Welcome

Join us in Minneapolis, March 9-11, 2020 for our 111th Annual Convention. You’ll want to be present when telecommunications providers from across the Upper Midwest and Canada gather for what is recognized by many as the biggest and best state telecom trade show in the nation.

This is your opportunity to network with industry leaders and decision makers, and show them how your business can help them succeed. The MTA Convention provides opportunities for you to showcase your products, highlight your services and develop profitable relationships with new and existing clients. We are incorporating a “2020 Vision: Focused on the Future” theme for this year’s convention. We encourage all exhibitors to carry this theme in their booths.

We are again offering online registration for the MTA Convention and Trade Show to make your registration process secure, quick and easy via the MTA website. Besides guiding you through the registration process, this prospectus provides exhibit information details, lodging information, and sponsorship opportunities. As in the past, the MTA Convention and Trade Show is one of the best opportunities around to enhance your marketing and broaden your company’s exposure — and it’s very cost effective.

Thanks for being a very important part of our great Convention.

Mary Ehmke       Brent J. Christensen  
MTA Board Chair   MTA President/CEO
Convention Highlights

MTA Opening Reception
Monday, March 9, 5:30 - 7:00 p.m.
All exhibitors are invited to attend this annual reception. This event offers a wonderful opportunity to network with MTA members and convention guests.

Issues Update Luncheon
Tuesday, March 10, 12:30 – 1:30 p.m.
This luncheon will provide an opportunity to get together to discuss issues and challenges and receive a legislative update. $45 per person to attend (includes lunch).

Associate Members Reception
Tuesday, March 10, 4:30 - 6:00 p.m.
Join the Associate Members in the MTA Exhibit Halls for the “2020 Vision: Focus on the Future” reception. This reception provides an opportunity to connect with attendees in a relaxed and fun environment.

Associate Member Convention Exhibitors Meeting
Wednesday, March 11, 8:00 – 8:30 a.m.
The MTA Associate Member Convention Committee will take comments from fellow exhibitors regarding the Convention. Let us know how we did and what we can do to continue to improve our annual show. This is the meeting where ideas are gathered for next year, so please plan to attend.
Exhibitor Information

**Booth Fees**
Exhibit fees are based on MTA membership status.

<table>
<thead>
<tr>
<th>EXHIBIT BOOTH</th>
<th>EARLY BIRD RATE (THRU 1/20/20)</th>
<th>REGULAR RATE (AFTER 1/20/20)</th>
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<tbody>
<tr>
<td>MTA Member Booth</td>
<td>$1,000</td>
<td>$1,150</td>
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<tr>
<td>Non-member Booth</td>
<td>$1,490</td>
<td>$1,640</td>
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<table>
<thead>
<tr>
<th>ADDITIONAL REP</th>
<th>PRE-REGISTERED</th>
<th>ONSITE REGISTRATION</th>
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<tbody>
<tr>
<td>MTA Member</td>
<td>$200</td>
<td>$250</td>
</tr>
<tr>
<td>Non-member</td>
<td>$340</td>
<td>$390</td>
</tr>
</tbody>
</table>

Early Bird rates are available for exhibitors whose contracts are received on or before January 20, 2020.

**Exhibit Space Specifications**
Booths are 8’ deep x 10’ wide. The back of each booth extends 8’ from the floor with 3’ high dividers between booths. The booth is constructed with aluminum rails on which blue draperies are hung.

**Included with Your Booth Space**
- 1 standard ID sign that includes your company name and booth number
- Carpet (the hotel’s carpet is multi-color)
- Two plastic contour chairs
- Wastebasket
- 24-hour exhibit area security
- 2 Exhibitor registrations per 8 x 10’ booth
- Company listing in Convention materials
- Pre- and post-Convention list of registered attendees
- Sponsorship of Tuesday’s Associate Members Reception
- Access to the entire Convention ($45 per person fee required for Issues Luncheon)

**NOT Included**
- Table
- Amenities (including electricity) are not included in the exhibit fee but can be ordered through the Exhibitor Services Kit
- Receiving or handling of exhibit material

**Assignment of Space**
The date your application is received, sponsorship level, and your preferences will be taken into consideration during the assignment process. MTA will accommodate your requests as much as possible, but cannot guarantee that you will be assigned to any of the spaces requested or near a competitor. Exhibit space is available on a first-come, first-served basis. A confirmation email with your booth number will be sent once an assignment has been made.

**Balance Due Deadline**
All invoices for booth spaces, sponsorships, and membership must be paid in full by Friday, February 28, 2020. Failure to meet this deadline may result in a termination of exhibit/sponsorship application or a reassignment of the space at the discretion of MTA. **No company will be allowed to set up at the Convention with an unpaid balance.**

**Booth Personnel Registration**
Exhibitors are responsible for registering their booth personnel. Each booth purchased includes two exhibitor registrations. Additional registrations may be purchased at the following rates.

**MTA Member Registration Rates**
$200 pre-registration, $250 onsite

**Non-Member Registration Rates**
$340 pre-registration, $390 onsite

**Booth Registration**
Exhibit and sponsorship registration must be completed online. Exhibitor registration must be received by February 14, 2020 for inclusion in Convention materials.
Convention Schedule

**MONDAY, MARCH 9**
10:00 a.m. – 3:00 p.m.   Exhibit Set-up
10:00 a.m. – 6:30 p.m.   Registration Desk Open
1:00 p.m. – 2:45 p.m.   User Group Meetings
3:00 p.m. – 5:30 p.m.   Exhibit Hall Open
5:30 p.m. – 7:00 p.m.   MTA Opening Reception at the Hyatt (Name badge required)

**TUESDAY, MARCH 10**
7:30 a.m. – 5:00 p.m.   Registration Desk Open
8:00 a.m. – 10:15 a.m.   General Session & Annual Meeting
10:30 a.m. – 12:20 p.m.   Breakout Sessions
12:30 p.m. – 1:30 p.m.   Issues Update Luncheon
1:00 p.m. – 6:00 p.m.   Exhibits Open
4:30 p.m. – 6:00 p.m.   Associate Members Reception (located in the Exhibit Hall & Nicollet Ballroom)
6:00 p.m. – 8:00 p.m.   Exhibit Tear-Down

**WEDNESDAY, MARCH 11**
7:30 a.m. – Noon   Registration Desk Open
8:00 a.m. – 11:00 a.m.   Exhibit Tear-Down
8:00 a.m. – 8:30 a.m.   Associate Member/Convention Exhibitors Meeting (all exhibitors are invited to attend)
9:00 a.m. – 10:50 a.m.   Breakout Sessions
11:00 a.m. – Noon   Keynote

**Convention Services**
GES Exposition Services is the company that provides the Convention services (e.g. table, booth furnishings, labor, rental displays) for our 2020 Convention. GES will send your main company contact person an Exhibitor Services Kit via email about six weeks before the Convention.

**Shipping Information**
The GES Exhibitor Services Kit will provide full shipping information including labels. GES will receive, store, and deliver your packages directly to your booth. **You cannot ship directly to the hotel.** All shipments MUST go through GES. The hotel will not accept advance shipments. Freight can arrive between February 4, 2020, and March 4, 2020. Any freight received before or after these dates are subject to a surcharge. GES will be onsite Tuesday, March 10 and Wednesday, March 11, to assist with return shipments if necessary.

**Important Exhibitor Policies and Information**
- MTA does not allow the hosting and/or sponsoring of any meetings/receptions/etc., at any time during Convention activities, meetings or events.
- Exhibiting companies who wish to provide food/beverage for attendees must order directly through the hotel.
- Lead retrieval systems will not be used at the convention.
- Placement of exhibition equipment/materials must not block the visibility of neighboring exhibitors or extend beyond the booth.
- MTA reserves the right to relocate any exhibitor in a space if MTA determines it is in the best interest of the Convention.
- Large equipment vehicles must have less than 1/4 tank of gas while on the exhibit floor. Once the equipment is in position, the battery must be disconnected and the gas cap locked or taped shut. A sheet of heavy plastic must be placed beneath the equipment to protect the floors. The drive-in entrance dimensions are 10 ft. high by 12 ft. wide.

**Deadlines to Remember:**
- January 17, 2020 – email deadline
- January 20, 2020 – early bird rate cutoff
- February 14, 2020 – exhibit/sponsor registration deadline for inclusion in convention materials
- February 16, 2020 – hotel room block deadline
- February 17, 2020 – discount deadline for GES orders
- February 28, 2020 – exhibit/sponsor payments due
- March 4, 2020 – advance shipment deadline
Maximize Your Presence
Maximize your company's presence and extend your company message beyond the show floor by taking advantage of the sponsorship opportunities at the Convention. Take part in one of the many sponsorship opportunities at this year's Convention and your company's brand message will reach more than 1,000 industry professionals from across the Upper Midwest and Canada. As a benefit to MTA members, participation in onsite sponsorship opportunities is available exclusively to exhibiting companies.

User Group Meetings
Diamond and Platinum sponsors have an opportunity to host a "user group meeting" on Monday, March 9 from 1:00 to 2:45 p.m. Space will be provided for up to 4 separate user group meetings. Space is limited — Diamond Sponsors will receive first priority for user group meeting space. Your company is responsible for providing audiovisual equipment.

Questions about sponsorship opportunities?
Please contact Jake Nelson, MTA Sales Coordinator, at (651) 379-7304 or jacobn@mnta.org.

Contact Us
MTA Office
Jake Nelson, MTA Sales Coordinator
Phone (651) 379-7304
jacobn@mnta.org

Show Decorator/Convention Services
GES Exposition Services
Liz Stimac
Phone: 630-671-7699
e-mail: estimac@ges.com

SPONSORSHIP LEVELS & BENEFITS

<table>
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<tr>
<th>Sponsor Benefits</th>
<th>Diamond $5,000</th>
<th>Platinum $4,000</th>
<th>Gold $3,000</th>
<th>Silver $2,000</th>
<th>Bronze $1,000</th>
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<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Name</td>
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<tr>
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<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<td>Name</td>
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<tr>
<td>Recognition on the program’s onsite signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
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<td>First right of refusal for 2021</td>
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<tr>
<td>Host a User Group Meeting</td>
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<td>✓</td>
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<tr>
<td>One pre-convention email to convention attendees and MTA members.</td>
<td>✓</td>
<td>✓</td>
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# SPONSORSHIP OPPORTUNITIES

## DIAMOND LEVEL SPONSOR — $5,000
- One pre-convention email to convention attendees and MTA members. Provide HTML and subject line. Content due by January 17, 2020.

### SELECT ONE OF THE FOLLOWING:

- **KEYNOTE SPONSOR (One available)**
  The Keynote is the heart of any conference and the most well-attended session. Through this opportunity, you’ll reach hundreds of attendees!
  - Recognition on the program’s onsite signage
  - Recognition in the speaker’s program description on the MTA website
  - Opportunity for a representative of your company to introduce the Keynote

- **OPENING RECEPTION SPONSOR (One available)**
  Help welcome attendees to the most talked-about convention in the telecom industry!
  - Company name recognition on event’s onsite signage
  - May provide personalized cups and/or napkins

## PLATINUM LEVEL SPONSOR — $4,000

### SELECT ONE OF THE FOLLOWING:

- **HOTEL KEY CARD SPONSOR (One available)**
  Exclusive sponsorship with company logo and/or custom design on all convention attendee room keys.

- **TOTE BAG SPONSOR (One available)**
  Exclusive sponsorship of convention tote bags. Sponsor logo on tote bag. *Company is responsible for supplying the tote bags.*

- **MOBILE APP SPONSOR (One available)**
  Your company will be at the fingertips of more than 1,000 attendees by sponsoring the annual convention app!
  - Be the exclusive sponsor of the Convention's mobile app
  - Company logo displayed throughout mobile app and on signage

- **LANYARD SPONSOR (One available)**
  Attendees are required to wear their name badges to all functions, giving your company thousands of impressions during the conference.
  - Company logo imprinted on each attendee lanyard. *Company is responsible for supplying the lanyards.*

## GOLD LEVEL SPONSOR — $3,000

### SELECT ONE OF THE FOLLOWING:

- **BREAKOUT SESSION SPONSOR (Four available – two Monday, two Tuesday)**
  Attendees find it difficult to choose among the dozens of sessions built into each conference track, but it’s easy to notice your support!
  - Exclusive sponsor of one breakout session of your choice
  - Opportunity to place materials on table inside room and introduce the speaker
  - Logo recognition next to sponsored session in conference materials

- **SCHEDULE-AT-A-GLANCE SPONSOR (One available)**
  - Exclusive sponsorship of the convention Schedule-at-a-Glance
  - Company logo displayed on insert that will go in every attendee’s name badge

## SILVER LEVEL SPONSOR — $2,000

### SELECT ONE OF THE FOLLOWING:

- **CONTINENTAL BREAKFAST SPONSOR (Two available – Tuesday and Wednesday)**
  Be the first to welcome attendees in the morning!
  - Exclusive sponsorship of one of the continental breakfasts at the Convention
  - Company logo displayed on signage at the buffet tables

- **COFFEE BREAK SPONSOR (Three available – Monday, Tuesday, Wednesday)**
  Help attendees quench their thirst as an official coffee break sponsor!
  - Exclusive sponsorship of one of the coffee breaks at the Convention
  - Company logo displayed on signage at the break stations
  - May provide personalized cups and/or napkins

## BRONZE LEVEL SPONSOR — $1,000

## SUPPORTING PARTNER — $500
**Convenion Location and Lodging**

**Lodging Information**
Hyatt Regency Minneapolis
1300 Nicollet Mall, Minneapolis

*Rate:* $166 single/double, $176 triple, $186 Quadruple

*Cutoff Date:* February 16, 2020 or when room block is exhausted, whichever comes first.

*Phone:* 1-888-421-1442


**Hotel Reservations**

*The Hyatt Regency is home to our entire room block in 2020.* The hotel is available to accommodate all attendees and exhibitors! A special exhibitor reservation link will be included in the confirmation email that will be sent to you after your booth registration is received.

**Parking**

A municipal parking ramp is attached to the Hyatt Regency at the corner of Nicollet Avenue and Grant Street. If you require an open lot due to size or height of your vehicle, open lots are located at Harmon Place and 14th Street East, 16th Street between 3rd Avenue South and 1st Avenue South, and near the Minneapolis Convention Center at 3rd Avenue and Grant Street.

**Unloading**

For small exhibits that are transported on rolling carts, use the small loading dock ramp located on LaSalle Avenue. For larger exhibits, use the main hotel loading dock, which is right next to the small loading dock on LaSalle but is clearly marked as the hotel’s loading dock. For large equipment, you must use the Grant Street drive-in entrance to drive your equipment directly into the exhibit hall. Hand-carried displays can be carried into the ballroom foyer of the Hyatt, which is entered from Nicollet Avenue.
Exhibit Floor Plan

MTA Registration Desk is located in Nicollet Ballroom Foyer.
Exhibit Agreement

1. BOOTH SPACE
The Minnesota Telecom Alliance (MTA) will approve all booth space. Booth space will be reserved only when full payment for booth space is received. Written cancellation notice must be received online by January 20, 2020, to receive a 50% refund. No refunds will be given after this date. Exhibitor may not assign, sublet or apportion to others, the whole or any part of the space allotted, and may not advertise or display goods or services other than those produced or sold by exhibitor in the regular course of its business. However, exhibitor may use equipment or products of another exhibitor or vendor in its booth(s) for the purpose of better presentation of exhibitor’s own products.

2. INSTALLATION/SET-UP OF EXHIBITS
Installation or set-up of exhibits at the Hyatt Regency Minneapolis is on Monday, March 9, 2020 from 10:00 a.m. to 3:00 p.m. Exhibitor must be fully operational by 3:00 p.m. on Monday, March 9, 2020. Exhibitors must check in at the MTA Exhibitor registration desk (located in the Nicollet Ballroom foyer) prior to set-up on Monday, March 9.

3. CONTRACTOR SERVICES
Exhibitor Service Kits will be available approximately six weeks before the convention. MTA has designated GES Exposition Services as the official show contractor. GES will provide all show services, material and equipment — other than materials and equipment owned by exhibitor — to be used in the exhibit space. All services not ordered in advance must be procured through the GES ServiCentre (located on the exhibit floor). Any unauthorized contractors or personnel will be removed from the area. GES will provide storage space for crates, boxes, etc., and will handle the storage and return of exhibitor materials. All material to be stored must be properly marked with exhibitor’s information and booth number. Loose boards and materials must be securely bundled. All combustible wrapping materials such as paper, excelsior, etc., must be completely enclosed within packing boxes. Materials not in accordance with these regulations will be considered refuse.

4. BOOTH CONSTRUCTION AND ARRANGEMENT
Booths are 8 ft. deep by 10 ft. wide and have an 8 ft. high background drape and 3 ft. high side drapes. The draping color is blue. Each booth will be carpeted (ceiling height in the exhibition hall is 10 ft). The garage entrance into the hall is 10 feet high by 12 feet wide. Placement of exhibition equipment must not block the visibility of neighboring exhibitors or extend beyond the booth. All exhibits must be presented in a quality, professional manner that will not detract from the Convention trade show. Only quality display equipment and materials should be used, with all surfaces and edges having a finished appearance. All displays and exhibits must conform to local building and fire codes and regulations. MTA may inspect booths to ensure displays meet acceptable specifications. At MTA’s discretion and determination, any booths requiring changes must be corrected immediately at the exhibitor’s expense. Exhibitor must maintain, clean and keep their exhibits and contracted space in good order.

5. EXHIBITOR CONDUCT AND APPEARANCE
All employees and agents of the exhibitors that are registered must check in on the exhibit floor. All exhibitors will be given a badge that identifies the booth sponsor. This badge must be worn at all times. No one without a badge will be allowed access to the exhibit area. An exhibitor representative must be in the booth from 3:00 p.m. to 5:30 p.m. on Monday, March 9 and 1:00 p.m. to 6:00 p.m. on Tuesday, March 10. Representatives will have a professional appearance and will provide suitable assistance to convention guests to explain exhibitor’s products and services. All exhibitor activities must be confined to its contracted space. Exhibitors are not allowed to exhibit products in the parking ramps or streets, sleeping rooms or non-designated space within or around the Hyatt Regency Minneapolis Hotel. Audiovisual, sound and attention-getting devices and effects will be permitted only in those locations and in such intensity that, in the opinion of the MTA, they do not interfere with the activities of the neighboring exhibitors. Exhibitor understands and agrees that it will not play, present, perform or cause to be played, presented or performed any live or recorded music at the trade show other than music which is original or manufacturer owned. Exhibitor shall indemnify and hold MTA harmless from and against lawsuits, claims, actions, or causes of actions, arising out of or in connection with, a breach of this provision. This obligation includes, but is not limited to, the cost of defense, payment of any judgments and payment of any expenses for attorney’s fees and other costs which may be incurred by MTA, its officers, directors, members, agents or employees. Operational demonstration equipment must not create noise levels or distractions objectionable to neighboring exhibitors. While on the exhibit floor, exhibitor’s representatives are to conduct themselves in a manner commensurate with acceptable public behavior. At MTA’s discretion, any exhibitor who is deemed out of order will be required to leave the exhibit area. No smoking or vaping shall be allowed in the exhibit hall or ballroom areas used for exhibits.

6. REMOVAL OF EXHIBITS
Exhibits close at 6:00 p.m. on Tuesday. Exhibitors may tear down after that. For safety reasons, as well as maintaining a professional and courteous atmosphere, no exhibitors will close or leave their booths prior to this time. Tear down times are from 6:00 to 8:00 p.m., Tuesday, March 10 or 8:00 to 11:00 a.m. on Wednesday March 11. All exhibits must be removed from exhibit areas by 11:00 a.m. on
Wednesday, March 11. Exhibitor will make arrangements for the removal of equipment, crates, and materials from the exhibit area according to instructions in the GES manual. These arrangements can be made at the GES ServiCentre.

7. LIABILITY AND SECURITY
Although MTA will provide 24-hour security service in the exhibit area, all exhibitors are solely responsible for the loss or damage of their goods, materials, displays and equipment. Upon request by MTA, exhibitor shall furnish evidence of general liability insurance. Exhibitor must surrender booth space it occupied in the same condition as it was at the time of occupation. Exhibitor hereby releases MTA and each and all of its officers, directors, members, agents and employees from any and all claims, demands, causes of action or liability of any kind for injury or damages to persons or property which may now or in the future have been known or unknown, arising directly or indirectly out of attendance at or participation in the MTA Convention or trade show exhibit. Exhibitor further agrees to indemnify MTA as well as its officers, directors, members, agents and employees and hold them harmless from and against any lawsuits, claims, actions or cause of action, arising out of, or in connection with, this waiver of liability or participation in this event. This obligation includes, but is not limited to, the cost of defense, payment of any judgments and payment of any expenses for attorney’s fees and other costs which may be incurred by MTA, its officers, directors, members, agents, contractors or employees. Neither MTA, GES Exposition Services, nor the Hyatt Regency Minneapolis, their agents, contractors, or employees shall be liable for injuries to any person or for damage to property owned or controlled by exhibitor, unless caused by negligence of MTA, GES or the Hyatt Regency Minneapolis. In case any part of the exhibit hall is destroyed or damaged, preventing MTA or the Hyatt Regency Minneapolis from permitting an exhibitor to occupy assigned space during any part or the whole of the set up or exhibition period, or in case occupancy of assigned space during any part or whole of the set up or exhibition period is prevented by strikes, acts of God, national emergency or other causes only for the period space was or could have been occupied by the exhibitor, the exhibitor hereby waives any claim against MTA, its officers, directors, members, agents or employees for losses or damages that may arise in consequence of such liabilities to occupy assigned space. Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Minneapolis, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Hyatt Regency Minneapolis, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

8. VIOLATIONS
Violation of any of these regulations on the part of the exhibitor or the employees or agents of the exhibitor shall, at the discretion of the MTA, annul the right to occupy exhibit space and such exhibitor shall forfeit to MTA all monies paid. Upon evidence of a violation of regulations, MTA may take possession of the space occupied by the exhibitor and may have all persons and goods removed at the exhibitor’s risk and cost. The exhibitor shall pay all such expenses and all damages that MTA may incur and shall forfeit all monies paid or due MTA on account thereof. The exhibitor waives any right to service or written notice of MTA’s intention to terminate this agreement and repossess space occupied by the exhibitor.

9. GENERAL
Exhibitor agrees to abide by the terms of this contract as well as the Official Rules and Regulations Governing Exhibits, which are incorporated into this contract by reference. All matters not covered by the regulation are subject to the decision of the MTA. These regulations may be amended at any time by MTA, and all amendments shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendments or addition to these regulations, written notice will be given by MTA to such exhibitors as may be affected by them.

10. CANCELLATION
Written cancellation notice must be received online by January 20, 2020, to receive a 50% refund. No refunds will be given after this date. Exhibitors who purchased a sponsorship will not be allowed to receive a refund. If MTA cannot hold the Convention due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, each prepaid registrant/exhibitor will receive a copy of Convention handouts and any other materials that would have been distributed. Fixed Convention expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants/exhibitors. MTA is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the Convention.
Register online at www.mnta.org

Cancellation Policy: Cancellations and reductions of space made before January 20, 2020 will receive a refund of 50% of the exhibit fee. Refunds for exhibit space will not be given after January 20, 2020.

Cancellations must be submitted through the cancellation form online at: www.mnta.org/page/convention_cancel.

Exhibitors who purchase a sponsorship will not be eligible for a refund.