

MTA 2015 Annual Convention

Keys of Knowledge



March 23-25, 2015 • Hyatt Regency • Minneapolis, MN
Exhibitor Prospectus



MINNESOTA
TELECOM
ALLIANCE

Table of Contents

- Welcome 2
- Schedule-at-a-glance 2
- Exhibitor Information..... 4
- Sponsorship Opportunities..... 6
- Exhibit Agreement..... 8
- Location & Lodging 10
- Exhibit Floor Plan 11

Schedule-at-a-Glance

Exhibitor Set-up

Monday, March 23 – 12:00 – 5:00 p.m.
Tuesday, March 24 – 8:00 a.m. – 12:30 p.m.

Exhibit Hall Open

Tuesday, March 24 – 1:00 – 6:00 p.m.
Wednesday, March 25 – 8:30 – 11:00 a.m.

Exhibit Hall Tear Down

Wednesday, March 25 – 11:00 a.m. – 3:00 p.m.

Welcome

Join us in Minneapolis, March 23-25, 2015 for our 106th Annual Convention. You'll want to be present when telecommunications providers from all 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 "Keys of Knowledge" theme for this year's convention. We encourage all exhibitors to carry this theme in their booths. An award will be given to the best-themed booth.

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.

Steve Katka Brent J. Christensen
MTA Board Chair MTA President/CEO

Convention Highlights

“New Vendor” Aisle

New this year – MTA is offering a “New Vendor” aisle to showcase new vendors. If you are new this year and are interested in being placed in the “New Vendor” aisle, please let us know your preference in the exhibit registration form.

MTA Opening Reception

Monday, March 23, 6:30 - 8:00 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.

Issue Update Luncheon

Tuesday, March 24, 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. \$40 per person to attend (includes lunch).

Associate Members Reception

Tuesday, March 24, 4:30 - 6:00 p.m.

Join the Associate Members in the MTA Exhibit Halls for the MTA “Keys of Knowledge” Associate Members Celebration! This reception will feature food, fun, excitement and prizes! An award will be given to the best-themed booth.

MTA Booth Design Contest

An award will be given to the booth that best encompasses this year’s “Keys of Knowledge” theme. The MTA Board of Directors will cast their votes for their favorite booth at the convention.

Associate Member Meeting

Wednesday, March 25, 8:00 – 8:30 a.m.

The MTA Associate Member Convention Committee will report results of the Convention and 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 Rental

MTA Member Booth Rental Rate: \$900 by Feb. 6, \$1050 after Feb. 6 (includes two registrations)

Non-member Booth Rental Rate: \$1,390 by Feb. 6, \$1540 after Feb. 6 (includes two registrations)

Exhibit Space Specifications

All 8' x 10' booths include:

- Carpet (multi-color)
- 3' high side draping (blue) and 8' back wall draping (blue)
- Two plastic contour chairs
- Wastebasket
- Listing in Convention program
- Identification sign
- 24-hour exhibit area security
- List of all registered convention attendees
- Sponsorship of the Associate Members Reception

Please note that a table is NOT included. Additional amenities (e.g. electrical, internet, table) are extra and will need to be ordered through the Service Kit provided by GES Exposition Services.

Assignment of Space

MTA will make final assignment of booth space considering conference sponsorship, date registration was received, and preferences noted on the application. We will accommodate your requests as much as possible, but cannot guarantee that you will be assigned to any of the spaces requested or not near a competitor. Exhibit space is available on a first-come, first-served basis.

Registering Your Company Representatives

MTA will request your company representatives' names in February. A form will be sent to your main company contact to submit your representative names. Each booth purchased includes registration for two representatives. Additional representative badges may be purchased; see rates above, right.

MTA Member Registration Rates

\$150 pre-registration, \$175 onsite

Non-Member Registration Rates

\$250 pre-registration, \$275 onsite

Booth Registration

Exhibit and sponsorship registration must be completed online. Exhibitor registration must be received by March 6, 2015 for inclusion in Convention materials.

Balance Due Deadline

All invoices for booth spaces, sponsorships and membership must be paid in full by Monday, March 2, 2015. Failure to meet this deadline may result in reassignment of the space at the discretion of the Association and full payment will be required prior to set-up at the Convention. For exhibitors applying after March 2, applications must be accompanied by full payment.

Contact Us

MTA Office

Carissa Wolf, MTA Meeting Planner
Phone (651) 265-7849
carissaw@mnta.org

Show Decorator/Convention Services

GES Exposition Services
Danny Wraspir
Phone (763) 488-5340
dwraspir@ges.com

Convention Schedule

MONDAY, MARCH 23

12:00 - 6:30 p.m.	Registration
12:00 - 5:00 p.m.	Exhibit Set-up
1:00 - 2:45 p.m.	User Group Meetings
3:00 - 4:50 p.m.	Breakout Sessions
6:30 - 8:00 p.m.	MTA Opening Reception at the Hyatt (Name badge required)

TUESDAY, MARCH 24

7:30 a.m. - 5:00 p.m.	Registration
8:00 - 9:15 a.m.	Annual Meeting
8:00 a.m. - 12:30 p.m.	Exhibit Set-up
9:30 a.m. - 12:20 p.m.	Breakout Sessions
12:30 - 1:30 p.m.	Issues Update Lunch
1:00 p.m. - 6:00 p.m.	Exhibits
4:30 - 6:00 p.m.	Associate Members Reception (located in the Exhibit Hall & Nicollet Ballroom)

WEDNESDAY, MARCH 25

7:30 a.m. - 2:00 p.m.	Registration
7:30 - 8:00 a.m.	Associate Member Meeting (all exhibitors are invited to attend)
8:00 - 8:30 a.m.	General Session
8:30 - 11:00 a.m.	Exhibits and Breakfast
11:00 a.m. - 12:00 p.m.	Keynote
11:00 a.m. - 3:00 p.m.	Exhibit Tear-Down

Convention Services

GES Exposition Services is the company that provides the Convention services (e.g. table, booth furnishings, labor, rental displays) for our 2015 Convention. GES will send your exhibitor contact person an exhibitor services manual via email about six weeks before the Convention that will provide all the information you need about ordering services from GES.

Shipping Information

An exhibitor service kit from GES will be provided to all confirmed exhibitors and will include shipping information. The decorator will receive, store, and deliver your packages directly to your booth, and will be onsite Wednesday to assist with return shipments if necessary.

You cannot ship directly to the hotel. All shipments **MUST** go through the decorator. The hotel will not accept advance shipments. Shipping information will be sent to you with your confirmation and exhibitor kit.

Important Exhibitor Information

- MTA does not allow the hosting and/or sponsoring of any meetings/reception/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.
- 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.

Not a Member?

Visit mnta.org and join today to get these and other great benefits:

- Listing in MTA Member directory
- Exposure with more than 85 independent telephone companies, 260 vendors, and 40 Telcos from neighboring states
- Participate alongside Active Members at all MTA meetings and events at member rates
- Discounted rates at one of the largest Telco trade shows in the country

Sponsorship Opportunities

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 2,000 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.

New This Year! Vendor Demos on the Exhibit Floor

Sponsors* have a special opportunity to host a "Vendor Demo" on the exhibit floor on Tuesday, March 24 from 1:00 – 6:00 pm and Wednesday, March 25 from 8:30 a.m. to 11:00 a.m. Vendor demos will be assigned on a first-come, first served basis with sponsors at higher levels being assigned first priority. Demonstrations are scheduled in a

30-minute interval which includes set-up and tear-down time. One stage will be set up in the exhibit hall and will include a screen, LCD projector, table, podium, and a wireless mic for your use.

**Companies providing a folder insert or sponsoring the Opening Reception will not be eligible to participate in a Vendor Demo.*

User Group Meetings

Platinum and Gold sponsors have an opportunity to host a "users meeting" on Monday, March 23 from 1:00 to 3:00 p.m. Space will be provided for up to 5 separate user group meetings. Space is limited – Platinum Sponsors will receive first priority for user group meeting space. Your company is responsible for providing your own A/V. Please contact Carissa Wolf at carissaw@mmta.org for more information.



Sponsorship Levels

PLATINUM SPONSORSHIP

The Platinum Sponsorship is available to companies that want to set themselves apart from the crowd. Benefits include sponsorship of keynote speakers each day at the Convention and all other Convention events. Platinum sponsors will also be featured on the online registration page and their company logo/name will be displayed at all Convention events and in all MTA publications. Platinum Sponsors will be given first priority to host user group meetings on Monday, March 23 at 1:00 p.m., so reserve your Platinum Sponsorship today.

Cost: \$3,000 (includes three registrations)

Other Sponsorship Levels:

GOLD - \$2,000

- Company name showcased on stage at General Sessions and at Opening and Closing Receptions
- Company name displayed at Convention
- Recognition in onsite program
- Recognition in MTA News Bytes newsletter
- Recognition on MTA website
- Includes two registrations

SILVER - \$1,500

- Company name displayed at Convention
- Recognition in onsite program
- Recognition in MTA News Bytes newsletter
- Recognition on MTA website
- Includes two registrations

BRONZE - \$1,000

- Recognition in onsite program
- Recognition in MTA News Bytes newsletter
- Recognition on MTA website
- Includes two registrations

Room Key - \$7,500 (One sponsor only)

Charging Station Lounge Sponsor - \$6,000 (Two available)

Sponsorship will include company logo on the charging station and signage near the charging station.

Mobile app - \$5,000 (One available)

Be the exclusive sponsor of the Convention's mobile app.

Lanyard - \$2,500 plus cost of lanyards (one available)

Folder Inserts - \$250

Your insert included in Convention bag handed out to all attendees. Printing of inserts is the responsibility of the sponsor.

Opening Reception - \$150

Sponsorship will include company listing on signage at MTA Opening Reception Event on Monday, March 23.

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. No refunds or cancellations will be made after February 6, 2015. No walk-in applications will be accepted. 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 23, 2015 from 12:00 noon to 5:00 p.m. and on Tuesday, March 24 from 8:00 a.m. to 12:30 p.m. Exhibitor must be fully operational by 12:30 p.m., Tuesday, March 24, 2015. Exhibitors must check in at the MTA Exhibitor registration desk (located in the Nicollet Ballroom foyer) prior to set-up on Monday, March 23 or Tuesday, March 24.

3. CONTRACTOR SERVICES

Exhibitor service kits will be mailed 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 Servicenter (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 1:00 p.m. to 6:00 p.m. on Tuesday, March 24 and 8:30 a.m. to 12:00 p.m. Wednesday, March 25. 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. Audio visual, 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 shall be allowed in the exhibit hall or ballroom areas used for exhibits.

6. REMOVAL OF EXHIBITS

All exhibits will close promptly at 11:00 a.m. on Wednesday, March 25. 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 11:00 a.m. to 3:00 p.m., Wednesday, March 25. All exhibits must be removed from exhibit areas by 3:00 p.m. on Wednesday, March 25. 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 Servicenter.

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 via fax, mail, or email by February 6, 2015, to receive a 50% refund. No refunds will be given after this date. 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.

Convention Location and Lodging

Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis MN 55403

HOTEL RESERVATIONS

Please note: A room block at Hyatt Regency has been reserved for MTA at a special discount rate. The room blocks will open in January. You will not be able to book your room in the MTA block before this time. Visit MNTA.ORG for hotel reservation information.



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 Floorplan



**MINNESOTA
TELECOM
ALLIANCE**
ANNUAL CONVENTION
March 23-25
HYATT REGENCY
MINNEAPOLIS HOTEL
EXHIBIT HALL AND
NICOLLET BALLROOM

Nicollet Ballroom

MTA Registration Desk is located in Nicollet Ballroom Foyer.



1000 Westgate Drive, Suite 252
Saint Paul, Minnesota 55114
P: 651-291-7311
F: 651-290-2266
www.mnta.org

MINNESOTA
TELECOM
ALLIANCE

Register online at www.mnta.org

Cancellation Policy: *Written cancellation notice must be received via fax, mail, or email by February 6, 2015, to receive a 50% refund. No refunds will be given after this date. 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 preregistrants/exhibitors. MTA is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the Convention.*