

3rd Annual

# *Let's Play* **BASEBALL** and *Let's Play* **SOFTBALL EXPO**

**Friday, March 6, 2015**  
*10 a.m. - 6 p.m.*

**Saturday, March 7, 2015**  
*10 a.m. - 5 p.m.*



Sponsored by



*Held in conjunction with  
the 2015 Let's Play Hockey Expo*

**at RIVERCENTRE  
ST. PAUL, MINNESOTA**

## 3rd Annual Let's Play Baseball/Let's Play Softball Expo March 6-7, 2015 at the RiverCentre in St. Paul, MN

**F**or 25 years, the publishers of Let's Play Hockey and Let's Play Softball/Baseball, have produced the Let's Play Hockey Expo in St. Paul, Minn., during the first weekend in March.

The world's largest consumer hockey expo regularly draws 40,000 hockey players, coaches and fans to 350 exhibit booths of the latest in hockey equipment, merchandise, schools and camps.

With the success of the hockey expo, it's a natural progression to produce a baseball and softball expo, considering there are more than a quarter of a million baseball and softball players in Minnesota. This expo is formatted for baseball and softball players of all ages, coaches, administrators and parents.

After researching participants, nearly one out of every two baseball/softball players play hockey. With 40,000 hockey players, coaches, family and fans already coming to the hockey expo, 20,000 of the attendees are possibly involved in baseball/softball. So it is a natural to hold this expo in conjunction with the hockey expo.

The 3rd annual Let's Play Baseball/Let's Play Softball Expo will take place **Friday and Saturday, March 6-7, 2015** at the RiverCentre in St. Paul and is directly connected to the Let's Play Hockey Expo.

The Minnesota Twins will provide support for the Expo by having their alumni participate in clinics.

Marketing efforts for the Let's Play Baseball/Let's

Play Softball Expo will be done through the following organizations: Minnesota Twins, American Legion Baseball, Amateur Softball Association/Minnesota Sports Federation, Babe Ruth Baseball, Gopher State Baseball/Minnesota Youth Athletic Services, Metro Baseball League, Little League Minnesota District, Minneapolis Park & Recreation Board, Minnesota Baseball Alliance, Minnesota High School Baseball Coaches Association, Minnesota Fastpitch Coaches Association, Minnesota Recreation and Park Association (USSSA), St. Paul Parks and Recreation Department, Minnesota Twins Rookie and RBI Leagues, University of Minnesota Baseball, University of Minnesota Softball, MIAC Baseball, MIAC Softball, Minnesota Baseball Association and the North Star Over-35 Classic Baseball League.

The Expo is FREE to all attendees. The Expo features interactive activities (including batting cages) along with sports celebrity appearances, radio and TV personalities, product seminars, refreshments and more.

The Let's Play Baseball/Let's Play Softball Expo is an outstanding opportunity for companies to show their products directly to the consumer during the prime purchasing window.

From major manufacturers to entrepreneurs with their unique baseball and softball products, there's something for all baseball and softball players at the Let's Play Baseball/Let's Play Softball Expo.



For more information on the  
2015 Let's Play Baseball and Let's Play Softball Expo, call 952-944-0023

### The 3<sup>rd</sup> Annual Let's Play Baseball and Let's Play Softball Expo

**Friday, March 6, 2015**  
(10 a.m. – 6 p.m.)

**Saturday, March 7, 2015**  
(10 a.m. – 5 p.m.)

# Let's Play Baseball/Softball Expo Application

March 6-7, 2015 • RiverCentre • St. Paul, MN

*Information provided in the form below will be included in the Let's Play Baseball/Softball Expo Guide*

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

Company Name for Show Guide \_\_\_\_\_

Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Web \_\_\_\_\_

Booth Sign \_\_\_\_\_

Representatives (for Badges) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please give a brief description of your products for the Expo Guide \_\_\_\_\_

\_\_\_\_\_

List your top five desired locations (see map) 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

4. \_\_\_\_\_ 5. \_\_\_\_\_

Please sign below that you have read and agree to all Expo Rules and Regulations:

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Exhibit fee: \$500 (Limit two brand names per booth)**

\_\_\_\_\_ Booths @ \$500 each Total enclosed \$ \_\_\_\_\_  
 (# of booths)

FAX Application to LPH's FAX#: (952) 944-1971  
 or complete the application online and send by clicking the  
 submit form button at the top of the PDF or save a new pdf  
 file and attach to an email to [letsplay@letsplayhockey.com](mailto:letsplay@letsplayhockey.com).

**Make check payable  
 in U.S. Funds to:**  
 Let's Play Baseball/Softball  
 8925 Aztec Drive Suite 1  
 Eden Prairie, MN USA 55347

**CREDIT CARD INFORMATION:**  
 NAME: \_\_\_\_\_  
 VISA \_\_\_\_\_ MC \_\_\_\_\_ AE \_\_\_\_\_  
 CARD #: \_\_\_\_\_  
 EXP. DATE: \_\_\_\_\_  
 3 DIGIT S.C. \_\_\_\_\_

**Payment Deadline is January 5, 2015 to secure  
 the possible location of your choices.**

## WHAT YOU WILL RECEIVE AS AN EXHIBITOR:

- \$500 standard booth cost includes:
  - 10' - x 10' booth area
  - 8-foot background drape
  - 3-foot side dividers
  - One, 7 x 44-inch booth identification sign
  - One, 6-foot draped table
  - Two padded side chairs
  - Booth and aisle carpeting
  - Overnight security (Friday night only)
  - Coffee and rolls on Friday and Saturday morning

***Booth space will not be confirmed unless full payment is received and application is signed and dated.***

## HOTEL OPTIONS:

*Complimentary Bus Transportation provided by Discover St. Louis Park to and from these properties to the St. Paul RiverCentre on a daily basis from March 5 - 7, 2015.*

### MARRIOTT MINNEAPOLIS WEST

9960 Wayzata Boulevard  
St. Louis Park, MN 55426  
www.minneapoliswesthotels.com  
952.544.4400/888.236.2427 *Ask for Reservations, then the Let's Play Baseball/Softball Group Rate*  
\$85 (available March 5-8, 2015)

### DOUBLETREE BY HILTON

1500 Park Place Boulevard  
St. Louis Park, MN 55416  
www.doubletreeminneapolis.com  
952.542.8600 *Ask for Reservations, then the Let's Play Baseball/Softball Group Rate*  
\$95 (available March 2-8, 2015)

### SPRINGHILL SUITES by MARRIOTT

5901 Wayzata Boulevard  
St. Louis Park, MN 55416  
www.marriott.com/mspsl  
952.738.7300  
*Ask for Reservations, then the Let's Play Baseball/Softball Group Rate*  
\$99 (available March 6-9, 2015)

*Conveniently located walking distance to the St. Paul RiverCentre*

### \*ST. PAUL HOTEL

350 Market Street  
St. Paul, MN 55102  
651.292.9292/800.292.9292  
\$181 (available March 3-10, 2015)  
*Ask for the Let's Play Baseball/Softball Group Rate*  
*\*No packages/freight can be shipped directly to the St. Paul Hotel.*

## Exhibitor Rules and Regulations (Violation may result in fines or suspensions)

1. Give-aways are allowed (exceptions being balloons, thunder sticks, stickers, plus items such as frisbees, tennis balls, or foam pucks which could end up on the ice playing surface). All exhibitors who want to do any type of giveaway must have the item preapproved by show management at least one week prior to the Expo. We want to make sure that these items fall within the approved category. Any item that is not approved by show management cannot be given away.
2. Merchandise sales are allowed (Minnesota Sales and Use Tax and Copyright requirements must be met. No state high school tournament design merchandise is allowed - items must be approved by LPB/LPS prior to the Expo). Direct questions on Sales Tax Registration to 651-282-5225 or [www.taxes.state.mn.us](http://www.taxes.state.mn.us). Before a completed booth application is accepted, every exhibitor must completely fill out a ST19 form. This form must include your Minnesota Sales Tax ID number unless you have a written statement as to why one is not required.
3. Sports and media celebrities are allowed and encouraged to attend.
4. No liquor or tobacco products allowed.
5. Booth must be staffed during all show hours.
6. Badges must be worn at all times.
7. No subletting booth spaces.
8. No early tear-down allowed.
9. The exhibitor shall accept full responsibility for any and all injury, damage or loss of property caused by the exhibitor or his representatives and agrees to indemnify and save harmless *Let's Play Baseball*, *Let's Play Softball*, the St. Paul RiverCentre, and Cenaiko Expo, Inc., and/or their personnel from and against any and all claims for any such loss, damage or injury, no matter how caused.
10. St. Paul police officers will be on duty during the hours the show is open and closed. The presence of these officers does not constitute acceptance of any responsibility for the security of the exhibitors' products. Exhibitors are solely responsible for damage to or theft of product or property in their booth. Items of great value should be removed from booths while unattended.
11. Set-up hours: Thursday, March 5, 9:00 a.m. - 5:00 p.m. Tear-down hours: Saturday, March 7, 5:00 p.m. - 10:00 p.m. All exhibitors must set up between 9:00 a.m. - 5:00 p.m. on Thursday, March 5. All freight must be cleared by 5:00 p.m. on Thursday. Special set up outside this window must be pre-approved by show management at its sole discretion. Show management will make every effort to deliver/pick up freight on time at your booth, but we cannot guarantee a specific delivery time.
12. This show is by invitation only. The promoter in issuing an invitation takes into account previous show attendance, sponsorship support, show support and prior promotions. The promoter has the right to refuse any manufacturer, buyer and supplier an invitation to this show. The sole determination for issuing an invitation is at the sole discretion of the promoter.
13. *Let's Play Baseball/Let's Play Softball* has the right to refuse space to any potential exhibitors. Booth placement and availability will be based on exhibitor's support of other Let's Play Hockey entities and at the sole discretion of show management. Show management may relocate an exhibitor at any time during the show.
14. Casual attire recommended.
15. No refunds, for any reason, will be allowed or made to any exhibitor once its space has been reserved and paid in full or in part.
16. Potential dangerous activities in the booth must be pre-approved and hold-harmless signed.
17. Appropriateness of product and advertising on the Expo floor and in booths is solely determined by *Let's Play Baseball/Let's Play Softball*.
18. Ceiling Banners/Banners over booth: The show promoter will allow the hanging of banners by an exhibitor if the venue will allow such banners upon the following criteria: The exhibitor makes arrangements for payment directly with the venue, the banner shall not block or interfere with another exhibitors sight lines. If they do, show management may demand their removal. All banner content and sizes must be preapproved by show management.
19. Level of music or sound from your booth: No level of music/sound may be exceed 85 decibals at the source of the sound system and/or an appropriate range deemed by show management that may or may not interfere with business that other exhibitors are trying to conduct in a normal and reasonable manner. Sole discretion of show management on all sound volume and nature.
20. Booth wall size: Any booth structure exceeding the standard 8' back drape and 3' side drapes must be preapproved by show management including rendering well in advance of the show.
21. Food and beverage: No food or beverage can be given away, sold or bartered from your booth unless preapproved by show management. See attached Food/Beverage Sampling Policy.
22. Solicitation outside the confines of your booth: There should be no solicitation by any means outside the confines of your booth.
23. Freight: It is the responsibility of the exhibitor to inform show management of all of their incoming and outgoing freight and delivery of such as required by the logistics. Show management works with an advanced warehouse where all freight must run through unless show management has approved another method.
24. Sight lines: Exhibitors in buying booth space are not guaranteed to sight lines and unobstructed views for their booth.
25. Any activity that would not be appropriate at a family show or school function must be preapproved by show management at least one week prior to the event. All attire of clothing (or lack thereof) of all personnel hired by or in connection to the exhibitors booth must be appropriate in the mind of promoter for a family show or function. Show management has the sole authority over the appropriate attire. A violation of this clothing or attire rule by exhibitor may result in being asked to leave the show.
26. Show management reserves the right to have all decision making power relative to what happens during the Expo and has final authority to rendering a decision.
27. The exhibitor assumes all legal liability for the activity and safety in its booth.
28. Any violation of any rules and regulations you may be asked to leave by show management and jeopardize your future standing and have your booth fees forfeited.
29. The Expo will not be canceled for any weather condition (eg. rain, sleet, snow, blizzard). The promoter has the sole decision on closing the show, for any reason whatsoever. There will be not refunds at all for "poor" attendance due to the weather.
30. Exhibitors are bound by the rules and regulations of the Expo upon obtaining booth space at the show. Once the exhibitor's application for booth space is accepted, the exhibitor acknowledges and is bound by the rules and regulations of the show and the refund policy of the show.
31. Exhibitors may not have any non-employees or persons employed by any other baseball/softball company, store, or manufacturer, assist, help, staff, or work in their booth without first obtaining from show management written prior approval. Approval by management is in the sole discretion of management and is not to be assumed. If any non-employee or any person employed by any other hockey company, store or manufacturer is found to be assisting, helping, staffing, or working in the booth during the show that has not been pre-approved by management subjects the exhibitor to be shut down and barred from the show and all payments forfeited.
32. No non-employee that has been or is employed by any baseball/softball company, store or manufacturer may assist, help, staff, or work in a booth that they have a financial interest or use any subterfuge so as to avoid buying booths. Such activity, guise, or subterfuge shall be deemed by show management as booth splitting and both companies and individuals shall be immediately shut down and will be barred from that show and shows in the future. Any sharing of booth space must be approved by show management.
33. If any companies, exhibitors, or individuals that currently exhibit or that have exhibited in the past in any Expo promoted by management shall conspire to avoid the rules and regulations of the Expo together or individually is subject to both companies and individuals being shut down and barred from the current Expo and any future Expo.
34. Any Exhibitor, in obtaining a booth or booths for the Expo by any means (electronically, in writing, by phone, email or in person), agrees and contracts with show management to abide by and be subject to the shows rules and regulations and subjects to enforcement of those rules and regulations by show management.

