

# ***2011 ROCHESTER SPORTS & VACATION SHOW***

**January 28, 29 & 30, 2011**

**Mayo Civic Center-Rochester, Minnesota**

***A Premier World Wide Medical, Manufacturing and Technology Destination  
Offering  
Employer Diversity-Employment Stability-Above Average Household Income***

The Rochester market consists of a diverse and stable variety of industries and employers. Agriculture, Bioscience, Computer Technologies, Education, Hospitality, and its vast Medical industries are the foundations of this region.

- Home of the Mayo Clinic, the "World's Largest Private Medical Center".
- 3,000 Doctors and over 28,000 Medical Support Personnel are within walking distance of this event.
- Visited annually by over 2.75 million individuals including over 500,000 U.S. and International medical patients.
- IBM with 4,000 employees, was responsible for the development of one of the fastest Super Computers in the world.
- Early show dates are utilized for this event to accommodate the numerous employees who must schedule multiple vacations as early as possible in the calendar year.

***"One of the Highest Incomes Per Household in the Midwest"***

Median household income \$57,957.00\* Median Family Income \$74,467.00\* (\*American Community Survey 2005-2007)

***Host To Over 600 Events Each Year***

The Mayo Civic Center hosts over 600 events yearly. It is a familiar facility to individuals in Southern Minnesota and Northern Iowa. It is connected by a heated skyway and subway system to over 1,700 first class hotel rooms, 3,900 parking spaces and thousands of employees, and visitors to "Rochester's World Renowned Medical Facilities."

***Learn more about Rochester by visiting: [www.visitrochestermn.com](http://www.visitrochestermn.com) or***

***[www.raedi.com](http://www.raedi.com)***

## ***Extensive Marketing Program***

The areas leading news and entertainment mediums along with other advertising mediums will be utilized to promote this event. New this year will be a Direct Mail programs to our customer data base of Companies in Rochester and surrounding communities. Access to Internet Discount Coupons will be provided to these Companies as well as to Exhibitors for email distribution to your customers.

## ***A Critical Time To Participate In Consumer Trade Shows***

Trade Shows should be aggressively utilized to directly communicate with potential customers. The opportunity to establish trust with consumers by discussing your products, service, or destination, face to face with potential customers can bring immediate sales and increase future sales in the coming year.

## ***"Sharing Of This Exhibit Information Is Encouraged"***

If you know of others who could benefit from participating in this timely event, our exhibit information web sites are: ***[www.rochestersportshow.com](http://www.rochestersportshow.com) and [www.rochestermnshows.com](http://www.rochestermnshows.com)***

If you have any questions about this event, seminar suggestions, or information on the following pages, please contact our office by telephone at (507) 387- 7469 or by email at, ***[rochestermnshows@gmail.com](mailto:rochestermnshows@gmail.com)***

Sincerely,

**ROCHESTERMNSHOWS**

Brad Hansen

Show Manager

## ***Other Recommended Shows***

River Hills Spring Home & Lifestyles Show

February 25, 26 & 27, 2011

River Hills Mall, Mankato, Minnesota

River Hills Boat & Recreation Show

March 4, 5 & 6, 2011

River Hills Mall, Mankato, Minnesota

***"Annual River Hills Mall 3 Day Event Attendance Is In Excess of 65,000 Individuals"***

# 2011 ROCHESTER SPORTS & VACATION SHOW

## Location

Mayo Civic Center  
30 Civic Center Dr. Rochester, Minnesota.

## Dates & Hours

Friday, January 28.....2:00 P.M. to 8:00 P.M.  
Saturday, January 29.....10:00 A.M. to 7:00 P.M.  
Sunday, January 30.....10:00 A.M. to 4:00 P.M.

## Exhibit Details

Exhibit spaces are 10 Feet wide x 8 Feet deep. 8 Foot Back and 3 Foot Side Curtains will be provided for each exhibit space.

## Exhibit Space Rates

1 or 2 Exhibit Spaces.....\$325.00 each.  
3 or 4 Exhibit Spaces.....\$300.00 each.  
Corner Exhibit Space.....\$350.00 each.

## Bulk Exhibit Space Rates

300 to 899 Square Feet.....\$1.55 per sq. ft.  
900 to 1,500 Square Feet.....\$1.45 per sq. ft.  
1,501 Square Feet Plus.....\$1.35 per sq. ft.

## Deposit, Final Payment & Reserving Exhibit Space

To reserve exhibit space, 1/2 of the total exhibit amount must be returned to ROCHESTERMNSHOWS with a completed application. Final payment is due and payable by, December 31, 2010.

## Payment Methods

All payments are to be made in U.S. funds. Credit Card Convenience Checks are an accepted form of payment. Credit Cards will not be accepted as a form of payment.

## Electrical & Other Utility Services

Arrangements for Electrical, Internet, and other utility services are contracted directly with the Mayo Civic Center.

## Exhibit Move In

Thursday, January 27.....10:00 A.M. to 8:00 P.M.  
Friday, January 28.....8:30 A.M. to 1:00 P.M.  
All exhibits must be assembled by 2:00 P.M. on January 28.  
Bulk Exhibit move in will be assigned a specific time and date.

## Exhibit Move Out

Move Out will begin at 4:15 P.M. and continue until 11:00 P.M. on Sunday, January 30.

## Exhibit Accessories

Tables, chairs, carpet, and any other items needed for your exhibit may be rented from the Designated Decorator prior to the show. Use of your own tables, chairs, and carpet is permitted.

## Exhibit Badges and Exhibit Passes

Two (2) Exhibit Badges and Two (2) Exhibit Passes will be provided for each single exhibit space.

## Security

Your company's personnel will be responsible for the security of your exhibit and personal items contained within. After show closing, the building is secured and accessed only by facility personnel.

## Retail Sales & Resort Reservations

This is a selling event. The acceptance of payment for goods, services, or the receipt of a deposit for reservations at a vacation destination is encouraged.

## Table Skirting & Covering

Tables must be skirted and covered. Skirting must be clean, of a solid color, and reach from table top to just at the floor.

## Food Sales, Food Samples and Candy

Mayo Civic Center has specific restrictions and guidelines on food sales and food samples. Please contact our office for specific details. The gratuitous distribution of "Wrapped Candy" is encouraged.

## Lodging

The Hilton Garden Inn, is the designated lodging facility for 2011. Visit [www.rochestergardeninn.com](http://www.rochestergardeninn.com) for facility details. For Show discount please call (507) 285-1234.

## General Restrictions

### Pets

Pets are not allowed in the Mayo Civic Center.

### Signage

All exhibits must have at least 1 sign identifying the exhibit. No hand lettered or stencil lettered signs will be permitted as exhibit identification.

### Exhibit Line Of Sight

Exhibit materials in the general Exhibit Space area of the show higher than 4 feet that may block the view of an adjacent exhibit should not extend further than 4 feet from the back of Exhibit Space.

### Batteries Fuel, & Propane Tanks

Display units containing flammable fuel must enter the facility with 1/4 tank of fuel or less. Propane tanks containing any fuel must be removed from display units. Batteries must be disconnected.

### Drawings, Registrations or Raffles

Drawings or Registration by the public for door prizes from exhibitors is permissible. Paid Drawings or Raffles conducted by exhibitors must meet Minnesota Guidelines.

### Distribution of Restricted Materials

The distribution of Helium Balloons and Stickers is prohibited.

### Final Exhibit Packet

The Final Exhibit Packet will include detailed information on the following: Signage, Exhibit Badges, Exhibit Passes, Electrical, Internet, Draping, Lodging, Receiving, Shipping, and other information related to your participation in this event.

*Learn more about Rochester  
[www.VisitRochesterMN.com](http://www.VisitRochesterMN.com)  
[www.raedi.com](http://www.raedi.com)*

## ROCHESTERMNSHOWS

Exhibition Management and Exhibition Consultants

P. O. Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469 [rochestermnshows@gmail.com](mailto:rochestermnshows@gmail.com) Fax (320) 438-2305

# 2011 ROCHESTER SPORTS & VACATION SHOW

## Contract For Exhibit Space

ROCHESTERMNSHOWS, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2011, Rochester Sports & Vacation Show, subject to the terms and conditions on the reverse of this contract.

We the undersigned, have read and agree to abide by all rules and regulations governing this show as outlined on the reverse of this contract.

### PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION

Exhibiting Company \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_ Suite \_\_\_\_\_ PO Box \_\_\_\_\_  
City \_\_\_\_\_ State or Province \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address \_\_\_\_\_  
Web Address \_\_\_\_\_  
By \_\_\_\_\_ Signature \_\_\_\_\_ Title \_\_\_\_\_  
My Company Will Be Exhibiting \_\_\_\_\_

### Exhibit Location(s) Requested

1<sup>st</sup> Choice \_\_\_\_\_  
2<sup>nd</sup> Choice \_\_\_\_\_

### PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION REGARDING THE NUMBER OF EXHIBIT SPACE(S) OR THE AMOUNT OF BULK SPACE REQUESTED

#### NUMBER OF EXHIBIT SPACE(S) REQUESTED

My company will need 1 or 2 Corner Exhibit Space(s) at \$350.00 per space. ( ) x \$350.00 per space-----\$ \_\_\_\_\_  
My company will need 1 or 2 In Line Exhibit Space(s) at \$325.00 per space. ( ) x \$325.00 per space-----\$ \_\_\_\_\_  
My company will need 3 or 4 In Line Exhibit Space(s) at \$300.00 per space. ( ) x \$300.00 per space-----\$ \_\_\_\_\_

#### AMOUNT OF BULK EXHIBIT SPACE REQUESTED

My company will need \_\_\_\_\_ Bulk Square Feet at \$1.55 per Square foot. (300-899 Square Feet)-----\$ \_\_\_\_\_  
My company will need \_\_\_\_\_ Bulk Square Feet at \$1.45 per Square foot. (900-1,500 Square Feet)-----\$ \_\_\_\_\_  
My company will need \_\_\_\_\_ Bulk Square Feet at \$1.35 per Square foot. (1,500 Square Feet Plus)-----\$ \_\_\_\_\_  
Total Exhibit Investment-----\$ \_\_\_\_\_  
Deposit: (½ of the Total Investment of the Exhibit Space Leased) to be returned with contract-----< \$ \_\_\_\_\_  
Final Payment: Final Balance due and payable by December 31, 2010-----\$ \_\_\_\_\_

Make check payable to **ROCHESTERMNSHOWS** and return with contract to;  
**PO Box 1926 North Mankato, Minnesota 56002-1926**

### OFFICE USE ONLY

Received and Adopted: Month \_\_\_\_\_ Date \_\_\_\_\_, Year \_\_\_\_\_ By: \_\_\_\_\_  
Spaces Assigned: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_ 8. \_\_\_\_\_  
Deposit Check # \_\_\_\_\_ Check Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Amount \$ \_\_\_\_\_  
Final Check # \_\_\_\_\_ Check Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Amount \$ \_\_\_\_\_

A Copy Of Your Contract Will Be Returned With Your Final Statement

## ROCHESTERMNSHOWS

PO Box 1926 North Mankato, Minnesota 56002-1926

Telephone 507-387-7469 rochestermnshows@gmail.com Fax 320-438-2305

A DEPOSIT MUST ACCOMPANY A COMPLETED CONTRACT TO RESERVE EXHIBIT SPACE.

# 2011 ROCHESTER SPORTS & VACATION SHOW

## CONTRACT RULES AND REGULATIONS

ROCHESTERMNSHOWS, hereafter referred to as SPONSOR, grants to the company listed on the reverse, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2011 Rochester Sports & Vacation Show, subject to the terms and conditions of this contract as outlined below. This contract shall not be binding until accepted and signed by show SPONSOR.

*Show Location:* Mayo Civic Center 30 Civic Center Drive Rochester, MN 55904

*Show Dates:* Friday, January 28, Saturday, January 29, and Sunday, January 30, 2011

*Exhibit Deposit and Reserving Exhibit Space:* A deposit of ½ of the "Total Investment" for the exhibit area leased must accompany the signed contract to reserve exhibit space.

*Final Payment:* Final payment is due by Friday, December 31, 2010.

*Move In:* Exhibits can be assembled on Thursday, January 27, from 10:00 A.M. to 8:00 P.M. and on Friday, January 28, from 8:30 A.M. to 1:00 P.M. All exhibits must be assembled by the opening of the show at 2:00 P.M. on Friday, January 28. SPONSOR reserves the right to substitute and or reassign exhibit location in the event of uncontrollable circumstances.

*Move Out:* Exhibit Move Out will begin at 4:15 P.M. on Sunday, January 30. EXHIBITOR will not remove their exhibit in part or whole, prior to 4:15 P.M. on Sunday, January 30. All exhibits must be removed from the interior of the facility by 11:00 P.M. on Sunday, January 30. If EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

*Exhibit Space:* An exhibit space is 10 Feet wide by 8 Feet deep. All exhibits must be confined to the limits of the EXHIBIT space. Exhibitors in skirted exhibit spaces may not install any exhibit materials higher than eight (8) feet on the side walls projecting further than 4 feet from rear of exhibit space. Aisle space shall not be used for exhibits or demonstrative purposes. SPONSOR has final authority to allocate the amount and location of space in the exhibition facility. SPONSOR will provide 8 foot back and 3 foot side curtains for each exhibit space.

*Character of Exhibits:* SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. All display surfaces visible to the public must be finished. Personal items should remain out of view. EXHIBITOR may not assign contract, or sublet the contracted space without prior approval of SPONSOR.

*Distribution of Literature and Promotional Materials:* All promotional materials including printed advertising literature may only be distributed by Exhibitor from the exhibit space. Exhibitor must confine all sales activities to the limits of its own exhibit space.

*Drapery and Signage:* Tables must be skirted and covered. Use of your own display materials such as: tables, skirting, chairs and carpet are permissible. Skirting must be clean, of a solid color, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign. Hand lettered or stenciled signs will not be permitted.

*Utilities:* Each exhibitor is responsible for contracting with the Mayo Civic Center in advance of the show for all utilities. Grounded extension cords, in a length of at least 20 Feet should be brought for your exhibit.

*Security:* EXHIBITOR and their employees are responsible for the security of their exhibit.

*Building, City, and State Regulations:* EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation by Building Inspector, Fire Marshal, State Health Inspector and such other departments and officials who regulate exhibits.

*Sales Tax:* All EXHIBITORS making sales during the show which subject to sales tax are responsible for the proper collection and reporting thereof.

*Food and Beverage:* EXHIBITORS may not distribute or sell food items without prior approval from SPONSOR. Exhibitors or their guests may not bring any food or beverage into the Mayo Civic Center for personal consumption.

*Use of the Exhibitor's Name:* Exhibitor authorizes Sponsor, its agents and employees, to use Exhibitor's name and contact information for the purpose of promoting this and future Shows, and to solicit other exhibitors for this and future shows.

*Liability, Indemnification & Insurance:* The SPONSOR, Co-SPONSORS, Mayo Civic Center, City of Rochester, Rochester Parks & Recreation Department, Show Decorator and or affiliates or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area or on Mayo Civic Center property. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, Mayo Civic Center, City of Rochester, Rochester Parks & Recreation Department, Show Decorator and or affiliates or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the contracting for exhibit space by EXHIBITOR, employees, sub-contractors, suppliers, and guests. Exhibitor shall insure its own exhibit, goods and sales materials prior to, during and after the show. Exhibitor are responsible for any damage to the facility or liability or injuries related to participation in this event. Exhibitor shall carry its own general liability insurance policy insuring its own conduct, including that of employees, agents and affiliates.

*Final Exhibit Packet:* The Final Exhibit Packet will include detailed information on the following. Drapery, Lodging, Name Badges, Sales Tax, Signage, Shipping & Receiving, Utilities and Fuel Powered Equipment regulations, as well as other information related to participation in this event.

*Cancellation and Forfeiture of Payment:* If an EXHIBITOR'S leased space is not fully paid for by December 31, 2010, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If Exhibitor does not claim or occupy the assigned space(s) by 10:00 A.M. on Friday, January 28, 2011, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. Should EXHIBITOR find it necessary to cancel his exhibit space, all funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to December 31, 2010. Cancellation by EXHIBITOR after that date will result in the forfeiture of all payments received.

*Force Majeure:* If the Mayo Civic Center or any part of the exhibit area thereof is unavailable whether for the entire Show, or a portion of a Show as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of terrorism, acts of war, strike, lock-out, labor dispute, riot or any other cause it is necessary to cancel, or postpone the Show, or reduce installation time, event time or move out time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, direct or indirect expenses arising as a result thereof.

*Revisions:* SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

Telephone...(507) 387-7469

Fax.....(320) 438-2305

Email...rochestermnshows@gmail.com

# EXHIBITOR MAP

## ROCHESTER SPORTS & VACATION SHOW

### EXHIBIT SPACE KEY

Exhibit Space Size

10 feet wide x 8 feet deep

Exhibit Space Limitation

Auditorium Exhibit Spaces 102-114 and 405-419

8 feet ceiling height

### BULK EXHIBIT SPACE KEY

#### Arena

B1 .....20 Feet Wide x 80 Feet Long

B2 .....20 Feet Wide x 70 Feet Long

B3 .....20 Feet Wide x 75 Feet Long

B4 .....20 Feet Wide x 75 Feet Long

B5 .....20 Feet Wide x 55 Feet Long

B6 .....20 Feet Wide x 55 Feet Long

B7 .....10 Feet Wide x 60 Feet Long

and 60 Feet Wide x 20 Feet Long

#### New Exhibit Hall

C1 .....11 Feet Wide x 30 Feet Long

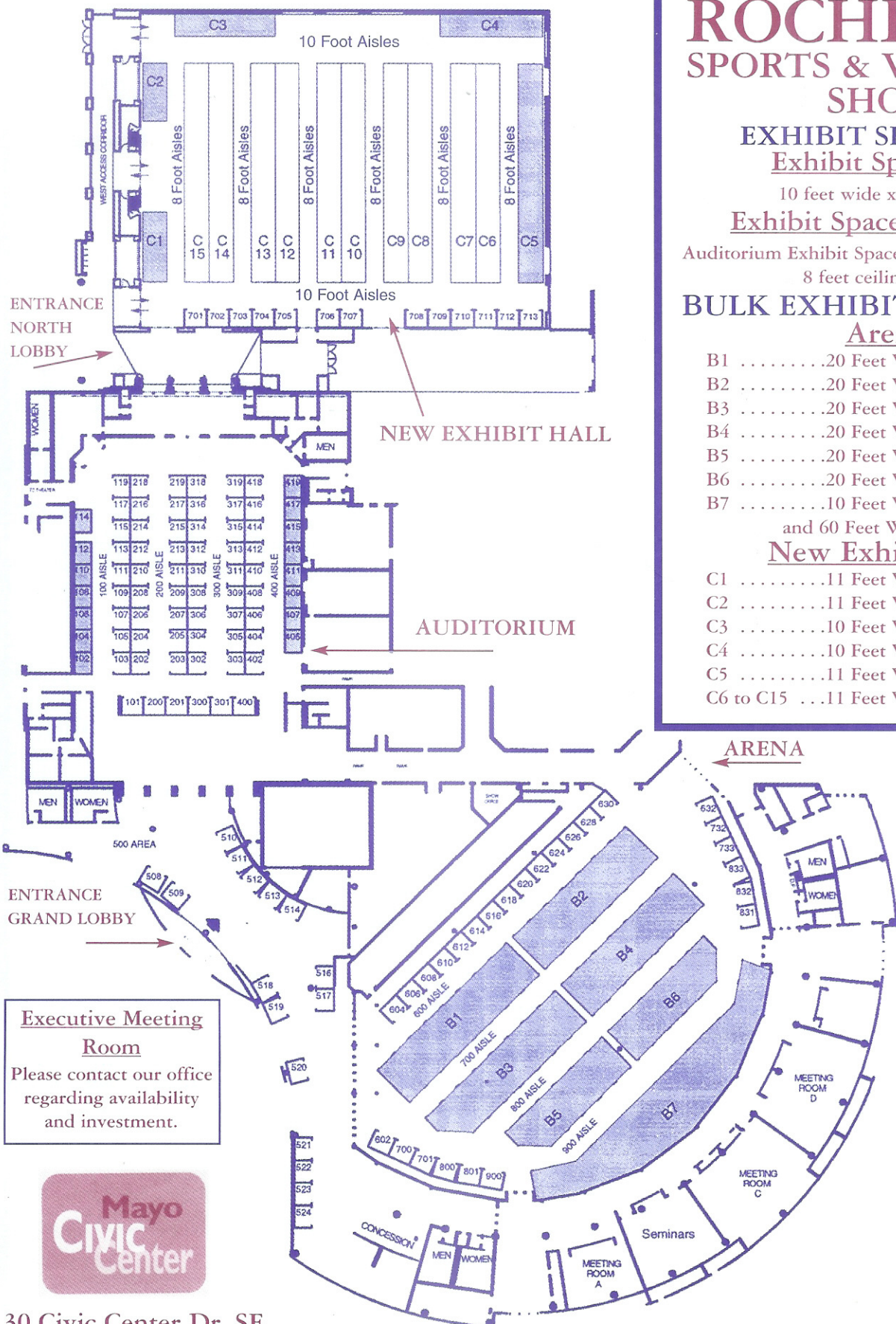
C2 .....11 Feet Wide x 30 Feet Long

C3 .....10 Feet Wide x 50 Feet Long

C4 .....10 Feet Wide x 60 Feet Long

C5 .....11 Feet Wide x 100 Feet Long

C6 to C15 ....11 Feet Wide x 100 Feet Long



### FACILITY USAGE

#### New Exhibit Hall

Campers and Camping Related Displays

#### Arena

Boats, Pontoons and Marine Related Displays

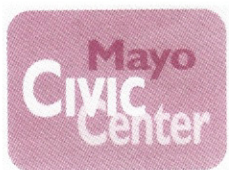
#### North Lobby, Grand Lobby & Auditorium

Resorts and Vacation Related Displays

#### Executive Meeting Rooms

Presentation rooms utilized at your discretion for Private by Invitation or Public Presentations.

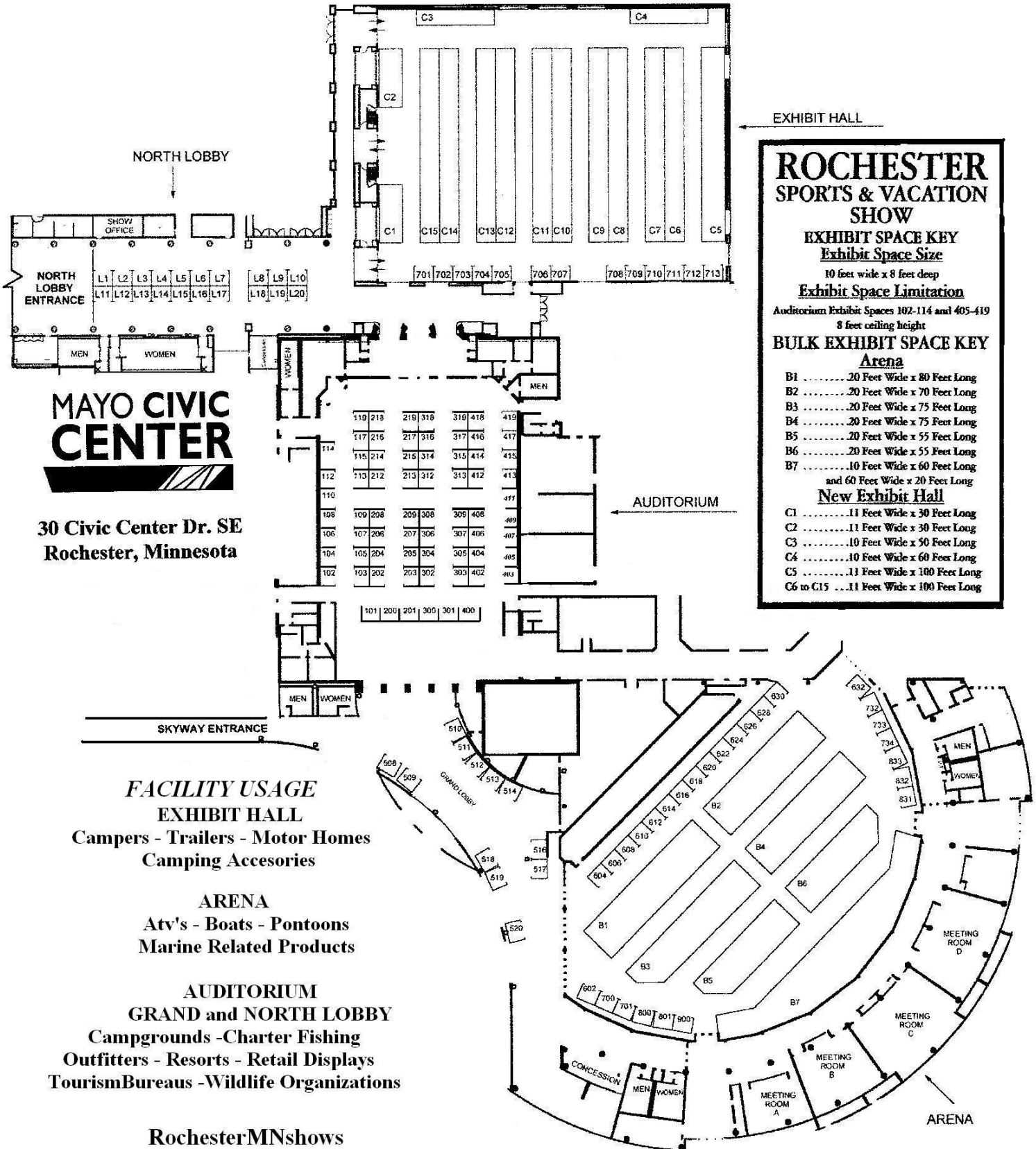
**Executive Meeting Room**  
Please contact our office regarding availability and investment.



30 Civic Center Dr. SE  
Rochester, Minnesota

# Rochester Sports & Vacation Show

Preliminary Exhibit Floor Plan  
 Mayo Civic Center - Rochester, Minnesota



**MAYO CIVIC CENTER**

30 Civic Center Dr. SE  
 Rochester, Minnesota

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