



EXHIBITOR FREQUENTLY ASKED QUESTIONS (FAQs)

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

Check out this [exhibitor page](#) for the registration form and other applicable forms (booth staff, online exhibitor store, and Special Event License food sampling form). All exhibitors, whether MSNA members or not, will need to fill out the registration 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 exhibiting. Because you are an MSNA member, please choose the appropriate registration option:

- I am currently a Premier or Elite industry member - \$0.00 **membership required**
- Industry Member Booth (I am a member at the 'Industry' (\$600) level) - \$850.00/\$1050 after 6/13)
- Non-Industry Member Booth - \$1500 (\$1600 after 6/13)

If your company is represented by a broker, you do not need to register as long as you are included in your broker's registration.

Q. Am I able to be invoiced?

Yes. Once you complete the exhibitor registration, you can choose to be invoiced or pay by credit card. **All invoices must be paid prior to the conference 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 13, 2026
- Non-Member: \$1500 (\$1600 after 6/13)
- Elite-Level and Premier-level Industry Members: One booth is included with Elite and Premier memberships. Elite members can receive up to two additional booths for \$850 each (\$1050 after 6/13).
- Industry-level Members: Can purchase a booth for \$850 (\$1050 after 6/13)

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:

1. Log-in to the registration form using your credentials: <https://msna.memberclicks.net/exhibitor2026>

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: [2026 industry members](#).
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, please). If you aren't the contact person, please enter that next to the company.
6. Complete the rest of registration and submit.

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

- An [Elite-level industry membership](#) costs \$2500. Membership [benefits](#) include one exhibit booth. Elite members can also receive up to two discounted booths at \$850 (\$1050 after 6/13) each.
- A [Premier-level industry membership](#) costs \$1400. Membership includes one exhibit booth. A non-member exhibit booth costs \$1500/\$1600 after 6/13).
- An [Industry-level membership](#) costs \$600. Industry-level members may purchase a booth for \$850 (\$1050 after 6/13).

Q. How do I become a member?

Let [MSNA](#) know which level you would like to join at. Learn about the great membership benefits and three levels [here](#).

Q. Can I purchase a half-booth?

- There is not a half-booth option, but booth sharing is allowed – you may purchase a full booth and split the cost 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 chairs, one wastebasket, 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?

- Kitchen areas can be purchased via the [decorating form](#).
- A kitchen comprises of one (1) 8' table (no skirt), outside show-colored drape, and drape to surround your equipment. The kitchen will be placed next to your booth.
- You will also need to purchase electrical via the [electrical form](#).
- As you will be serving food, please also complete the [Special Event License Form](#) (no cost).

Q. Do I get to select my booth placement?

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

Q. Where do I register my booth staff?

- They will be registered during exhibitor registration.
- 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 10th 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?

Monday, July 13 at 5:00 PM, CT

Q. Who do I contact with additional questions?

Please contact MSNA at 320-251-2344 or MSNA@fusionLP.org

We hope you have a great show!

