



2017 MINNESOTA GOLF SHOW

FEBRUARY 17-19, 2017

Dear 2017 Venture Bank Minnesota Golf Show Exhibitor,

For those of you who attended the 2016 MN Golf Show, on behalf of myself and Hubbard Radio, thank you again for making the show a great success. Below are a few key highlights from the 2016 show

We have been tracking results of the Minnesota Golf Show since it was purchased back in 2003. We are excited to report that the attendance for 2016 was 10,194, which was 6.3% increase from 2015 attendance and the second highest attendance in the past 10 years.

Below are some of the specific accomplishments we were able to bring to the 2016 show.

- A total of 102 exhibitors and partners participated in making the show a success.
- We were able to donate \$2,000 to the First Tee Foundation from the \$100,000 Long Putt proceeds.
- Special thanks to the following 2016 partners:
 - Venture Bank for their partnership. We are very happy to announce that Venture Bank will return as the title sponsor in 2017! As part of their partnership, Venture bank also donated an additional \$2,000 to The First Tee of the Twin Cities.
 - Buick / GMC for showcasing the new 2016 models.
 - Yellow Brick Road Pavers and Landscaping for creating another incredible 19th hole atmosphere.
 - GolfTec for procuring the PGA Professionals and managing the Buick GMC Performance Stage, powered by GolfTec.
 - 2nd Swing for coordinating the club manufacturers and growing the custom club fitting area.
 - Bridgestone Golf for providing free 2-packs of golf balls each day and also provided free 2-packs for attendees that went through the custom ball fitting.
 - Martin Wholesale for providing free polo shirts to all advance ticket buyers.
 - Tee Times Magazine for providing the show insert and managing the front entrance.
 - Baker National, The Refuge and The Jewel for providing 500 free rounds each to our first 500 guests, creating great lines to start each day.
 - The Minnesota Section PGA, MGA, MPGA and EWGA for all of their time and support at the show.
 - TwinCitiesGolf.com for securing the nine free golf passes for every attendee.
- Hubbard Radio again provided over \$160,000 in media and marketing support for the show that included:
 - Over 500 Radio commercials across myTalk 107.1, KS95, 1500 ESPN and the Hubbard Radio Network (20 cities outside the Twin Cities metro).
 - Hubbard Radio secured over 100 TV commercials on 5 Eyewitness News and Channel 45.
 - Creative design and management for the website, Facebook pages and show signage.
 - Over 100 locations of Indoor billboards targeting sports bars and restaurants.

- The 2016 Venture Bank Minnesota Golf Show purchased Digital Billboards in 6 high-traffic areas 2 weeks prior to the show.
- We were included in over \$51,000 worth of TV publicity. Including 29 TV hits over all the major networks, ABC, NBC, CBS and FOX reaching an estimated audience of 1,183,385.
- We continue to enhance the website. www.minnesotagolfshow.com
- We increased our Facebook followers from 5,850, as of 7/26/15 to 6,255 as of October 3, 2016.
- The Venture Bank Minnesota Golf Show email database is over 20,000.

Attached please find the registration information for the 2017 show. As we did in 2016, we are offering three different booth packages, inside spaces (red), outside spaces (blue), and a special inside the ropes package (green), that are outlined in detail on our website www.minnesotagolfshow.com under the “exhibitors info” tab. Below are a couple of important items to note when completing your registration.

- We will continue to provide each 10x10 space with a skirted table, two chairs, four exhibitor badges, minnesotagolfshow.com web link, and an exhibitor name banner. Power requirements and internet services will again be controlled and billed by the Convention Center directly. You will receive these additional forms as we get closer to the show dates.
- Booth prices for 2017 will remain the same for the fifth year in a row. Be sure to register before Dec, 1st to reserve your location and receive the discounted pricing.
- Booth placement will be based on the following priorities.
 1. All registrants will have until Dec. 1, 2016 to register for the show and keep their 2016 location. After Dec. 1, 2016 all remaining booth locations will be assigned on a first come first serve basis.
 2. Note that there is an early bird discount if you register and pay prior to December 1, 2016. Please see the included booth map for pricing details.
- We have a preferred exhibitor rate of \$104.00 plus tax at the Hilton Hotel, downtown Minneapolis again for 2017. Rooms must be reserved no later than January 16, 2017.

Sincerely,

Kevin B. Kulas

Owner, Precision Events, LLC

Email: minnesotagolfshow@hotmail.com

Ph: (612) 695-0529



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Contract & Application for Space (Feb 17-19, 2017)

Exhibitor/Company _____

Individual To Receive Information _____

Street Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ Email _____

Exact Exhibitor Name to appear on Booth Sign _____

Exhibitor Website for "minnesotagolfshow.com" listing _____

EXHIBIT SPACE RENTAL

Only One Entity Per Booth

Exhibit Space	Pre-Season (rate before 12/1/16)	Regular Price	Quantity	Total
10' x 10' (Blue spaces)	\$995	\$1,045		\$
10' x 10' (Red spaces)	\$845	\$995		\$
Sub-total				\$
Less: 10% discount for 2 spaces				\$
Less: 15% discount for 3 spaces				\$
Less: 20% discount for 4+ spaces				\$

Booth Space # Preference:

Choice #1 _____

Choice #2 _____

Choice #3 _____

Which exhibitor would you like/not like (circle) to be near?

TOTAL \$ _____

Booth spaces will be assigned on a first come first served basis after Dec. 1, 2016.

The reverse side of this contract contains rules and regulations, which are part of this contract.

Exhibitor service kits, containing complete show information regarding move-in, move-out and show regulations, will be mailed to the above named individual six weeks prior to the show. Original application must be signed and submitted to Precision Events. This application for exhibit space will constitute a contract when it has been accepted and signed by Precision Events. Its terms and conditions shall include and incorporate the terms of contract that are printed on the reverse side of this application. Precision Events will return a signed copy for your files. Contract takes effect when each party has a copy of contract signed by the other and full payment has been received by Precision Events.

Make Checks Payable to: Precision Events, LLC, 9092 Alvarez Avenue, Inver Grove Heights, MN 55077

Credit Card Type _____

Credit Card Billing Address:

Card Holder Name _____

Street _____

Card Number _____

City _____ State _____ Zip Code _____

Card Exp Date _____ - _____ Security Code _____

Card Holder Signature _____

Email completed forms to minnesotagolfshow@hotmail.com

DO NOT WRITE IN THIS SPACE – FOR USE BY MN GOLF SHOW

Check # or CC Auth # _____

Date Received _____

Assigned Booth Number(s) _____

TERMS OF CONTRACT

1. Exhibitors

All exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations, which may be established by the show management.

2. Payments and Termination of Contract

If the terms of booth payments as set forth on this contract are not met, the rights of exhibitor to the space shall cease and terminate. Space can be reassigned - no refunds will be made. Upon cancellation of space, up to three months prior to show opening, 2/3 payment will be refunded. From three months to 46 days before opening, 1/2 will be refunded. During the last 45 days before show opening, no refunds will be made for any other reason.

3. Compliance with Laws and Regulations

Exhibitor agrees to obey all laws, ordinances and regulations governing the use of the Facility and to abide by the rules and regulations of the City Fire and Police Departments, and such other public officials whose duties may regulate exhibits.

All decorative materials used in displays must meet the flame-proofing regulations of the Fire Department. No tacks, nails or screws may be driven into the walls or floors of the Facility. No tape, adhesives or pressure-sensitive stickers may be placed on the Facility walls or pillars. No signs may be taped to walls. No stickers, pressure adhesives, etc., or helium balloons may be distributed. Exhibitor cannot distribute food, including popcorn, and beverages in the Facility unless approval has been obtained from Precision Events. Failure to comply with any show regulations may result in exhibitor being dismissed and/or not being invited to participate in future shows.

4. Booth Construction and Equipment

Precision Events will provide an exhibitor's identification sign number for each exhibit space and where applicable 8-foot back drapes and 3-foot side drapes. Exhibitor shall arrange exhibits so as not to obstruct the general view of others. No signs, apparatus, construction, etc. may extend more than 8 feet above the floor in exhibitor's booth space. The exhibit may extend forward four feet from the rear wall at the 8-foot height, but further extension must be limited to a 3-foot height.

Deviations from the 8'x 3' regulations as outlined above may be permitted with Precision Events's approval in cases where exhibit space constitutes a 4-booth (or more) "island" or along perimeters of exhibition floor where it will not obstruct or interfere with other exhibits.

With prior approval of Precision Events, exhibitor with a 4-booth (or more) island may hang a sign with a company name and/or logo to a maximum height of 16'. Signs must be set back from the back of the booth a distance equal to at least 25% of the booth's width. The exhibitor must finish or drape the back of unfinished or unsightly structures at own expense. No homemade signs may be displayed. All tables must be professionally skirted. All booths must have carpet or other floor covering approved by Precision Events. Electricity, gas, water and special cleaning services are at exhibitor's expense.

5. Show Set Up/Tear Down

Precision Events shall timely provide Exhibitor with all applicable set-up and move-out times as stated below. Exhibitor set-up times may vary in each show. **(All exhibits must be set up (1) one hour prior to the opening of the event.)** Exhibitor's move out times will vary from show to show; however, all exhibits must be removed from the facility three (3) hours after the completion of the event unless prior approval for an extension is granted by Precision Events. **No displays are to be dismantled prior to the official closing of the event. All early dismantles will be assessed a \$150 penalty. All shipments of materials must be sent to official general service contractor (see exhibitor information kit). Exhibitor is liable for all storage and handling charges resulting from failure to remove exhibit material as and when required. All costs for freight movement, set up/tear down, and shipment charges, are the exhibitor's responsibility.**

6. Use of Space and Aisles

All aisles must be kept clear. Interviews, demonstrations and distribution of literature must be done inside the exhibitor's booth space. Aisles will be cleaned each day by Facility personnel. Exhibitor must keep own space clean and vacuumed. Exhibit must be staffed during all show hours. No loud speakers will be allowed on the exhibit floor. Small sound amplification systems may be used, but the sound must be inoffensive to neighboring exhibitors. Lotteries, drawings, guessing games or prize contestants of any kind sponsored by individual exhibitors are subject to Precision Events's approval and scheduling. No company can exhibit, pass out literature or put up a sign unless exhibitor has a contract for space with Precision Events.

7. Sub-Leasing: Sharing

Exhibitor shall not sublet or assign its exhibition space or any portion thereof under any circumstances whatsoever. Exhibitor shall not share its exhibit space with any other person or entity without prior written consent of Precision Events, which may be withheld for any reason. If Precision Events agrees to permit such sharing, such person or entity shall be required to execute a copy of this agreement.

8. Rejection of Applicants and Exhibitor

Precision Events reserves the right to reject any applicant for space at any time and reserves the right to regain possession of any space by refunding to the applicant or exhibitor the amount paid for said space.

9. Changes in Booth Location

Precision Events reserves the right to make such booth location changes as it deems in good faith to be absolutely necessary for the good of the show.

10. Liability and Insurance

Exhibitor is held responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire accident or other cause. Exhibitor is charged to maintain liability insurance with respect to both property damage and personal injury, doing business with companies of sound responsibility authorized to do business in the state where show is held.

Security guards will be on hand during the show and move-in and move-out periods, and Precision Events and Facility personnel will take all reasonable precautions to safeguard exhibitor's property; however, neither Precision Events nor Facility will assume liability for loss or damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by exhibitor. The exhibitor shall indemnify Precision Events and Facility and will hold them harmless from any complaints suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of exhibit space.

Exhibitor is responsible for damage to Facility walls and floors, including reasonable and necessary labor charges to remove stains or adhesives from the walls or floors. Exhibitor will be billed for such damage with the dollar amount determined by the Facility.

11. Shipment/Freight

Do not ship any materials to the exhibit and bulk exhibit materials must be shipped to the official general service contractor. See exhibitor information kit.

12. Cancellation of Show

If the Facility should be destroyed by fire or other calamity or if a work stoppage not within the control of Precision Events makes it impossible to permit an exhibitor to occupy the premises, the exhibitor shall pay for the space only for the period in which the space was occupied. Precision Events is released from any and all claims, which might arise in consequence thereof.

If any other event or circumstances not caused by Precision Events prevents an exhibitor from erecting or staffing its exhibit for all or any part of the show period, the contractual responsibility between the exhibitor and Precision Events shall be considered to be satisfied and there shall be no refund to the exhibitor.