



NAMSC



"Celebrating Superior Sweetness"



IMSI

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To: *Maple Industry Sponsors, Advertisers and Trade Show Exhibitors*

On October 21-24, 2019 the Minnesota Maple Syrup Producers Association will host the maple industry's premier industry gathering in Duluth, Minnesota. The event will be held at the Duluth Entertainment Convention Center (the DECC) overlooking the Lake Superior harbor. Maple producers, equipment manufacturers, suppliers, researchers, educators and other professionals from all across North America will meet at the DECC.

The event will include the joint annual meetings of the two leading international maple organizations: North American Maple Syrup Council (NAMSC) and the International Maple Syrup Institute (IMSI). These two organizations will be represented by members from over 20 U.S. states and Canadian provinces where maple syrup is produced on a commercial scale.

The convention will include a trade show featuring the latest maple industry products, equipment, supplies and services. Technical sessions highlighting current research initiatives will be presented, as well as educational workshops for producers and industry professionals. Plans include numerous workshop sessions for both large and small maple producers, as well as the highly acclaimed IMSI Maple Grading School for experienced sugar makers.

The NAMSC and IMSI annual business meetings are an integral part of our industry and the Minnesota Maple Syrup Producers' Association is honored to host them. In order to showcase the entire North American maple industry properly, we are seeking your involvement and support.

On the pages that follow, you will find information regarding

- Sponsorship opportunities
- Program advertising
- Trade Show exhibitor alternatives

A cafeteria-style approach to convention participation allows your company to select the alternatives that best suit your needs. If you choose to be a sponsor, packages include discounts on advertising, trade show exhibiting and registration, plus event sponsorships and publicity opportunities. We will also attempt to custom craft your sponsorship benefits if you have an idea that we can accommodate. Alternatively, we invite you participate in the trade show and/or advertise in the program. A member of our planning team will be contacting you to further discuss these opportunities.

Co-Chairs: Stu Peterson, campaquila@aol.com, 651-707-4575 Cell
Shelly Carlson, carlsonwildwoodranch@msn.com, 320-248-7784 Cell

Advertising: George LeMire, 612-618-4904 Cell, george@lemiresales.net

Trade Show: Ralph and Amy Fideldy, 218-259-0739 Cell, timbersweet@hotmail.com