MFMA
2020 Conference
Puerto Rico
INTERCONTINENTAL SAN JUAN
FEBRUARY 27-29

Exhibit & Sponsorship Opportunities
About the Maple Flooring Manufacturers Association (MFMA)

Founded in 1897, the Maple Flooring Manufacturers Association is the authoritative source for technical and general information about maple flooring and related sports flooring systems. MFMA’s members are manufacturers, installation contractors, distributors and allied product manufacturers who subscribe to established guidelines. Through cooperative member programs, MFMA establishes product quality, performance and installation guidelines; educates end users about safety, performance and maintenance issues; and promotes the use of maple flooring and synthetic products worldwide.

EXHIBIT HALL VALUE

*100% of attendees visit exhibit hall
*95% of attendees find the exhibit hall a valuable resource
**94% of decision makers found exhibits a useful source for purchasing information
**76% of attendees represent prospects for exhibitors’ companies

Cost of initial face-to-face visit with potential customer through exhibition lead

$96
Without exhibiting
$1,039**

*Percentage based on total number of Annual Meeting survey respondents
**Statistics are based on current findings from the Center for Exhibition Industry Research (CEIR)

Sport Floor Contractors are looking for new products, solutions and innovative ideas to the challenges in the sports flooring industry. Be there to share your insight.
EXHIBITOR PASSPORT EVENT

Each exhibitor will be included on a passport card provided to attendees. Attendees will have from 9:00 a.m. to 11:15 a.m. on Friday to visit each exhibitor and have their passport stamped. When the attendee has visited each exhibitor, they will then drop their card into the passport box and one winner will be pulled at the Friday night reception.

Note: Only current MFMA members may exhibit at this event. To become a member of MFMA, complete the attached membership application.

EXHIBIT HALL

Exhibit Hall Floor Plan

Exhibit Hall Facts
- Ceiling Height: 15 feet
- Floor: Carped
- Electrical/Telephone: Handled through hotel, forms will be included in exhibit services kit

Exhibit Hours

Thursday, February 27
4:00 – 7:00 p.m.
Opening Reception

Friday, February 28
9:00 – 11:15 a.m.
Exhibitor Passport Event
5:15 – 7:30 p.m.
Evening Reception

Setup/Dismantle

Exhibitors will have access to the exhibit hall from 11:30 a.m. – 3:00 p.m., Thursday, February 27. All exhibits must be installed by 3:00 p.m. on Thursday, February 27, for the exhibit hall Opening Reception. Exhibits will be dismantled from 7:30 p.m. – 9:30 p.m. on Friday, February 28. No display may be dismantled or any packing started before 7:30 p.m. on Friday, February 28.

Official Contractor

The official contractor will handle all decorating and exhibit furniture. The exhibit services kit outlines prices and instructions for securing special lighting, carpeting, wiring, telephone rental and other special work. The contractor will email the exhibit services kit to exhibitors after receipt of the completed exhibit space application/contract.

Past Exhibitors Products & Services Include:
- Fasteners / anchors
- Sealers / finishes / paints / resins
- Striping / taping / lettering supplies and equipment
- Abrasives / sanding equipment
- Concrete-leveling materials
- Moisture barriers / vapor protection materials
- Maintenance supplies and equipment
- Protective covers
- Computer software / inventory control and small-business software
- Safety equipment

Why Should I Exhibit?
- Meet decision makers who BUY products
- See the latest industry products and services
- Reinforce your position in the sports flooring industry
- Expand your customer base
- Network with all the biggest players in the sports flooring industry
- Exhibitor Passport Event
REGISTRATION

With each 10’ x 10’ exhibit space you reserve, you will receive one complimentary conference registration that can be used to attend educational, social and meal functions at the conference. Additional booth personnel needed to set up, dismantle and staff the booth may register at a discounted rate of $375 per person.

After receipt of your completed exhibit space application/contract, MFMA headquarters will send you a booth representative form and other information.

Booth Price
$2,100 per 10’ x 10’ booth

Includes:
- Company identification sign
- Backwall (8’ high) and side-rail (3’ high) fabric drapes
- General area security service (excluding individual booths)
- Final attendee registration list (mailing information of conference attendees in excel format approved for one-time use)
- One complimentary conference registration per booth (additional registrations are available at a discounted rate of $375 per person)
- Inclusion in the Exhibitor Passport Event

To Apply for Exhibit Space
1. Review the floor plan and all enclosed materials
2. Identify five choices for your booth location
3. Complete the exhibit space application/contract and mail with payment to:
   MFMA
   1425 Tri State Parkway, Suite 110
   Gurnee, IL, 60031 USA
   or via email to mfma@maplefloor.org
2020 SPONSORSHIP OPPORTUNITIES

All conference sponsorships include:

- Company logo placed on the MFMA conference webpage
- Company logo on signage at event
- Verbal recognition at opening general session and banquet
- Company logo placed in final program

Beach Bag Sponsor: $5,000
These high-visibility and high-demand bags will be sought after before, during and after the meeting. Your one-color logo on the bag doesn’t just stay at the conference... it will likely be more well-traveled than your company’s CEO.

Benefits Include:

- Two complimentary meeting registrations
- One-color sponsor logo on beach bag
- MFMA website banner ad on MFMA homepage (artwork must be provided by sponsor)
- MFMA Sport Floor Contractor member mailing labels
- Logo and 50 words of text included in two e-Blasts prior to event sent to ALL MFMA members

Beach Towel Sponsor: $5,000
These high-visibility beach towels will be sought after before, during and after the meeting. Your one-color logo on the towel is not only prominent at the conference, it will likely be used throughout the year.

Benefits Include:

- Two complimentary meeting registrations
- One-color sponsor logo on beach towels
- MFMA website banner ad on MFMA homepage (artwork must be provided by sponsor)
- MFMA Sport Floor Contractor member mailing labels
- Logo and 50 words of text included in two e-Blasts prior to event sent to ALL MFMA members
**Golf Tournament Sponsor: $3,000**
The MFMA Golf Tournament is one of the most popular events during the conference. Extend your presence beyond the exhibit hall by sponsoring the golf tournament.

**Benefits Include:**
- One complimentary meeting registration
- One-color sponsor logo on golf balls
- Four-color sponsor logo on golf ball boxes
- MFMA Website banner ad on MFMA homepage (artwork must be provided by sponsor)
- MFMA Sport Floor Contractor Member mailing labels

**Conference T-Shirt Sponsor: $3,000**
T-Shirts will be provided to all conference attendees upon registration. This is great way to get your name in front of your target audience.

**Benefits Include:**
- One complimentary meeting registration
- One-color sponsor logo on conference t-shirts
- MFMA Website banner ad on MFMA homepage (artwork must be provided by sponsor)
- MFMA Sport Floor Contractor member mailing labels

**Water Bottle Sponsor: $3,000**
Be the exclusive water bottle sponsor and get maximum brand exposure as you help attendees stay hydrated. Each attendee will receive an environmentally friendly water bottle to carry with him/her throughout the meeting and then take home afterward.

**Benefits Include:**
- One complimentary meeting registration
- One-color sponsor logo on water bottles
- MFMA Website banner ad on MFMA homepage (artwork must be provided by sponsor)
- MFMA Sport Floor Contractor member mailing labels

**Reception Sponsor: $3,000**
Make the most of your networking time by sponsoring one of two exhibit hall receptions. The receptions feature appetizers and an open bar. It’s a great chance to connect with old friends and make new acquaintances.

**Benefits Include:**
- One complimentary meeting registration
- Exclusive signage at reception
- One-color sponsor logo on cocktail napkins
- MFMA website banner ad on MFMA Game Markings page (artwork must be provided by sponsor)
- MFMA Sport Floor Contractor member mailing labels
Breakfast/Lunch/Break Sponsor:

Continental Breakfast on Friday: $2,000
Lunch on Friday: $2,000
Refreshment Break on Friday or Saturday: $1,000

Sponsor one of the conference food functions and get the visibility you are looking for.

Benefits Include:
- Exclusive signage at the continental breakfast, lunch or refreshment break
- MFMA website banner ad on MFMA Finish List page (artwork must be provided by sponsor)

2018 Tentative Agenda

**Thursday, February 27**
- 8:30 AM – 12:00 PM: Board of Directors Meeting
- 11:30 AM – 3:00 PM: Exhibitor Set-Up
- 1:00 PM – 5:30 PM: Conference Registration Open
- 2:00 PM – 3:00 PM: Opening Welcome / Keynote Presentation
- 3:00 PM – 4:00 PM: Educational Session
- 4:00 PM – 7:00 PM: Opening Reception with Exhibitors

**Friday, February 28**
- 7:00 AM – 8:30 AM: AI Exam (Testing Only)
- 7:30 AM – 10:00 AM: Conference Registration Open
- 8:00 AM – 9:00 AM: Continental Breakfast
- 9:00 AM – 11:15 AM: Exhibit Hall with Passport Program
- 12:00 PM – 1:00 PM: Lunch
- 1:00 PM – 3:15 PM: Conference Registration Open
- 1:00 PM – 2:00 PM: Educational Session
- 2:00 PM – 3:00 PM: Educational Session
- 3:00 PM – 3:15 PM: Refreshment Break
- 3:15 PM – 4:15 PM: Educational Session
- 4:45 PM – 6:15 PM: Conference Registration Open
- 5:15 PM – 7:30 PM: Reception with Exhibitors
- 7:30 PM – 9:30 PM: Exhibitor Dismantle

**Saturday, February 29**
- 7:30 AM – 12:30 PM: Golf Tournament
- 9:00 AM – 12:30 PM: Offsite Event
- 12:00 PM – 2:30 PM: Conference Registration Open
- 1:00 PM – 2:15 PM: Speed Demo
- 2:15 PM – 2:30 PM: Refreshment Break
- 2:30 PM – 4:00 PM: Educational Session
- 4:00 PM – 7:00 PM: On Site Event
- 7:30 PM – 10:00 PM: MFMA Hall of Fame and Banquet
HOTEL ACCOMMODATIONS

MFMA has negotiated special room rates at the InterContinental San Juan. Conference attendees pay $269 USD for single/double occupancy per night (inclusive of hotel service fee), plus applicable taxes. The room rate includes access to complimentary basic high-speed wireless internet service, complimentary coffee/tea service replenished daily, use of 24-hour Fitness Center, chaise and towel service at the pool and beach. Covered amenities are subject to change. The special rate applies from Friday, February 21, through Wednesday, March 4. The InterContinental San Juan is located at 5961 Isla Verde Avenue, Carolina, San Juan, Puerto Rico, 00979.

To reserve a room at the InterContinental San Juan, you can REGISTER ONLINE or call the hotel at +1-888-233-9450. Be sure to identify yourself as an MFMA Conference attendee to receive the special discounted rate. Discounted rooms are sold on a first-come, first-served basis, and discounted room rates apply only to MFMA attendee reservations received before January 27, 2020, provided rooms are still available in the MFMA room block. Make your reservations early to ensure your accommodations.

If you have questions or wish to sponsor an event, call Daniel Heney at +1-847-450-0050 or email mfma@maplefloor.org.

Please specify the event and the dollar amount. Contact us early to ensure your preference.
Exhibitor Registration Form

First Name (As you would like it to appear on your badge)  Last Name

Company Name

Address

City  State/Province

Zip/Postal Code  Country (if outside the U.S.A.)

Phone  Email

☐ Do not post my name on the registration lists.

Registration Fees

(Please check the appropriate box)

Exhibitor*

☐ Complimentary ☐ $375

On or before January 10, 2020  January 11–February 19  Onsite

Spouse/Guest**

☐ $235  ☐ $285  ☐ $265

Spouse/Guest Name:

Optional Events

Golf Tournament — Saturday, February 29, 2020  ☐ $275 per person

Club Handicap or Average Score

Your company must be a current member in good standing in order to attend the 2020 Conference

NOTE: *Transportation costs, hotel and miscellaneous expenses are not covered by the above fee.
**Only available to those outside the maple flooring industry.

TOTAL $________

Emergency Contact Information

Emergency Contact Name

Emergency Contact Phone

After hours phone number (in case of meeting cancellation)

After hours e-mail address (in case of meeting cancellation)

Cancellation Policy

Notification of cancellation must be submitted in writing. Cancellations received by February 19, 2020, will be subject to a $50 cancellation charge. No refunds will be made for cancellations received after February 19, 2020. Substitutions are allowed at anytime but must be requested in writing, via email or letter to MFMA Headquarters.

Questions

If you have any questions, please contact Daniel Heney at +1-847-450-0050 or email dheney@maplefloor.org.

Onsite Photography

By registering for this conference, you authorize that photos that may be taken of you while attending the MFMA 2020 Conference can be used for MFMA purposes.

Special Needs:

__________________________  __________________________

__________________________  __________________________

Payment

No telephone registrations please. Payment in U.S. dollars only.

☐ Check  ☐ VISA  ☐ MasterCard  ☐ Discover

Name on Credit Card

Card Number

Expiration Date

Signature

Registrations will not be processed without full payment. MFMA does not accept purchase orders. You will not be registered if you send in a purchase order.

MFMA Tax ID #36-2158171

Make checks payable to Maple Flooring Manufacturers Association and mail payment and registration to:

Maple Flooring Manufacturers Association
1425 Tri State Parkway, Suite 110
Gurnee, IL 60031
Telephone: +1-847-450-0050
Email: dheney@maplefloor.org
MFMA Membership Application
1425 Tri State Parkway, Suite 110, Gurnee, IL 60031
888/480-9138 E-mail mfma@maplefloor.org

Company Name
Contact Name
Address
Phone
Fax
E-mail

Membership Type

- **Allied Manufacturer Member**
  Any firm, partnership or corporation regularly engaged in the business of manufacturing products or equipment utilized in the installation of, protection of, or manufacturing of MFMA grade Umarked and stamped Northern Hard Maple, Beech or Birch will be eligible for membership as an Allied Member.
  Please complete the following. This information is confidential and will be held at MFMA Headquarters to be used for industry statistical gathering purposes only.

- **Business Affiliate Member**
  Any firm, partnership or corporation providing any of the following products or services to organizations in the sports flooring industry shall be eligible for membership as a Business Affiliate Member (Office Supplies, Freight/Shipping Services, Telecommunications, Technology, Financial Services, Insurance, Architectural Services, or Human Resource Services).
  1) Please indicate the services you supply to the wood flooring industry:

<table>
<thead>
<tr>
<th>Service</th>
<th>☐</th>
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<tbody>
<tr>
<td>Office Supplies</td>
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<tr>
<td>Freight/Shipping Services</td>
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<tr>
<td>Telecommunications</td>
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<tr>
<td>Technology</td>
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<td>Financial Services</td>
<td></td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Architectural Services</td>
<td></td>
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<tr>
<td>Human Resources</td>
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<tr>
<td>Other (specify)</td>
<td></td>
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Annual Dues $1,550.00

- **Retail Supplier Member**
  Any firm, partnership or corporation regularly engaged in the retail business of supplying building products, other than flooring, to the general public shall be eligible for membership as a Retail Supplier Member.
  1) Please indicate the services you supply to the wood flooring industry:

<table>
<thead>
<tr>
<th>Service</th>
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<tbody>
<tr>
<td>Fasteners/Anchors</td>
<td></td>
</tr>
<tr>
<td>Plywood/Sheathing</td>
<td></td>
</tr>
<tr>
<td>Sealers/Finishes/Paints/Resins</td>
<td></td>
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<tr>
<td>Moisture Barriers</td>
<td></td>
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<tr>
<td>Abrasives/sanding Materials</td>
<td></td>
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<tr>
<td>Concrete leveling materials</td>
<td></td>
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<tr>
<td>Maintenance Supplies &amp; Equipment</td>
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<tr>
<td>Other (specify)</td>
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Annual Dues $550.00

- **Distributor Member**
  Any firm, partnership, or corporation regularly engaged in the business of selling, at wholesale, Northern Hard Maple, Beech or Birch flooring purchased from those organizations that qualify for membership as Milling Company Members, but not in the business of installing Northern Hard Maple, Beech or Birch flooring.

- **Other (specify) _________________**

Annual Dues $1,550.00
Annual Dues $550.00

Membership Payment

- ☐ My Check #_____ is enclosed with this application.
- ☐ Please charge &______ to my: ☐ Visa ☐ MasterCard

* MFMA dues are not deductible as charitable contributions for federal income tax purposes. However, dues payments are deductible as an ordinary and necessary business expense. Consult our tax advisor for further information.

Please return this application with payment to:
MFMA 1425 Tri-State Parkway, Suite 110, Gurnee, IL 60031