



August 23, 2021

Dear MSBO Facility Conference Exhibitor:

Your application for booth rental at the 2021 MSBO Facilities Conference has been received and we look forward to having you with us at Crystal Mountain Resort, Thompsonville, Michigan, October 3-5, 2021.

This letter is to provide you with up-to-date conference details and to send you the forms necessary to help us prepare for this event.

COMPANY REPRESENTATIVES. Please complete this form and return it to our office by September 13, 2021. Indicate the names of your representatives to be present at the conference. Also, indicate who will be attending the Networking Luncheon on Monday, October 4th prior to the exhibit show. See the form for complete details. To order any meal tickets [online](#), use this link.

CONTRACT AGREEMENT. Please complete this form and return it to our office by September 13, 2021. Make sure you read this carefully and complete **ALL** parts.

DOOR PRIZES. If you would like to donate a prize for the drawings, please complete the enclosed form and return it to our office. If you indicated you are donating a door prize, please bring it with you and keep it in your booth, the winner will come to your booth to claim it.

CONFERENCE BROCHURE. A [Complete Conference Brochure](#), which outlines scheduled conference activities, can be found using the link above. To attend the sessions and meals (unless you purchased meal tickets), you must register as a participant in addition to your exhibit. Please do not schedule activities during scheduled conference time.

EXHIBIT SET-UP. Exhibit set-up is from 5:30 p.m. – 8:00 p.m. on Sunday, October 3, 2021 and on Monday, October 4th from 8:00 a.m. – 11:30 a.m. Tent booths should not set up Sunday – due to a security issue. Art Craft Display will have qualified personnel available to assist you if needed. If you have any questions, please feel free to contact Art Craft at (616) 791-8024.

SHIPPING DISPLAY ITEMS. If shipping display items, they can be shipped either to Art Craft Display, (MUST BE RECEIVED IN THEIR OFFICE BY 4:00 P.M. ON THURSDAY, SEPTEMBER 30, 2021) or, if you cannot meet this strict deadline, you should send your display directly to the Crystal Mountain Resort. **Displays should not arrive more than three (3) days prior to the conference.** The shipping address is Crystal Mountain Resort, Attn: Conference Services, 12500 Crystal Mountain Drive, Thompsonville, MI 49683. Make sure that you clearly mark it “HOLD FOR MSBO FACILITIES CONFERENCE OCTOBER 4, 2021”.

NETWORKING LUNCHEON. Come join conference participants for lunch before the exhibit show from 11:40 a.m. – 12:15 p.m. This is a great opportunity for you to socialize with conference participants in a relaxed setting over lunch. Please indicate on your Exhibit Representative Form if you will be attending so we can reserve a lunch for you. There is an additional charge of \$29 for each representative (over two per booth) to attend the Networking Luncheon.

EXHIBIT HOURS. The conference program will list the exhibit hours for Monday, October 4, 2021, from 12:15 p.m. – 2:15 p.m. At this time, the exhibits will be the only focus. Exhibit breakdown is immediately following at 2:15 p.m.

LOADING/UNLOADING. Please note that there is no loading dock at Crystal Mountain. Equipment should be such that it can be carried or pushed in on carts.

HOTEL RESERVATIONS. Lodging at Crystal Mountain Resort is full. Call 855-995-5146 to be placed on a waiting list. Here are some alternate hotels options.

- Mountain Valley Lodge – 3 miles West of Crystal Mountain. Call 231-378-2990. Room with one Queen Size Bed - \$80 and Rooms with two Queen Beds - \$95. 72-hour cancellation needed.
- Harbor Lights, 15 S, 2nd St, Frankfort, MI 49635, (231) 352-9614. Rates – \$125/night with a 72-hour cancellation.
- [Baymont Hotel](#) in Beulah or call 231.930.4052.
- [Hotel Frankfort & Restaurant](#) or call 231.352.8090.
- [THE 10 BEST Thompsonville Hotel Deals \(Aug 2021\) — Tripadvisor](#)
- [Thompsonville - Stays - Airbnb](#)

SUNDAY WELCOMING RECEPTION. You are invited to join conference participants for a reception on the Conference Center deck Sunday evening from 5:30 -7:00 pm. There will be dinner and drinks at a cost of just \$34 per person. This is a great opportunity to renew old friendships and make new ones. See attached form to purchase your tickets, or you can also purchase them online. Be sure to pick-up your nametag at the reception – your nametag is your meal/drink ticket.

MONDAY DINNER/RECEPTION. Monday evening at 5:30 pm, we will ride the ski lift (weather permitting) to the top of the mountain for a reception and then return to the Conference Center for dinner at 6:30 pm in Northwest Territories. You are invited to join conference participants on the mountain and for dinner at a cost of just \$45 per person. This is another opportunity for you to socialize with customers in a fun relaxed setting. See attached form to purchase dinner tickets or order online.

ADDITIONAL EXHIBIT ITEMS. Please review the information from Art Craft Display, Inc. Go to www.artcraftdisplay.com to obtain forms for optional equipment orders, labor services, shipping, signs and banners. Click on “Get Exhibitor Kit”, our event code is 324392.

BOOTH ASSIGNMENTS. Enclosed is a layout of the exhibit hall and tent. See attached list of exhibitors and booth numbers for your location.

OUTSIDE BOOTHS. Outside booths will be housed in a 60’ x 120’ heated tent (with sides) located in the parking lot adjacent to the exhibit hall (there will be 45 spaces). These booths will receive the same pipe & drape, skirted table, chairs, etc. as regular booth spaces. You have been assigned a specific location – see floor plan and booth listing.

REGISTRATION. Conference registration materials are to be picked up after 9:30 a.m. at the conference on Monday morning, October 4, 2021. **The registration desk will be located in the Exhibit Hall (lower level) near the entrance.**

ATTENDEE LIST. If you wish to receive an attendee list prior to the exhibit show, please send me an email with your request. The cost is \$20 and we suggest that you wait as long as possible to include as many as possible.

We appreciate your participation and look forward to seeing you at Crystal Mountain Resort! If you have any questions, please give me a call at (517) 327-2584 or email: plenneman@msbo.org.

Sincerely,

Patty Lenneman

Patty Lenneman
Exhibit Coordinator