



## Exhibitors, Vendors, and Sponsors

Conference Information Booklet





# Introduction

You are invited to participate in the MTTIA Annual Conference to be held at Central Lakes College, Brainerd, Minnesota on August 6-8, 2024. This annual conference supports the professional development and progress towards excellence of transportation teachers from high schools and colleges from the 5-state area.

This conference offers an excellent opportunity for your organization or company to promote your organization, association, company, programs and products, as well as connect with over 100 secondary and post-secondary teachers in Automotive, Autobody, Powersports, and Diesel throughout the Midwest (Minnesota, Wisconsin, Iowa, North Dakota, and South Dakota).

Vendors and exhibitors will have booth and floor space together during the Vendor and Exhibitor Show part of the conference which will be held on Wednesday, August 7th, 2024 from 4:00 pm - 5:30 pm.

We welcome all parties that are interested in participating to read the information in this booklet to determine your way of partnering. Details, contact information, and pricing are in this booklet.



# MTTIA Sponsorship Information

For almost four decades, MTTIA has provided transportation teachers in the midwest with instruction on new vehicle technologies, methods, and instructional strategies as well as providing a great professional development conference.

The MTTIA conference is an amazing opportunity for companies, associations, employers, manufacturers, and organizations to showcase their support for the transportation education community while gaining valuable exposure to teachers and others in the transportation industry. Some of the benefits of being a sponsor are:

- Developing and promoting positive relationships with conference attendees
- Making an immediate and lasting impression on a diverse group of transportation education professionals
- Gaining recognition and exposure for your company's products, services, and opportunities to partner

## MTTIA Sponsorship Questions

Chris Hadfield, MTTIA State Liason  
 Executive Director, Minnesota State Transportation Center of Excellence  
[Chris.Hadfield@dctc.edu](mailto:Chris.Hadfield@dctc.edu) | Cell phone: 763-458-4717

| Levels:   | Platinum | Gold   | Silver | Bronze | Supporter | Hospitality Tent |
|---|----------|--------|--------|--------|-----------|------------------|
| Dollar Amount:                                    | \$3000   | \$2000 | \$1000 | \$500  | \$250     | Sponsor Led      |
| Complimentary Registrations                       | 3        | 3      | 2      | 1      |           | 2                |
| Exhibit Table                                     | X        | X      | X      |        |           | X                |
| Verbal recognition during event                   | X        | X      |        |        |           |                  |
| Logo in conference program, website, and Facebook |          | X      | X      | X      |           | X                |
| Name in conference program, website, and Facebook |          |        |        |        | X         |                  |
| Talk Time during Conference                       | X        |        |        |        |           |                  |

# | Exhibitor Details

**Definition of an Exhibitor:** An exhibitor is an organization, company, employer, or foundation that does not have anything to sell. Exhibitors are supporters of transportation educators and programs. Exhibitors will have a booth space and are in attendance to talk with educators during the Vendor and Exhibitor Show on Wednesday from 4:00-5:30 pm. Some examples of an exhibitor include:

- Transportation business employer: There to visit with educators that visit their booth about an internship or scholarship program they have for students, as well as listen and chat about common challenges and solutions related to students.
- Transportation industry association/organization: There to showcase the association and to visit with educators about how they can support and connect, and highlight any programs they may have.
- Transportation industry or related manufacturer: Even though the manufacture sells vehicles (or other items of higher value), they are not commonly purchased by a school, and thus their main objective for being there may be to showcase their company, school partnerships/support programs they have, and to visit with and show support for transportation educators.

## **Booth Cost for an Exhibitor: \$125**

Technical session presenters that also choose to have an exhibitor booth will have a cost of **\$0**, but will need to register on Eventbrite. Booth spaces are filled on a first come, first serve basis. An exhibitor **may only purchase 1** inside booth.

Exhibitor registration is only valid for the vendor/exhibitor trade show time frame. You are able to purchase other tickets for things like regular conference registration, evening activities, or a sponsorship.

Exhibitors will be provided with one 8 foot table and two chairs. Electricity can be provided upon request made at least 2 weeks prior to the show. 2 Wednesday lunch tickets are included with the purchase of the booth. Lunch is from 12:00-1:00 pm.

Load in and setup time is from 1:00-3:30 pm the day of.

- There is access for truck parking and unloading on the south side of the college with a short, wide concrete sidewalk with double wide entry doors.
- Shipments of larger truck shipped items can be handled, see details in the separate area of this booklet. Return shipping must be handled by the Exhibitor..
- Outside areas for displaying (exhibitor) vehicles are free. Space is limited to the regular parking available at the college and is first come, first serve.
  - Small vehicles (such as motorcycles or powersports equipment) may be parked closer to the door with prior permission from the coordinator.
- Payment is made through Eventbrite. No checks or cash are accepted.

## **MTTIA Exhibitor and Vendor Coordinator**

Llewellyn Olivier, MTTIA Exhibitor/Vendor Show Coordinator  
Director of Outreach, MN State Transportation Center of Excellence  
E-mail: [llewellyn.olivier@dctc.edu](mailto:llewellyn.olivier@dctc.edu) | Cell phone: 651-216-0063

# | Vendor Registration Details

**Definition of a Vendor:** A Vendor is a company that would like to sell, or influence the sale of, a product or service. While a vendor is likely a supporter of transportation educators and programs, their presence at the MTTIA conference is to sell or influence the sale of a product or service. Vendors will have a booth space and are in attendance to talk with educators during the Vendor and Exhibitor Show on Wednesday from 4:00-5:30 pm. Some examples of a vendor include:

- Tool company: They are there to display items (tools) that are used in transportation labs or shop environments and do so by supporting educators through visiting, conversation, and relationship building.
- Equipment or support company: They are there to display items (regular shop equipment or learning support equipment) and do so by supporting educators through visiting, conversation, and relationship building.
- A textbook or e-book (LMS) company: They are there to display learner support materials and do so by supporting educators through visiting, conversation, and relationship building.

## **Booth Cost for a Vendor: \$250**

Booth spaces are filled on a first come, first serve basis.

Vendor registration is only valid for the vendor/exhibitor trade show time frame. You are able to purchase other tickets for things like regular conference registration, evening activities, or a sponsorship.

Vendors will be provided with one 8 foot table and two chairs. Electricity can be provided upon request made at least 2 weeks prior to the show. 2 Wednesday lunch tickets are included with the purchase of the booth. Lunch is from 12:00-1:00 pm.

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## | Exhibitor/Vendor Shipping Details

Central Lakes College will accept shipments from exhibitors and vendors, and store their materials/containers until the event. Please bring as much with you as you can the day of the event, the college is being graceful in providing this extra service to MTTIA. A forklift and pallet jack are available and can be used by certified CLC employees. Vehicle shipments on semi trucks can be arranged as well. You will need to make your own arrangements for return shipping/pickup. Please clearly mark the shipment with these details.

- Exhibitors/vendors are responsible for contacting the college, getting their items from storage, and moving/setting them up.
- Exhibitors/vendors are responsible for communicating their needs with the local site coordinator about shipping their items back after the show.

Please contact the local site coordinator for shipping questions:

Chris Hadfield, MTTIA State Liason  
Executive Director, Minnesota State Transportation Center of Excellence  
[Chris.Hadfield@dctc.edu](mailto:Chris.Hadfield@dctc.edu) | Cell phone: 763-458-4717

## | Liability/Insurance Details and Disclaimer

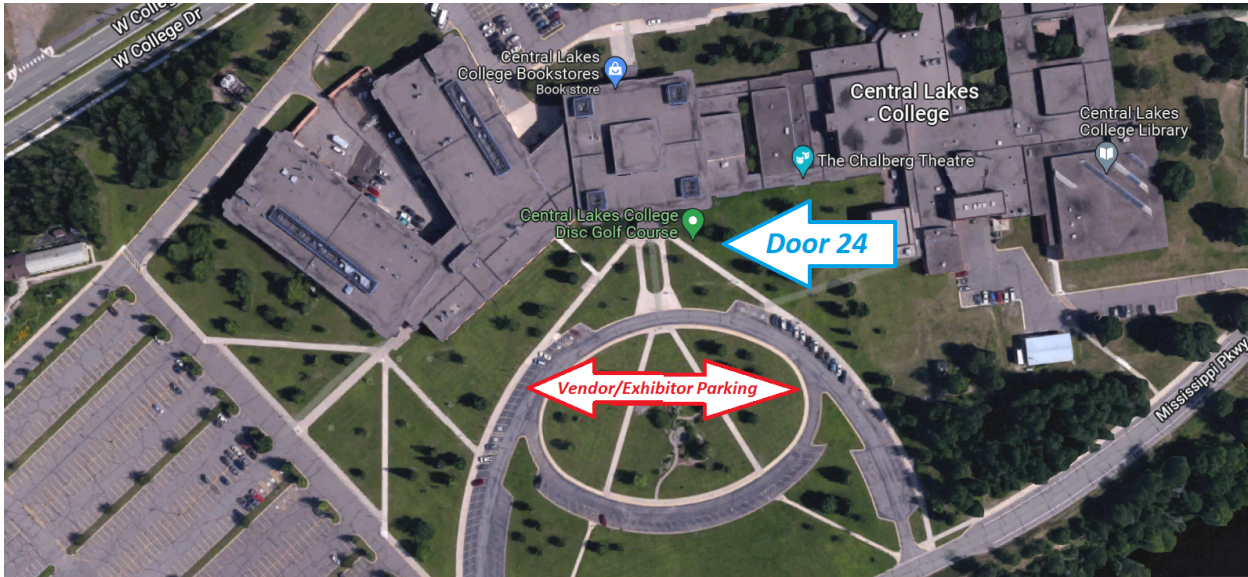
**The Sponsors, MTTIA, Central Lakes College, and their employees and agents** will not be liable for injuries to any person or damage or loss of any property owned or controlled by exhibitors or vendors to which claims for damages may arise or be connected in any way to exhibitor's/vendor's participation, nor for any claim or liability which may arise as a result of copyright and trademark laws and regulations. Exhibitors and vendors agree to hold harmless and defend the Sponsors, MTTIA, Central Lakes College, and d their employees and agents from all such claims. It is the sole responsibility of the exhibitor/vendor to obtain any required business interruption, property damage, or other insurance coverage.



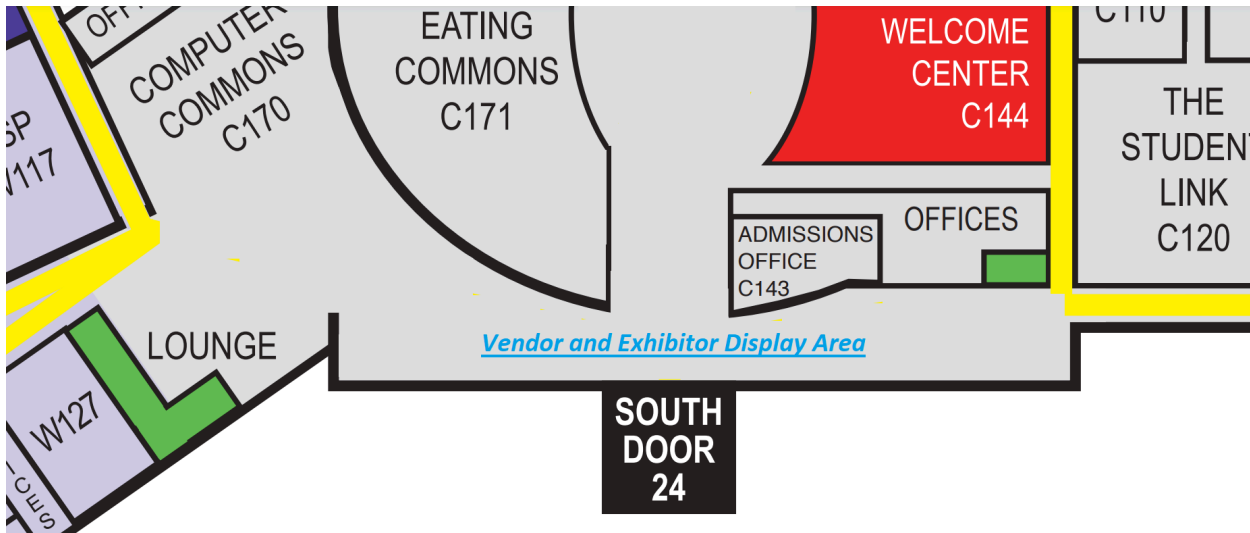
# Exhibitor and Vendor Show Location

The exhibitor/vendor show is located in the south hall of Central Lakes College. This is a main hallway with tall ceilings and is located adjacent to the cafeteria and main meeting area for teachers. The college has free parking in the regular lots. Refer to the following maps for details.

The map below is where vendors and exhibitors can park, enter, and load. Door 24 faces south and has double wide opening doors that measure 70" wide x 94" tall.



This detailed map shows the vendor and exhibitor setup area. Exact placement is determined by the local coordinators.



# MTTIA Conference Location, Lodging, and More!

The exhibitor/vendor show at the MTTIA conference is held at Central Lakes College in Brainerd, Minnesota. The college is 2 hours northwest of the Twin Cities and has a Delta connection jet service from the MSP airport, as well as other ground transportation services from MSP and other points in the Twin Cities. Below is helpful information and websites for planning your visit.

## **MTTIA Main Conference Location:**

Central Lakes College  
501 W College Dr,  
Brainerd, MN 56401

[www.clcmn.edu](http://www.clcmn.edu)

Central Lakes College maps can be found on their website.

<http://www.clcmn.edu/brainerd-campus-maps/>

## **MTTIA Evening Activities:**

Cragun's Resort  
11000 Craguns Dr.  
Brainerd, MN 56401

[www.craguns.com](http://www.craguns.com)

## **Airport:**

Brainerd Lakes Regional Airport

Daily service with Delta from BRD to Minneapolis-St. Paul International with an advanced fleet of 50-passenger Bombardier CRJ200 regional jet aircraft.

<https://brainerdairport.com>

## **Ground Transportation:**

### **Enterprise**

2 locations, Brainerd Regional Airport and Baxter  
(218) 829-7321

<https://www.enterprise.com/en/car-rental-locations/us/mn/brainerd-airport-19m5.html>

## **Area Lodging:**

Evening conference activities, dinners, and MTTIA members stay at Cragun's.

[Cragun's Resort on Gull Lake](#) \*Mention MTTIA when you book

[Arrowwood Lodge at Brainerd Lakes](#)

[Holiday Inn Express & Suites](#)

## **Other Area Lodging and Things To Do:**

The Brainerd Lakes area is filled with fun family things to do and lots of places to stay and eat. The [Brainerd Chamber of Commerce website](#) is a great place to start looking for things.