

2016 Exhibitor Information Package



Updated as of: May 6, 2016

Dear SWIFT 2016 Exhibitors:

Thank you for your interest in SWIFT 2016. For the first time, SWIFT will be held in the United States, at the Minneapolis Airport Marriott, in Bloomington, Minnesota. The SWIFT Trade Show will be held close by at the Minneapolis – St. Paul International Airport (MSP) MAC South Field Maintenance facility.

The following information contains important details for the 2016 Conference and specifically the Trade Show. Additional information including agenda, trade show floor plan listing registered exhibitors, hotel reservation process and more, can be viewed at www.swiftconference.org

Conference and Tradeshow Dates

SWIFT 2016 runs from **Monday, September 19 through Thursday, September 22, 2016**. Please note that this is **NOT** an 'Equipment Year'; this occurs only once every 3 years with the next one scheduled for 2017 in Halifax, Nova Scotia, Canada.

The SWIFT Trade Show is a one-day only format being held on **Wednesday, September 21, 2016**. The Trade Show will be held at the MSP MAC South Field Maintenance facility, which is very close to the SWIFT hotel. Bussing to and from the Marriott will be available during the event set up, trade show day, and tear down. Please note that all exhibitor passes are full conference passes. We encourage all exhibitors to attend the complete SWIFT conference.

Trade Show Set-up & Tear-down

Exhibitors should plan to ship their booth materials, or bring them with you to the show.

Please note that security is provided at the Trade Show location from **noon on Tuesday September 20, through to 5:00 pm Wednesday September 21**.

There will be access to food, washrooms, and beverages in the trade show area. (Food & beverage Wednesday only). Exhibitors are instructed to bring their own staff and booth and supplies for all set up work. Neither airport staff nor conference volunteers are able to provide assistance in this regard.

The construction of the exhibition and booth spaces will be done through CENAICO (<http://www.cenaikoexpo.com>) including the assembly of rails, backdrop, curtains &

perimeter draping. This will all take place on **Monday September 19, 2016, from 1:00 pm to 5:00 pm local time**. All booth spaces include power outlets.

Additional tables and chairs, plus anything your company may have rented individually from CENAICO will also be delivered during this period.

Exhibitors will be permitted to set up their booths from **2:30 pm to 6:00 pm on Tuesday September 20**. Set up must be completed by 6:00 pm. Busses will run from the Minneapolis Airport Marriott to and from the exhibit space during this time.

Tear down commences immediately once the Trade Show has ended on **Wednesday, September 21, approx. 5:30 pm**, following the completion of the grand prize draws and exhibitor meeting. Please do not disassemble your booth prior to 5:30 pm.

Registration

Registration and pricing is available online at the following link:
<https://www.eiseverywhere.com/ehome/swift2016/exhibit/?&>

The official final day of registration is **Thursday September 8, 2016**; however in each of the last two years, SWIFT has completely sold out of all space before the end of July. To avoid disappointment, please register your booth space early!

All booth spaces are 10' wide x 8' deep and include two (2) full conference exhibitor registrations. Often, other exhibitors are simultaneously registering so the space is assigned on a first come first serve basis, balanced with the need to maximize the use of space in the exhibition area for all. Please do not consider your assigned space & booth # as 'final' until confirmed by the exhibitor coordinator.

SWIFT Non-equipment year 'Equipment Rule'

In fairness to all exhibitors, we respectfully advise that no equipment larger than your purchased display area is permitted anywhere at the conference or show (including back at the hotel, in the hotel parking lot area or elsewhere). Should this occur, the exhibitor will be asked to remove the equipment immediately. Exhibitors who violate this policy may be refused admittance to future SWIFT conferences.

Booth Set-Up and Layout

The floor plan layout is updated in real time on the SWIFT website at the following link:
<https://www.eiseverywhere.com/ehome/swift2016/exhibit/?&>

When you arrive to set up for the show, exhibitors will find their designated booth area marked off and numbered according to the floor plan layout. In addition, each exhibitor will be provided the following complimentary items with their booth registration:

1. Black walls at the back and 40" high sidewalls, where appropriate, to divide booth

areas.

2. One (1) x 6' skirted table (black skirt with white top)
3. Two (2) chairs
4. One (1) 15A electrical outlet (Please NOTE – exhibitors to provide their own extension cords and power bars unless otherwise arranged with CENAICO)

For any additional booth requirements (i.e. backdrop rentals, lighting, carpeting, A/V, etc.), please contact CENAICO (contact info on final page). Please note that any additional charges must be negotiated and paid directly to CENAICO by the exhibitor. The CENAICO rental form is located at www.swiftconference.org under the Exhibitor section.

Program

Please refer to the SWIFT website (www.swiftconference.org) for updates. An abbreviated look at the schedule as it pertains to Exhibitors is as follows:

Date	Time	Description	Location
Mon Sept 19	1:00 – 5:00 pm	Exhibition Construction (CENAICO)	MSP
	7:00 – 9:00 pm	Registration and Welcome Reception	Marriott Courtyard
Tue Sept 20	12:00 – 1:30 pm	Exhibitor briefing & presentation load	Marriott Dublin/Belfast
	2:30 – 6:00 pm	Exhibitor booth set up	MSP
Wed Sept 21	8:00 – 10:00 am	Exhibitor Introductions to delegation	Marriott Grand Ballroom
	10:15 – 6:00 pm	Bussing to/from Marriott to MSP	Marriott Entrance
	10:30 – 5:00 pm	Trade Show	MSP
	12:00 – 1:30 pm	Lunch at exhibition	MSP
	2:00 – 5:00 pm	Cash bar opens	MSP
	4:45 – 5:05 pm	Grand Prize draws	MSP
	5:30 pm	Booth teardown	MSP

Exhibitor Meetings

There will be an exhibitor meeting on **Tuesday September 20, at 12:00 pm** in the Dublin/Belfast room of the Marriott hotel. This meeting is for all exhibitors to review the agenda, discuss any changes and last minute updates to the Trade Show format, and to review logistics.

Lunch will be served at this meeting. Please limit attendance to one (1) exhibitor per company.

If you wish to make a short audio-visual presentation, we ask that it be prepared using MS PowerPoint and that you bring a copy of your presentation on USB memory stick to the Exhibitor meeting so that it can be pre-loaded to the presentation laptop in advance. Pre-recorded videos are recommended to minimize the risk of any audio-visual challenges.

To minimize confusion on site, please label your presentation **exactly as follows**:

- BOOTH NUMBER, UNDERSCORE, COMPANY NAME
- Example: 16_ABCCompanyName

Please bring and retain a second copy as contingency.

In addition, we will also have a brief exhibitor meeting immediately following the Trade Show to capitalize on any feedback from the day while it is fresh in our minds, as well as covering off the logistics for tear down and move out.

Exhibitor Introductions

As in years past, each exhibitor is allotted time for a brief introduction in front of the delegates to introduce their company and their products or services. This year, the exhibitors have been given two hours to present these introductions on **Wednesday, September 21, from 8:00 to 10:00 am**, in the Marriott Hotel, Grand Ballroom.

Presentations must be loaded at the Tuesday exhibitor lunch meeting (see above).

To accommodate up to 80 exhibitors, each presenter will be allowed to provide a 60-75 second presentation, followed by 30 seconds allowance to pull a draw prize winner and switch presenters.

Exhibitor Prizes

In keeping with the successful format that we have established, all exhibitors that choose to give a short presentation **must** provide a draw prize to be drawn immediately following your exhibitor presentation (exception for Grand Prizes). To maximize efficiency, delegates will drop pre-assigned tickets in a draw box as they enter the presentation area to ascertain their attendance. Typical prizes in the past have included power tools, clothing, hats, golf balls, electronics and more. **No cash prizes will be allowed.**

Prizes will NOT be distributed during the presentation. The exhibitor making his/her presentation will draw a name and then the presence of the winner in the room will be confirmed or another draw will be made. Winners are asked to pick up prizing from individual booths at the Trade Show. Exhibitors and spouses are NOT eligible to win.

Any prizes valued at greater than \$1,000 CAD are considered Grand Prizes and will be publicized as such. To entice delegates to stay at the show until the end of the day, Grand Prize draws will be held **Wednesday afternoon at 4:45 pm** in the exhibition area and delegates must be present to win. If you plan to donate a Grand Prize, please let us know as soon as possible so that we can post this on the conference website.

Sponsorship Opportunities

Please consider increasing your company’s exposure by becoming a SWIFT 2016 sponsor. Sponsorship opportunities can be downloaded from our website at the following link: <https://www.eiseverywhere.com/ehome/swift2016/sponsor/>, or contact Laurel Deplaedt at (403) 243-3220 or info@swiftconference.org

Sponsors already committed for 2016 can be viewed at: <https://www.eiseverywhere.com/ehome/swift2016/sponsor/>

Consider adding your logo and website link to this exclusive and supportive list.

The SWIFT Committee thanks you for your commitment to sponsoring this year’s conference. Without your assistance, this conference would not be possible.

SWIFT Promotion

The SWIFT Committee appreciates the enormous contribution that the collective exhibitor group makes to the success of SWIFT. This effort and support allows all of us attract a strong quantity and quality of delegates from which we all benefit.

As a result of this formula for success, we respectfully invite any and all exhibitors to consider helping us promote the conference to your airport clientele by adding a website link to www.swiftconference.org on your corporate website. If you would like to include the SWIFT logo, please email this request to info@swiftconference.org

Your consideration will go a long way to ensuring the success of this year’s promotional effort for the **World’s Premier Airfield Conference**.

Customs & Shipping

The ‘ship-to’ information for the SWIFT Trade Show is as follows:
(Charges apply and are the responsibility of the shipper).

SWIFT Conference
Company Name: _____ Booth # _____

CEI – c/o Koch Logistics
2230 Energy Park Drive
St. Paul, MN 55108

IMPORTANT – PLEASE PUT YOUR BOOTH # ON ALL SHIPPED MATERIAL

Cenaiko Expo has been appointed the “**Official Customs and Transportation Provider**” for SWIFT 2016.

The shipping forms are located at <http://www.cenaikoexpo.com/order.html> under SWIFT conference, show information and shipping forms.

Anyone who requires shipping booth materials in advance of their arrival, and requires warehousing services is asked to please arrange advance shipping through the following contacts to ensure the best service:

For assistance please contact Shelley Anderson at 763-755-8111
shelley@cenaikoexpo.com

This year’s Trade Show has already been registered with US Customs and Border Protection. All exhibitors’ incoming shipments that will return to their origin immediately following the show may use the **Tariff** 9813.00.05 for temporary importation.

Additional Points of Interest

- (i) As a result of our on-going mission to maintain SWIFT as the **World’s Premier Airfield Conference**, the SWIFT Committee will be providing all 2016 exhibitors with a separate evaluation form in hopes of gaining your thoughts and comments toward making SWIFT the best it can be. Your consideration of providing feedback – both positive and constructive, will go help us ensure that we meet the needs of our respected exhibitor group.
- (ii) The SWIFT Committee maintains an Exhibitor Committee to help guide and manage the planning and execution of all conference matters relating to the exhibitors. Jeff Mattson (MSP), Chris Altass (Halifax International Airport), and Preston ‘Benny’ Benedyk (United States Air Force) are our acting Committee members for 2016 and are available to any exhibitor with concerns related to the SWIFT Conference Trade Show.
- (iii) Please note that this year’s evening keynote dinner will be held on Thursday, September 22, 2016. Exhibitors are always welcome to stay until the end of the conference and take advantage of excellent networking opportunities with delegates. Please consider this when planning your travel schedules.
- (iv) Please mark your calendars now for SWIFT 2017. The 2017 Event will include a conference and equipment exhibition trade show. SWIFT 2017 will be held in Halifax, Nova Scotia, Canada **September 18 - 21, 2017**. Please diarize your calendars and set your marketing budgets accordingly for what we expect to be another “first class’ SWIFT **equipment** show.

Contact Information

The following information is listed here in an effort to provide a useful reference tool in making all of your conference and trade show planning arrangements:

Hotel – The Minneapolis Airport Marriott is the official hotel of SWIFT 2016.

Booths should not be shipped here
2020 American Boulevard
East Bloomington, Minnesota, USA
55425
1-952-854-7441

Conference Organizer – Registration & Payment, Sponsorship

Impact Events Ltd. - **Beth Thompson**
2033 - 46 Avenue SW, Calgary, Alberta, Canada - T2T 2S1
403.968.9050
beth@impaceteventsltd.ca

Trade Show Exhibition Company – Additional Trade Show Rental Items

CENAIKO - **Derek Miller**
763.755.8111
dmiller@cenaikoexpo.com

Customs and Shipping services – Logistics Expertise

CEI – c/o Koch Logistics – Lonnie Foster
2230 Energy Park Drive
St. Paul, MN 55108
651-999-8566

MSP Maintenance Facility– Trade Show Location

MSP – **Lee Spangrud**
612-685-0090
lee.spangrud@mspmac.org

**Exhibitor Coordinator – Booth Layout, Exhibitor Meeting, Exhibitor Presentation
Schedule, Exhibitor Prizes, General Exhibitor Trade Show Questions**

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