



Federal Executive Board of Minnesota

Suite 2250, 1 Federal Drive, Fort Snelling, Minnesota 55111 | (612) 713-7200 | Facsimile (612) 25-1750

Mall of America Government on Display Exposition (GODE)

Saturday, February 4, 2017

Updated 9/22/16

General Information

-Event will be held:

- Saturday, February 4, 2017 from 10:00 a.m. – 9:30 p.m.
- Mall peak hours on a Saturday are 11:00 AM – 1:00 PM
- Set up: 7:30-9:00 a.m. & Clean up: 9:30 p.m. until completed

-Attendance at planning meetings is **mandatory**.

-Maximum weight of large exhibits/displays = 45 lbs./sq. ft.

-Fee is \$125 to register which includes one table; additional tables cost \$10 each.

-Displays are **required** to be interactive and engaging with mall guests.

- Examples of “interactive and engaging”: simulators, activities, mascots, building/constructing, etc...

About the Mall of America

-The largest mall in the nation. The distance to walk one lap around one of the mall’s four floors is 1.15 miles.

-Average DAILY visitation to the Mall is approximately 100,000 people

-Average annual WEEKEND visitation is often 300,000

-The mall generates \$2 billion in economic activity generated annually for the state of Minnesota.

-Over 400 entertainment events are held annually at the mall.

Location of the Expo:

MOA Rotunda

The Mall of America Rotunda is the focal point for special programs throughout the day. The rotunda is specifically designed for spectator events and has standing capacity for 8,000 people.

Federal Interagency Planning Meetings (*Mandatory*)

- Monday, **November 14, 2016** 10:00-11:00 a.m. FEB Conference room 2250
- Monday, **December 14, 2016** 10:00-11:00 a.m. FEB Conference room 2250
- Final Meeting Date, Monday, **January 23, 2017** 10:00-11:00 a.m., Executive Center – MOA

Meetings are open to all Federal agencies, attendance to all sessions is mandatory.

**Application to participate will be discussed in detail at the above planning meetings and is due to the FEB on Friday, December 2, 2016.

Administration of the Event and more information:

-Questions? Call the FEB office at (612) 713-7200 or visit our website: www.minnesota.feb.gov .

-FEB Staff coordinates registration and planning meetings. Staff include:

- Alyssa Bryan, Executive Director, Alyssa_Bryan@ios.doi.gov
- Andria Horwitz, Assistant Director, Andria_Horwitz@ios.doi.gov

Exhibits and Handouts

Mall management has review over all exhibits and handouts. Mall management must approve each agency display for the event. All displays must be no higher than 8 feet with displays of 6 feet in height or less desired. We require a backdrop for each display if your exhibit doesn’t incorporate one – the FEB will contract for delivery and setup for all agencies. Photographs or detailed descriptions of displays will need to be submitted with detailed physical dimensions including footprint, weight/power needs and staffing. If you fail to submit detailed exhibit dimensions you may be automatically excluded from the event. Mall officials must review and approve all handouts and giveaways prior to the event.

The Mall prohibits hanging banners in the Rotunda, however free standing pop-up banners are always welcome. Mall management must approve all banners prior to installation.

Vehicles

Mall management must approve all vehicles regardless of type or use. Please list the vehicles you'd like to bring to Mall (including their make and model) for approval. This would apply to aircraft, snowmobiles or other craft too. The City of Bloomington Fire Marshal must permit vehicles being brought into the mall.

Giveaways

No unwrapped candy/food or stickers may be distributed in the mall.

Government on Display Costs

Fee: \$125.00

Covers: 1 Table, 2 chairs, backdrop and FEB coordination of Government on Display. The FEB will contract for delivery and setup for all agencies. Each agency will identify and rent through the FEB all tables and chairs or other equipment and requests for the event to ensure uniformity.

Additional tables will cost \$10.00 each.

Registration: www.minnesota.feb.gov under "Events".

Registration will be open October 1, 2016 – December 2, 2016.

*****Questions of Mall Management*** - Hannah Kowalski, 952-883-8543,
Hannah.Kowalski@moa.net**

****Application descriptions due on Friday, December 2, 2016. Please be as detailed as possible and include photos of your display, if available. This will ensure that coordinators can appropriately place your display within the mall court.**