



TO: Trade Show Coordinator

FROM: Bob Zelenka, Executive Director

RE: MGFA 111th Annual Convention and Trade Show

The Minnesota Grain and Feed Association, which consists of over 300 country elevators and feed mills operating in the State, will be celebrating its 111th Annual Convention and Trade Show on **March 7 & 8, 2018, at the Mystic Lake Casino Hotel (Mystic Lake Center), Prior Lake, MN.** We'd be grateful if you would give serious consideration to participating in our upcoming trade show and take full advantage of the opportunity we offer to meet hundreds of potential customers in one spot. This has to be the most effective use of sales time available. As in the past, we will be offering prize drawings, food and beverage each day, to help draw attendees to the trade show.

Our tentative schedule has the trade show running on Wednesday, March 7, from 1:30 p.m. - 5:30 p.m. On Thursday, March 8, the trade show will tentatively run from 10:30 a.m. - 2:30 p.m. and conclude, with major prize drawings in the exhibit hall occurring at approximately 2:00 p.m. Each booth is 8' deep and 10' wide. The booth charge is **\$625 per booth or \$1,150 for double booths**. Each exhibitor will receive one identification sign, one 6' draped table, and two chairs. Attendance at last year's convention was approximately 600 and consisted of grain elevator and feed mill managers, owners, employees, co-op elevator farmer directors and spouses from throughout the State.

To reserve a booth for our upcoming trade show, please complete, sign and date the booth contract and return it, along with a check, to MGFA (3470 Washington Drive, Suite 200, Eagan, MN 55122). Booth assignment, hotel and additional information will follow after we receive your contract and payment. Please don't delay and respond today.

We hope you and your firm will decide to participate in the 111th gathering of Minnesota grain elevator and feed mill employees, co-op farmer directors and spouses. Your support and participation would certainly be appreciated. If you have any questions or concerns, please don't hesitate to contact me at 651-454-8212 or by e-mail at info@mgfa.org. For more information, please go to our website at www.mgfa.org. We will be updating the website as new details are finalized. Thanks for the consideration!