

# Sponsor and Exhibitor General Information

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The AXFI Conference will be held June 9<sup>th</sup> – 12<sup>th</sup> in the Lakes Ballroom and Sky Bridge/Foyer space at the Radisson Blu Mall of America.

Radisson Blu Mall of America - 2100 Killebrew Drive, Bloomington, MN 55425, USA 952-881-5258

Please visit [www.axficonference.com](http://www.axficonference.com) to register, for directions, to book a hotel room, view the Conference Agenda and for all things AXFI conference related!

## Key Deadlines

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### April 30, 2019

- Early Registration ends – save the most on additional conference registrations

### May 10, 2019 (please submit as early as possible to maximize exposure)

- Company Logo (high resolution; 300dpi) and description (Diamond 100 words; Platinum 75 words; Gold and below 50 words)
- Ads/Articles for Conference Guide (if applicable)

### May 20, 2019 (or when sold out) Hotel Room Block Discounts ends!

- Save & Secure a room! Book now!  
**The hotel will be sold out.** Our discount rate is good only through May 20th. However, once those rooms are gone, we will not be able to add as the hotel is in a sold-out situation.

## Complimentary Conference Passes

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The number of conference passes received depends on the sponsorship level purchased. Please refer to the initial email to determine out how many passes you receive and instructions on how to register. Please register as soon as possible.



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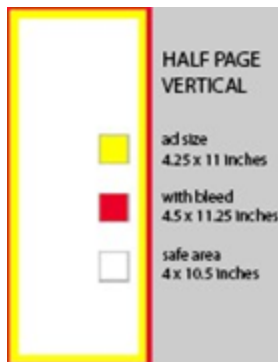
## Ad Specs

### PDF files preferred

Image Resolution: 300 ppi at 100% of reproduction size  
Adobe PDF/X-1a Format Embed all fonts Transparency flattened CMYK inks only  
No spot colors!

### Half Page (horizontal)

ad size: 8.5" x 5.5"  
include .125" bleed on all sides  
(required): 8.75" x 5.75"



### Half Page (vertical)

ad size: 4.25" x 11"  
include .125" bleed on all sides  
(required): 4.5" x 11.25"

### Full Page

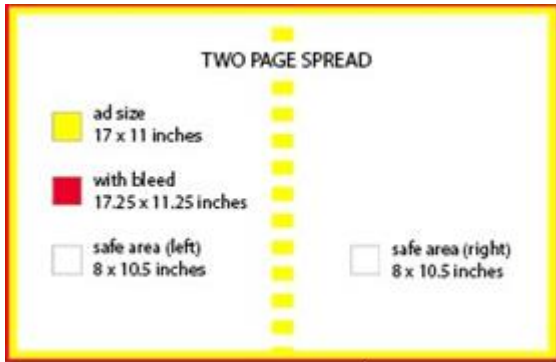
ad size: 8.5" x 11"  
include .125" bleed on all sides (required): 8.75" x 11.25"

*Keep it safe! Remember to keep critical artwork a minimum of .25" from the outside edges to allow for variances in the page trim*



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### Two-Page Spread

ad size: 17 x 11"

include .125" bleed on all sides (required): 17.25 x 11"

Respect the gutter!

*DO NOT run text or graphics that requires tight registration across the center of the spread.*

### Exhibiting

- **Standard Exhibit and Staffing**

- As a Conference Sponsor, you will receive a **7' table** and two chairs at your exhibit space. The total exhibit space is 7' long by 5' deep. You will not be permitted to extend past this area.
- The hotel offers complimentary Wi-Fi in the meeting spaces.
- ELECTRICITY can be purchased for your table from PSAV Radisson Blu Mall of America. The cost is \$42 per day and includes a power strip and cord. Please see PSAV Radisson Blu Mall of America order form for all electricity ordering.
- For all AV needs while exhibiting, please contact Jamen Mork at PSAV Radisson Blu Mall of America at 952-851-4023 or [jmork@psav.com](mailto:jmork@psav.com)

- **Exhibitor Schedule**

- **Set-Up:** Sunday, June 9 from 2:00 – 5:00 pm. There will be a welcome reception in the exhibitor corridor that evening at 5:30, so we encourage you to set up Sunday. However, all exhibits must be set before 7:00am on Monday, June 10, 2019.
- **Tear Down:** Wednesday, June 12 at 11:15 am. All items must be out of space by 5:00 pm on Wednesday, June 12.
- **Badge Pick-up:**
  - Sunday, June 9, 2019 from 2:00 – 6:00 pm
  - Monday, June 10, 2019 from 7:00 – 8:30 am
  - NOTE: Badges can be picked up at the registration area just outside the exhibit area. Badges are required for entry into the event.



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- **Reception/Breaks in Exhibit Area:**
  - Sunday, June 9, from 5:30 – 7:30 pm Welcome Reception and Live Music
  - Monday, June 10, 7:00 – 8:00 am Breakfast
  - Monday, June 10, 10:30 – 11:00 am Break
  - Monday, June 10, 12:00 – 1:00 pm Networking Lunch
  - Monday, June 10, 3:00 – 3:30 pm Break
  - Tuesday, June 11, 7:15 – 8:00 am Breakfast
  - Tuesday, June 11, 10:30 – 11:00 am Break
  - Tuesday, June 11, 12:00 – 1:00 pm Networking Lunch
  - Tuesday, June 11, 3:00 – 3:30 pm Break
  - Tuesday, June 11, 4:30 – 6:30 pm Cocktail Reception & Networking
  - Wednesday, June 12, 7:30 – 8:15 am Breakfast
  - Wednesday, June 12, 9:30 – 10:00 am Break

- **Exhibitor Services and Material Handling/Shipping**

- Please bring all your exhibit materials with you or ship them directly to the Facility (Radisson Blu MOA - Minneapolis). Please fill out shipping address as shown below. Shipping will be handled by each exhibitor.
- Shipping Address:
  - Radisson Blu
  - 2100 Killebrew Drive
  - Bloomington, MN 55425
- All Shipped Items Must Include:
  - Exhibitor Name (AXFI Conference)
  - Denise Wald
  - Number of Items/Boxes (e.g. 2 of 6)
  - Lakes Ballroom
- All Return Shipments Must Have a Paid for Return Label Including:
  - Exhibitor Name
  - Address
  - Number of Items/Boxes (e.g. 2 of 6)

*\*The hotel cannot bill return shipping charges to the group or exhibitor*
- Notes
  - Do not place the name of any hotel employee on the delivery.
  - The hotel will accept delivery up to (3) business days prior to the event.
  - Return shipments will ship within (2) business days after the event.
  - Box storage and delivery: \$5.00 per box
  - Pallet storage and delivery: \$150.00 per pallet





2100 Killebrew Drive, Bloomington, MN 55425

## Exhibitor Box Delivery Form

Name of Event: \_\_\_\_\_  
Booth Number: \_\_\_\_\_ Set Up Date: \_\_\_\_\_ Set Up Time: \_\_\_\_\_  
Shipping Company: \_\_\_\_\_ Number of Boxes: \_\_\_\_\_  
Tracking Number (s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name: \_\_\_\_\_  
On-Site Contact: \_\_\_\_\_  
On-Site Cell Number: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_

### Box Delivery Prices

\_\_\_\_\_ Box Delivery \$5.00 Each

\_\_\_\_\_ Pallet Delivery \$150.00 Each

***Please complete page 2 for credit card payment.***

- ✦ Pricing is inclusive of 7.28% sales Tax and 22% service charge.
- ✦ All packages and shipments must have information on the package label.
  - ✦ Please number all boxes
- ✦ PLEASE bring your tracking numbers with you to assist our staff in locating your boxes in our package room or to track any boxes that might not have arrived by exhibit set up time.

### ***Fax/E-mail Order To:***

*Convention Services*

*Fax: 952-851-4082 or E-mail: Celina.Ural@Radisson.com*

*2100 Killebrew Drive, Bloomington, MN 55425*



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Protecting customer information and data is important to us. Please be advised that we no longer accept complete credit card numbers in written form. Complete this form listing only the last four digits of your credit card number. Complete this form listing only the last four digits of your credit card number. Please email the signed form to your Sales/Catering Manager with your signed contract. A member of our Accounting Team will call you to complete this process.

Date: \_\_\_\_\_

I authorize the Radisson Blu MOA to charge my credit card according to the details below. I guarantee full

payment of the account as described.

Name of Guest/Group: \_\_\_\_\_

Function/Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Confirmation Number/Group ID# \_\_\_\_\_

Credit Card Type: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Last 4 digits of the credit card number: \_\_\_\_\_

**Reminder: Please provide remaining credit card number to the hotel personnel listed above.**

Cardholder Name (Please Print): \_\_\_\_\_

Company Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Cardholder Billing Address: \_\_\_\_\_

Cardholder Phone Number: \_\_\_\_\_

Cardholder E-mail Address: \_\_\_\_\_

All Charges Room and Tax Only Food and Beverage

Authorized Amount: \_\_\_\_\_

Other Billing Instructions: \_\_\_\_\_



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## Travel and Lodging

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The Analytics and Financial Innovation Conference has arranged discounted hotel accommodations at the NEW Conference venue, Radisson Blu MOA – Minneapolis. This hotel is right off the Minneapolis Light Rail and connected to the world famous Mall of America. To secure this special rate of \$189/night, [book online here](#). This rate is based on availability, so we encourage you to book now!

### AIR TRAVEL

We have teamed up with Delta Airlines to provide you with discounted rates for flights to and from the summit. Flights booked for June 4 – June 17, 2019, will receive Domestic and International POS discounts between 2-10%, valid on all domestic Delta flights depending on fare class. Please book your flight at [www.delta.com](http://www.delta.com).

You may also call Delta Meeting Network® at 1.800.328.1111\* Monday–Friday, 7:00 a.m. – 7:30 p.m. (CT) and refer to Meeting Event Code NMSSN \*Please note there is not a service fee for reservations booked and ticketed via our reservation 800 number.

## Parking

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Mall of America® and the hotel offer a variety of on-site parking options. Note that all parking is based on availability.

- Limited self-parking is available in South Ramp for overnight hotel guests and special event guests.
- Covered valet parking is available for \$27 per night for overnight guests and \$12 for event and restaurant patrons.
- Overnight self-parking is available for \$17.
- Complimentary parking is available in all Mall of America® parking ramps. *Please give our front desk agents your vehicle information so that Mall of America® security does not tow your vehicle.*

## Onsite Contacts

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Denise Wald  
denise.wald@eventshows.com  
763-548-1315

Paul TenEyck, Sponsorship Sales  
paul.teneyck@eventshows.com  
763-548-1308



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Travel south on 24th Avenue and pull into the security checkpoint marked by a small building and labeled *Authorized Vehicles Only*. Tell the Mall of America security personnel that you have a delivery for the Radisson Blu and they will permit you access. Continue into the Mall of America Parking and Transit area by driving over the light rail tracks. After going over the light rail tracks, turn left and continue on the road until you see the garage doors. Depending on vehicle length:

**Vehicles Less than 28 ft. Long – Radisson Blu Loading Dock**

The entrance for the Radisson Blu loading dock will be the large white and gray garage entrance on your left. Once into the garage entrance, the hotel loading dock and security office will be on your left.

**Vehicles More than 28 ft. Long – Mall of America Loading Dock**

Continue straight and request access from the Dock Master located in the small building next to the large red garage doors. In order to use the Mall of America Loading Dock, Mall of America and Radisson Blu Security must both be notified 24-hours prior to arrival.

For approval for use of MDA loading dock or any questions:

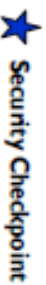
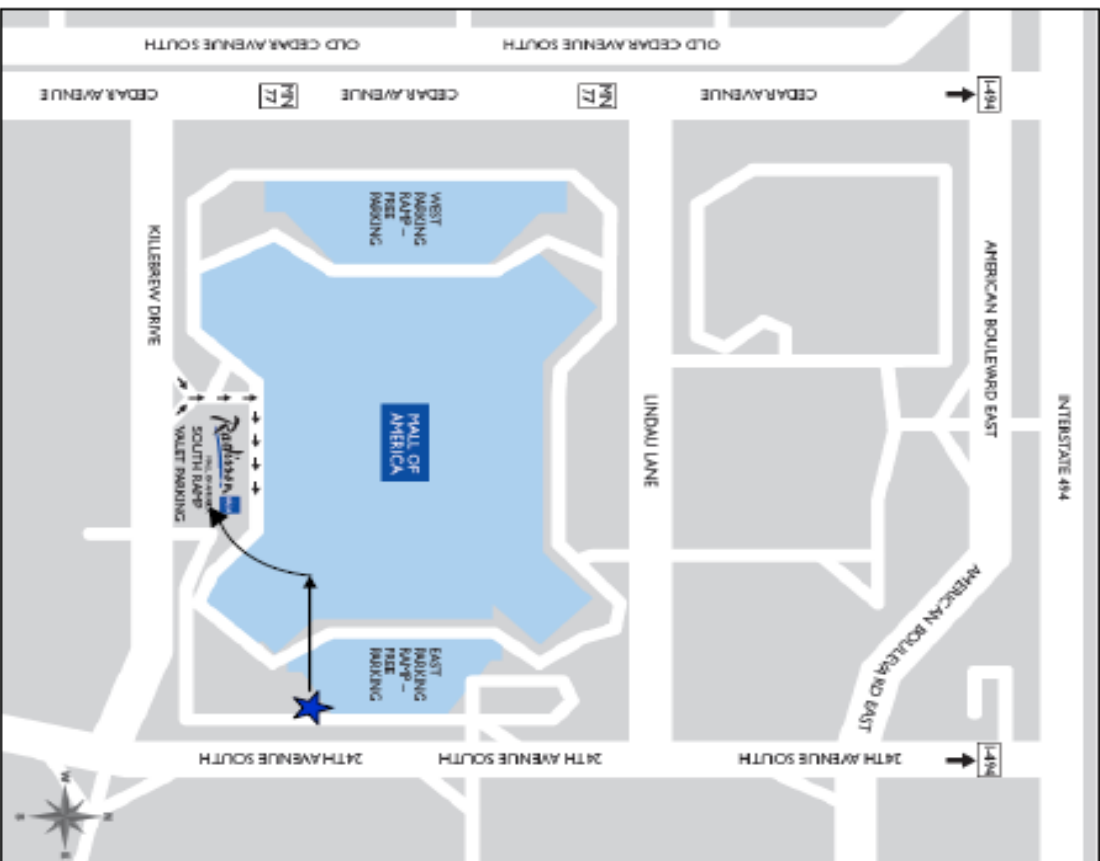
Marcellus Washington – 952.851.4075 [Marcellus.Washington@Radisson.com](mailto:Marcellus.Washington@Radisson.com)

Scott Huston – 952.851.4071 [Scott.Huston@Radisson.com](mailto:Scott.Huston@Radisson.com)

All non-hotel personnel are required to wear a Radisson Blu Vendor

Badge. To obtain a badge, you must exchange a government issued ID for a badge in the Radisson Blu security office.

## Loading Dock Directions



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## Hotel Shuttle Information

### **To access the Radisson Blu Mall of America Shuttle at MSP International Airport**

- From baggage claim, proceed to the Ground Transportation / Hotel Shuttle area of the airport and look for the Radisson Blu Mall of America Shuttle.
- If you do not see the shuttle, please call the hotel at 952-881-5258 and inform the operator that you are at the Shuttle Waiting Area and are ready to be picked up.
- Please remember to indicate which airport terminal you are at:

MSP International - Lindbergh (Terminal 1) or Hubert H. Humphrey (Terminal 2)

### **When Departing the Hotel:**

- The hotel shuttle leaves on the hour from the lobby front entrance on the first floor.
- We recommend signing up at the front desk for the hour in which you would like to depart as the shuttle can hold limited passengers.
- Once on the shuttle, inform the shuttle driver which terminal you are flying out of and with which airline carrier:

MSP International - Lindbergh (Terminal 1) or Hubert H. Humphrey (Terminal 2)

### **Shuttle Service Hours:**

Daily: 5am-11pm

\*Shuttle service is based on availability

Please be aware the hotel shuttle van holds 6-8 guests and this service is for individual needs. For group movements we can certainly recommend a company to accommodate group transfers. We are also located on the light rail transit from MSP Airport, just a short 10 minutes ride to the Mall of America stop!

Complimentary self-parking is available 7 days a week at the attached Mall of America Ramps on a first come first serve basis. Overnight self-parking is available on a first come first serve basis at a rate of \$16 per overnight in the ramp attached to the hotel and is subject to change.



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