

Upper Midwest Association of
Promotional Professionals

*Want to add fresh contacts and
star-studded appeal to
your business?*

**Exhibit at the UMAPP
Booth Show**

May 16, 2012

Hours: 10 - 3

RiverCentre, St. Paul, MN

As a **UMAPP Member**, you're **invited** to exhibit at the largest trade show of its kind in the Upper Midwest. Held at the prestigious RiverCentre in St. Paul, Minnesota, you will meet an ensemble cast of industry professionals whose connections run deep.

- Between 500-600 distributor sales reps through the door
- Each distributor attendee is pre-approved to attend. This way, you are working with only top-notch, professional distributor sales reps who are at the show to do business.

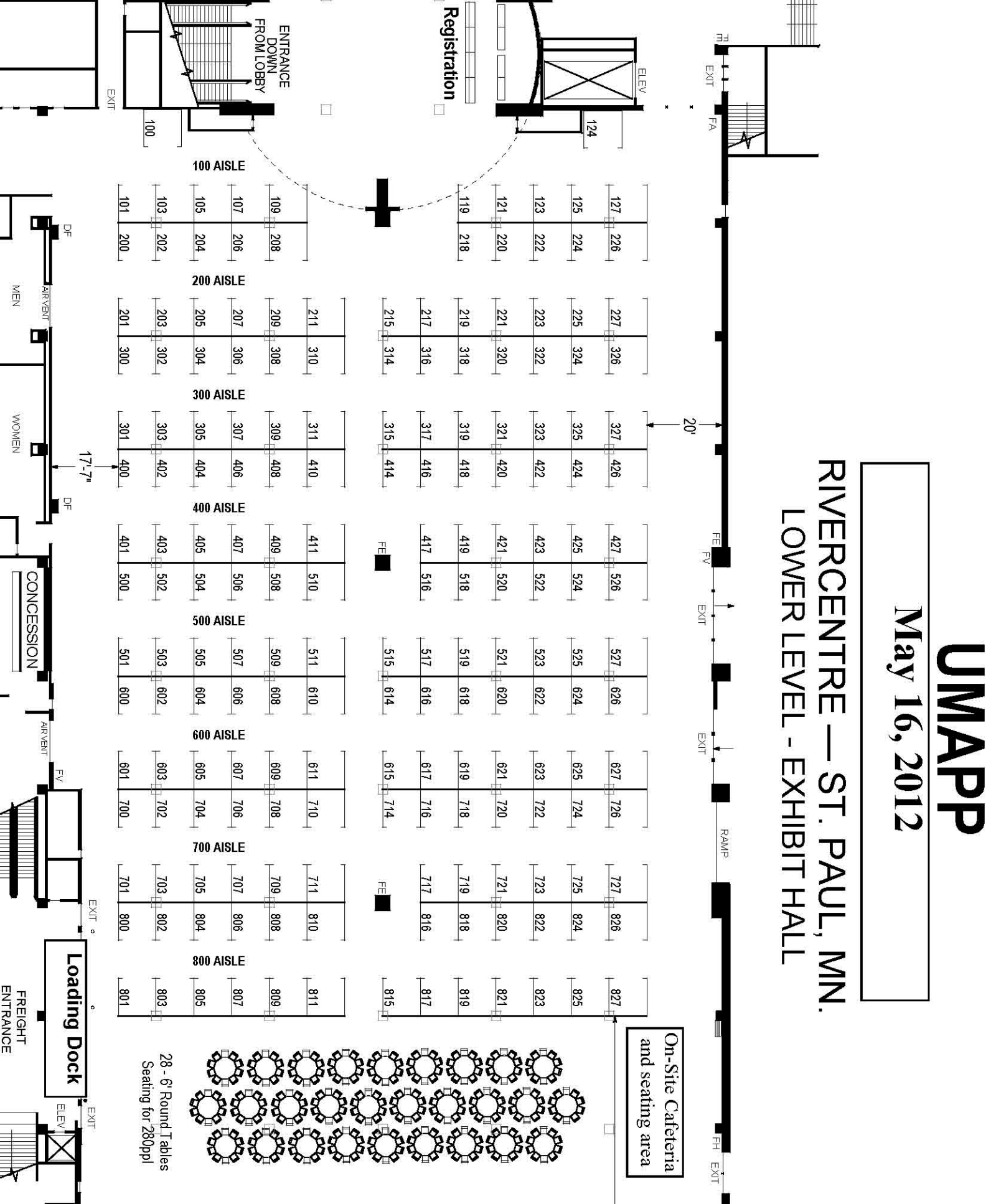
- **Free lunch** for exhibitors - boxed delivered to your booth, or a voucher for use in the on-site cafeteria.
- Pre-show **professional development** seminar.
- **Supplier reception** with distributors after setup for the show.
- **Post-show attendee list** emailed to all show contacts and show personnel for a one-time show follow up.
- Get new contacts, **renew**, and make new friends.
- **Headquarters hotel** (Holiday Inn Downtown, across the street from the RiverCentre).

Upon receipt of a completed registration, additional show information will be emailed to all contacts.

UMAPP

May 16, 2012

RIVERCENTRE — ST. PAUL, MN. LOWER LEVEL - EXHIBIT HALL



Aisle	100	200	300	400	500	600	700	800
100	101	201	301	401	501	601	701	801
103	103	203	303	403	503	603	703	803
105	105	205	305	405	505	605	705	805
107	107	207	307	407	507	607	707	807
109	109	209	309	409	509	609	709	809
208	208	311	411	511	611	711	811	
206	206	310	410	510	610	710	810	
204	204	308	408	508	608	708	808	
202	202	306	406	506	606	706	806	
220	220	304	404	504	604	704	804	
218	218	302	402	502	602	702	802	
219	219	319	419	519	619	719	819	
217	217	318	418	518	618	718	818	
215	215	316	416	516	616	716	816	
314	314	315	414	514	614	714	814	
318	318	317	417	517	617	717	817	
320	320	319	419	519	619	719	819	
322	322	321	421	521	621	721	821	
324	324	320	420	520	620	720	820	
326	326	322	422	522	622	722	822	
328	328	324	424	524	624	724	824	
330	330	326	426	526	626	726	826	
332	332	328	428	528	628	728	828	
334	334	330	430	530	630	730	830	
336	336	332	432	532	632	732	832	
338	338	334	434	534	634	734	834	
340	340	336	436	536	636	736	836	
342	342	338	438	538	638	738	838	
344	344	340	440	540	640	740	840	
346	346	342	442	542	642	742	842	
348	348	344	444	544	644	744	844	
350	350	346	446	546	646	746	846	
352	352	348	448	548	648	748	848	
354	354	350	450	550	650	750	850	
356	356	352	452	552	652	752	852	
358	358	354	454	554	654	754	854	
360	360	356	456	556	656	756	856	
362	362	358	458	558	658	758	858	
364	364	360	460	560	660	760	860	
366	366	362	462	562	662	762	862	
368	368	364	464	564	664	764	864	
370	370	366	466	566	666	766	866	
372	372	368	468	568	668	768	868	
374	374	370	470	570	670	770	870	
376	376	372	472	572	672	772	872	
378	378	374	474	574	674	774	874	
380	380	376	476	576	676	776	876	
382	382	378	478	578	678	778	878	
384	384	380	480	580	680	780	880	
386	386	382	482	582	682	782	882	
388	388	384	484	584	684	784	884	
390	390	386	486	586	686	786	886	
392	392	388	488	588	688	788	888	
394	394	390	490	590	690	790	890	
396	396	392	492	592	692	792	892	
398	398	394	494	594	694	794	894	
400	400	396	496	596	696	796	896	
402	402	398	498	598	698	798	898	
404	404	401	501	601	701	801		
406	406	403	503	603	703	803		
408	408	405	505	605	705	805		
410	410	407	507	607	707	807		
412	412	409	509	609	709	809		
414	414	411	511	611	711	811		
416	416	413	513	613	713	813		
418	418	415	515	615	715	815		
420	420	417	517	617	717	817		
422	422	419	519	619	719	819		
424	424	421	521	621	721	821		
426	426	423	523	623	723	823		
428	428	425	525	625	725	825		
430	430	427	527	627	727	827		
432	432	429	529	629	729	829		
434	434	431	531	631	731	831		
436	436	433	533	633	733	833		
438	438	435	535	635	735	835		
440	440	437	537	637	737	837		
442	442	439	539	639	739	839		
444	444	441	541	641	741	841		
446	446	443	543	643	743	843		
448	448	445	545	645	745	845		
450	450	447	547	647	747	847		
452	452	449	549	649	749	849		
454	454	451	551	651	751	851		
456	456	453	553	653	753	853		
458	458	455	555	655	755	855		
460	460	457	557	657	757	857		
462	462	459	559	659	759	859		
464	464	461	561	661	761	861		
466	466	463	563	663	763	863		
468	468	465	565	665	765	865		
470	470	467	567	667	767	867		
472	472	469	569	669	769	869		
474	474	471	571	671	771	871		
476	476	473	573	673	773	873		
478	478	475	575	675	775	875		
480	480	477	577	677	777	877		
482	482	479	579	679	779	879		
484	484	481	581	681	781	881		
486	486	483	583	683	783	883		
488	488	485	585	685	785	885		
490	490	487	587	687	787	887		
492	492	489	589	689	789	889		
494	494	491	591	691	791	891		
496	496	493	593	693	793	893		
498	498	495	595	695	795	895		
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520	520	517	617	717	817			
522	522	519	619	719	819			
524	524	521	621	721	821			
526	526	523	623	723	823			
528	528	525	625	725	825			
530	530	527	627	727	827			
532	532	529	629	729	829			
534	534	531	631	731	831			
536	536	533	633	733	833			
538	538	535	635	735	835			
540	540	537	637	737	837			
542	542	539	639	739	839			
544	544	541	641	741	841			
546	546	543	643	743	843			
548	548	545	645	745	845			
550	550	547	647	747	847			
552	552	549	649	749	849			
554	554	551	651	751	851			
556	556	553	653	753	853			
558	558	555	655	755	855			
560	560	557	657	757	857			
562	562	559	659	759	859			
564	564	561	661	761	861			
566	566	563	663	763	863			
568	568	565	665	765	865			
570	570	567	667	767	867			
572	572	569	669	769	869			
574	574	571	671	771	871			
576	576	573	673	773	873			
578	578	575	675	775	875			
580	580	577	677	777	877			
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596	596	593	693	793	893			
598	598	595	695	795	895			
600	600	597	697	797	897			
602	602	599	699	799	899			
604	604	601	701	801				
606	606	603	703	803				
608	608	605	705	805				
610	610	607	707	807				
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626	626	623	723	823				
628	628	625	725	825				
630	630	627	727	827				
632	632	629	729	829				
634	634	631	731	831				
636	636	633	733	833				
638	638	635	735	835				
640	640	637	737	837				



Upper Midwest Association of Promotional Professionals

2012 Booth Show Registration
May 16, 2012 - Show Hours: 10-3
May 15 - Set up: 1-6

Company Information

Company: _____ UPIC: _____ ASI: _____ SAGE: _____

Member of UMAPP Nonmember (Must join to exhibit. Add membership fee below; \$110 for MN, IA, ND, SD, WI; \$95 all others)

Multiline Reps: All of your lines must be current UMAPP members (multiline rep. membership not required)

Contact Person for Show Mailings: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Register for Booth Space

Corner Booth () Regular Booth ()

Each booth is 10' x 10', carpeted, with 3' high drape on each side, 8' drape on the back, and a simple ID sign.

One draped table (white) is provided for each booth reserved.

4' Table () 6' Table () 8' Table ()

Additional tables must be ordered through Brede Expo Services; forms provided on the website. See "Events" and Booth Show Tab.

Line Description for the show directory (multiline reps: list your lines, please) _____

Special requests for booth assignment: _____

Show Day

Maximum of 2 lunches per booth space – for additional show personnel, email the UMAPP office or attach a separate page

Show Personnel: _____ Email: _____

Boxed lunch delivered to booth Ticket voucher (\$10) to redeem at the on-site deli

Show Personnel: _____ Email: _____

Boxed lunch delivered to booth Ticket voucher (\$10) to redeem at the on-site deli

Payment Information

1st Corner booth: ___ x \$750.00 \$ _____

1st Regular booth: ___ x \$700.00 \$ _____

Additional booths: ___ x \$650.00 \$ _____

2 Lunches per booth / One table per Booth FREE

New member dues (for nonmembers) \$ _____

2012 dues for members (if not paid already) \$ _____

Total Due: \$ _____

Name on Card: _____

Billing Address: _____

City: _____ State: ___ Zip: _____

Card No: ___ / ___ / ___ / ___ exp: ___ / ___

Amount to charge \$ _____ 3-4 digit code: _____

Authorized signature: _____

Make checks payable to UMAPP. Send show registration to:

UMAPP, 9292 Dartford Rd., Woodbury, MN 55125

Ph: 651-734-9767 / Fax: 651-734-9110

Email: umapp.sue@comcast.net

Deadline to register for booth space: Friday, May 4, 2012.

To receive a full refund, show space must be cancelled by April 1, 2012. Special requests for booth assignments are accommodated through March 1, 2012. Line description must be received by May 1, 2012 to be included in the show directory.



Registration Form HOT Products Pavilion

May 16, 2012 • RiverCentre, St. Paul, MN

New Exhibitor Benefit: Hot Product Pavilion

Shine the spotlight on your newest product designs and your best-sellers!
Only \$50 per product

- Debut of the first HOT Products Pavilion at The Show!
- Location in the common area near registration, before the show opens.
- An inexpensive way to showcase your product and your booth location inside the show

Deadline to register: May 4, 2012

Please complete the form below. We will print the information and have it on the table ready for your product.. See the next page for details.

Supplier Company Name: _____

Supplier Contact Name: _____ E-mail: _____

Supplier Website: _____ Phone: _____

PPAI#: _____ SAGE#: _____ ASI#: _____

Item #: _____ Item Name/Description: _____

Item #: _____ Item Name/Description: _____

Item #: _____ Item Name/Description: _____

Booth # _____ (if known, otherwise, UMAPP will complete for you when assigned).

* Please bring Items to the HOT Products Pavilion on May 15 (day of set-up) and pick up after the show ends on May 16.

Payment Information:

Checks payable to UMAPP. Mail to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125. Complete the credit card information below.

Type of Payment: Visa MasterCard American Express Check to be Mailed

Name on credit card: _____

Billing address for card: _____ City: _____

State: _____ Zip: _____ 3-4 digit code from back: _____

Credit Card Number: _____ Exp: _____ Mo/Yr

Amount to Charge to Card: \$ _____

Pavilion Items x \$50.00 each item entry.

Send or fax to: UMAPP, 9292 Dartford Rd., Woodbury, MN 55125
Phone: 651-734-9767 Fax: 651-734-9110 E-mail: umapp.sue@comcast.net



- **Product Submissions**
 - a. Entries are limited to those firms exhibiting at the 2012 UMAPP Booth Show.
 - b. Only exhibitors are eligible to showcase products.

- **Product Delivery and Display**
 - a. All entries will be delivered personally by exhibitor show personnel to the registration area of the booth show on May 15 between the hours of 1:00 – 5:00 p.m. Our volunteers will set up the product(s) for display.
 - b. Product(s) will be displayed in a non-operational state, without connections to any utilities.
 - c. Product(s) will be displayed with a tent card, including supplier company name, supplier contact name, email, supplier website, phone, PPAI#/SAGE#/ASI#, item #, item name/description, booth #.

- **On-Site Pick Up of Entries**
 - a. Entries must be picked up on Wednesday, May 16, between 3:00 – 4:00 p.m. (immediately after the show ends).
 - b. Exhibitors agree that show management takes no responsibility for products not claimed by 4:00 p.m. on Wednesday, May 16.



“The Show 2012” Sponsorship Registration Form

May 16, 10:00 – 3:00 p.m.

St. Paul RiverCentre

UMAPP Members Only

Sponsorships/Advertising- Circle One or Check

The Movie Star (\$750 each – two spots available)

- Logo on show floor entrance panel as a show sponsor
- 4” x 4” ad in show directory – inside front cover
- Logo on all distributor marketing materials

Sound Effects (\$250 each – TWO spots available)

- Distributor/Exhibitor Welcome Reception (May 15 / appetizers, one free drink p/person)
- Sign at event with company logo announcing sponsorship; logo on all distributor marketing materials.

The Cinema (\$750 for one sponsor, or \$325 split between two)

- Member breakfast at the professional development seminar (8:30 a.m. – 10:00 a.m., May 16).
- Sign at event with company logo; logo on all distributor marketing materials for the seminar

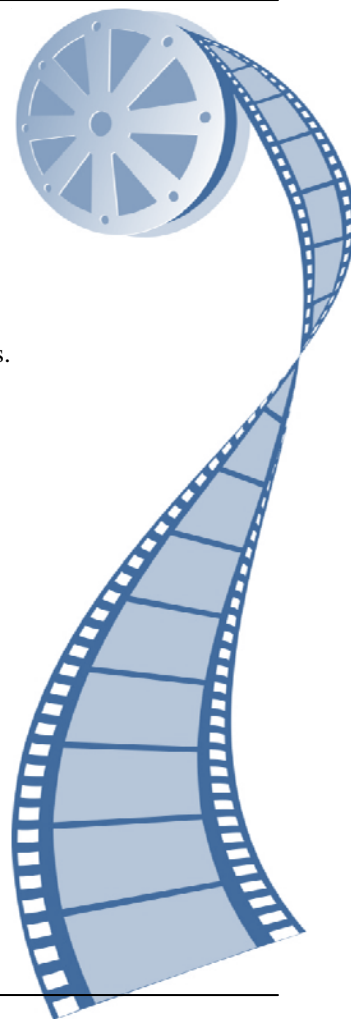
The Screen Play (\$150 each) – Exclusive Product Sponsorship

- Show Bag Sponsor **SOLD**
- Lanyard Sponsor **SOLD**
- Lip Balm Sponsor
- Pen Sponsor **SOLD**
- Notebook Sponsor
- Hand Sanitizer Sponsor **SOLD**

All of the above also receive recognition in the July/August Navigator Newsletter

Advertising Opportunities

- ___ Show Directory Ad (2” x 2”) black and white \$ 75.00
- SOLD** Show Directory Back Cover (8-1/2” x 11” black and white)..... \$200.00



Company Name: _____ Contact Person: _____

Email: _____ Phone: _____

Form of payment: Check (*made payable to UMAPP*) Visa MasterCard American Express

Name on Card: _____ Billing Address: _____

City _____ State _____ Zip _____

Card Number: _____ / _____ / _____ / _____ exp ____/____ 3-4 digit code on back: _____

Sponsorship: Movie Star, Sound Effects, Cinema, Screen Play - list item: _____

Advertising: Show Directory Ad / Show Directory Back Cover

Total amount to charge to card: \$ _____ Authorized Signature: _____

Return to: UMAPP, 9292 Dartford Road, Woodbury, MN 55125 651-734-9767 / fax: 651-734-9110

email: umapp.sue@comcast.net

The UMAPP 2012 Member Golf Outing



May 15, 2012

Registration closes: May 10

Max Golfers: 128

7:00 a.m. - 8:15

Check-In and Breakfast

8:30 a.m.

At carts

8:45 a.m. Sharp

Tee off/Shotgun Start

StoneRidge Golf Course
St. Paul, Minnesota

Rated #1 public course in the
Twin Cities Metro Area
by Golfweek



Golf fee includes:

Light Breakfast

18 holes of golf (scramble format)

Goodie Bags

Range Balls

Golf Carts

Buffet Lunch

Contests

Team Pictures (available online)

Team Trophies

Networking -

*a near even mix between distributors and suppliers **

Lots of Fun!

**Many sign up a full or partial team. For the best chance of golfing with a mix of supplier/distributor, invite someone!*

Must be a UMAPP member.

Your Logo Here
Be a tournament sponsor
(See last page)



Annual UMAPP Golf Tournament

May 15, 2012

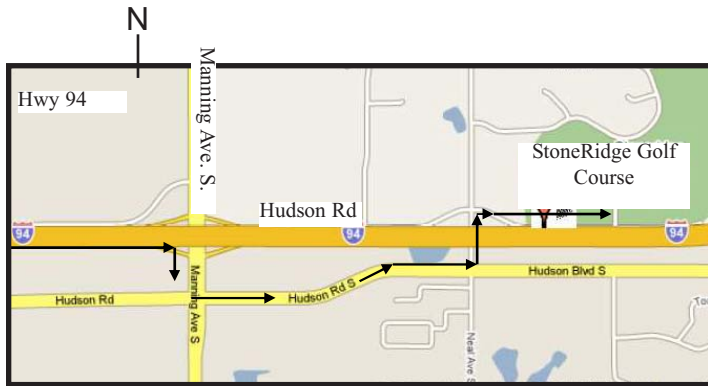
Check-In and Breakfast

7:00 - 8:15 a.m.

At Carts: 8:30 a.m.

Tee off: 8:45 a.m. SHARP

StoneRidge Golf Course
13600 Hudson Boulevard
Stillwater, MN 55082
www.stoneridgegc.com



StoneRidge is located off Hwy 94 between Woodbury and Hudson, Wisconsin. From the West: take 94 East to the Manning exit (County 19). Turn right, then take the first left (Frontage Road) to Neal Avenue. Turn left going back over Hwy 94, and take a right again on the Frontage Road to StoneRidge Golf Course.

Golfer Registration

(Staff and spouses of UMAPP member companies only)

Registration closes: May 10 / Max golfers: 128

Golfer #1 _____

Company _____

Email: _____

Golfer #2 _____

Company _____

Email: _____

Golfer #3 _____

Company _____

Email: _____

Golfer #4 _____

Company _____

Email: _____

Main Contact person: _____

Email: _____

- If registering less than 4 golfers, others will be added to make a foursome (if possible). Many single suppliers request being paired with a distributor. Every effort is made to do this, but the best way to ensure a mix is to invite someone to golf with you (*they must be a UMAPP member*). Otherwise, we are happy to place you with a group.

- All golfers must be pre-registered. Any changes to golfers or teams, please notify the UMAPP office prior to the outing.

Max number of golfers: 128
Registration closes: Thursday, May 10

Check payable to UMAPP (send to the address at the right)
 Credit card payment (VISA/AMEX/MC)

Name on credit card: _____

Billing Address for Card: _____

City: _____ State: _____ Zip _____

Card Number: _____ Exp: _____

3-4 digit # on back: _____ Amount to Charge to Card: \$ _____

Number of Golfers:	\$ _____
x 99.00 each	\$ _____
Total Payment	\$ _____

Return form and payment by May 10 to:

UMAPP Golf Outing, 9292 Dartford Road, Woodbury, MN 55125

Phone: 651-734-9767

Fax: 651-734-9110

email: umapp.sue@comcast.net



Sponsorship Registration

26th Annual Golf Outing

May 15, 2012, StoneRidge Golf Course, St. Paul

UMAPP Members Only

Company Name: _____ Contact Person: _____

Email: _____ Phone: _____

SPONSORSHIPS

___ THE ACE (\$1,600)

Golf Tournament Sponsor

- Top billing on all marketing materials
- One exclusive product in the goodie bag.
- Recognition in the July/August newsletter

___ THE DOUBLE EAGLE (\$1,000)

Lunch Sponsor

- Second billing on all marketing materials
- Sign at lunch
- Recognition in the July/August newsletter

___ THE SWEET SPOT (\$500)

Beverage Cart Sponsor

- Recognition on all marketing materials
- Sign on the beverage cart
- Recognition in the July/August newsletter

___ THE CADDY (\$500)

Golf Cart Sponsor

- Recognition on all marketing materials
- Sign on golf cart.
- Recognition in the July/August newsletter

OTHER ADVERTISING OPPORTUNITIES

___ Hole Sponsor

- \$100 for 1 hole or \$200 for 3 holes
- Full color sign, includes your logo, images of products and marketing ideas. Can be different images for different signs.
- Also included: recognition in the July/August newsletter.

___ Goodie Bag

- Donate 130 of your favorite product to go in our golfer goodie bags.
- Plus, recognition in July/August newsletter.

Ship items to arrive by May 4:

UMAPP Golf Donations, Attn: Jamie Kuklok,
1408 17th Street South, Sartell, MN 56377.

Item Description: _____

Note: Similar items from other suppliers are allowed into the goodie bag (exception: THE ACE sponsorship).

Form of payment: Check (*made payable to UMAPP*) Visa MasterCard American Express

Name on Card: _____ Billing Address: _____

City _____ State _____ Zip _____

Card Number: _____ / _____ / _____ / _____ exp ____/____ 3-4 digit code on back: _____

Total amount to charge to card: \$ _____ Authorized Signature: _____

Return to:

UMAPP, 9292 Dartford Road, Woodbury, MN 55125, 651-734-9767 / fax: 651-734-9110 umapp.sue@comcast.net