



**Office of the Minnesota Secretary of State**  
**Minnesota Public Benefit Corporation / Annual Benefit Report**  
*Minnesota Statutes, Chapter 304A*



Read the instructions before completing this form  
 Must be filed by March 31  
 Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.  
 Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required)

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

*Adam Rao*

Signature of Public Benefit Corporation's Chief Executive Officer

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

**Email Address for Official Notices**

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

**List a name and daytime phone number of a person who can be contacted about this form:**

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes  No

# Showcraft GBC

## Minnesota Annual Benefit Report 2021

### Overview & Third-Party Standard

Showcraft GBC acquired Showcraft, Inc. on October 1, 2021. For more than 25 years, Showcraft has been a leading trade show exhibit producer serving clients across multiple industries to help them showcase what's remarkable about their products and services.

Showcraft GBC and its Board of Directors have selected the B Impact Assessment (BIA) as its third-party standard for benefit reports. Used by more than 100,000 businesses worldwide, the BIA remains the most widely-used impact measurement and management tool for businesses to measure, compare, and improve their social and environmental impacts. The BIA is governed by the non-profit organization, B Lab, and meets the statutory requirement that the third-party standard must be comprehensive, credible, transparent, and independent. More information about both the BIA and B Lab can be found at [bimpactassessment.net](http://bimpactassessment.net).

Benefit corporation statutes require a benefit report to include narrative responses to a specific set of questions. Below are our responses to those statutory questions.

### **Describe the ways in which the benefit corporation pursued general public benefit during the year and the extent to which general public benefit was created.**

Showcraft GBC's mission is to be the leading events partner for world-changing companies. Since acquiring Showcraft, Inc., on October 1, 2021, Showcraft GBC has taken meaningful steps to align with the BIA on matters of Governance, Workers, and Community. We anticipate taking further steps in these areas as well as addressing the matters within the BIA of Customers and the Environment as we pursue B Corp certification in 2022, Showcraft GBC's first full calendar year of operations.

### **Governance**

- Created and implemented a company mission statement
- Created and rolled out an employee handbook with ethics and whistleblower policies
- Incorporated social and environmental impact into our decision-making processes
- Created and defined an organizational chart with clear job descriptions for employees
- Significantly improved the company's financial reporting mechanisms for regular review

### **Workers**

- Improved employee pay; 100% of our workers earn at least a living wage
- Improved employee retirement benefits and expanded benefits to all employees
- Expanded healthcare and dental benefits to all employees
- Implemented monitoring and evaluation tools to measure employee engagement
- Implemented an unlimited PTO policy for all employees

### **Community**

- Reconfigured and installed a gender-neutral bathroom in our offices
- Expanded the diversity of our company's management team; 67%+ identify as women

### **Describe any circumstances that hindered efforts to pursue or create general public benefit.**

The ongoing COVID-19 pandemic has limited our ability to engage in normal business operations as sporadic event cancellations remain a key issue for our company. However, we remain on track to continue building on our initial delivery of public benefit from the last 3 months of 2021 after completing the acquisition of Showcraft, Inc., in 2022, Showcraft GBC's first full calendar year of operations.



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*Steve Simon*

Steve Simon  
Secretary of State