

M-STEP
Minnesota Symposium
on Terrorism and
Emergency Preparedness



TARGET

MINNESOTA

Plan, Prepare and Educate

2008
Exhibitor
Applications

November 18 & 19, 2008
Northland Inn Hotel – Brooklyn Park, Minnesota



Hennepin Technical College

A member of the Minnesota State Colleges and Universities system

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Northland Inn Hotel and Conference Center

The Conference

The **“Minnesota Symposium on Terrorism and Emergency Preparedness”** (M-STEP), will be held November 18 & 19, 2008 at the Northland Inn Hotel and Conference Center in Brooklyn Park, Minnesota.

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.

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.
- Exhibitors and Sponsors will be listed on our web site.
- During breakfast and coffee breaks in Exhibit 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 are on a
“First-Come, First Served” Basis!

See floor plan

Web Link

We will emphasize the use of the M-STEP web site (<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 company's web page.

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

The web site has been tremendously successful; we highly recommend exhibitors and sponsors take advantage of this offering.

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 2008. We expect the exhibitor space to sell out as it did in 2007. Prospective Exhibitors and Sponsors are encouraged to reserve your space early.

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

Hennepin Technical College
Attn: Carol Horstman
1820 Xenium Lane North
Plymouth, MN 55441

Cancellation/Refund Policy

100% of the exhibitor fee is refundable if written notification is received by September 22, 2008.

50% of the exhibitor fee is refundable if written notification is received by October 20, 2008.

No refunds after October 20, 2008.

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 Northland Inn at 800.441.6422.

Booth Rate and Terms

Standard Booth – \$450/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 web site

Extra Items that can be provided for extra charge:

- Buffet Lunch - \$25 per person per day
- Conference Registration - \$185 per person, lunch included.

See Northland Electrical Service Order Form for:

- Electrical Service
- Internet connections - Conference Center Rate
- Phone service - Conference Center Rate
- Special set-up or other AV needs - Conference Center Rate

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Please contact Todd Seitz,
Conference Event Coordinator,
at todd.seitz@hennepintech.edu,
or 952.995.1329, to discuss
exhibitor opportunities for your
company.

For Northland Inn questions
contact Cathi Harju,
Northland Inn, at [charju@
benchmarkmanagement.com](mailto:charju@benchmarkmanagement.com)
or 800.441.6422.




THE NORTHLAND INN

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Exhibit Dates and Times

Monday, November 17, 2008

Set-up 6:30 p.m. - 10:00 p.m.

Tuesday, November 18, 2008

Set-up 6:00 a.m. - 7:00 a.m.

Exhibit Hall Opens. . . 7:00 a.m. - 5:00 p.m.

Wednesday, November 19, 2008

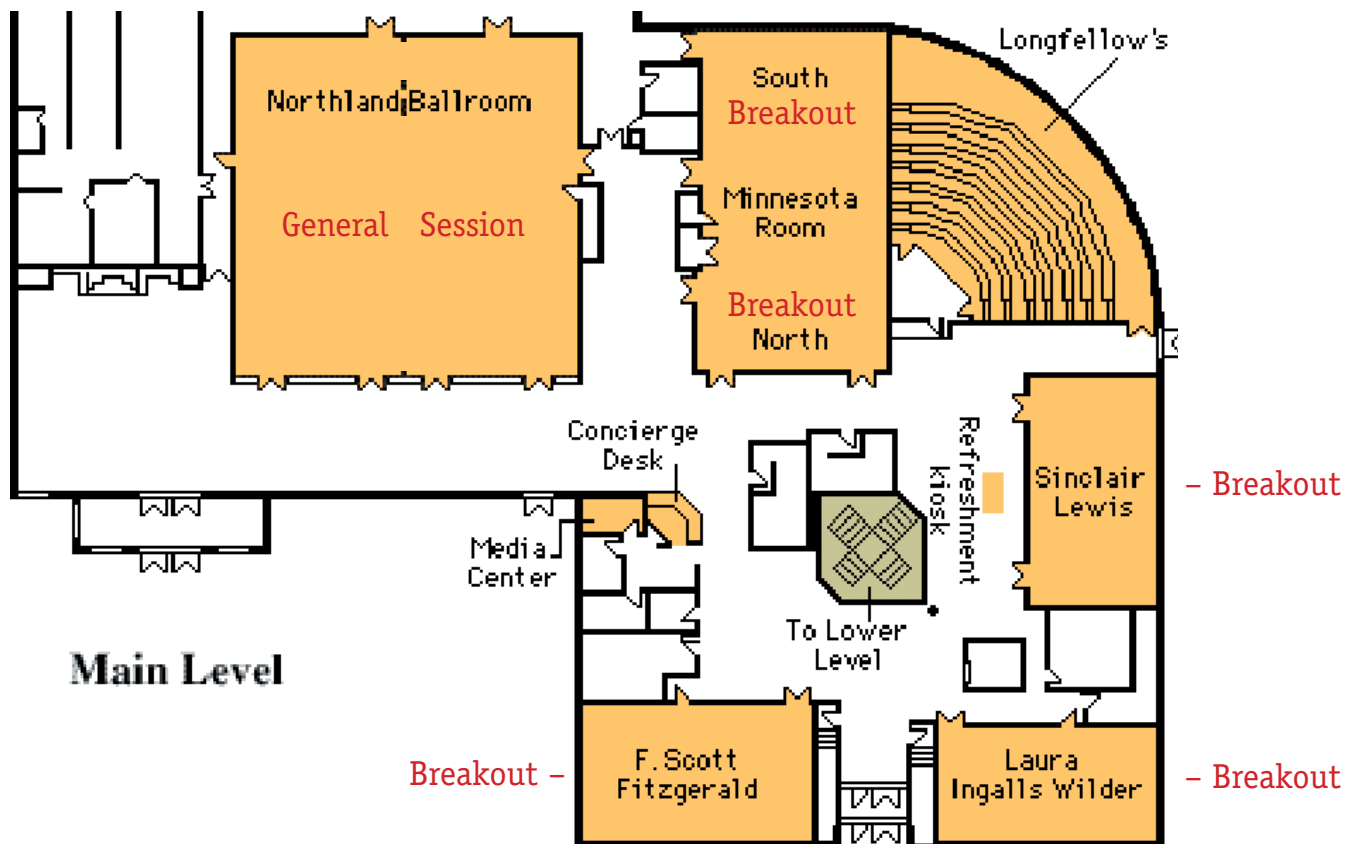
Set-up 6:00 a.m. - 7:00 a.m.

Exhibit Hall Opens. . . 7:00 a.m. - 1:00 p.m.

Dismantle. 1:00 p.m. - 3:00 p.m.



Exhibitor Floor Plan



Hennepin Technical College

M-STEP EXHIBITOR APPLICATION

November 18-19, 2008 at 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: _____

8X10 space _____ x \$450 = _____

Lunches _____ x \$25 = _____

Conference _____

Registrations _____ x \$185 = _____

(Must complete Conference Registration Form)

Total _____

Electrical service is available through
Northland Inn. Contact Cathy Harju:
800.441.6422, 763.971.5572,
763.536.8790

Payment

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

Credit Cards Accepted: VISA Master Card DISCOVER Card

Name on Card: _____

Card Number: _____ Exp. Date _____

Forward applications and questions to: Carol Horstman, Hennepin Technical College, 1820 Xenium Lane North, Plymouth, MN 55441. Direct Line 763.550.7186, Fax 763.550.7272, or email carol.horsman@hennepintech.edu



Electrical Service Order Form

Exhibitor: _____	Name of Event: M-STEP 2008
Address: _____	Date of Event: November 18 – 19, 2008
City, State, Zip: _____	Northland Contact: Jen, Concierge
Phone Number: _____	Phone Number: 763-536-8300 ext. 6359
On-Site Contact: _____	Fax Number: 763-533-6607

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 Jen at 763.53.8300, 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	2 Days = \$53.33
	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 (Wireless & Wired)	\$100.00/ connection/day	x connection/day =

CREDIT CARD INFORMATION Please check card type. VISA Master Card DISCOVER Card

Name on Card: _____

I authorize these charges to my credit card: _____

Card Number: _____ Exp. Date: _____

CHECKS:

Make payable to The Northland Inn can be mailed to the following: The Northland Inn/CS, 7025 Northland Dr., Brooklyn Park, MN 55428

FAX: Orders may be faxed to: 763.536.8790

