibitor set up and tear down, keeping distractions during conference presentations to a minimum. Describe how, via ramp, elevator access, etc. and directions to the exhibitor area for set up and tear down.
- Provide loading area directions and access for exhibitors and an area for parking of exhibitor's trailers/transportation.

Sponsorship opportunity ideas:

The survey indicated a preference for making the attendee lists available.

Alternative options such as providing a classroom for an exhibitor user's group, however should not specifically target the MVD conference attendees unless scheduled in an open time slot.

Provide an opportunity for scheduled exhibitors presentations, demonstrations or training on products.