

~ You're Invited ~

As one of our valued customers, please join us at the
UMAPP Fire & Ice Booth Show and related events

What is UMAPP? It is a promotional professionals trade association for companies in the industry; the Association hosts trade shows, educational and networking events, and provides discounts for valuable resources. We are a proud member of this Association and are exhibiting at this show.



Wednesday, May 22, 2019
The Fire & Ice Booth Show
Exhibit Hours: 10 - 2

The Expo Center at Canterbury Park
Shakopee, Minnesota

[Read More](#)

[List of exhibitors to date](#)



"JOURNEY MAPPING, SEE AN EXPERIENCE"

Presented by Aaron Keller, branding expert

Tuesday, May 21 | 5:15 - 6:30 pm
Shakopee Brew Hall

**Free pint beer glass
from Evans Mfg. for all
seminar attendees!**

The aggregation of the experiences we have with a brand helps determine its value. Experiences are easy to discuss, but hard to see without a map. Participants will get a starter kit on how to map an experience, how to better understand the signals and how to add layers of valuable meaning to their customer experience.

\$25 | UMAPP Members
\$35 | Nonmembers

[Read More](#)



This is a member event for show exhibitors and UMAPP member distributor companies.

The Tailgate Party Returns!

Tuesday, May 21 | 5 pm - 8 pm
Shakopee Brew Hall

This is a fun and casual get together for our show exhibitors and our UMAPP member distributors. Come and go as you like, this event begins at 5 pm and ends at 8 pm. Two free drink tickets provided to each UMAPP member exhibitor or distributor.

Sign up for this party during show or seminar registration

[EMAIL](#) the UMAPP Office for Questions

