

JOIN US FOR THE 2024 FAIR CONVENTION!

January 11-14, 2024

COUNTY FAIRS: AN AMERICAN TRADITION

The 2023 fair season has been a GREAT representation of the classic AMERICAN TRADITION and shown what an important role county fairs play in who we are!

We loved getting together in January of 2023 and we are looking forward to seeing everyone this coming January! Once again, the Minnesota State Agricultural Society, the Midwest Showmen's Association and the Minnesota Federation of County Fairs are excited to welcome you to convention!

If you have attended conventions in the past we THANK YOU for partnering with us to make Minnesota's county fairs a tradition to be proud of! If you haven't attended, we invite you to come and be a part of the 2024 convention and take advantage of the many great opportunities for education, collaboration and networking!

Here's a checklist of what you need to do next!

❖ Make your Hotel Reservations:

- The hotel block opens on MONDAY NOVEMBER the 20th at 9 am. If you call before this time, you will be told that no rooms are available. Hotel information is enclosed.

*** IF YOU HAVE A SUITE OR CABANA - please read the enclosed information sheet as those rooms CAN be reserved earlier than when the regular room block opens.

❖ Complete the "Associate Membership Information Form":

- This form will take you step by step through the registration process. **Cancellations will be refunded only if requested by January 1, 2024.**

❖ MFCF Associate Membership:

- Your 2024 MFCF Associate Membership is part of the "Associate Membership Information Form" and by submitting your \$100 dues you will be included in the 2024 vendor list that is made accessible to all Minnesota County Fairs.
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❖ Consider a contribution towards MFCF Lobbying efforts!

- The MFCF contracts for lobbying services. Through these efforts Minnesota County Fairs receive over \$15,000 in grants each year. In many cases this money is used to help bring associate members to fairs. If you would like to see these grants maintained and would like to contribute to the cost of the lobbying contract please fill in an amount on your "Associate Member Information form". Thank you for your consideration!

Mark Your Calendar... Come on THURSDAY!

Convention will begin on Friday morning, but you are encouraged to come kick off the weekend on THURSDAY EVENING at the 2024 Midwest Showmen's OPEN HOUSE!

WE WOULD LOVE TO SEE YOU THERE!

6:00 - 9:00 pm



Midwest Showmen's Association

For more information please feel free to reach out!

Anna De St. Croix - Executive Secretary of the Minnesota Federation of County Fairs.

exec.secretary.mfcf@gmail.com

2024 Associate Member Information Form

Minnesota Federation of County Fairs

Associate Member Information

Associate (Business/Organization) Name:

Contact Person:

Phone:

Mailing Address:

Alt. Phone:

City, State, Zip:

Fax:

Physical Address (if different):

Website:

City, State, Zip:

Email:

Indicate your type of business: Carnival Supplier Entertainer
 Entertainment Agency Concessions Other (describe):

X	MFCF Associate Membership	A \$100
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Current MFCF membership is required in order to have your name listed on the MFCF website. Fairs are making their big plans for 2024! Make sure they see your information!

	Convention Registration	B
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If you are planning to attend the Convention, please complete the “2024 Convention Registration” enclosure. After completing the form fill in the amount in box (B)

	Convention Booklet Advertisement	C
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If you would like to advertise in the 2024 Convention Booklet, please review the “2024 Convention Booklet Advertisement” enclosure. Fill in the desired ad cost in box (C)

	Trade Show Booth	D
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If you would like a booth at the 2024 convention, please review the “2024 Trade Show Booth” enclosure. After completing the form, fill in the amount in box (D)

Please note that your booth includes 2 convention registrations

	Sponsorship	E
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A limited amount of Convention Sponsorships are available, if you are interested in a sponsorship, please review the “Sponsorship Opportunities” enclosure. Fill in desired amount in box (E)

	Optional Lobbyist contribution	F
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If you are able to make a contribution to the MFCF lobbying efforts, please do so! Any amount is appreciated!
Thank you for your consideration!

	Total (box A-F)	G
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The MFCF would like to thank you for your membership and for the role you play in making Minnesota County Fairs a tradition that continues to bring people together to celebrate agriculture and provide education, entertainment and fellowship!

Please mail this completed form to:

Minnesota Federation of County Fairs
Attn: Jen Penzenstadler, Treasurer
PO Box 321
Chisago City, MN 55013

You can also complete your renewal and registration form online at: www.mfcf.com

For MFCF use only:

Date Received:	
Payment:	

2024 Convention Registration

(Associate Members)

Associate Member Name:

Reminders:

- Current MFCF membership is required to participate in the 2024 Annual Convention. (see Associate Membership Information Form)
- You must be registered for the convention to attend. If you have a trade show booth you receive 2 complimentary convention registrations.
- **Early Bird Registration ends December 10th.**

Convention Registration
Includes: → Convention Registration → Name Badge
Please print name as you would like to have it appear on your badge

	Convention Registration: \$100.00 (After December 10th): \$130.00		Convention Registration: \$195.00 (With Meals) (After December 10th): \$225.00 (With Meals)		Total:
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Add up registration costs for all attendees and enter into box (B) on the “Associate Membership Information” form.

Please use addition sheets for registrants if needed

2024 Convention Booklet Advertisement

Below is a price breakdown for an ad in the 2024 Convention Booklet, all ads will be in FULL COLOR.

The booklets are printed in a 4 x 9in book to accommodate pockets and purses. Ad sizes and prices are as follows:

Advertisement Size		Cost
1/4 Page	3.25" x 2"	\$100
1/2 page	3.25" x 4"	\$125
Full Page	3.25" x 8.25"	\$225
Inside Cover (front or back full page)	3.25" x 8.25"	\$350
Back Cover	3.25" x 8.25"	\$450

To accommodate printing all ads must received no later than Dec. 1 2023

Payment:

For Associate members please enter the cost of your ad in box [C] of the "Associate Membership Information" form and submit payment to MFCF.

For all others, mail check to:

Minnesota Federation of County Fairs
Attn: Jen Penzenstadler, treasurer
PO box 321
Chisago City, MN, 55013

Ad Content and Layout: Send Directly to Baker Printer in High Resolution PDF.

Dennis Baker
PO Box 355
200 Progress Way
SPicer, MN 56288

print@bprinting.com
phone: 320-796-5218
fax: 320-796-5050

2024 Trade Show Booth

DoubleTree by Hilton – Bloomington/Minneapolis South

Name of Business:

Contact Person:

Contact Person Phone Number:

One Line Booth Sign (print clearly):

Brief Description of the products and services you provide:

Circle your first choice of location: Garden Court Ballroom Foyer

(this does not guarantee a spot in either location – but the board will take consideration when discussing final layout)

POLICY OF AGREEMENT

It is hereby mutually agreed that the Minnesota Federation of County Fairs, party of the first part, leases a space during the 2024 Trade Show at the DoubleTree by Hilton Hotel, Bloomington/Minneapolis South (Garden Court or Ballroom Foyer) to the Business/organization listed above for a period from Friday, January 12 to Saturday, January 13 2024.

No part of the space covered by this agreement shall be assigned, sublet, or otherwise disposed of without the written consent of the first party.

Party of the second part agrees to confine all exhibit activities to within the limits of the space allowed them. Sales people, demonstrations, and entertainers are prohibited from operating in the aisles in such a way as to be a nuisance or interference to the public or to other exhibitors. Party of the second part further agrees that failure to do so may subject the cancellation of the space rental lease. Complaints or non-compliance of this policy will be handled with the contact person listed on this agreement.

Party of the second part agrees to be in position and set up by 4:00 p.m. on Friday and remain until the closing of the trade show. Party of the first part, the DoubleTree by Hilton Hotel, the

trade show vendor, and other organizations affiliated with this event assume no liability for the loss of damage to any property of the party of the second part. Party of the second part shall hold the party of the first part, its officers, agents, and directors harmless from any and all claims, causes of actions or demands made by any person against the party of the first part arising out of any activities, actions, or conduct of the party of the second part, its agents, servants, or employees.

Spaces will be held until 3:00 pm on Friday the 12th.

Payment Schedule

Early Bird (On or before Dec. 1, 2023)	\$300
After December 1, 2023	\$350
On or after January 4, 2024 (one week prior)	\$450

Booths reserved after December 1st cannot be guaranteed listing in the printed Convention Booklet!

For Associate members please enter your booth fee in box [D] of the “Associate Membership Information” form and submit payment to MFCF. This form should accompany the “Association Registration Information” form with payment.

Reminder your booth registration includes 2 complimentary conference registrations!

I have read the above Policy of Agreement and agree to its terms. Payment for booth rental is enclosed.

Lessee, Party of the Second Part
Business/Organization Representative

Lessor, Minnesota Federation of County Fairs

Questions regarding booths? Please contact our Trade Show Committee chair:

Jeff Potter
(507)-993-6491

Sponsorship

Want to increase your visibility at the convention?
Consider one of these sponsorship opportunities!

The Annual Convention is a great opportunity for you to promote your business/organization in one location with members of these three organizations:

MN Federation of County Fairs * MN State Agricultural Society * Midwest Showmen's Association

The 2024 Convention will be held January 11 - 14, 2024 at the DoubleTree by Hilton Hotel in Bloomington Minnesota. Our Convention attendance continues to be strong, as attendees partake in four days of education, entertainment and networking with fair colleagues.

There are several sponsorship opportunities that you can choose from:

Yes I'm Interested!	Sponsorship Opportunity	Price
	Evening Ice Cream Social	\$1,000.00
	Convention Sponsorships: <ul style="list-style-type: none">• Grand Champion Sponsor• Reserve Champion Sponsor• Blue Ribbon Sponsor• Red Ribbon Sponsor	\$1,000.00 \$500.00 \$250.00 \$100.00
	Refreshment Break (More than one available) Includes signage on the refreshment table.	\$500.00
	Convention Event Sponsorships: <ul style="list-style-type: none">• Breakfast• Lunch• other	Call to Discuss Options!
	Bag Sponsors <ul style="list-style-type: none">• Have a promotional item placed in the convention bags that are handed out to each convention attendee! — Approximately 1,000 people will receive a bag!	\$50.00 plus Items for bags.

Do you have a unique sponsorship idea? We would love to hear about it!

What do I get for my sponsorship?

- Listing on the website
- Listing in the convention handbook
- Listing in the convention awards program

With additional questions or for more information please contact Anna De St. Croix, MFCF Executive Secretary: exec.secretary.mfcf@gmail.com