



**Minnesota Sheriffs' Association**  
**Sheriff & Chief Deputy Summer Conference**  
**EXHIBITOR DATES: JUNE 8 - 9, 2021**  
**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.

**PLEASE NOTE:** In 2021, all attending exhibitors must agree to follow Minnesota State guidelines for the pandemic that are in place at the time of the event. As of this time, face masks must be worn.

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.

**SET-UP TIME:**

Set-up is scheduled for 9:00 a.m. on Tuesday, June 8. Exhibits will officially open at noon on Tuesday. Exhibits may be dismantled beginning at 1:15 p.m. on Wednesday, June 9. 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 small, pre-packaged 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:

At this time, no meals can be consumed in the vendor hall due to current MN State pandemic guidelines. Vendors will be given a box lunch on Tuesday and Wednesday afternoons, but the meal must be consumed elsewhere. Any additional meals must be purchased through Cragun's.

## GOLF TOURNAMENT & HOSPITALITY:

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

## SPONSORSHIPS: 136th Year of the Minnesota Sheriffs' Association

Several sponsorship opportunities are available. You will receive your organization's name and logo in the conference handouts and on signs at the event. Please indicate your interest online or on the registration form or contact Randy Willis or Tom Wells at the MSA office at 651-451-7216. **PLEASE NOTE: In 2021, sponsorships may be affected by MN State guidelines for the pandemic that are in place at the time of the event.**

### MSA 2021 SUMMER CONFERENCE SPONSORSHIP OPPORTUNITIES

MORNING OR AFTERNOON BREAKS FOR SHERIFFS (3 available)	\$250
TUES LUNCH IN EXHIBIT HALL *(5 Sponsors at \$500 each)	\$500
TUES NIGHT VENDOR FAIR MEAL *(3 Sponsors at \$1000 each)	\$1,000
TUES DRINK TICKETS FOR VENDOR FAIR	\$700
WED LUNCH IN EXHIBIT HALL *(4 Sponsors at \$500 each)	\$2,000
MORNING OR AFTERNOON BREAK FOR CHIEF DEPUTIES (3 available)	\$250
TUES & WED KEYNOTE SPEAKER *(2 Sponsors at \$1000 each)	\$1,000
GOLF CONTEST - SPONSOR ONE HOLE	\$100
GOLF TOURNAMENT - CARTS	\$1,000
GOLF Drink Tickets	\$500

### \*Vendor Sponsorship – “The Super Minute Program”:

For your \$500 sponsorship, you will have up to 2 minutes to introduce your company or agency in front of the entire group. Your time will start in the classroom before the Sheriffs break. We will contact you with a schedule.

## SHIPPING MATERIALS:

Shipped materials for your booth should not arrive at the resort prior to Monday morning (June 7), 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 10.

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:

All cancellations are subject to a \$100 administrative fee. NO REFUNDS will be given for cancellations made after May 31, 2021. Please view the Exhibitor Contract for more information.

Additional questions should be directed to Minnesota Sheriffs' Association  
Randy Willis, Deputy Director of Professional Services: [rwillis@mnsheriffs.org](mailto:rwillis@mnsheriffs.org) or (651) 451-7216 x 5  
Or Tom Wells, Conferences and Training: [twells@mnsheriffs.org](mailto:twells@mnsheriffs.org) or (651) 451-7216