2019 State Fair Registration Information

CONTACTS

University Relations State Fair Contact
Katie Eissinger (office) 612-624-0214 keiss@umn.edu

U of M State Fair On-Site Contact
Jackie Lee Stone (cell) 612-245-1483 stone704@umn.edu

UNIVERSITY OF MINNESOTA AT THE STATE FAIR

History and Background

The University has had a presence at the Minnesota State Fair since the fair started in 1859. In the early 1960’s, the University created a permanent display in the Education Building, which featured various departments. In the spring of 1999, University Relations accepted the State Fair’s offer to rent the U of M Building located at the intersection of Dan Patch Avenue and Underwood Street—a major thoroughfare and a great opportunity to offer the public a convenient one-stop shop and a prominent entry point to the University’s activities. The University footprint at the State Fair has increased since then, with exhibits in the Horticulture building, the Eco-Experience, and the newly renovated Driven to Discover building, among others.

Why the exhibit at the fair?

The Minnesota State Fair is a great way to reach 2 million fairgoers over 12 days (2019 dates: August 22 to September 2), with thousands of daily visitors to the U of M building. Topical exhibit zones in the building offer flexibility and broader representation of the University’s units and colleges—all under the umbrella of the University’s brand, Driven to Discover, which demonstrates how the University improves lives in relevant and engaging ways.

Exhibiting at the Fair is a great idea for your campus/college/unit if:

• You are looking to increase awareness of important work within your campus/college/unit
• You have community volunteer hours to fulfill a grant request for additional funding
• You want to reach a broad audience
• You want to engage with constituents, including prospective students and University alumni

©2019 Regents of the University of Minnesota. All rights reserved. The University of Minnesota is an equal opportunity educator and employer. This publication is available in alternative formats upon request. Direct requests to University Relations, 3 Morrill Hall, 100 Church Street SE, Minneapolis, MN 55455, 612-624-0214.
Exhibit Areas

The overall themes were created by taking common elements from colleges’ missions and goals. This way, campuses, colleges, and units can select the zone(s) that best showcase their messages.

Themed zones:
• Health & Medicine
• Science & Engineering
• Liberal Arts
• Flexible Space #1, 2, and 3

Also featured:
• Athletics Display
• Goldy’s Locker Room
• System-Wide Area
• Stage

Exhibitor Time Commitment
Exhibitors are asked to sign up for a specific zone(s) for a minimum of 12 hours and can sign up for several days if desired. Whole-day commitments are preferred, but shorter times can be negotiated and accommodated.

Exhibitor Package and Pricing
• Cost: $240
• Time: 12 hours of exhibiting, 9am-9pm
• Stage time (free of charge) is available to exhibiting groups with experts and demonstrations (more academic-focused) between 10am and 12pm each day. From 1pm to 4pm each day, we will feature student performing groups.
• Furniture included: 24" x 60" wheeled cabinet with expert/presenter/college/unit signage, two stools, trash can, and fan. Arrangements can be made for alternative furniture for an additional charge. Complimentary U of M wireless internet is provided to all exhibitors.
• Tickets: Three State Fair admissions tickets (for 12 hour commitment)
• Additional discounts: Exhibitors may also purchase additional State Fair tickets for $12.00 (deadline August 1).

AV
Each exhibit area comes equipped with a 42" monitor, along with necessary laptop cables, VGA, HDMI, etc. If you have a Mac, please plan to bring your cable and adaptor. Exhibitors are responsible for providing their own laptop.
Space Available for Exhibitors

Flexible Space #1 & #2
8' × 7' (96" × 84") and
3' 8.5" × 7' (44.5" × 84")

Health & Medicine
6' 10.5" × 7' (82.5" × 84")

Science & Engineering
5' 10" × 7' (70" × 84") and
8' 10" × 7' (106" × 84")

Liberal Arts
15' 8.5" × 7' (188.5" × 84")

Flexible Space #3
7' 7.25" × 7' (188.5" × 84")
<table>
<thead>
<tr>
<th>Room Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage/Office</td>
<td>#3</td>
</tr>
<tr>
<td>Liberal Arts</td>
<td></td>
</tr>
<tr>
<td>Restroom</td>
<td>Break Area</td>
</tr>
<tr>
<td>Water</td>
<td></td>
</tr>
<tr>
<td>Storage</td>
<td>#2</td>
</tr>
<tr>
<td>Health &amp; Medicine</td>
<td></td>
</tr>
<tr>
<td>Storage</td>
<td>#1</td>
</tr>
<tr>
<td>Goldy's Locker Room</td>
<td></td>
</tr>
<tr>
<td>Info/Systemwide Display</td>
<td></td>
</tr>
<tr>
<td>Stage</td>
<td></td>
</tr>
</tbody>
</table>

**State Fair Building Interior Map**

Dan Patch Ave