Minnesota SHERIFFS' ASSOCIATION SINCE 1885

2025 WINTER CONFERENCE
EXHIBITOR DATES: December 8 & 9, 2025
CRAGUN'S RESORT, Brainerd, MN
FACT SHEET

CONFERENCE REGISTRATION:

The Minnesota Sheriffs' Association requires online registration. We will confirm your registration back to the email address listed on your online registration. MSA policy firmly restricts representatives or organizations who have not been assigned an official exhibit space from attending the conference, soliciting business and/or from distributing promotional materials during the conference. Sharing booth space by more than one company is strictly prohibited. Only one company name will be listed per exhibit. **Registration ends on December 3, 2025, or until at capacity.** Late registrations may be accepted after December 3 if space is available.

EXHIBIT SPACE:

Please note that each exhibitor is given one 8-foot table, table covering & skirting and two chairs. Backdrop displays are requested to be no wider than 9 feet wide. Additional fees may be applied for vehicles or other special requests made in advance with MSA.

SET-UP TIME:

Registration and set-up will begin at 1:00 pm. on Monday, December 8th. This will allow ample time to set up your display prior to the opening of the exhibits at 5:30pm.

EXHIBIT TIMES:

Monday, December 8

1:00 pm – 4:00 pm	Exhibitor Registration & Setup
5:30 pm – 8:00 pm	Exhibit Hall Opens
6:00 pm – 7:30 pm	Dinner in Exhibit Hall
8:00 pm	Exhibit Hall Closes
9:00 pm – 11:30 pm	MSA Professional Networking (optional)

Tuesday, December 9

11:30 am – 1:30 pm	Exhibit Hall Opens for Sheriffs & Chief Deputies/Lunch Buffet/Raffle Drawings
1:30 pm	Exhibit Hall Closes
1:30 pm	Exhibitor Tear Down
5:30 pm – 9:00 pm	Winter Conference Banquet/Installation of 2026 Officers (optional; ticket required)

PROMOTIONAL ITEMS AND GIVE-AWAYS:

Due to the Minnesota Public Ethics Law, which prohibits interested people from providing gifts or other materials to public officials, we are asking that you do not give away any item with a *perceived value* (not actual cost) of over $5.00 from your exhibit display. Please contact the MSA office if you have questions regarding this.

Exhibitors are also not allowed to give out any food or beverage items from their display other than small, pre-packaged candy. Exhibitors are not allowed to cook and serve food at the booths. If you have questions regarding this issue, please contact the MSA office before the conference.

RAFFLE DRAWING:

Although raffle drawings are not permitted at your booth, vendors are encouraged to donate items to the MSA for the Conference Raffle. MSA will recognize your company for their contributions at the time of the drawings. Drawings will be held on Tuesday toward the end of the Exhibit Show. Donated items should be brought to the conference and checked in at the Exhibitor Registration desk upon arrival.

SPONSORSHIPS:

To reserve one of the options, please contact Alison Schiebel at: 651-204-2219 or aschiebel@mnsheriffs.org.

- Keynote Speaker: $1,000 (2 available)
- Speakers: $500 (3 available)
- Lunches: $500 (3 available)
- Morning & Afternoon Breaks: $250 (6 available)
- Sunday Annual Awards Banquet: $1000 (1 available)
- Sunday Evening Awards Banquet Entertainment: $500 (1 available)
- Sunday Evening Awards Banquet Drink Tickets $500 (2 available)
- Tuesday Evening Conference Banquet $1,000 (1 available)
- Tuesday Evening Conference Banquet Drink Tickets $500 (2 available)
- Professional Networking – Meet and Greet Events $500
- Spouse Event(s) - $500

ELECTRICAL NEEDS:

If you require electricity for your exhibit space, please indicate this on the MSA registration form. Vendors requiring more than the standard 110 outlet must contact MSA to make these arrangements. We ask that you plan to bring an extension cord with you if you require electricity.

LODGING RESERVATIONS:

Room reservations should be made by completing the Cragun's Resort Reservation form, found online. Exhibitors qualify for a special group rate.

MEAL RESERVATIONS:

Your vendor registration will include the following meals for up to two people: Monday dinner and Tuesday lunch buffet during the exhibit hall hours. If attending, tickets for the Tuesday evening Awards Banquet may be purchased separately through the MSA. Breakfast is on your own.

HOSPITALITY / RECEPTION ROOM:

All registered vendors are welcome to attend the hospitality room on Tuesday evening. Please wear your conference name badge when attending this function.

CANCELLATIONS:

Cancellations prior to the beginning of the conference will be refunded. No refunds will be given for cancellations made the day of, or after, the conference begins.

SHIPPING MATERIALS:

Vendor displays may be sent directly to the hotel at: Cragun's Resort, 11000 Cragun's Drive, Brainerd, MN 56401. Please mark all boxes "MSA Conference, December 8". Shipped objects for your booth should not arrive at the resort prior to Friday morning (December 5), if possible. Full pallets and heavy objects will need to have arrangements made beforehand with Arrowwood Resort. Any questions regarding shipments should be directed to Cragun's Resort (866-988-0562).

All vendors are responsible for making return shipping arrangements BEFORE they leave the premises. All outbound shipments must be picked up by Wednesday morning, December 10th.

Additional questions should be directed to:
Alison Schiebel, Minnesota Sheriffs' Association Conference Coordinator
(651) 204-2219 or aschiebel@mnsheriffs.org