



## 2019 Michigan Brewers Guild Allied Member Trade Show EXHIBITOR PACKET

We are excited for our largest Allied Member Trade Show to date – with nearly 140 exhibitors in **The Valley** and **The Arena** rinks 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 4-8).**

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. These are NHL-sized ice arena (85-feet wide by 200-feet long, with a low steel ceiling height of 23-feet). Each exhibitor booth includes the following:

- One 8-foot table w/ linen covering
- Two chairs
- Wifi Access (through the building)

Power is provided at select hub areas around both arenas. Please bring an extension cord with you if you are in need of power (see layout with  icon). This is 100amp service, those needing more than this will need to make arrangements with the building staff.

Exhibitor Move In:

- Tuesday, January 8 (3-5pm)
- Wednesday, January 9 (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 9 between 6-8pm

**Special arrangements can be made for larger equipment to be stored in the loading dock area until Friday, January 11 or outside in the back parking lot (for vehicles as well).**

For The Valley...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. For The Arena...larger items can be moved in and out of the loading dock near Door 19.

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 in K / Door 12 - accessible between The Zoo and The Arena (see map) or from inside the building and The Valley or The Arena exhibit areas.

Conference attendees will be bused in from the Radisson Plaza Hotel at Kalamazoo Center throughout the afternoon between 11am and 6pm. Attendee 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 in each of the Trade Show arenas 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.

For the conference schedule, visit: [www.mibeer.com/annual-conference](http://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 (and using the promo code BREW19). Those not attending the full conference who need accommodations near the Wings Event Center should check out the listings at [www.DiscoverKalamazoo.com](http://www.DiscoverKalamazoo.com).

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



Dianna Stampfler, MBG Publicist

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MICHIGAN BREWERS GUILD  
ALLIED MEMBER TRADE SHOW  
WEDNESDAY, JANUARY 9 (1-6PM)

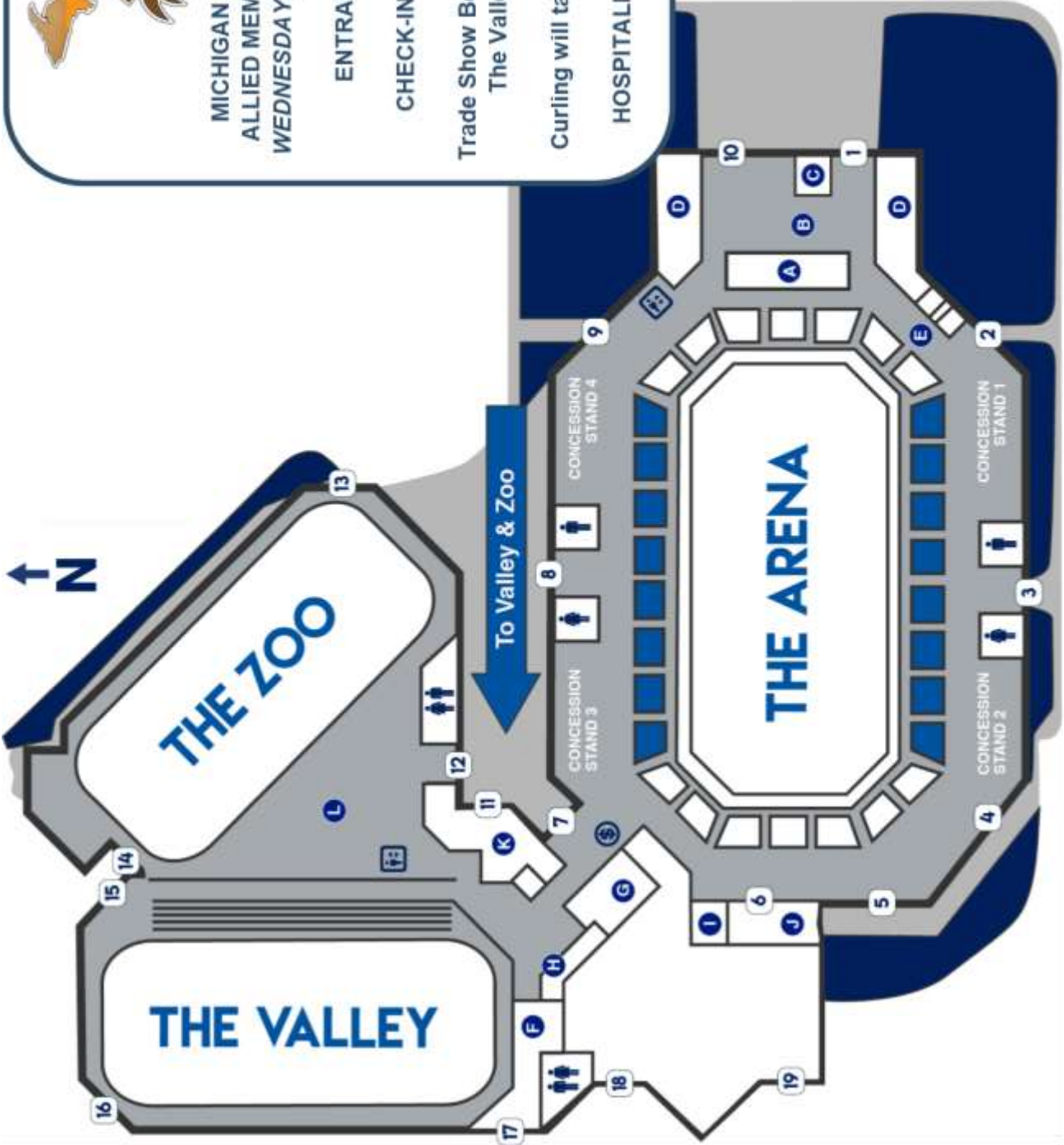
ENTRANCE: Door #11

CHECK-IN: "The Stage" (K)

Trade Show Booths will be set up in  
The Valley & The Arena.

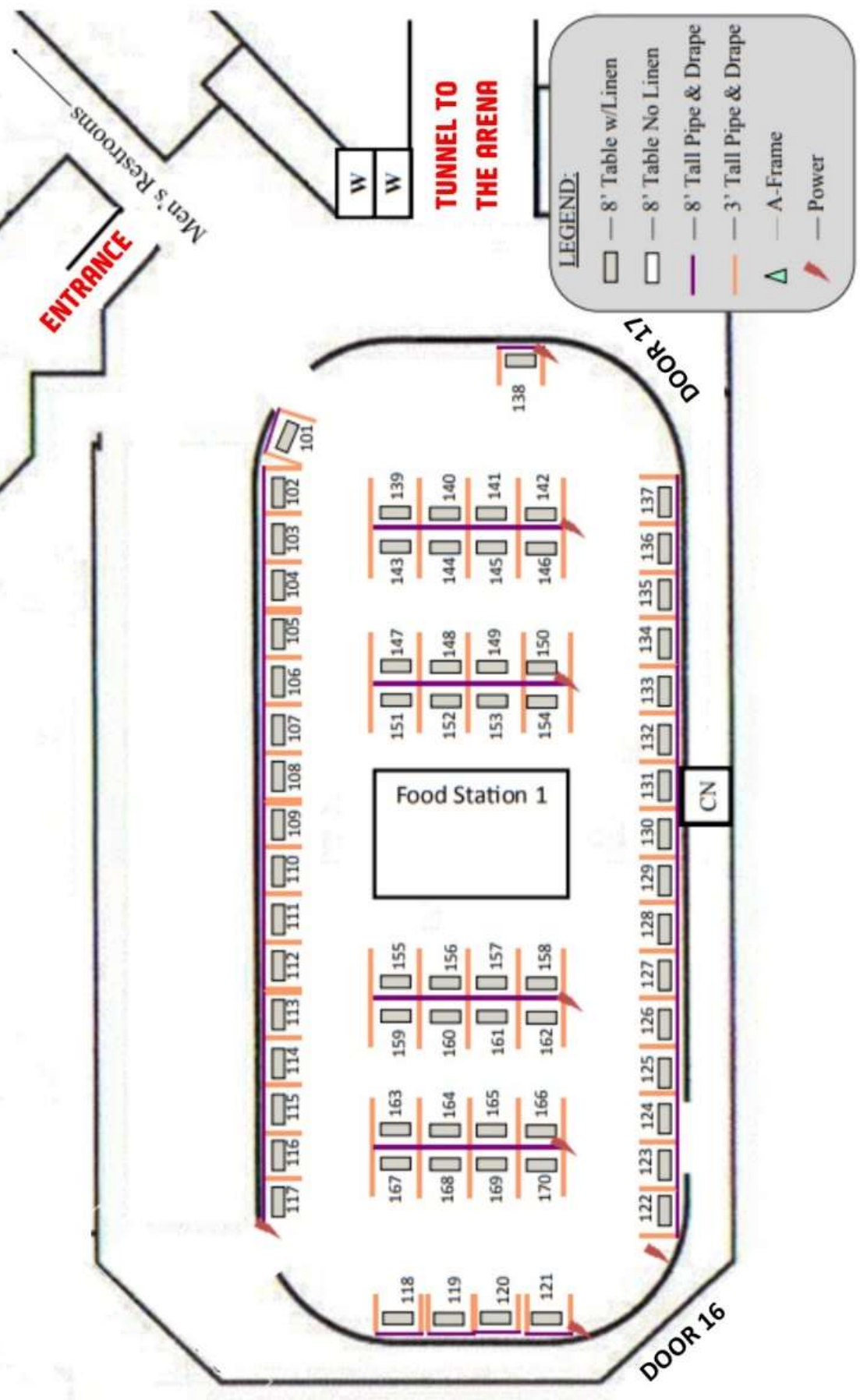
Curling will take place in The Zoo.

HOSPITALITY: "The Nest" (F)



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## THE VALLEY (Exhibit Spaces 101-169)



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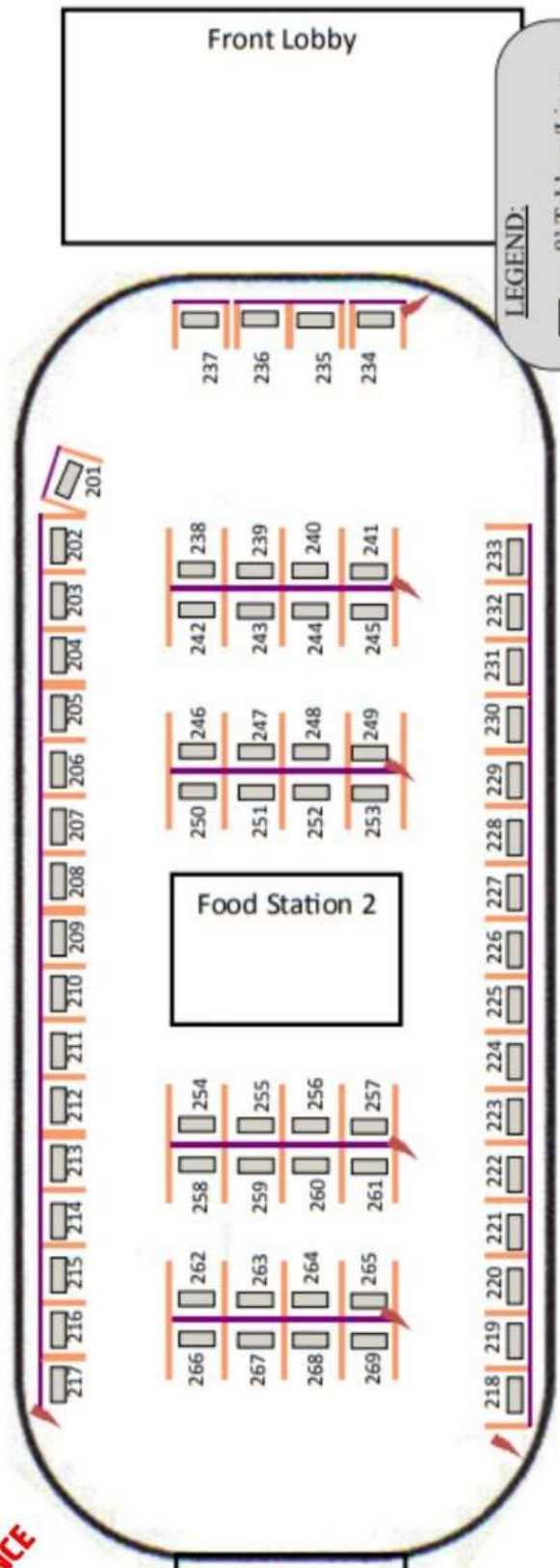
## THE ARENA (Exhibit Spaces 201-268)

Registration Area  
(The Stage)

**ENTRANCE**

**TUNNEL TO  
THE VALLEY**

**DOOR 19**



**LEGEND:**

- 8' Table w/Linen
- 8' Table No Linen
- 8' Tall Pipe & Drape
- 3' Tall Pipe & Drape
- A-Frame
- Power