

MUG 2020: Together for Tomorrow

October 4 – 7, 2020 • Sheraton Sand Key Resort • Clearwater Beach, FL

Exhibit Application

PLEASE PRINT CLEARLY

Company Name _____

AS IT IS TO BE PRINTED ON CONFERENCE MATERIALS (SIGNS, PROGRAM ETC.)

Street Address _____

City/State/ZIP Code _____

Phone _____ Fax _____ E-Mail _____

On Site Contact: _____ Cell # _____

BOOTH INFORMATION NOTE: BOOTHS ARE 8' DEEP X 10' WIDE

Preferred Booth Location: 1st _____ 2nd _____ 3rd _____ 4th _____

YES! I will participate in the Playing Card Match-Up Game Monday night and have (#) _____ of prizes.

YES! I have a prize(s) to give away at the Tuesday closing reception.

I do not wish my booth adjacent to: _____

Description of Product/Service to be printed in program (30 words or less): _____

Direct all mail in reference to our exhibit to: _____

Street Address (If different than above) _____

City/State/Zip Code _____

Telephone _____ Fax _____

List names of Booth Representatives: (2 booth reps per booth included in fee; additional reps @ \$250 each.)

We agree to abide by the exhibit specifications outlined by the MISER Users Group and to all conditions under which the exhibit area is leased to MUG. Said exhibit specification and conditions become a part of this contract. We agree to abide by specific exhibit set-up and tear-down schedules as arranged by the Association. MUG reserves the right to re-arrange floor plan where necessary to facilitate a successful traffic flow. Full payment is enclosed. Reservations cancelled prior to September 2, 2020 will be refunded. Requests for refunds after September 2, 2020 will be granted provided that the spaces are re-sold. Requests for refunds after September 2, 2020, will be denied if reservation is not resold. A \$100.00 cancellation fee will also be incurred for refunds after September 2, 2020. Cancellation requests must be in writing to Kim O'Dell when submitted to the MUG office.

X _____ DATE _____
AUTHORIZED SIGNATURE (Must be signed to be accepted)

SPONSORSHIP PACKAGES

Platinum \$25,000\$ _____

(Includes Two Booths)

Gold \$10,000\$ _____

(Premium Booth Location)

Silver \$5,000\$ _____

Bronze \$3,000\$ _____

General \$2,000\$ _____

Session \$1,000\$ _____

Additional Booth Reps @ \$250 ea..\$ _____

TOTAL:.....\$ _____

PAYMENT INFORMATION

[Click Here to Pay Online with Credit Card](#)

OR - Enter Credit Card Info to return with form

Name: _____

CC #: _____

Expiration: _____ CCV: _____

OR- Call Kim O'Dell at the MUG Office, 407-347-5730.

OR - Make Checks Payable to MUG & send to:

MISER Users Group
P.O. Box 770178
Winter Garden, FL 34777

OFFICE USE ONLY

Paid in Full _____

Date Received _____

Check # _____

Assigned Booth #s _____

Payment due upon receipt or within 30 days of application. Please sign the Sponsorship Agreement (page 2 of this document) and return it with your exhibit application.

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Sponsorship Agreement

Your support will help our user community get the information updates and networking they need!

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Street Address _____

City/State/ZIP Code _____

Phone _____ E-Mail _____

Authorized by _____ Signature _____ Date _____

Sponsor Packages	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze 3,000	General \$2,000
Booth Reps @ no additional cost	6	4	2	2	2
8' x 10' Full Booth Package		✓	✓	✓	✓
8' x 10' Full Booth Package with Two Booths	✓				
Vendor Spotlight Session	✓	✓	✓	✓	✓
Special Signage at Event	✓	✓	✓	✓	
Company Name on Entryway Sign to Exhibit Hall	✓	✓	✓	✓	
Recognized at Opening Session by MUG Chairman	✓	✓	✓	✓	
Exclusive sponsorship of one of the following: <input type="checkbox"/> Tuesday Night MUG Party	✓				
Seminar on Monday or Tuesday	✓				
Logo with hyperlink posted on MUG Website for 6 months	✓				
Exclusive sponsorship of one of the following: <input type="checkbox"/> Sunday's Welcome Reception with Exhibitors <input type="checkbox"/> Lunch on (Monday) <input type="checkbox"/> Monday's Cocktail Reception in Exhibit Hall <input type="checkbox"/> Brunch in the Exhibit Hall (Tuesday)		✓			
Exclusive Sponsorship of one of the following: <input type="checkbox"/> Morning Breakfast <input type="checkbox"/> Deluxe Name Badge Lanyards <input type="checkbox"/> Stamp Card Grand Prize Giveaway <input type="checkbox"/> Schedule at A Glance Sponsor, with Company Logo			✓		
Exclusive Sponsorship of one of the following: <input type="checkbox"/> MUG Executive Committee Meeting <input type="checkbox"/> Break in the Exhibit Hall (Monday or Tuesday)				✓	

PLEASE EMAIL, FAX, OR MAIL THIS AGREEMENT TO:

Email: kim@odellgroupmgmt.com

Kim O'Dell, CMP, Executive Director

P.O. Box 770178 • Winter Garden, FL 34777-0178

Artwork and Company Logo are due by August 1, 2020.

TOTAL SUPPORT: \$ _____

Thank you for your support!

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SHOW RULES/REGULATIONS

Tentative Schedule: to be finalized in March 2020

Sunday, October 4

Exhibitor Set-Up & Registration 11:00 AM - 4:00 PM
Welcome Reception with Exhibitors 5:15 - 6:45 PM
MUG 2020 Welcome Party 7:00 - 9:30 PM

Monday, October 5

Exhibits Open 7:15 AM - 5:00 PM
Breakfast in Exhibit Hall/Showcase
Networking Break in Showcase
Luncheon with Attendees
Dessert /Networking Break in Exhibit Hall/Showcase
Networking Break in Exhibit Hall/Showcase
Evening on your own. Take trolley to Clearwater Beach!

Tuesday, October 6

Exhibits Open 9:00 AM - 5:30 PM
Team Building Session
Brunch in the Exhibit Hall
Grand Prize Giveaway Reception in Exhibit Hall/Showcase
Tear down 5:30 - 8:00 PM
MUG Party 7:00 - 11:00 PM

EXHIBITORS MUST HAVE REPRESENTATIVE(S) IN THEIR BOOTHS DURING ALL NON-CONFLICT TIMES.

NO ONE WILL BE PERMITTED TO TEAR DOWN THEIR EXHIBIT UNTIL THE OFFICIAL CLOSING TIME TUESDAY, OCTOBER 8TH. THIS WILL BE STRICTLY ENFORCED!

Service Contractor

The exclusive Decorator for the MUG Annual Conference is:

Goben CS

1600 33rd St. Unit 102 • Orlando, FL 32839

P: 407-872-2223 • F: 407-872-8644

Goben CS is a full-service contractor and can provide all aspects of service for the exhibitors. An Exhibitor Kit will be forwarded by the decorator to exhibitors after monies/contracts are received by the MISER Users Group.

SHIPPING INSTRUCTIONS

Information regarding shipping will be included in your Goben exhibitor kit. All shipments must be pre-paid. Goben CS will not accept collect shipments.

EXHIBIT RULES

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. MUG reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgement of MUG is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting, or anything of a similar nature.

BOOTH ASSIGNMENTS

Exhibit space is assigned according to sponsorship level and date received within sponsorship level. You will be contacted in January 2020 MUG will confirm the receipt of monies/contract along with a booth assignment. Management reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow.

FREIGHT (DRAYAGE) AND AT FACILITY MATERIAL HANDLING REQUIREMENTS

Do not send shipments to the show site hotel/facility; they will be refused! Please abide by the procedures outlined in the Shipping Instructions Form provided by the show decorator for this event. Goben CS is the exclusive provider of advance to warehouse and move in day only to facility freight handling, as well as handling of all outbound shipments. Goben CS material handling rates are for round-trip service. Do not rely upon the hotel/facility to be responsible for the materials.

If your shipping deadlines require that you ship directly to the hotel/facility for date certain receipt on move in day only; or if you have any other questions, please contact Goben CS for SPECIAL INSTRUCTIONS. They will be pleased to assist you. A Goben CS Representative will also be available at the show site to assist you with your outbound freight handling needs. Thank you for your cooperation.

PAYMENT FOR BOOTH SPACE

Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and the MISER Users Group shall have the right to dispose of such space in such manner as it may consider to its interest without liability on the part of MUG.

LIABILITY

It is agreed that the Exhibitors shall indemnify and save harmless the MISER Users Group, Goben CS and Sheraton Sand Key, from liability losses caused by the negligence of the Exhibitors. The MISER Users Group will not guarantee Exhibitors against loss of any kind.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Sheraton Sand Key, its owners or managers, which result from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Sheraton Sand Key, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire damage, etc. The Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, floors, etc., in such manner as to deface or destroy.

FIRE REGULATIONS

In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. Materials meeting these requirements are available to Exhibitors by Goben CS. No volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth.

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Exhibit Hall Floor Plan

