



2017

MCN ANNUAL CONFERENCE

SPONSORSHIP AND EXHIBIT GUIDE

October 12-13, 2017

Saint Paul RiverCentre
St. Paul, MN



2017 MCN Annual Conference

The Minnesota Council of Nonprofits is bringing the 2017 Annual Conference back to St. Paul! Taking place on October 12-13, this one-of-a-kind conference hosts over 1,200 nonprofit leaders, all converging in Minnesota's capital city for a day-and-a-half of learning, networking and reinvigoration.

Attendees of the 2017 MCN Annual Conference represent all different types and sizes of nonprofits, and they will represent a range of job responsibilities, including leadership, governance, fundraising, financial management, communications, policy and advocacy, among others. Sponsors like you will be able to reach participants before, during and after the conference through recognition in promotional brochures, on the conference website, in the conference program and during plenary sessions. Through an exhibit table, you will have a chance to meet with hundreds of nonprofit and foundation leaders looking for solutions to their organization's management and operations challenges.

October 12-13, 2017

Saint Paul RiverCentre, St. Paul, MN

Time:

Thursday, October 12, 11 a.m. - 5 p.m.

Friday, October 13, 7:30 a.m. - 3:30 p.m.

Admission:

Super Saver: \$169 for members only

Early Bird: \$199 for members only

Standard: \$229 members/\$269 nonmembers

Late/On-site: \$259/\$299

Attendees: 1,200 nonprofit professionals and decision-makers

Sessions: Two large plenaries, more than 40 breakout sessions



Exhibitor Highlights

This conference will be packed with networking opportunities, inspirational moments and time for learning, reflection, gathering resources and even fun. Don't miss any of these great events.

Exhibitor Showcase: Exhibits will feature sponsors, vendors and consultants who specialize in working closely with nonprofits.

Exhibitor Word Scramble: A fun game with prizes will encourage participants to visit as many exhibitors as possible. Exhibitors will be sent a list of emails of all game entrants after the conference.

Nonprofit Mission and Excellence Awards: We'll use the Grand Ballroom to announce the recipients of the 2017 Nonprofit Mission and Excellence Awards, adding to the festivities and action of Friday's networking lunch.

Networking: Get to know hundreds of nonprofit leaders and staff across the state—meet with old colleagues and new friends. Find out what others are doing, how you can collaborate, learn from one another and share experiences.

Questions about Sponsorship at the 2017 MCN Annual Conference?

Contact: Paul Masiarchin at

651-757-3087 or

pmasiarchin@minnesotanonprofits.org



2017 MCN Annual Conference

Recognition in Marketing Materials	Diamond Plenary (\$12,500)	Diamond Network (\$10,000)	Platinum (\$7,500)	Gold (\$5,000)	Silver (\$3,000)
Listed in preliminary conference brochure, to 12,000 recipients (July)	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Name)	◇ (Name)
Listed in full conference brochure, to 15,000 recipients (Sept.)	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Name)	◇ (Name)
Acknowledged as sponsor in Fall edition of Nonprofit News	◇	◇	◇		
Link to sponsor website in conference email messages	6 (logo)	6 (logo)	6 (logo)	1 (Name)	1 (Name)
Logo/link to sponsor website on all conference webpages	◇	◇	◇		
Logo/link to sponsor website on sponsor page of conference website	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Med. logo)	
Name/link to sponsor website on sponsor page of conference website					◇
Tweets about you from MCN with conference hashtag	4	4	2	1	1
Recognition at Conference	Diamond	Diamond	Platinum	Gold	Silver
Exclusive Sponsor of plenary session with welcome	◇				
Exclusive Sponsor of conference reception or break		◇			
Recognized as a sponsor by a plenary emcee	◇	◇	◇	◇	◇
Logo will appear on large screens in ballroom	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Med. logo)	
Name will appear on large screens in ballroom					◇
Logo on conference signs	◇	◇			
Logo on front cover of conference program	◇				
Logo on back cover of conference program	◇ (Large logo)	◇ (Large logo)	◇ (Med. logo)	◇ (Med. logo)	
Name on back cover of conference program					◇
Exhibit and Advertising with Your Sponsorship	Diamond	Diamond	Platinum	Gold	Silver
Full conference exhibit package-premier location	◇	◇	◇	◇	◇
One-page flyer included in the conference packets	◇	◇	◇	◇	
One-time use of conference attendee mailing list	◇	◇	◇	◇	
Advertisement in conference program	Full Page	Full Page	Half Page	1/4 Page	Bus. Card
Admissions to all conference events (additional attendees can be registered at \$149 per attendee)	8	8	6	4	2

2017 MCN Annual Conference

▶ DIAMOND LEVEL SPONSORSHIP - PLENARY SPONSOR

\$12,500 (2 available)

- Exclusive sponsor of a conference plenary session; invited to give a brief welcome from the podium; logo listed alongside plenary description online and in program
- Logo on conference signs
- Large logo on preliminary conference brochure (12,000+)
- Large logo on full conference brochure (15,000+)
- Large logo and link to your website on all conference webpages
- Large logo and link in all conference-related email messages
- Large logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Logo on front cover of program book
- Large logo in program book and on plenary screens
- 4 MCN tweets about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Full-page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 8 to all conference events

▶ DIAMOND LEVEL SPONSORSHIP - NETWORK SPONSOR

\$10,000 (2 available)

- Exclusive sponsor of a conference reception or break; logo listed alongside session description online and in program
- Logo on conference signs
- Large logo on preliminary conference brochure (12,000+)
- Large logo on full conference brochure (15,000+)
- Large logo and link to your website on all conference webpages
- Large logo and link in all conference-related email messages
- Large logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Large logo in program book and on plenary screens
- 4 MCN tweets about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Full page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 8 to all conference events

▶ PLATINUM LEVEL SPONSORSHIP \$7,500 (4 available)

- Medium logo on preliminary conference brochure, (12,000+)
- Medium logo on full conference brochure (15,000+)
- Medium logo and link to your website on all conference webpages
- Medium logo and link in all conference-related email messages
- Medium logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Medium logo in program book and on plenary screens
- 2 MCN tweets about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Half-page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 6 to all conference events

▶ GOLD LEVEL SPONSORSHIP \$5,000

- Name on preliminary conference brochure (12,000+)
- Name on full conference brochure (15,000+)
- Medium logo and link on the sponsor page of conference website
- Name and link in all conference-related email messages
- Recognized by the emcee during the plenary session
- Medium logo in program book and on plenary screens
- 1 MCN tweet about you with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Quarter-page display ad in conference program
- One-time use of conference attendee mailing list
- Admission for 4 to all conference events

▶ SILVER LEVEL SPONSORSHIP \$3,000

- Name on preliminary conference brochure (12,000+)
- Name on full conference brochure (15,000+)
- Your name and link on the sponsor page of conference website
- Name and link in all conference-related email messages
- Recognized by the emcee during the plenary session
- Your name in program book and on plenary screens
- 1 MCN tweet about you with the conference hashtag
- Full conference exhibit package-premier location
- Business card-sized display ad in conference program
- Admission for 2 to all conference events

▶ A LA CARTE SPONSORSHIP OPPORTUNITIES

Conference Tote Bag Sponsor (\$4,000; 1 available)

- Your logo on conference tote bags
- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session as a sponsor
- Your name in program and on plenary screens
- Admission for 2 to all conference events

Conference Nametag Sponsor (\$2,500; 1 available)

- Your logo on all conference attendee nametags
- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session as a sponsor
- Your name in program and on plenary screens
- Admission for 2 to all conference events

**No
Longer
Available**

Wifi Sponsor (\$2,500; 1 available)

- Your logo in program alongside wifi access information
- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session as a sponsor
- Your name in program and on plenary screens
- Admission for 2 to all conference events

Exhibit Hunt Sponsor (\$2,500; 1 available)

- Your logo on Exhibit Hunt Cards; your product(s) featured as top Exhibit Hunt prize(s)
- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session as a sponsor
- Your name in program and on plenary screens
- Admission for 2 to all conference events



2017 MCN Annual Conference

Exhibit Opportunities

Over 1,100 participants are expected to attend the largest gathering of nonprofits in Minnesota. As an exhibitor, you will have an opportunity to meet with decisionmaking staff, trustees and volunteers in many positions within their organizations—from executive directors and communication managers to human resources directors and program managers. This conference covers everything from the how-to's to the big-picture issues.

As an exhibitor you will be located in the main hallway/walkway on the 2nd floor of the Saint Paul RiverCentre.

Benefits to You:

- Connect with nonprofits across the state
- Meet with new prospects and generate new leads
- Maximize your market exposure
- Discuss client needs and explain solutions you offer

At the Conference:

At this year's conference, there will be concentrated periods of time where participants will be focused on visiting with exhibitors. Additionally, MCN will provide extra incentives for attendees to visit with exhibitors, including:

- Exhibits located in walkways directly outside breakouts
- Exhibitor Hunt
- Coffee/refreshments amongst exhibits on both days
- Extended break times on both days
- Coffee lounge with couches in the exhibit area

Exhibitor Package Includes:

- 8-foot draped and skirted table and two chairs
- Listing with Web address in event program
- Listing and link on the event website
- Wireless web access for your exhibit table
- One 8 ½ x 11 black and white sign
- Free admission to the entire conference for up to two people (additional staff can register at the Super Saver rate of \$169 at any point).
- Available to MCN nonprofit and associate members only.

Conference Details

2017 MCN Annual Conference

October 12-13, 2017
Saint Paul RiverCentre
St. Paul, MN

Exhibit Showcase Hours

Thursday, October 12, noon - 4:30 p.m.
Friday, October 13, 7:30 a.m. - 3:30 p.m.

Exhibit/Advertising Registration Deadline:

Friday, September 1, 2017

Set-Up

Thursday, October 12, 10 - 11:30 a.m.
(All exhibits must be set-up by 11:30 a.m.)

Tear Down

Friday, October 13, 3:30 - 4:30 p.m.
(Early tear-downs are NOT permitted)

Exhibit Options:

Exhibit fees are tiered based on their location. There are limited exhibit spaces in each category. Exhibits assignments are on a first-come, first-served basis. You must request your space upon reservation and assignments will be made based on request and availability at the time of submission.

Premium Exhibit Space: \$1,300

Regular Exhibit Space: \$1,000

1/2 Regular Exhibit Space: \$650

Bookend Exhibit Space: \$850

*See facility maps on pages 8 for booth locations.

Exhibit fees do not include A/V needs, including electrical Internet access. Forms for ordering these items will be provided.

You must indicate your booth preference on your order form. Please indicate your first choice, and an area for your second choice in the event your first choice is taken.

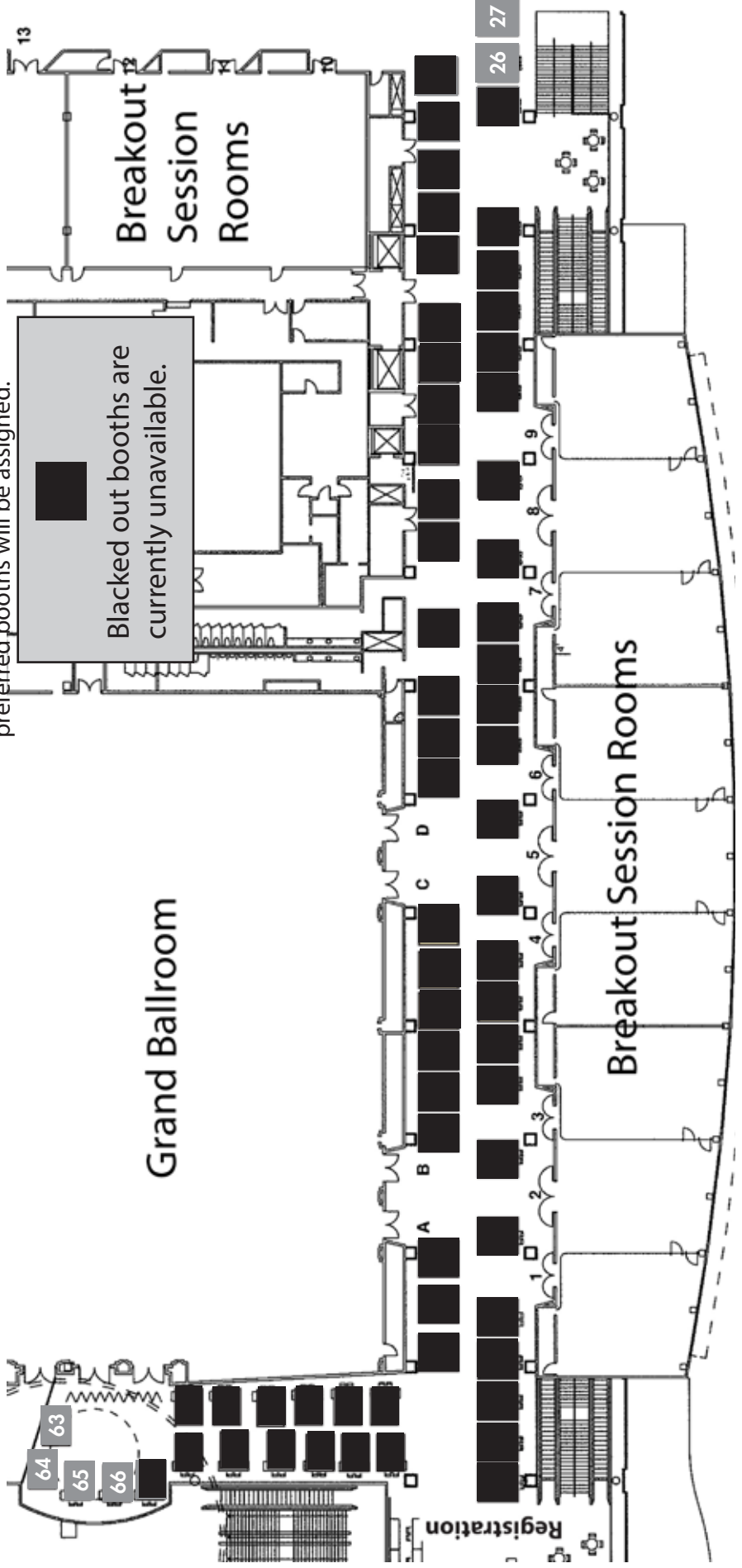
Exhibit Hall Options

- S** **Sponsor Space**
- Premium Space:** Choose from among high-traffic areas
- Regular Space:** Great booth locations at an affordable price
- B** **Bookend Space:** Full exhibit booths at our lowest price point

Premium Spaces	
1 Premium Space	\$1,300
Regular Spaces (10-19 and 42-49)	
1 Regular Space	\$1,000
1/2 Regular Space	\$650
Bookend Spaces (25-34 and 63-67)	
1 Bookend Space	\$850

1/2 Space: Due to demand, only Regular Spaces will be offered in half booths in 2017

Please note: Exhibitors are welcome to request preferred booth numbers, but booths are assigned on a first-come, first-serve basis. MCN will assign preferred booths if available, but cannot guarantee preferred booths will be assigned.

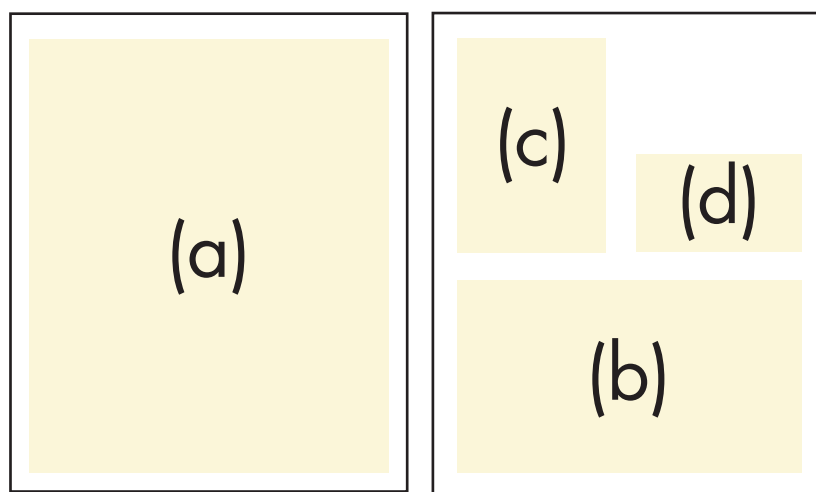


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Advertising Opportunities

Program Advertising

Size	Width	Height	Rate	Exhibitor Rate
(a) Full Page B/W	7 1/2"	10"	\$1,100	\$900
(b) 1/2 Page B/W	7 1/2"	4 2/3"	\$800	\$600
(c) 1/4 Page B/W	3 1/2"	4 2/3"	\$500	\$350
(d) Business Card B/W	3 1/2"	2"	\$400	\$250



Ad insertion deadline: August 17, 2017

Ad materials deadline: September 7, 2017

Packet Insert:

Your company provides 1300 copies of a brochure, flier or other item promoting your business and we'll insert it into every participant's packet. Additional/leftover inserts will be returned during or after the conference.

Exhibitor/Advertiser Rate: \$500

Regular Rate: \$750

Participant Mailing List:

Continue reaching conference participants after the conference by receiving a participant mailing list. The list includes the name and postal mailing address of each participant.

Participant Mailing Lists are available to conference exhibitors only: \$450

Please Note: Email addresses are not provided, as MCN's privacy contracts do not allow for the distribution of member email addresses.

Questions About Exhibiting or Advertising at the 2017 MCN Annual Conference?

Contact: John Wurm at 651-757-3082 or jwurm@minnesotanonprofits.org

2017 Annual Conference Sponsor/Exhibitor Registration Form

Organization Information

(Contact person's name - for logistical information)

(Contact person's phone)

(Contact person's email)

(Business name - as it should appear in print)

(Organization's street address)

(City, State, Zip)

(Website - as it should appear and link to)

Conference Sponsorship

Diamond Level - Plenary Sponsorship (\$12,500)

Diamond Level - Network Sponsorship (\$10,000)

Platinum Level Sponsorship (\$7,500)

Gold Level Sponsorship (\$5,000)

Silver Level Sponsorship (\$3,000)

A La Carte Level Sponsorship (Describe) _____ (\$)

Conference Exhibit

Premium Booth (\$1,300)

Bookend Booth (\$850)

Regular Booth (\$1,000)

Half Regular Booth (\$650)

First Choice Booth # _____

Second Choice (Range) Booth #s _____

(Exhibitor Attendee 1 - name and email)

(Exhibitor Attendee 2 - name and email)

Conference Advertising

Program Ad (Size _____ / Rate _____)

Packet Insert (\$500 Exhibitors/ \$750 Standard Rate)

Participant List (Exhibitors Only - \$400)

Payment Information

Check Enclosed Please Bill My Credit Card

Return Your Reservation Form to MCN by September 1, 2017
Fax completed registration and credit card information to 651-642-1517
Mail complete registration and payment to: Minnesota Council of Nonprofits, 2314 University Ave. W., Ste. 20, St. Paul, MN 55114
Email completed registration form to accountant@minnesotanonprofits.org

(Card Number)

(Exp. Date)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)



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