



2018 Michigan Brewers Guild Allied Member Trade Show EXHIBITOR PACKET

We are excited for our largest Allied Member Trade Show to date – with nearly 110 exhibitors in **The Valley** rink at the **Wings Event Center** in Kalamazoo. Below are details you'll need to be aware of as an exhibitor!

Wings Event Center
3600 Vanrick Drive
Kalamazoo, MI 49001

This is located just off Sprinkle Road at I-94. There is free parking throughout the Trade Show.

Those who need to ship items in advance should have items arrive no more than five (5) days prior to the event (schedule delivery to arrive between January 4-9).

Exhibitor Name (Booth #)
MiBeer Conference
Wings Event Center
3600 Vanrick Drive
Kalamazoo, MI 49001

Wings Event Center does not handle outbound shipping. Please plan accordingly. Questions for the Wings Event Center staff can be directed to 269-488-8154.

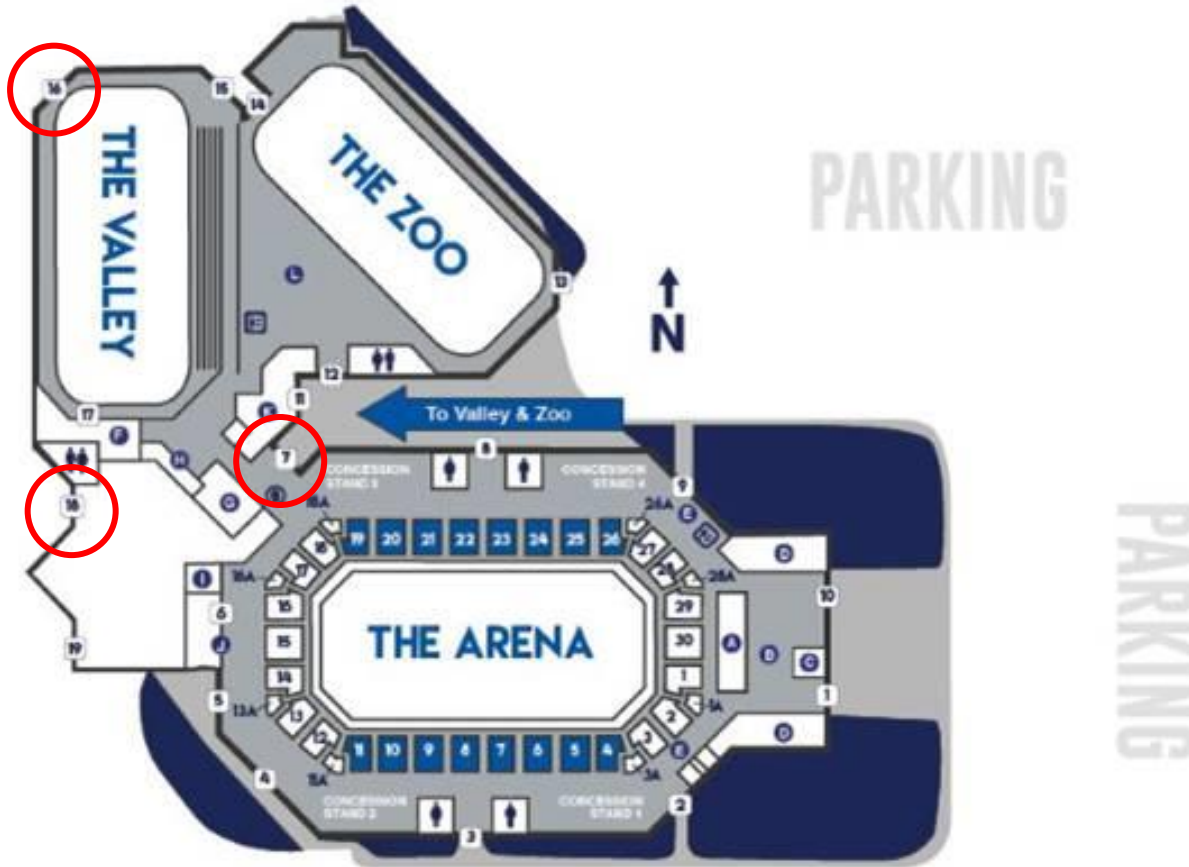
Each exhibit space is 10x10, with 8-foot pipe and draping behind and 3-foot between the booths, and includes the following:

- One 8-foot table w/ linen covering
- Two chairs
- 100amp Power (those needing more than this will need to make arrangements with the building).
- Wifi Access (through the building)

This is an NHL-sized ice arena (85-feet wide by 200-feet long, with a low steel ceiling height of 23-feet), plus the bleacher area which is 22-feet wide by 150-feet long.

WINGS EVENT CENTER

UPPER LEVEL



Exhibitor Move In:

- Tuesday, January 9 (3-5pm)
- Wednesday, January 10 (8-11am)

All booths must be set by 11am so that the building crew can prepare for final clean-up prior to the opening of Registration at Noon and the Trade Show at 1pm (until 6pm).

Exhibitor Move Out:

- Wednesday, January 10 between 6-8pm

Special arrangements can be made for larger equipment to be stored in the loading dock area until Friday, January 12 or outside in the back parking lot (for vehicles as well).

Larger items can be moved in and out of the loading dock near Door 18 at the rear of the building which is 10-feet high by 8-feet wide or the ground level entrance located near Door 16 which is 14-feet high by 12-feet wide. There will be signage in the parking lot directing exhibitors to these unloading areas, and someone from the Michigan Brewers Guild team will be on hand to assist.

Registration – for name badges and packets – is on the main level Door 7 (accessible between The Zoo and The Arena (see map) or from inside the building and The Valley exhibit area. Registration will open at Noon.

Conference attendees will be bused in from the Radisson Plaza Hotel at Kalamazoo Center throughout the afternoon between 11am and 6pm. Registration opens at Noon with each attendee receiving their name badge, conference program (including a Trade Show map and listing of exhibitors), a logoed bag and other conference materials.

Beer will be served on the main level in The Nest for exhibitors and attendees until 1pm, when the Trade Show opens. Food and beer stations will be set up around the Trade Show to encourage attendees to stick around for an extended period. The Nest will be closed once the Trade Show opens at 1pm, but will re-open from 4-6pm.

Throughout the afternoon, members of the Kalamazoo Curling Club will be offering mini lessons and demonstrations in The Zoo area, at no charge.

For the conference schedule, visit: www.mibeer.com/annual-conference.

The host hotel for the Conference is the Radisson Plaza Hotel at Kalamazoo Center. Special rates are available to conference attendees, based on availability, by calling 269-343-3333. Be sure to mention that you are with the Michigan Brewers Guild conference. Those not attending the full conference who need accommodations near the Wings Event Center should check out the listings at www.DiscoverKalamazoo.com.

We look forward to seeing you all next month! Happy New Year!

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