



# **M-STEP**

**Minnesota Symposium  
on Terrorism and  
Emergency Preparedness**

**2007**

## **Exhibitor and Sponsorships Applications**

**November 13 & 14, 2007**

**At the**

**Northland Inn Hotel &  
Conference Center,**

**Brooklyn Park, MN**

***Hennepin Technical College***



**Northland Inn Hotel and Conference Center**

## The Conference

The “**Minnesota Symposium on Terrorism and Emergency Preparedness**” (MSTEP), held November 13 & 14, 2007 at the Northland Inn Hotel and Conference Center in Brooklyn Park, MN.

Whether dealing with International, National or in our own backyard, all agencies are reminded that terrorism comes in various forms. The time is now to prepare across organizational boundaries for both international and domestic acts of terrorism. This symposium will address response solutions both domestically and internationally.

This two-day Symposium brings together the most highly regarded experts from around the world on terrorism prevention, Emergency Response and Recovery. It is attended by law enforcement, fire, EMS, public health, education, and emergency management professionals from throughout the Midwest.

Exhibitors and Sponsors are an important part of M-STEP, bringing the participants together with vendors that provide tools and technology to help combat and/or respond to an emergency incident. Exhibitors gain visibility to potential customers, and participants gets exposure to the new tools and technology.

## The Audience

This is the sixth annual Symposium and is expected to be attended by 450 – 500 officials from law enforcement, fire, EMS, public health, education, and emergency management. The Symposium has been planned in partnership with law enforcement, health, education, and emergency management organizations to meet the diverse interests of all local first responders.

## Conference Features

The following conference features offer the greatest Exhibitor and Sponsor exposure to attendees:

- Exhibitors and sponsors will be listed on the M-STEP web page.
- Exhibitor and Sponsors paid by August 1, 2007 will be listed in our Program.
- During breakfast and coffee breaks in Exhibits Hall.
- During the lunch break in Exhibits Hall.
- A dedicated Press Room will provide comfortable surroundings for interviews and dissemination of press releases and information.
- Complimentary “Exhibits Only” guest passes for Exhibitor use.

## REGISTER EARLY!

Booth Assignments & Sponsorships are on a “First-Come, First Served” Basis!

*See back panel for Floor Plan*

## Exhibits Hours

Exhibit Hours will be 7:00am - 5:00pm on Tuesday November 13 and 7:00am - 3:00pm on Wednesday November 14, 2007

## Pre-Conference Publicity

The 2006 conference was publicized in the following publications: Firehouse, Minnesota Daily Dispatch, M-STEP Website, State Fire Marshals, MnSCU's, and other websites provided to the different agencies represented.

## Web Link

In addition to the publications listed above, we will emphasize the use of the M-STEP Website (<http://www.m-step.com>) for publicity. Exhibitors will be listed on the web site under the exhibitors section. We will provide the opportunity to link to your companies home page of choice.

Sponsors will be provided a section on the front page of the website as well as in the sponsor section of the website and we will also provide the opportunity to link to your companies home page of choice.

The website has been tremendously successful, so we highly recommend that Exhibitor and Sponsors take advantage of this offering.

## Last Year's Exhibitors

Sprint / Nextel	MES	Emergency Response Massage International
Motorola	Minnesota National Guard	Metro Fire
Hennepin Technical College	Barnes and Noble	Clarey's Safety Equipment, Inc.
Fire Safety USA	Multi-Tech Systems	
Safety Systems	Cardinal Stritch University	
Air Clic	Act Soft	
Viking Industrial	Alex Air	
Security Solutions International	Telex Communications	
Palm, Inc	Nortel	

## Exhibitor Application

Booth space will be assigned in the order in which paid applications are received. Exhibitors will be notified of the booth assignments in October 2007. We expect the exhibitor space to sell out as it did in 2006. Prospective Exhibitors and Sponsors are encouraged to reserve your space early.

To apply for your exhibit booth, complete the attached application form and mail it with your payment to:

Hennepin Technical College  
Attn: Todd Seitz  
1820 Xenium Lane North  
Plymouth, MN 55441

## Refund Policy

100% of the Exhibitor fee is refundable if written notification is received 60 day in advance of the conference.

50% of the Exhibitor fee is refundable if written notification is received 30 day in advance of the conference.

No Refunds within 30 days of the conference.

## Exhibitor's Services

Attached is the electrical request form from the conference center. Any Electrical, web services, telephone, etc can be arranged directly with the Conference center their number is 800-441-6422

## Booth Rate and Terms

**Standard Booth**                      **\$475.00/booth**

The Exhibit Booth fee includes:

- One 8x10 booth space, height limit 9ft.
- Draped table and 2 chairs
- Five complimentary "Exhibits Only" guest passes
- 24 hour hotel security
- Cleaning and maintenance of exhibits aisles
- Refreshment during breakfast and breaks
- Web link on the M-STEP website

### **Extra Items that can be provided for extra charge:**

- Buffet Lunch - \$23.00 per person per day
- Electrical Service - \$53.25 per day
- Conference Registration - \$185.00/ per person, lunches included with this.
- Internet connections - Conference Center Rate
- Phone service - Conference Center Rate
- Special set-up or other AV needs - Conference Center Rate

# Sponsor an event at M-STEP

## *Sponsor an Event at M-STEP*

Want increased visibility at M-STEP?

Sponsor an event or conference item for increased brand visibility! Assist in marketing your products and improve your recruiting efforts by putting your company name and logo in front of the many participants who will be attending this conference.

Benefits of sponsorships include your logo on the M-STEP Web page with a link to your home page; listing on the M-STEP promotional materials including the program brochure; for the sponsored events, your banner (you provide) at the event and acknowledgement during the conference and event.

## ● Event Sponsorships

### ● **Platinum Sponsor (Keynote and VIP Dinner)- \$15,000 (Limit One)**

- Prominently displayed corporate banner (provided by sponsor) in the main room
- Special mention and corporate graphics on Symposium brochure and program
- Complimentary exhibitor booth (20x20 prime exhibitor space)
- Special recognition as sponsor of the keynote speaker
- Three complimentary registrations to the Symposium

### **Gold Sponsor- \$10,000 (General Session Speaker) (Limit Two)**

- Prominently displayed corporate banner (provided by sponsor) in the main room
- Special mention and corporate graphics on Symposium brochure and program
- Complimentary exhibitor booth (two 8x10 exhibitor spaces in front of the main room)
- Special recognition as sponsor of the speaker
- Two complimentary registrations to the Symposium

## **Event Sponsorships - Continued**

### **Silver Sponsorship (Lunch and Breakout Speaker) - \$5000.00 (Limit 2)**

- Prominently displayed corporate banner (provided by sponsor) in the Lunch area and Break-out room for the day.
- Special mention and corporate graphics on Symposium brochure and program
- Complimentary exhibitor booth (one 8x10 exhibitor spaces in front of the main room)
- Special recognition as sponsor of the lunch and Break out Speakers
- One complimentary registrations to the Symposium

### **Bronze Sponsorship (Coffee Break and Breakout Speaker) - \$2500.00 (Limit 4)**

- Prominently displayed corporate banner (provided by sponsor) in the coffee area and in the break-out room for half of the day
- Special mention and corporate graphics on Symposium brochure and program
- Complimentary exhibitor booth (one 8x10 exhibitor spaces in front of the main room)
- Special recognition as sponsor of the coffee break and/or Break out speaker.
- One complimentary registrations to the Symposium

**Please contact Todd Seitz, Conference Event Coordinator, at [todd.seitz@hennepintech.edu](mailto:todd.seitz@hennepintech.edu) , or 763-550-2113, to discuss sponsorship opportunities for your company.**

**For Conference Center Questions contact Cathi Harju, Northland Inn, at [charju@benchmarkmanagement.com](mailto:charju@benchmarkmanagement.com) or 800-441-6422.**

# Exhibits Date and Times

## Monday, November 12, 2007

Set-up 6:30pm - 10:00pm

## Tuesday, November 13, 2007

Set-up 6:00am - 7:00am

Exhibit Hall Opens 7:00am - 5:00pm

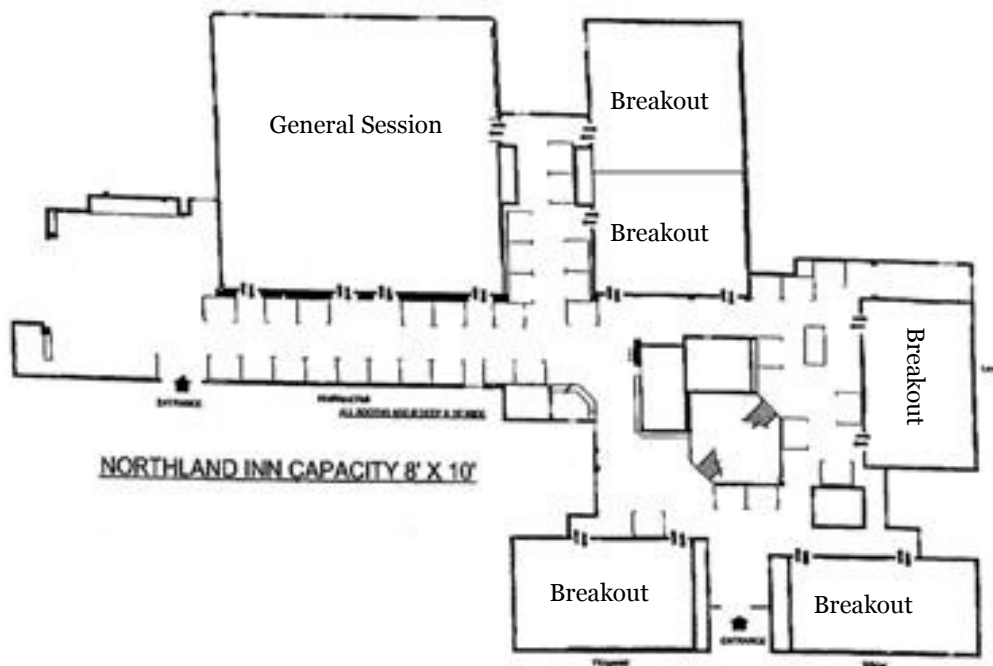
## Wednesday, November 14, 2007

Set-up 6:00am - 7:00am

Exhibit Hall Opens 7:00am - 3:00pm

Dismantle 3:00pm - 5:00pm

## EXHIBITOR FLOOR PLAN



# Hennepin Technical College

## M-STEP SPONSOR/EXHIBITOR APPLICATION

November 13-14, 2007

The Northland Inn, 7025 Northland Drive, Brooklyn Park, MN 55428

Exhibitor/Sponsor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

Person(s) Attending: \_\_\_\_\_

**\*\*\*Sponsorships must be received by June 15, 2007 to be included in brochure\*\*\***

Please choose from the following:

### SPONSORSHIPS

PLATINUM	\$15,000.00	_____
Gold	\$10,000.00	_____
Silver	\$5000.00	_____
Bronze	\$2500.00	_____
Total		_____

### EXHIBITOR ONLY

8X10 space	# _____	x \$475 =	_____
Lunches	# _____	x \$23 =	_____
Conference Registrations	# _____	x \$185 =	_____
(Must complete Conference Registration Form)			
TOTAL			_____
Electrical service is available through Northland Inn at a nominal charge. Contact Cathy Harju: 800 441-6422, 763 971-5572, 763 536-8790			

**CHECK: make payable to Hennepin Technical College – M-STEP Conference**

Credit Card Accepted: Visa \_\_\_\_\_ Master Card \_\_\_\_\_

Card Number : \_\_\_\_\_ Exp. Date \_\_\_\_\_

Forward applications and questions to: Todd Seitz, Hennepin Technical College, 1820 Xenium Lane North, Plymouth, MN 55441, 763 550-2113, [toddseitz@hennepintech.edu](mailto:toddseitz@hennepintech.edu)



## ELECTRICAL SERVICE ORDER FORM

<b>Exhibitor:</b> _____ <b>Address:</b> _____  <b>City, State, Zip:</b> _____ <b>Phone Number:</b> _____  <b>On-Site Contact:</b> _____	<b>Name of Event:</b> <u>M-STEP 2007</u> <b>Date of Event:</b> <u>November 13 – 14, 2007</u> <b>Northland Contact:</b> <u>Jeannine Poquette</u> <b>Phone Number:</b> <u>763-536-8300 ext. 6359</u> <b>Fax Number:</b> <u>763-533-6607</u> <b>Planning Manager</b> <u>Cathy Harju</u>
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The Northland Inn offers electrical service by **PREPAID request only**.

- STANDARD ELECTRICAL SERVICE is defined as 110 volt AC power up to 500 watts (5 amps) per booth.
- Higher wattage service requires dedicated 20 amp circuits.

\*\*OTHER ELECTRICAL SERVICE: (220 volts, 3 phase, etc.) is available. Call Jeannine Poquette at (763) 536-8300, ext. 6359 with specifications for pricing.

List equipment requiring power including wattage or amps \_\_\_\_\_  
 \_\_\_\_\_

**I AM REQUESTING** (Prices include 6.65% Minnesota Sales Tax)

#			#		Total
	500 Watt Service (5 Amps)	\$53.33 / 2 days		2Days =	<b>\$53.25</b>
	Dedicated 20 Amp Circuit	\$79.99 / day x		Days =	

**SERVICE ACCESSORIES**

#			#		Total
	Extension Cord (s)	\$10.67 / day x		Days =	
	Power Strip (s)	\$10.67 / day x		Days =	
	Power Strip (surge protected)	\$16.00 / day x		Days =	
	Telephone Line (analog)	\$26.66 / day x		Days =	
	Hi Speed Internet Access (Ethernet)	\$53.25 / day x		Days =	

**CREDIT CARD INFORMATION**

Please circle card type.



Name on Card: \_\_\_\_\_  
 Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_

★ I authorize these charges to my credit card: \_\_\_\_\_

**CHECKS** Checks payable to **The Northland Inn** can be mailed to the following.

The Northland Inn/CS  
 7025 Northland Drive  
 Brooklyn Park, MN 55428

**FAX** Orders may be faxed to (763) 533-6607.