



WELCOME

To the 2024 MCFOA
Conference Exhibit Show

**THANK YOU FOR YOUR PARTICIPATION AND SUPPORT OF THIS OUTSTANDING EVENT!
THE ATTENDEES ARE LOOKING FORWARD TO MEETING WITH YOU!**

EXHIBIT AREA

Set Up:

- We so appreciate the enthusiasm many of you put into incorporating the yearly theme into your booth. The conference attendees love it! It adds a lot of interest to the exhibit hall and helps draw the attendees into the area.
- Cenaiko Expo Services, the show decorator, will be here for a short time Wednesday afternoon and Thursday morning if you need to order additional furnishings for your booth.
- If you need anything, we will be around - stop by the **Registration Desk** in the lobby near the entrance to the hall. We will do anything we can to help ensure you have a great show.
- To assist in the exhibit hall this year, please contact a St. Cloud State University staff member at the registration check in desk.

Exhibit time:

- **Be prepared to open your booth at 10:30 AM Thursday, March 21, 2024**
- **Thursday Schedule:**
 - 10:30 – 11:15 am Thursday with an AM break
 - 11:30 am-12:30 pm: Exhibitor lunch (Physical lunch tickets will not be used this year. Be ready to show your name badge at the line)
 - 12:30-1:30 pm: Attendee lunch in exhibit hall
 - 2:45-4:30 pm: PM break, door prize drawings, and silent auction continues
 - 4:00 pm: Silent auction ends

Take Down:

- Take down – PLEASE WAIT UNTIL THE SILENT AUCTION AREA CLOSSES AT 4:00. Teardown by Cenaiko will also take place at this time.
- After the auction closes and announcements are made, you may begin teardown.

NAME BADGES

- All name badges requested in advance are in the envelope provided. **Name badges will now be located at your booth.** You do not need to come to the registration table unless you'd like to visit with us.
- If you need additional (or corrected) name badges for your booth staff, please let us know, and we'll take care of it for you.

SILENT AUCTION ITEMS

- Many of you have generously brought ***silent auction*** items to showcase in your booth. If we had your information in time, it was included on a flyer that was provided to all conference attendees. Announcements will be made throughout the day to encourage attendees to “shop around” the entire show for great items to bid on. Use the silent auction to increase your booth traffic...display your item prominently and be sure to draw people's attention to it. The money earned from the auction is dedicated to the MCFOA scholarship fund.
- We have provided a bidding sheet at your booth. If you need additional sheets – let us know.
- **Good luck with your auction...have fun encouraging people to bid!** There are some great items available again this year! Members of MCFOA also have many Silent Auction items available for bid and displayed on tables on the other side of the room. Feel free to check them out.
- **The auction will close at 4:00.** At that point, please bring your items and bidding sheets to the Silent Auction table. The Silent Auction volunteers will handle connecting with the top bidder.

Thanks for participating. This added activity increases the interest level in the exhibit hall, and your conference support is much appreciated.

DOOR PRIZES

- Thank you to those who have brought items to be used as door prizes. If you haven't already dropped them off, please leave them at the Registration table. **Be sure to include your business card on the door prize so we can properly acknowledge it.** Drawings will be conducted throughout the day.

BOOTH DRAWINGS

- You are not allowed to hold drawings for prizes in your booth. You may collect business cards for contacts, but you may not hold your own prize drawing. If you have something you want to give away, please use the opportunities for door prizes or silent auctions.

LUNCH & BANQUET TICKETS

- We are no longer printing lunch tickets. Rather, we encourage you to show your name badge in the buffet line. If you have any questions, or an additional person is attending, let us know right away in the morning. You will need to purchase extra badges for lunch early in the morning.
- **Lunch will be open to EXHIBITORS ONLY at 11:30 am.** This will allow you time before the conference attendees come from their morning session. **We will announce when lunch is ready.**

WHOVA

- We are very excited to announce the launching of our new conference app, Whova! A few perks include:
 - You now have the opportunity to download the app and create your own company profile, upload your own photos, and upload your own logo.
 - You can also connect with conference attendees via the app through direct messaging.
 - The conference schedule is now available in your pocket! You can even customize the schedule to fit your needs.
 - More details are coming soon. Stay tuned!