



Hello 2025 BRS Exhibitor:

Thank you for exhibiting at the 2025 Builders & Remodelers Show (BRS). This manual is a guide to event details, deadlines, and more to help you have a positive experience at the show.

For nearly 50 years, BRS has been connecting builders, remodelers, and purchasing influencers in one concentrated space. This exclusive opportunity allows you to showcase your legacy lines and new products and services, meet new potential customers, and reinforce existing relationships with building industry professionals.

The 2025 show features are crafted around the exhibit floor to promote traffic and provide unique engagement opportunities. Features include a combined Beer Garden/Genius Huddle area with industry leaders providing discussion driven sessions, a workforce resource area, golf simulator feature area, and more. Plus, a free drink ticket for every attendee and booth personnel, plus a \$10 food ticket that can be used at the concession area for each exhibitor personnel.

Please read through this BRS exhibitor packet closely and note the various deadlines. If you have any questions, please don't hesitate to contact us. Our contact info is on page 3.

Looking forward to seeing you at the show!





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SHOW HIGHLIGHTS

- Showcase your products and services
- Make connections - meet face-to-face with new potential customers
- Reinforce existing business relationships
- Free parking and easy load in/out
- One FREE drink ticket for every exhibitor staff and attendee to be used at the Beer Garden
- \$10 food ticket for each exhibitor staff that can be used at the concession area
- An environment crafted for exposure and connections
- Multiple feature areas including a combined Beer Garden/Genius Huddle area featuring discussion-driven sessions with industry leaders

Find the latest details at BRSMN.org

The Builders & Remodelers Show is Produced by Housing First Minnesota



SHOW LOCATION: Canterbury Park Expo Center, 1100 Canterbury Rd, Shakopee, MN 55379
Directions: <https://tinyurl.com/BRS2025Directions>

PARKING DURING THE SHOW: There is plenty of free parking. Park near the Expo Center for quickest entry and exit from the show.

IMPORTANT DATES & TIMES

- **Now:** Let us know why attendees should stop by your booth (see p. 7)
- **February 3, 2025:** Certificate of insurance due (see p. 6)
- **February 3, 2025** at 6:00 pm: Advance order discount deadline to rent carpet, tables, chairs, etc. from Fern Expo.
- **February 7, 2025:** Deadline to order electricity (see p. 5)
- **February 10, 2025:** Deadline to register your booth staff (see p. 4)
- **February 13, 2025: 8:00 am-12:00 pm - Booth Set-Up and Move-In**
- **February 13, 2025: 1:00-6:00 pm - Show Exhibiting Hours**
- **February 13, 2025: 6:01-9:00 pm – Booth Tear-Down and Move-Out**

**All booths must be
set up by 12:00 pm
on February 13, 2025**

SHOW CONTACTS

- **BRS General Inquiries:** Events@HousingFirstMN.org
- **BRS Show Management:**
 - Mary Catherine Penny | MaryCatherine@HousingFirstMN.org | 651-697-7571
 - Tom Gavaras | Tom@HousingFirstMN.org | 651-697-7592
- **BRS Sponsorship Opportunities:**
 - Kate Gunderson, VP, Brand Partnerships & Sales | Kateg@HousingFirstMN.org | 651-697-7587
 - Devin Lehnhoff, Senior Account Executive | Devin@HousingFirstMN.org | 651-697-7564
- **Fern Exposition Services** (to rent carpet, tables, chairs, etc.):
Jessica Mulheron | JMulheron@FernExpo.com | 763-691-5043
- **Trade Show Leads** (to order lead retrieval): Orders@TSLeads.com | 952-212-9408
- **Canterbury Park** (food and beverage orders): Kerry Larson | Klarson@CanterburyPark.com
(include BRS and purpose of your email in your subject line) | 952-233-4878

SHOW DECORATOR

Advance order discount deadline: February 3, 2025 at 6:00 pm

Fern Exposition Services is the “Official Services Contractor” for the show. They are providing each exhibitor with access to their One View Online Exhibitor Portal containing information on renting tables, chairs, carpet, etc. (Housing First Minnesota does NOT provide these items and they are not included in the booth cost.)

Fern Expo Questions? Contact Jessica Mulheron | Jmulheron@FernExpo.com | 763-691-5043

STAFFING YOUR BOOTH

Deadline to register your booth staff: February 10, 2025

Be sure to register your staff. If you have a last-minute staff replacement or an unregistered staffer, they are required to show a business card from the exhibiting company at the registration desk to obtain a badge to enter the exhibit hall. **Exhibit staff must wear a badge and work the booth. Employees of exhibiting companies are not allowed to attend unless they are working the booth.**

If you have not yet registered your staff, please do so by logging into your Exhibitor Portal. Exhibitor portal access ("Booth Staff" tab): <https://admin.map-dynamics.com>

Exhibitors are required to staff their booth the entire duration that the show floor is open to attendees. Failure to do so may result in a penalty, including but not limited to revocation of Exhibitor's continued right to participate as an exhibitor. The penalty will be decided at the discretion of Housing First Minnesota management.

Exhibitors must obtain a BRS badge before entering the exhibition hall, including setting up their booth. Registration/badge printing will be available in the lobby or in the back of the exhibition hall by the move-in / roll-up doors.

- No one under 18 years of age is permitted on the show floor during non-show hours including set-up and tear down. Each exhibitor must make provision for safeguarding their goods, materials, equipment, and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. Housing First Minnesota is not responsible for lost or stolen items.
- All booth staff should remain inside your exhibit space. Exhibitors with a 10' x 10' booth receive four exhibitor passes. It is suggested that no more than two people staff the booth at a time. Sponsors with a 10' x 20' booth receive eight exhibitor passes. It is suggested that no more than four people staff the booth at a time. All booth staff should remain inside your exhibit space.
- Badges may be purchased for \$60 for each additional exhibit staff. Exhibitors are required to wear their badge and have it visible at all times while in the exhibit hall. Exhibitor badges are non-transferable. Employees of exhibiting companies are not allowed to attend unless they are working the booth.
- **Associate members who are not exhibitors are not allowed on the show floor.**



BOOTH SET-UP

Thursday, February 13, 2025: Move-in from 8:00 am - 12:00 pm

All booths must be set up by 12:00 pm (Exhibiting hours 1:00-6:00 pm)

Exhibitors must obtain a BRS exhibitor badge before entering the exhibit hall, including setting up their booth. Registration/badges will be available in the lobby and in the back of the exhibit hall by the move-in / roll-up doors.

Exhibitors must be prepared to unload their own materials with their own hand trucks and dollies. Vehicles are not allowed on the show floor (except for the auto sponsor). Exhibitors with large/heavy displays should contact a BRS Show Manager regarding specialty or larger items for special instructions: Mary Catherine Penny | MaryCatherine@HousingFirstMN.org | 651-697-7571

BOOTH MOVE-OUT

Thursday, February 13, 2025 from 6:01 – 9:00 pm

No exhibits may be taken down until 6:01 pm. If the booth is not down by 9:00 pm on February 13, 2025, it will be dismantled or removed from the exhibition hall and the exhibitor will be charged.

WHAT'S INCLUDED WITH YOUR BOOTH SPACE

- 8' High Black Background Drape
- 3' High Black Side Drape
- One (1) Booth Identification Sign
- One drink ticket and \$10 food voucher for each exhibiting staff member

THE CHARGE FOR YOUR BOOTH DOES NOT INCLUDE

- Electricity
- Tables/chairs
- Internet*
- Carpet

*Canterbury offers free Wi-Fi in the exhibit hall, but cannot guarantee speed.

ELECTRICITY – If electricity was not ordered at the time of registration, it can be ordered by logging into your Exhibitor Portal (“Need to Purchase Booth Services” tab):

<https://admin.map-dynamics.com> Deadline for ordering electricity is February 7, 2025.

CARPET, TABLES, AND CHAIRS can be ordered from Fern Expo. Exhibit hall floor is concrete. If you wish, you may bring your own carpet or rent from Fern Expo.

BOOTH DRAPING - Booths will be draped in black.

MUSIC/SPEAKERS - These are allowed but must not be offensive to neighboring exhibitors and at a volume where others around you can conduct business.

OTHER

- Promotional materials may only be given out at your booth.
- Exhibitors may hand out pre-packaged/wrapped candy. Any other food or beverages must be purchased through Canterbury Park. Contact Kerry Larson at KLarson@CanterburyPark.com (include BRS and purpose of your email in your subject line) or call 952-233-4878.



LEAD RETRIEVAL SYSTEM

BRS is offering lead retrieval for exhibitors from Trade Show Leads (TSL) for an additional charge. Each attendee badge will contain a barcode with their business card information encoded.

- Exhibitors may use the TSL mobile app to scan the badges and view leads.
- Trade Show Leads mobile app is a powerful lead retrieval technology for exhibitors to capture sales leads using an iOS or Android device.
- Leads gathered by scanning the barcode or entering attendee ID number from the badge.
- View leads in real time from the show floor or back at the office.
- Add follow ups and qualifiers.
- Export report to .xls format at any time or import into your own CRM.

How To Order:

- Order form available on page 10 of this manual
- Online at: www.tinyurl.com/TSL2025

Trade Show Leads Contact Info: Orders@TSLeads.com | 952-212-9408

IMPORTANT NOTICE

Due to previous BRS exhibitors receiving multiple solicitation emails from scam vendors claiming to sell a BRS attendee list, we are no longer listing individual exhibitor contact emails or phone numbers on the BRS website. In the event you receive any such emails, please note that they are unauthorized and are not sanctioned nor endorsed by Housing First Minnesota. We have no relationship with them, and they do not have any access to attendee lists. You should mark those emails as spam and delete them. Housing First Minnesota does not sell any attendee lists. The only approved source for attendee leads is through Trade Show Leads.

CERTIFICATE OF LIABILITY INSURANCE

Deadline to submit certificate of insurance: February 3, 2025

The Exhibitor agrees to carry liability insurance with Housing First Minnesota listed as an additional insured, containing a combined single limit of at least \$1,000,000 each occurrence/\$1,000,000 aggregate, or its equivalent on February 13, 2025. The Exhibitor understands that a copy of this certificate of liability insurance is a requirement for exhibiting and that the certificate must be submitted at least two weeks before the trade show. The Exhibitor understands and agrees that they will not be allowed to exhibit if a certificate of liability is not provided.

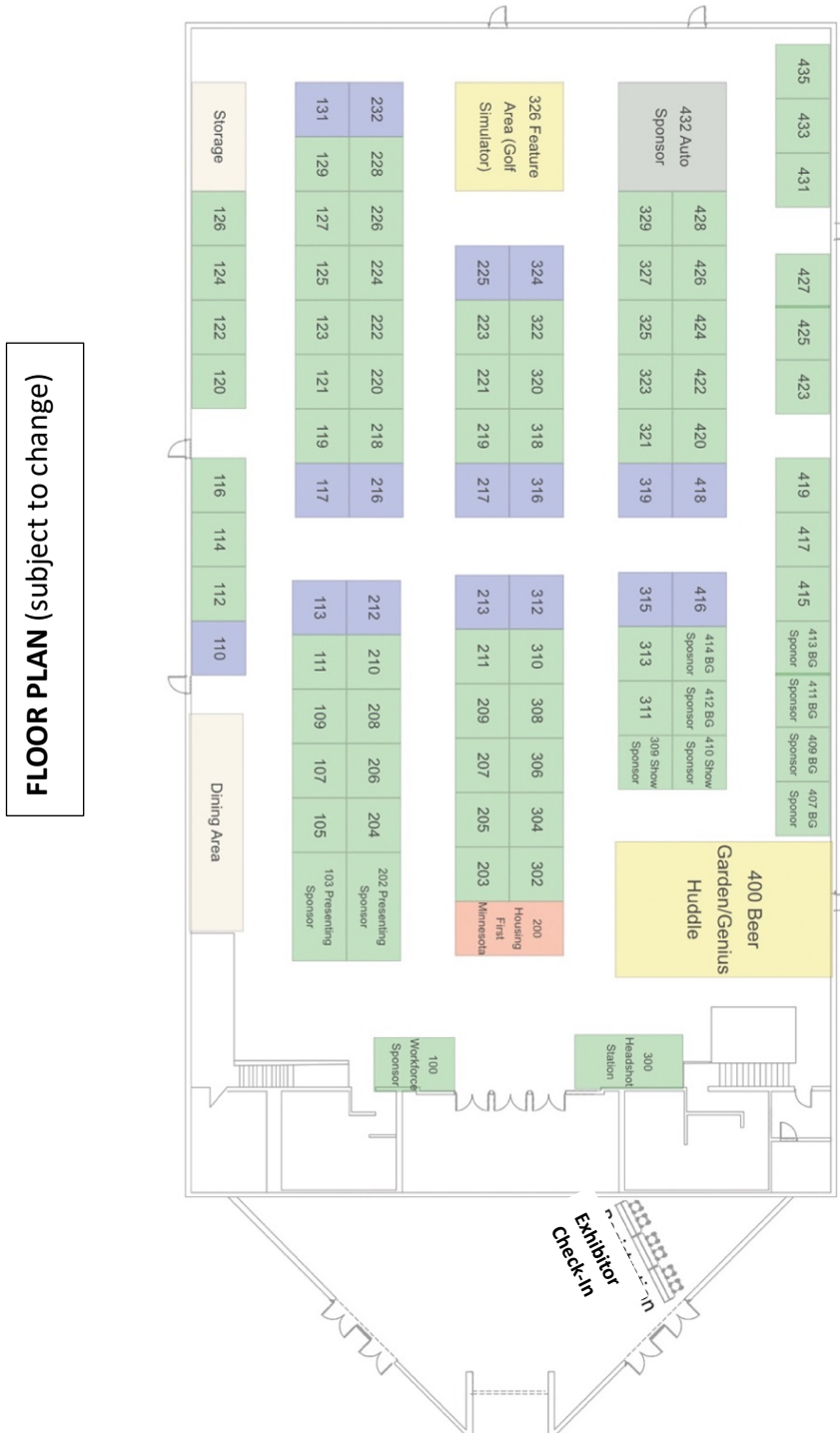
How to send (if not already provided):

- Email to: Events@HousingFirstMN.org
- Mail to: BRS, c/o Housing First Minnesota, 2960 Centre Pointe Drive, Roseville, MN 55113

LET US KNOW WHY ATTENDEES SHOULD STOP BY YOUR BOOTH

Tell us your booth highlights, new products, special offers, and more. We will post them on the BRS website. If you didn't submit when you signed up for your booth, please email details to us at: Events@HousingFirstMN.org

EXHIBITOR MOVE-IN DOORS



MARKETING KIT

It's time for some strategic, thoughtful planning. If you're deliberate with your trade show marketing plan and understand your target audience, you'll get the most out of your trade show experience.

View Marketing Kit (download BRS graphics): <https://tinyurl.com/2025BRS-Marketing>

Tips for Marketing

Start Promoting

Start advertising your booth through print, email, and social media NOW. Invite your current customers, let them know where to find you at the show, and share teasers of what they can expect from you.

Post Consistently

Help us create online buzz surrounding the event and get people excited to attend. Add in a regular BRS post to your weekly content calendar.

Hashtag & Tag

Use #BRS25 on your social posts and tag @housingfirstmn for extended reach.

Strategizing Your Booth

Plan Your Space

Ensure you are using your booth space in the most efficient way possible, without overwhelming visitors with too many products. Focus on the items and resources that will make the most impact but also make sense to bring from a logistical standpoint.

Highlight Your Best Assets

Design your booth to draw in prospective customers. You want potential clients to walk away knowing what you can do for them and why they should work with you.

Make It Memorable

Find a way to differentiate your company from your competition through a contest, giveaway, or game which will help keep your booth memorable to the many builders and remodelers that visit.

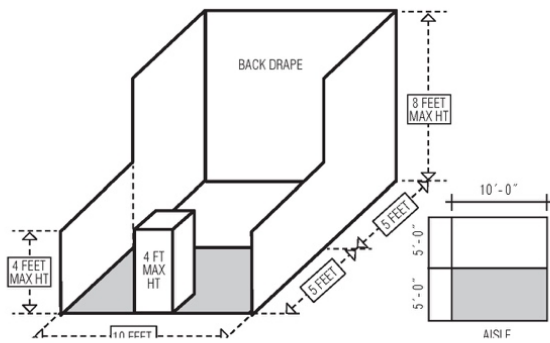
Strategize Prompt Follow-Up

Create a plan to effectively capture and organize lead information. Send interested customers additional information on your product or service as soon as possible after the show to take advantage of the momentum you create.

BOOTH CONFIGURATIONS

Linear/Standard

Exhibit consisting of one or more standard units in a straight line.

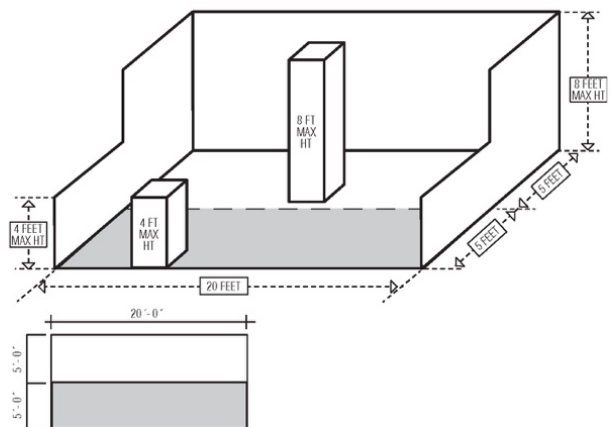


10 x 20 Booth Configuration

- Display fixtures must not be over 8 feet high in the non-shaded area.
- Display fixtures must not be over 4 feet high in the shaded area.

10 x 10 Booth Configuration

- Display fixtures must not be over 8 feet high in the non-shaded area.
- Display fixtures must not be over 4 feet high in the shaded area.



Note: the exterior of any exhibit that comes forward at the 8' height must be finished or suitably decorated. Any sign within 7' of the next exhibitors booth must face the interior of your booth or aisle.

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'. Exhibits can extend forward 5' from the back line at the 8' height, but must drop to no higher than 4'.

All display fixtures over 4' in height and placed within 7 lineal feet of an adjoining exhibit must be confined to that area of the exhibitors space which is within 5' of the back line.

BOOTH VIOLATIONS

To ensure a quality show experience for our attendees and to be fair to all exhibitors, rules will be strictly enforced. Violations must be corrected before the show starts at 1:00 pm, otherwise the exhibitor will or may lose priority status or not be able to participate in the 2026 show. A letter will be sent out following the show noting the violation and assessment.

LEAD RETRIEVAL SYSTEM



LEAD RETRIEVAL ORDER FORM

Submit order to: orders@tsleads.net



February 13, 2025
Canterbury Park Expo Center
Shakopee, Minnesota

Company		Booth Number		Contact	
Zip	Phone	Email			
Email Address for Leads:					
Equipment		Price	Qty	Price	SubTtl
TS Leads Mobile App- for use with Exhibitors own iPhone®, iPod touch® (Version 8.1 or higher), iPad®, or Android™ phone (Operating System 6.0 or higher) Package includes: TSL mobile lead retrieval app downloaded from the app store, event set-up through unique access code and leads available via online portal .		\$250.00			
Additional TS Leads Mobile App license for multiple Devices.		\$150.00			
TS Leads Mobile Tablet- TSL Mobile App on iPad Mini. Powerful tool allows you to gather time stamped leads, insert notes, add follow-ups and surveys. Leads available via online portal.		\$350.00			
TOTAL					
Order: https://tinyurl.com/TS2025 Make Checks Payable to: Trade Show Leads, 16461 S. 176 th Lane, Goodyear, AZ 85338. Advance Orders must be accompanied by payment in full. Thank you for your order. If you have any questions please contact us at 952.212.9408 Exhibitor Support Options: www.tsleads.net/exhibitor-customer-support		Payment Information If Paying by Credit Card, Please complete the Cardholder Information: CardNumber: _____ ExpirationDate: _____ Code on Card: _____ Name on the Card: _____ BillingAddress: _____ Signature: _____			
<small>Data connection required for mobile app installation and attendance updates. TSL will not be held responsible for poor/inadequate data coverage in convention hall. It is the customer's responsibility to seek and provide data connection whether it be inside or outside the convention building. Liability for damage of any cause whatsoever will be limited to the total price of goods and services provided by TSL.</small>					
Agreement of Above Terms:		X			



TS Leads Mobile App is a powerful lead retrieval technology for exhibitors to capture sales leads using an iPhone®, iPod touch® (Version 8.0 or higher), iPad®, or Android™ phone (Operating System 6.0 or higher). Exhibitors can use their own mobile device. App downloaded from the app store. Event set-up through a unique access code and leads gathered by scanning barcode or entering Attendee ID Number on the badge. TS Leads Mobile App makes lead retrieval easier to use...even fun. With features such as notes, surveys and qualifiers exhibitors can capture, qualify and manage trade show leads anywhere and anytime. Leads updated in real time and accessed via cloud portal.