



MINNESOTA SHERIFFS' ASSOCIATION

100 Empire Drive, Suite 222, St. Paul, MN 55103

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Dear Exhibitors,

The 38th Annual Minnesota Sheriffs' Association Jail Administrator's Conference will now be totally VIRTUAL due to the COVID 19 pandemic and held on **Wednesday September 16, 2020**. The pandemic prevents us from meeting in person but does not stop the need of the products and services you provide to Minnesota Sheriff's Offices and Jails.

The Minnesota Sheriffs' Association (MSA) invites you to participate as an exhibitor at our first ever virtual conference and exhibitor show. You will still be connecting with attendees that includes Minnesota Sheriffs, Jail Administrators, and key correctional personnel from across the State. You will not want to miss this opportunity to display your products and services virtually and interact with the participants.

There will be a scheduled virtual "**Exhibitor Show**" on **Wednesday, September 16, from 11:30 am to 1:30 pm**. All participating vendors will have their hosted site (on whatever platform you chose (Zoom, Webex, Go to Meeting) advertised in the conference agenda. Participants will be able to click into your hosted site during these two hours to learn more about your services. You will be able to answer their questions or just say hi to current customers. All virtual attendees that visit your site will be eligible to enter drawings for door prizes that the exhibitor has donated. This will be much like the "passport" that we have during vendor shows. The drawing and winners will be announced on **Thursday, September 17**.

All conference attendees will receive a "**Conference in a Box**" mailed to them prior to the virtual conference. Exhibitors are invited to share information on their product and services along with small items with your logo that are often handed at your tables.

Schedule of events:

Friday, September 4

Deadline for materials and giveaways to be included in the conference box to the MSA

Mail to: MSA 100 Empire Drive St. Paul, MN 55103

Wednesday, September 16

11:30am – 1:30 pm VIRTUAL EXHIBITOR SHOW

All Donated prizes should be sent to the MSA prior to the Exhibitor Show. Drawing held on September 17, at the close of the conference.

The registration fee for an exhibitor to be a part of the virtual conference is \$595.00. There will be no fee for existing MSA Sustaining Scholarship Members. To participate as an exhibitor, simply complete the online or paper registration form and submit your registration fee to the Minnesota Sheriffs' Association.

Vendors will also have an opportunity to sponsor events at the virtual conference. Please contact the MSA to find out more. If you have any questions, or desire additional information, you may contact the MSA Conference and Training Coordinator Tom Wells at 651-451-7216 x 6 or twells@mnsheriffs.org

I hope that you will take advantage of this tremendous opportunity to meet with Minnesota criminal justice professionals and that we will have the pleasure of your attendance. We appreciate your support.

Sincerely,

William Hutton, Executive Director
Minnesota Sheriffs' Association

Visit: www.mnsheriffs.org for all conference information. Click on the Jail Administrator's Conference Tab.