



Minnesota Wild forwards Marian Gaborik (left) and Brian Rolston greeted fans and signed autographs last year during the Let's Play Hockey Expo.

# 2008

# *Let's Play* 19<sup>th</sup> Annual **HOCKEY** **EXPO**

Sponsored by



Record-setting crowds attended last year's Let's Play Hockey Expo at the RiverCentre in St. Paul, Minnesota.

**Largest Consumer  
Hockey Show in  
the World!**

*Friday*  
March 7  
*10 a.m. - 6 p.m.*

*Saturday*  
March 8  
*10 a.m. - 6 p.m.*

*Held in conjunction with the  
Minnesota Boys State High School Hockey Tournament*

**at RIVERCENTRE  
ST. PAUL, MINNESOTA**

## Nation's premier consumer trade show set to draw 30,000 to RiverCentre in St. Paul March 7-8

**T**he world's largest consumer hockey trade show, which sold out all available booth space last year, returns to the spacious RiverCentre in St. Paul.

Held in conjunction with the Minnesota boys state high school hockey tournament, the expo will take place **Friday and Saturday, March 7-8, 2008** in downtown St. Paul.

The RiverCentre is attached to the Xcel Energy Center, site of the high school tourney. The expo annually attracts more than **30,000 hockey fans** to this free event.

The **Let's Play Hockey Expo** has proven to be an outstanding opportunity for companies to show their products directly to the consumer and receive valuable feedback as well.

The RiverCentre is attached to the Xcel Energy Cen-

ter, giving high school hockey fans easy access to the show without having to leave the facility. From major manufacturers to entrepreneurs with their unique hockey



products, there's something for all hockey players and fans at the Expo.

The show also features sport celebrity appearances, radio and TV personalities, door prize drawings, product seminars, refreshments and more.

Past appearances by hockey legends like Guy Lafleur, Brad Park,

Bobby Hull, Gordie Howe, Neal Broten, Herb Brooks, *Slap Shot's* Hanson Brothers and Minnesota Wild players including Marian Gaborik and Brian Rolston, as well as the Stanley Cup, have helped enhance the Expo's appeal and make the Expo part of the can't-miss hockey event of the season.



For more information on the  
2008 Let's Play Hockey Expo, call (612) 729-0023

### **The 19<sup>th</sup> Annual Let's Play Hockey Expo**

**Friday, March 7, 2008**  
(10 a.m. – 6 p.m.)

**Saturday, March 8, 2008**  
(10 a.m. – 6 p.m.)

# Let's Play Hockey Expo Application Form

March 7-8, 2008 • RiverCentre • St. Paul, Minn.

*Information provided in the form below will be included in the Let's Play Hockey Expo Guide.*

Firm Name \_\_\_\_\_

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. \_\_\_\_\_

Check here if you are willing to donate a door prize:   
(Door prizes may be brought to the Let's Play Hockey booth during the Expo.)

**Exhibit fee: \$625 (Limit two brand names per booth)**

\_\_\_\_\_ Booths @ \$625 each      Total enclosed \$ \_\_\_\_\_  
(# of booths)

**Make check payable  
in U.S. Funds to:**

Let's Play Hockey  
2721 East 42nd Street  
Minneapolis, MN USA 55406  
(No credit cards accepted.)

**FOR OFFICE USE ONLY**

Date Received \_\_\_\_\_ Initials \_\_\_\_\_

Amount Paid \_\_\_\_\_

**What you will receive as an exhibitor**

- \$625 standard booth cost includes:
  - 10- x 10-foot 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
- Special room rates at the host hotel -- St. Paul Hotel.  
Call (651) 292-9292 or (800) 292-9292 and ask for the Let's Play Hockey Expo rate.

**Exhibition Hall is limited  
to 225 booth spaces.**

**Booth space will not be confirmed unless  
full payment is received.**

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

- A. Give-aways are allowed (exceptions being balloons, thunder sticks, stickers, plus items such as frisbees or tennis balls which could end up on playing surface).
- B. Merchandise sales are allowed (Minnesota Sales and Use Tax and Copyright requirements must be met. No state high school tournament design merchandise is allowed). Direct questions on this? Call 651-282-5225 or 651-296-6181
- C. Sports and media celebrities are allowed and encouraged to attend.
- D. No liquor or tobacco products allowed.
- E. Booth must be staffed during all show hours.
- F. Badges must be worn at all times.
- G. No subletting booth spaces.
- H. No early tear-down allowed.
- I. 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 Hockey*, the 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.
- J. St. Paul police officers will be on duty during the hours the show is closed. The presence of these officers does not constitute acceptance of any responsibility for the security of the exhibitors' products. Items of great value should be removed from booths while unattended.
- K. Set-up hours: Thursday, March 6, 10:00 a.m. - 4:00 p.m. and Friday, March 7, 6:00 a.m. - 9:30 a.m.  
Tear-down hours: Saturday, March 8, 6:00 p.m. - 10:00 p.m..
- L. *Let's Play Hockey* 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.
- M. Casual attire recommended.
- N. No refunds, for any reason, will be allowed or made to any exhibitor once its space has been reserved and paid.

# 2007 Let's Play Hockey Expo

**River Centre  
St. Paul, MN  
Fri., March 9  
Sat., March 10  
10:00 am - 6:00 pm  
(FINAL)**

CCM/RBK

OGGIE SHOOT FOR A CURE

SPORTS OF STEEL PEET MINNESOTA HOCKEY

FURY/ CROCS SNIPERS EDGE

GDI LPH

EASTON

WARRIOR

GUSTAVUS HOCKEY GIANT GO SPORTS HIRT WIRTER RINK WRITER DCS GEAR TENDER

STAUBER PUCK HOG INNOV. SPORTS PERP. FARREL SPORTS A-WALL PROTECT A-MALL ACTIVE NET SHERWOOD CARROLL AFLAC

LETTERMEN ATOMIC HOCKEY BALL-ISTIK KWIK RINK ZOOM BANG FAST HOCKEY CAPTAIN STICK FIX MAURINES

ACCELERATION MINNESOTA

WHITE CAPS SRS

WESTWOOD SHOW-CASE INFINITY EXCEED HKY STK PUTTER

DAVE'S WISSOTA AM STUDIOS NAHL PRO-FILER TOTAL HOCKEY CASCADE

AIR FLOW BOOST MIA ACTION GEAR CLEAN SKAT-OTE STEICH-ENS SKAT-OTE READING BUS MNNKY RINK NICE

SPORTSWORLD JERSEY CHAIRS

BAUER/NIKE

MINNESOTA MADE

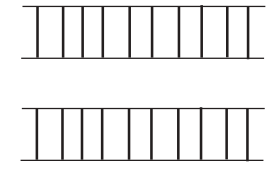
UPPER MHSE RIEDELL, EAGLE, KOR HMI TAV LUNCH MN 4 X 4 SKATING DYNAMICS

SANDE ENVI BURG-GRAF HYPO OXICO POWER-TEK MONTREAL

WILD WOOD-WAY Brady Brady

POINT STREAK PIAI FREE HOCKEY & SONS

ENTER



SPORTS CARDS & COLLECTIBLES

SWEET HANDS

SWEET HANDS

SR. HIGH SPORTS BLUE GREEN ROBINS J. BLUE GREEN ROBINS CENTER PLATE VELOCITY SPORTS DO YOU KNOW WHO I AM REN. EXTS. ABS ATHL.

WOOG CHRISTIAN SHARP EZ PRO THFW SPT

DART FISH USHL BRIA S. BRIAN BERN-STEIN FLY PUCK TGC SSM

VAUGHN COMP. EDGE A&W GOALIE BAND VARSITY BAGS TORSPD

TOTAL HOCKEY HERB BROOKS NSC

PREMIER BANKS FRIDAY DOG CARTOON

RESTROOMS

CONCESSIONS