



**Minnesota Sheriffs' Association**  
**Sheriff & Chief Deputy Summer Conference**  
**EXHIBITOR DATES: JUNE 11- 12, 2024**  
**CRAGUN'S RESORT; BRAINERD, MN**

**EXHIBITOR FACT SHEET**

**CONFERENCE REGISTRATION AND EXHIBITOR CONTRACT:**

The Minnesota Sheriffs' Association will confirm your registration to the email address of the person who is registering the organization for the conference.

MSA policy firmly restricts representatives or organizations who have not been assigned an official exhibit space from soliciting business and/or from distributing promotional materials during the conference. Sharing an exhibit space is also strictly prohibited.

The Exhibitor Contract **MUST** be signed or acknowledged on the online registration for registration in order for it to be processed.

**BOOTH COST:**

Exhibitor fees for the 2024 Summer Conference include:

Exhibitor Fee	\$725
Exhibitor Fee – Government	\$450
Exhibitor Fee – Non-Profit	\$350
Exhibitor Fee – Vehicle Display	\$1,450

**SET-UP TIME:**

Set-up is scheduled for 1:00 p.m. on Tuesday, June 11. Exhibits will officially open at 5:00 p.m. on Tuesday. Exhibits may be dismantled beginning at 1:30 p.m. on Wednesday, June 12. See the Exhibitor schedule for exact times.

**ELECTRICAL NEEDS:**

If you require electricity for your exhibit space, please indicate this when you register. Vendors requiring more than the standard 110 outlet must contact the MSA office to make these arrangements. We ask that you plan to bring an extension cord with you if you require electricity.

**PROMOTIONAL ITEMS AND GIVE-AWAYS:**

Due to the Minnesota Public Ethics Law, which prohibits interested persons from providing gifts or other materials to public officials, we are asking that you do not give away any item with a perceived value over \$5.00 from your exhibit display.

Exhibitors are also not allowed to give out any food or beverage items from their display other than packaged snacks/candy without pre-approval by the MSA staff. Exhibitors are not allowed to cook and serve food at their booths. If you need clarification on this point, please contact the MSA office before the conference.

**RAFFLE DRAWING:**

We will hold **two raffles** again this year, one for the sheriffs and one for the chief deputies/supervisors. Vendors are encouraged to donate items for either or both raffles. The association will recognize your company for their contributions at the time of the drawings. Drawings will be held on Tuesday evening for the sheriffs and Wednesday afternoon for the chief deputies. Donated items should be brought to the conference and checked in at the MSA registration desk upon arrival.

## LODGING RESERVATIONS:

Room reservations should be made by using the Cragun's Resort registration link on the MSA website.

## MEALS:

All meals held in the vendor hall will be included in your MSA registration fee. This will include dinner on Tuesday, during the Vendor Show, and lunch on Wednesday. Any additional meals will not be included and must be purchased on the Cragun's registration form (except the Monday night golf and dinner package.)

## GOLF TOURNAMENT & Professional Networking:

Exhibitors are welcome to sign up for the Sheriff's Golf Tournament being held on Monday afternoon. (Golf starts at 4:30). Exhibitors are also welcome to participate in the MSA Professional Networking Room. These are opportunities to interact with the sheriffs in a casual atmosphere.

## SPONSORSHIPS: 138th Year of the Minnesota Sheriffs' Association

Several sponsorship opportunities are available. Your organization's name and logo will appear in the conference handouts and on signs at the event. Please indicate your interest either online or on the registration form, or contact Tom Wells at the MSA office at 651 204-2216

**New Sponsorship in 2024: 5-10 Minutes to address the Sheriffs on your product or services - \$2500**

### MSA 2024 SUMMER CONFERENCE SPONSORSHIP OPPORTUNITIES

Sun/Mon/Tues Evening Professional Networking Room (3 available)	\$1,000
Morning or Afternoon Break for Sheriffs	\$250
Monday Lunch w/ Sheriffs (1 available)	\$1,000
Tuesday Lunch w/ Sheriffs (1 available)	\$1,000
Tuesday Evening Exhibit Hall Meal (4 available)	\$1,000
Tuesday Drink Tickets in Exhibit Hall	\$1,000
Wednesday Lunch in Exhibit Hall (4 available)	\$500
Morning or Afternoon Break for Chief Deputies	\$250
Tuesday or Wednesday Keynote Speaker (2 available)	\$1,000
Monday Evening Golf Dinner w/ Sheriffs (1 available)	\$1,000
Golf Hole Sponsor (9 available)	\$100
Golf Cart Sponsor (1 available)	\$1,000
Golf Drink Tickets (2 available)	\$500
Golf Tournament for Chief Deputies/Supervisors (2 available)	\$500
Pontoon Ride for Chief Deputies/Supervisors (1 available)	\$500

## SHIPPING MATERIALS:

Shipped materials for your booth should not arrive at the resort prior to Monday morning, June 5, if possible. Full pallets and heavy objects will need to have special arrangements made beforehand with Cragun's Resort. All vendors are responsible for making return shipping arrangements BEFORE they leave the premises. All outbound shipments must be picked up by your shipping vendor by Thursday morning, June 13.

Any questions regarding shipments should be directed to Cragun's Resort (218-825-2858). Shipments should be sent to: Cragun's Resort, 11000 Cragun's Drive, Brainerd, Minnesota 56401.

## CANCELLATIONS:

Cancellations prior to June 1 will be refunded or applied to a future conference. NO REFUNDS will be given for cancellations made after June 1, 2024. Please view the Exhibitor Contract for more information.

Additional questions should be directed to Minnesota Sheriffs' Association Tom Wells, Deputy Director:  
[twells@mnsheriffs.org](mailto:twells@mnsheriffs.org) or (651) 204-2216 Or Heather Stephens, Conferences and Training:  
[hstephens@mnsheriffs.org](mailto:hstephens@mnsheriffs.org) or (651) 204-2213