



FREQUENTLY ASKED QUESTIONS

Q. How do I get signed up for the conference?

Check out this [exhibitor page](#) for the registration form and other forms (booth staff, electrical, decorating, shipping, and Special Event License-food sampling form) that you may need to complete! All exhibitors, whether MSNA members or not, will need to fill out the registration form. If you would like to purchase a kitchen, please 1) complete the bottom left section of the decorating form, 2) complete the electrical form, and 3) complete the Special Event License Form. We recommend partnering with Cenaiko, our tradeshow decorator, to ship your items. You can do so by reading the shipping instructions and completing the shipping form.

Q. I'm a current industry member. Do I need to fill out registration?

Yes! Filling out the form ensures we receive your booth's information and functions as an acknowledgement that your company will be attending the exhibit show. Because you are an MSNA member, when you choose your registration type, please choose from the appropriate option:

- I am currently a Premier or Elite industry member - \$0.00 **membership required*
- Industry Member Booth (I am a member at the 'Industry' (\$450) level) - \$775.00/\$975 after 6/14)
- Non-Industry Member Booth - \$1300 (\$1400 after 6/14)

Q. Am I able to be invoiced?

Yes! Once you complete the exhibitor registration, you can choose to be invoiced or you can pay by credit card. If you choose to be invoiced, you will enter the email address that you'd like the invoice to be sent to. Invoices can be paid by credit card or check. **All invoices must be paid prior to the conference in order to set up. Companies with non-paid invoices will not be allowed to set up and participate.**

Q. How much does a booth cost? When does early bird rates end?

- Early bird prices end after June 14, 2024
- Non-Industry Member: \$1300 (\$1400 after 6/14)
- Elite Industry Members: One booth is included with Elite and Premier members' memberships. Elite members can receive two additional booths for \$775 each.
- 'Industry' Level Members: Can purchase a booth for \$775 (\$975 after 6/14)

Q. I need to register a few companies. How do I do this?

The registration form is very manageable for brokers to complete. What you'll need to do is:

1. Log-in to the registration form using your credentials: <https://msna.memberclicks.net/exhibitor2024>
2. Enter the required company information.
3. Select the registration option: *"I am a broker who will be registering other companies (may or may not include my own company) - \$0.00"*

4. Enter the applicable numbers into the additional booths fields. Check a companies' membership levels here: [current 2024 industry members](#) (copy and paste the URL into browser)
5. Please enter the company names under the question: "For each additional booth, please list..." If any companies are sharing a booth, please indicate who will be sharing (no more than 2 companies per booth)." If you aren't the contact person, please enter that next to the company.
6. Complete the rest of registration and submit. You can choose to send the invoice to a different email address.

Q. What is the cost difference between buying a booth as a member versus a non-member?

- An [Elite industry membership](#) costs \$2300. Part of the membership [benefits](#) includes one exhibit show booth. Elite members also receive two discounted booths, \$775 each, if they would like to purchase additional booths.
- A [Premier industry membership](#) costs \$1200. Premier members receive one exhibit show booth, plus the [benefits](#) of industry membership, at a cheaper price than the non-member booth price.
- An ['Industry' level membership](#) costs \$450. Industry level members are able to purchase a booth for \$775 (\$975 after 6/14).

Q. How do I become a member?

Please complete this [interest form](#) and MSNA will contact you will next steps. Check out the membership levels and benefits [here](#).

Q. Can I purchase a half-booth?

- There isn't a half-booth option, but we allow for booth sharing, meaning you can purchase a full booth and split the cost of the booth with another exhibitor. Please enter both names of the companies during registration.

Q. What is included with a booth?

- A booth contains one (1) 8' skirted table, one (1) 8' high back drape, two (2) 3' high side drape, two folding chairs, one wastebasket w/ liner, and one identification sign. Booths are NOT carpeted. Purchase additional items via the [decorating form](#).

Q. I need a kitchen area, since I will be serving food. What do I need to do?

- To purchase a kitchen, navigate to the bottom of the [decorating form](#), indicating you will require a kitchen. A kitchen comprises of one (1) 8' table (no skirt), outside show-colored drape, and inside drape surrounding your equipment e.g., fryer, oven, etc.
- You will also need to fill out the [electrical form](#) to purchase the applicable electric set-up for your kitchen.
- It is not required to purchase extra space for a kitchen, as the kitchen will be placed in your existing booth you have purchased. If you'd like additional space for your kitchen, you will have to pay for one extra booth.
- Since you will be serving food, you will also need to complete the [Special Event License Form](#) (no cost).

Q. I need my items shipped. How do I do this?

We recommend partnering with Cenaiko, our tradeshow decorator, to ship your items. You can do so by reading the shipping instructions and completing the shipping form, found at the bottom of this [page](#).

Q. Do I get to select my booth placement?

No, you do not need to worry about booth placement! Our team will place booths in July and notify you about your placement before the show.

Q. Where do I register my booth staff?

- Please register your booth staff via this [booth staff form](#).
- The show runs from 9:15 AM - 2:00 PM. Please plan accordingly in terms of lunch on Tuesday afternoon and booth staff coverage. Exhibitors receive an unlimited number of booth staff. Water and coffee will be provided.
- Booth staff **do not** receive passes to the entire 3-day conference. Booth staff are only allowed in the exhibit hall. If booth staff would like to attend conference sessions, they will need to register as attendees [here](#).

Q. Where do I go to book my hotel? When is the deadline for receiving a discounted hotel room?

Visit this [page](#). Please book your hotel room by July 3rd to receive the room block rate.

Q. I'd like to attend the whole conference. How do I register as an attendee?

Visit this [page](#) for the attendee registration form and additional attendee details.

Q. When are set-up and tear down hours? What are the exhibit hours?

Please visit and bookmark and visit this [page](#) for show information.

Q. When does exhibitor registration close / what is the deadline to register?

July 26, 2024

Q. Who do I contact with additional questions?

Contact MSNA at 320-251-2344 or MSNA@fusionLP.org