



High school baseball



High school baseball

# 2007

1st Annual

*Let's Play*  
**BASEBALL**  
**BASEBALL**

and

*Let's Play*  
**SOFTBALL**  
**EXPO**



Youth baseball



Adult softball

*Saturday*

*Sunday*

**April 14 April 15**

*10 a.m. - 5 p.m. 10 a.m. - 4 p.m.*

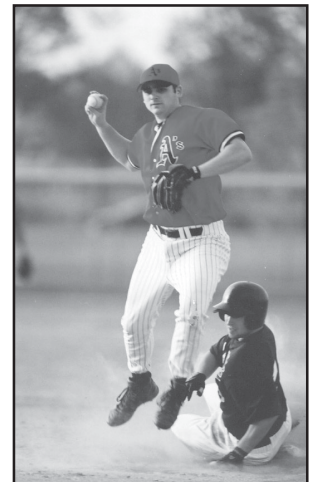
*Sponsored by*

*Let's Play*  
**BASEBALL**  
**BASEBALL**

*Let's Play*  
**SOFTBALL**



High school fastpitch



Townteam baseball

*Held in conjunction with the  
Minnesota Twins, Twins Community Fund and Play Ball! Minnesota  
and the 2007 Minnesota Youth Baseball and Softball Conference*

**at CANTERBURY PARK**  
**SHAKOPEE, MINNESOTA**

## Inaugural Let's Play Baseball/Let's Play Softball Expo to make debut April 14-15, 2007 at Canterbury Park in Shakopee, Minn.

**F**or 18 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 25,000 hockey players, coaches and fans to 250 exhibit booths of the latest in hockey equipment, merchandise, schools and camps.

With the success of the hockey expo, it seems 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 will be formatted for baseball and softball players of all ages, coaches, administrators and parents.

The Let's Play Baseball/Let's Play Softball Expo will take place **Saturday and Sunday, April 14-15, 2007** at Canterbury Park's indoor exhibit space in Shakopee.

The Minnesota Twins will provide support for the Expo by having their coaches and players participate in the Play Ball! Minnesota Youth Baseball and Softball Conference for 400 coaches from throughout the state. This event will take place on Saturday, April 14, 2007, at Canterbury Park.

Marketing efforts for the Let's Play Baseball/Let's Play Softball Expo will be done through the following or-

ganizations: Minnesota Twins, American Legion Baseball, Amateur Softball Association/Minnesota Sports Federation, Babe Ruth Baseball, Gopher State Baseball/Minnesota Youth Athletic Services, Little League Minnesota District, Minneapolis Park & Recreation Board, Minnesota Baseball Alliance, Minnesota High School Baseball Coaches Association, Minnesota Recreation and Park Association, North Star Recreation League/Rec State Baseball Championships, 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 Baseball League.

The Expo will be **FREE** to all attendees. There will be interactive activities along with sports celebrity appearances, radio and TV personalities, product seminars, refreshments and more.

The Let's Play Baseball/Let's Play Softball Expo will be an outstanding opportunity for companies to show their products directly to the consumer.

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



For more information on the  
2007 Let's Play Baseball and Let's Play Softball Expo, call 612-729-0023

### The 1<sup>st</sup> Annual Let's Play Baseball and Let's Play Softball Expo

**Saturday, April 14, 2007**  
(10 a.m. – 5 p.m.)

**Sunday, April 15, 2007**  
(10 a.m. – 4 p.m.)

# Let's Play Baseball/Softball Expo Application

April 14-15, 2007 • Canterbury Park • Shakopee, Minn

*Information provided in the form below will be included in the Let's Play Baseball/Softball 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 Baseball/Softball booth during the Expo.)*

**Make check payable  
 in U.S. Funds to:**  
 Let's Play Baseball/Softball  
 2721 East 42nd Street  
 Minneapolis, MN USA 55406  
*(No credit cards accepted.)*

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

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

**FOR OFFICE USE ONLY**  
 Date Received \_\_\_\_\_ Initials \_\_\_\_\_  
 Amount Paid \_\_\_\_\_

**What you will receive as an exhibitor**

- \$500 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 and Saturday night)
- Coffee and rolls on Saturday and Sunday morning
- Special room rates at the host hotel — Canterbury Inn Shakopee  
Call 952-445-3644 and ask for the Let's Play Baseball/Softball Expo rate.

**Exhibition Hall is limited  
to 150 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. Giveaways are allowed.
- B. Merchandise sales are allowed (Minnesota Sales and Use Tax and Copyright requirements must be met. Questions on this topic should be directed to 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 Baseball/Softball*, Canterbury Park, 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. Canterbury Park Security 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: Friday, April 13, 10 a.m. - 4 p.m. and Saturday, April 14, 6 a.m. - 9:30 a.m.  
Tear-down hours: Sunday, April 15, 4 p.m. - 10 p.m.
- L. *Let's Play Baseball/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 Baseball/Softball* 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.

