

The Marketplace: layout, design, and furnishing

- Exhibitors will be set up in the Marketplace of Ideas at the Minneapolis Hilton Hotel (1001 Marquette Ave, STE 208, Minneapolis, MN 55403). It features a low ceiling and chandelier lighting.
- The Marketplace is intentionally designed with no pipe and drape. Huddles, booths, and lounges are delineated by separate rugs covering the floor of each space. Huddles have orange rugs, booths have blue rugs, and lounges have red rugs.
- All furniture is provided for you. We are not offering any opportunity to rent additional furnishings. The furniture design specs for each type of space can be found below. Tables will have white linens; banquet chairs will be black and chrome.

Can I add Wi-Fi and/or electrical power to my space?

- Yes, for a fee. Use this link from Encore, the Hilton's event technology provider: <https://eventnow.encoreglobal.com/>
 - After clicking the above link, search "Forum on Workplace Inclusion" in the search bar on the left.
 - Our event will pop up. Click "Start Shopping."
 - **NOTE: You must *only* select from the first two items, "Configure Your Electrical Needs" and/or "Configure Exhibitor Internet Options." NO OTHER ITEMS CAN BE ADDED TO YOUR SPACE!**
- The deadline for purchasing Wi-Fi and/or electrical power through Encore is **March 20th.**

What about signage?

- Free-standing branded signage is provided at each huddle, booth, and lounge. Signage design specs can be found below. Please note, the white text labeled "Company Name Here" is actually where your logo will be placed; the black text labeled "Additional Info" is where your organization's name will be placed.
- **Related to this, you must email Ernest Jefferson (jeffe@aughsburg.edu) your organization's logo by March 11th so that our design team can place it on your sign. If you do not email your logo by March 11th, your sign may be left blank.**
- Exhibitors who purchased a 6'x9' booth space can bring their own additional signage *only if it can easily fit atop, or be adhered to the front of, your 6 ft. table (the exact table dimensions are 72"x30")*. Exhibitors who purchased a 12'x12' lounge space can do the same, and can also bring their own free-standing signage at their discretion. Exhibitors who purchased a 6'x6' huddle space *cannot bring any additional signage.*

What if I want to ship items to and from the Hilton?

- Shipping guidelines can be found below. You are entirely responsible for any materials that you choose to ship.

How does registering for the conference work?

- [As explained on our website](#), purchasing a booth does *not* mean that you are automatically registered as a conference attendee. If you wish to participate in the conference in any capacity, whether it's staffing your booth and/or attending workshop sessions, *you must individually register for the conference as well.*
- All exhibitors receive one comped registration intended for the person staffing your huddle/booth/lounge. This comp is an all-access pass that can be used by you or someone else on your team. Here's how to claim the comp:
 - Register to attend the conference [through this link](#).
 - Under Registration Type (the first question), select Exhibitor Booth Staff.
 - When you reach the payment page, enter the discount code that you were provided (if you don't have it, email jeffe@augzburg.edu). This code will reduce the price to \$0.
- Any attendees beyond your one allotted comp must register for the conference [at applicable pricing](#). No exceptions.

Will I receive a list of attendees in advance?

- A list of all attendees who opted-in to receiving communications from exhibitors will be shared with you twice - once on March 6th, and again on March 20th. The list will include attendee names and email addresses, as well as their professional titles and companies.

Is there a virtual component?

- **To be absolutely clear, your only concern during the conference is the in-person attendees. You will *not* have the ability to interact with anyone virtually.**
- Having said that, Forum staff will still provide a landing page for your organization on the conference app. This will give you some representation on the virtual side. In order to build out your landing page, Forum staff need the following:
 - **Your organization's logo** (same as the one that will be used on your signage, as discussed above)
 - **A banner image** (i.e., a large, horizontally-oriented image that represents your organization. The recommended size is 1872x320 pixels, but Forum staff can resize whatever image you send).
 - **A tagline** (i.e. a slogan or similar message that represents your organization. Max 120 characters).
- Your landing page will also include the organizational description that you provided when you purchased your huddle/booth/lounge.

What is the load-in date/time? What are the Marketplace hours during the conference?

- Load-in is Monday March 27th, 12:00pm - 3:30pm. Staff and volunteers will be present to address outstanding questions.
- Marketplace hours are 11:15am - 7:00pm on Tuesday March 28th and 8:15am - 1:00pm on Wednesday March 29th.

Recap: What does The Forum need from me before the conference?

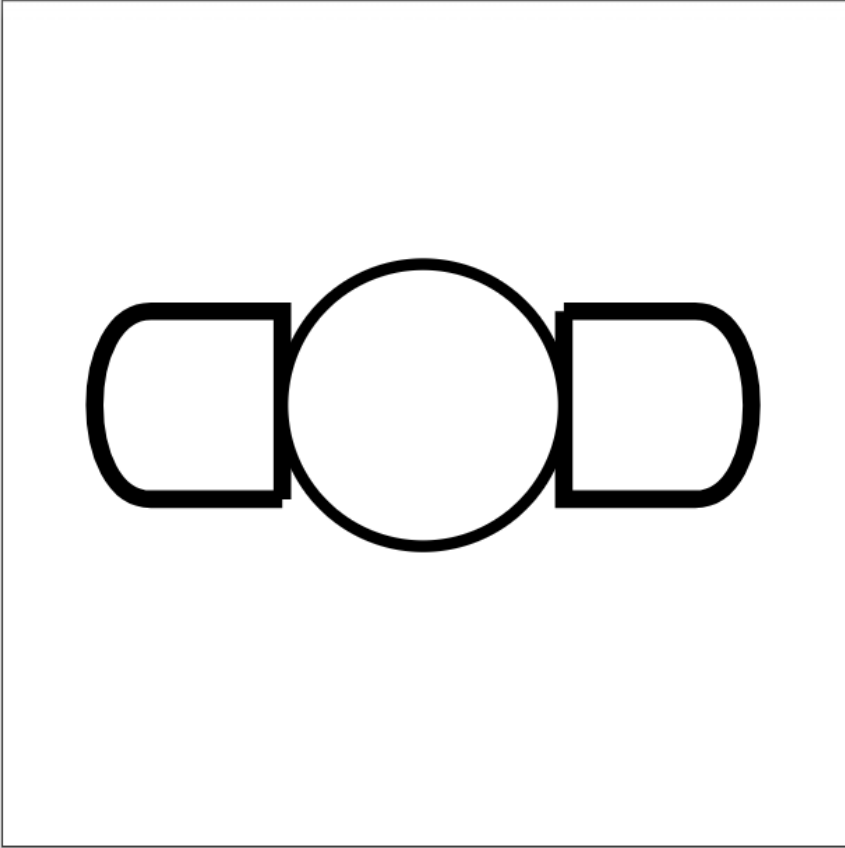
- **Your logo by March 11th**
- **A banner image for your virtual landing page by March 20th**
- **A tagline for your virtual landing page by March 20th**
- **Register yourself or your staff person for the conference (if you haven't already done so) by March 25th**
- **Optional: Add Wi-Fi and/or electrical power to your space through this link: <https://eventnow.encoreglobal.com/>**
 - Deadline for this is **March 20th**
 - You can *only* select "Configure Your Electrical Needs" and/or "Configure Internet Options" - no other items!

Proposal created exclusively for



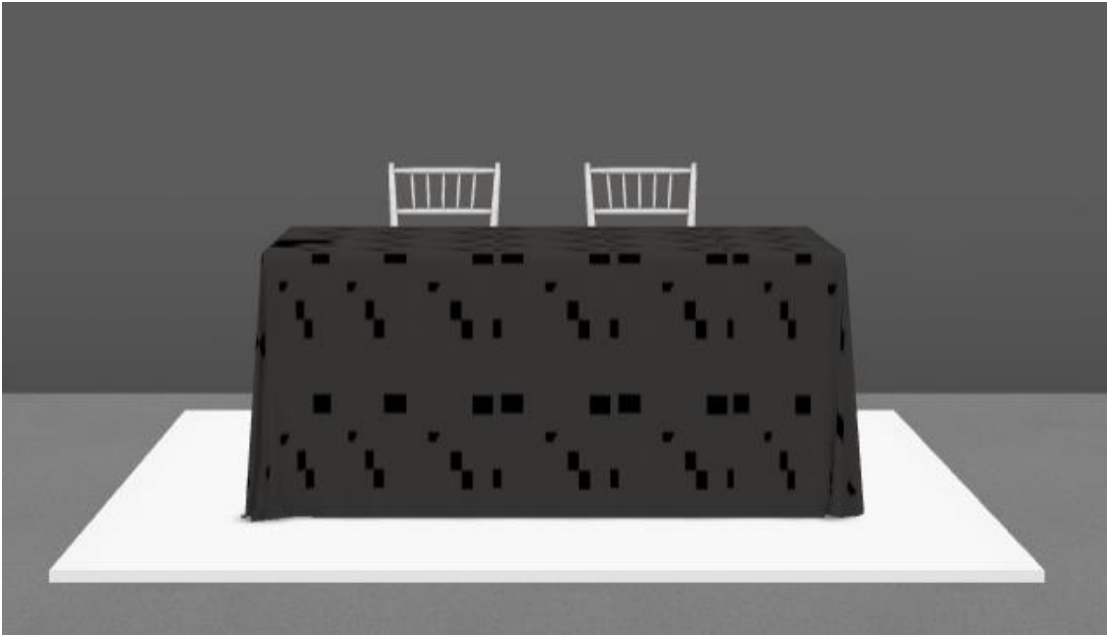
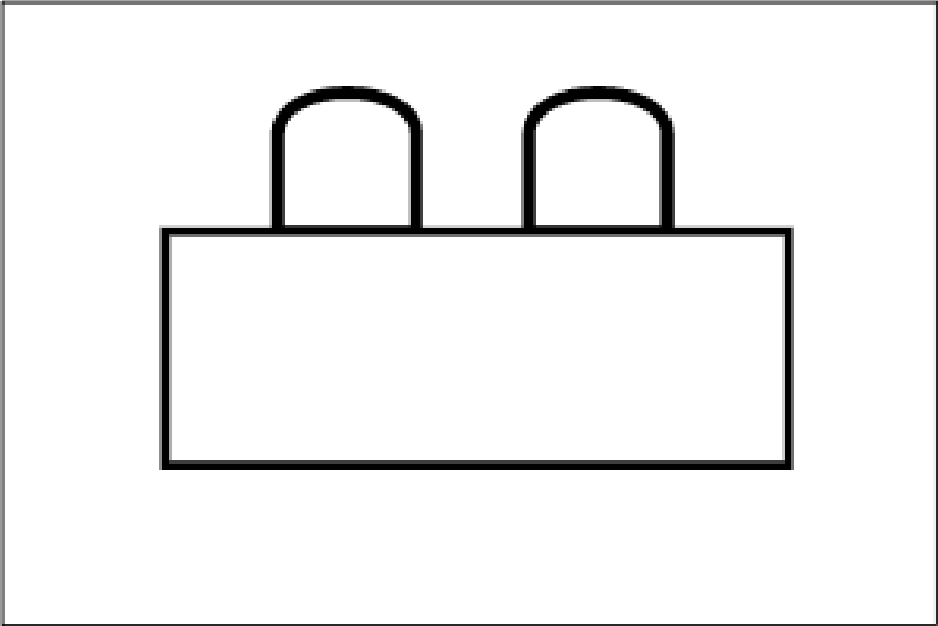
Fresh Ideas. Meticulous Planning. Intentionally Designed Events.

6' x 6' Huddle - *Example only, colors and furniture not final



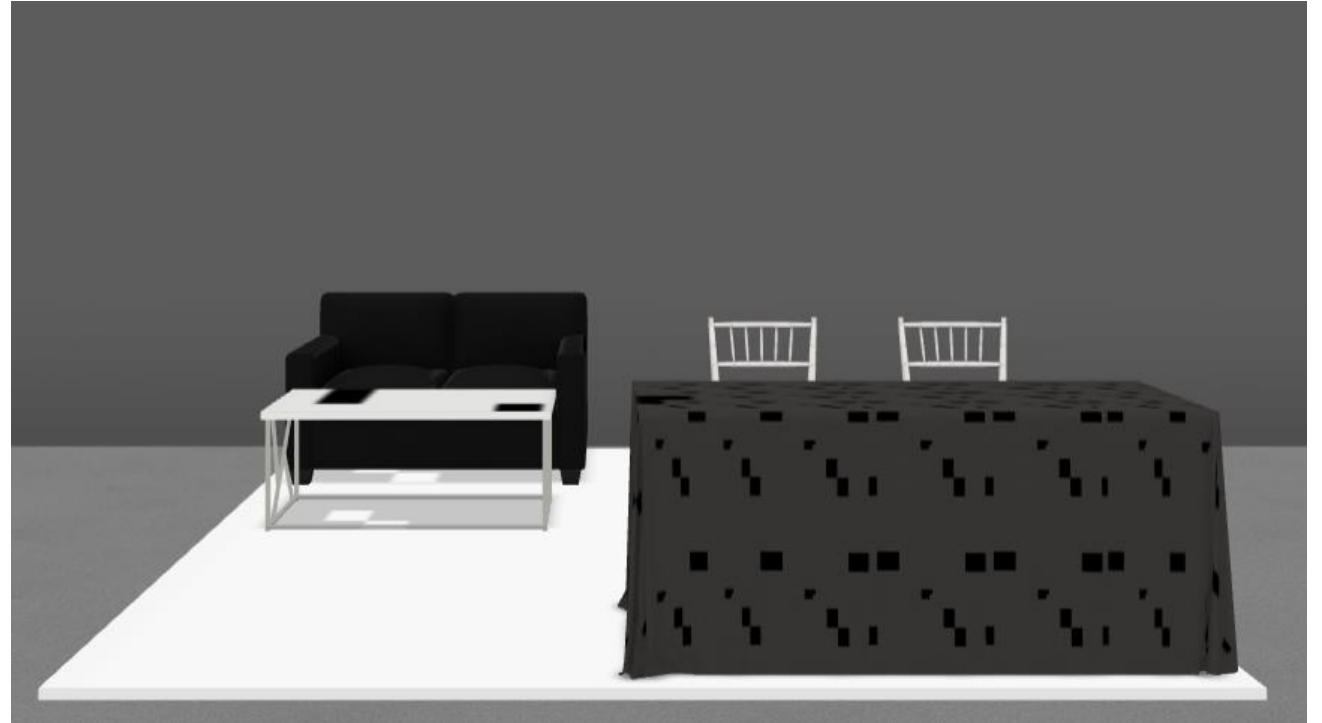
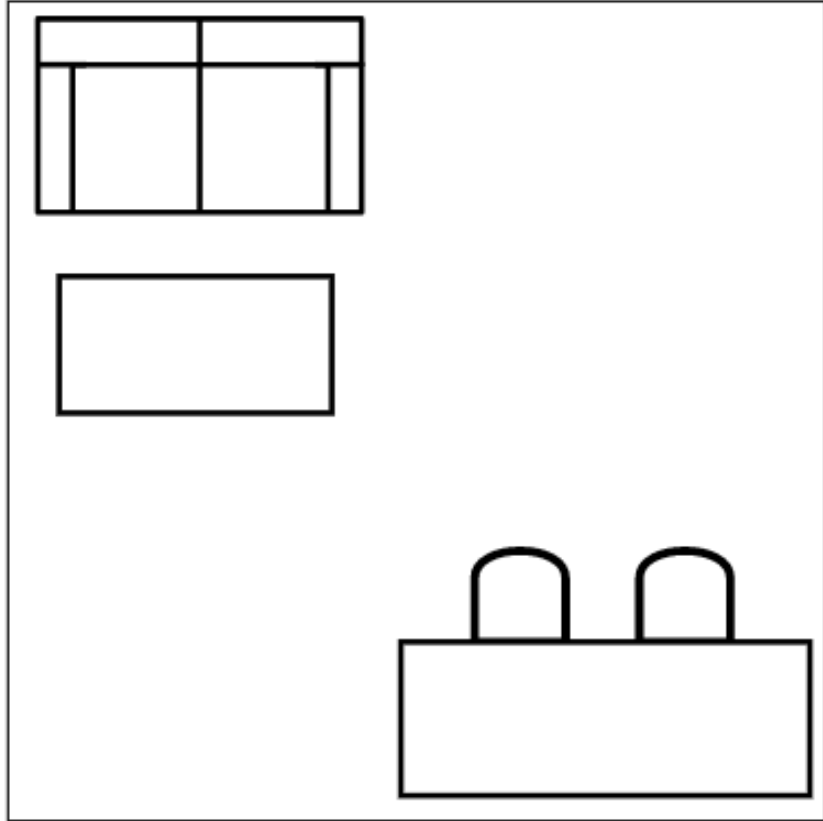
Fresh Ideas. Meticulous Planning. Intentionally Designed Events.

6' x 9' Standard Booth - Example only, colors and furniture not final.



Fresh Ideas. Meticulous Planning. Intentionally Designed Events.

12' x 12' Lounge - Example only, colors and furniture not final.



Fresh Ideas. Meticulous Planning. Intentionally Designed Events.

Exhibit Signage –
Huddle - 12" x 18"
Booth - 24" x 36"
Lounge - 2.5' x 6'



Fresh Ideas. Meticulous Planning. Intentionally Designed Events.

The UPS Store

THE MINNEAPOLIS HILTON HOTEL

1001 MARQUETTE AVE, STE 208 MINNEAPOLIS, MN 55403

P: 612.376.1035 F: 612.376.1037 | STORE7122@THEUPSSTORE.COM

Incoming Shipment Form

The UPS Store will gladly receive packages on your behalf. Please complete this form and adhere to the shipping and pick up instructions detailed this form.

The UPS Store is committed to providing you with an outstanding experience during your stay. All attendee and event packages being shipped to the store must follow the address label standards (illustrated below) to prevent package routing delays. We suggest that you do not send packages Early AM unless you work out arrangements ahead of time with The UPS Store. Please call or email to arrange Early AM. deliveries. Additional fees apply. We ask that you please refrain from sending USPS shipments as times are solely estimates and not guaranteed. It is your responsibility to track your shipment. We do not contact you once your packages arrive.

Label must be addressed as below:

Hold For Guest: (Guest Name)
c/o The UPS Store #7122
(Convention / Conference / Group / Event Name)
1001 Marquette Ave, STE 208
Minneapolis, MN 55403

Pick up Instructions

Packages must be picked up directly from The UPS Store in the Minneapolis Hilton Hotel. We are located on the second floor next to the escalators. We do have a cart you may use to bring your items to the show location. The cart is available on a first-come first-serve basis and must be returned within 30 minutes. Customers not returning carts to The UPS Store will be assessed a replacement fee of \$200. Carts are the property of The UPS Store and not the Minneapolis Hilton Hotel.

Regular Hours of Operation:

Monday – Friday 9am to 4pm*

*Additional hours can be arranged during conferences

Receiving/Inbound Handling & Storage Conditions*

Includes receiving, securing, and storage of items for up to 3 calendar days prior to package(s) being picked up. All packages are charged per package based on weight and size. Packages must be picked up directly from The UPS Store. Due to union labor laws, we are not able to deliver your items to the show booths within any halls or rooms. Packages not picked up within 3 calendar days will incur an additional storage fee per package per day based on original pricing specified.

PARCEL INBOUND FEES	
STANDARD PACKAGES	
OVERNIGHT LETTER	\$5
1-10 LBS	\$7
11-20 LBS	\$15
21-40 LBS	\$25
41-60 LBS	\$40
HEAVY SHIPMENTS 60-101+ LBS	
61-100 LBS	\$60
101+ LBS	\$80
PALLETS/CRATE:	
Per Pallet/Crate	\$250

Outbound Handling Conditions*

Convention guests with pre-labeled shipments – please be advised a handling fee will apply as detailed below.

PARCEL OUTBOUND FEES		
STANDARD PACKAGES		
	UPS	FEDEX
LETTER/PACKS	\$5	\$5
1-10 LBS	\$7	\$7
11-20 LBS	\$15	\$15
21-40 LBS	\$25	\$25
41-60 LBS	\$40	\$40
HEAVY SHIPMENTS 60-101+ LBS		
	UPS	FEDEX
60-100 LBS	\$60	\$60
101+ LBS	\$80	\$80
PALLET/CRATE		
Per Pallet/Crate	\$250	

THIS FORM MAY BE SUBMITTED PRIOR TO DELIVERY FOR ADVANCED NOTICE AND PAYMENT.

CONTACT INFORMATION		PACKAGE INFORMATION	
COMPANY / SENDERS NAME:		NAME OF EVENT:	
EMAIL ADDRESS:		NUMBER OF PACKAGES BEING SHIPPED:	
RECIPIENTS NAME:		ARRIVAL DATE:	
		PICK UP DATE:	
		AUTHORIZED RECIPIENT:	

Account Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover
Cardholder Name _____
Card Number _____
CID Number _____
Expiration Date _____

I authorize The UPS Store #7122 to charge the credit card indicated in this authorization form according to the terms outlined above. I understand that in the event my credit card is declined my shipment fees must be paid at pickup. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company. I understand giving false and/or inaccurate information may result in package not leaving and/or package abandonment.

SIGNATURE _____

DATE _____

WITH ANY QUESTIONS, PLEASE CONTACT US DIRECTLY:

THE UPS STORE, MPLS HILTON HOTEL, 1001 MARQUETTE AVE., STE A, MINNEAPOLIS, MN 55403

612-376-1035 | STORE7122@THEUPSSTORE.COM | THEUPSSTORELOCAL.COM/7122