

# Nonprofit Finance & Sustainability Conference

APRIL 13, 2017

Earle Brown Heritage Center  
Brooklyn Center, MN



**Exhibit & Advertising Guide**



# Nonprofit Finance & Sustainability Conference

Financial leadership isn't only reserved for executive directors and finance managers. Board members, program managers, bookkeepers, operations managers and others are responsible for understanding your organization's financial picture and all play a role in maintaining accountability and sustainability.

In today's dynamic economic environment, it's increasingly important for a broad array of nonprofit board and staff to understand your organization's financial picture—and to plan for your organization's financial future.

Join the Minnesota Council of Nonprofits and Nonprofits Assistance Fund for the **2017 Nonprofit Finance and Sustainability Conference**. This sixth annual day-long conference will offer insights, strategies and tools for staff and board members looking at your organization's financial sustainability from diverse perspectives—from strategy and oversight to implementation and evaluation.

**Date:** April 13, 2017

**Location:** Earle Brown Heritage Center  
Brooklyn Center, MN

**Time:** 7:00 a.m. – 4:30 p.m.

**Admission:** \$199 members (\$229 nonmembers)

**Attendees:** 400+ board members, program managers, bookkeepers, operations managers and decision-makers

**Sessions:** Large plenary, 15 breakout sessions, legal and financial trivia period, townhall discussions and "Ask the Expert" individual question time

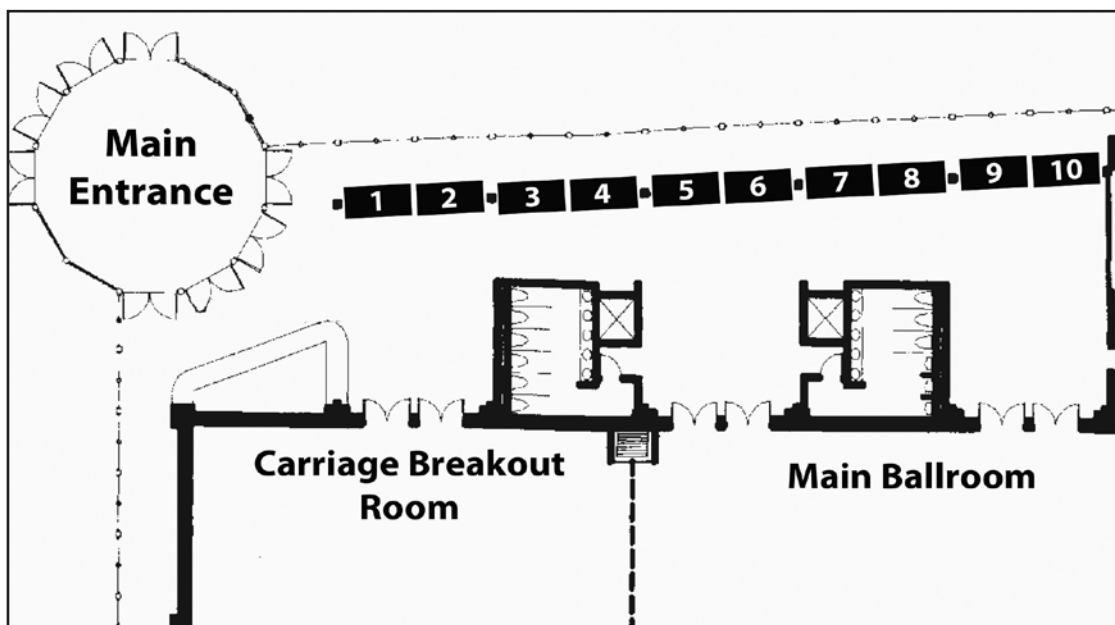


## Conference Exhibits (\$700)

Being one of a limited number of conference exhibitors offers you a unique opportunity to display your product or company in front of 400+ nonprofit decisionmakers. As an exhibitor, that means you will have ample time to meet and talk with participants. Exhibits will open for the morning rush of registration, then again over the lunch and between breakout sessions.

### 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.
- Free admission to the entire conference for up to two people. Additional registrations can be purchased at anytime at the Early Bird rate of \$169.



## Exhibitor Details

**Exhibit Hours**  
7 a.m. – 3:30 p.m.

**Exhibit/Advertising  
Registration Deadline:**  
March 10, 2017

**Set-Up**  
April 13, 6:15 – 7 a.m.

**Tear Down**  
April 13, 3:30 p.m.

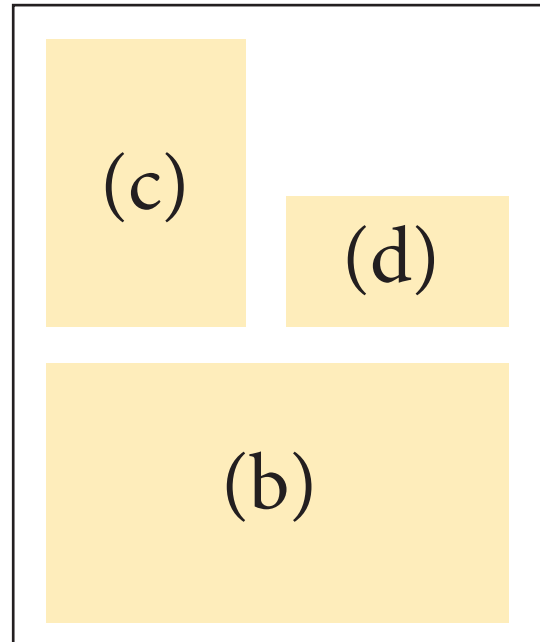
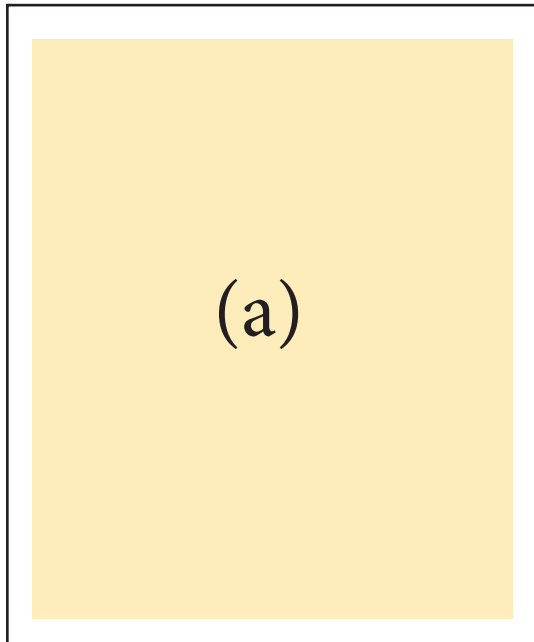


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## Additional Advertising Opportunities

### Program Advertising

| Size                     | Width  | Height | Rate  | Exhibitor Rate |
|--------------------------|--------|--------|-------|----------------|
| <b>(a) Full Page</b>     | 7 1/2" | 10"    | \$550 | \$425          |
| <b>(b) 1/2 Page</b>      | 7 1/2" | 4 2/3" | \$400 | \$300          |
| <b>(c) 1/4 Page</b>      | 3 1/2" | 4 2/3" | \$300 | \$200          |
| <b>(d) Business Card</b> | 3 1/2" | 2"     | \$175 | \$100          |



**Ad reservation deadline:** February 26, 2017

**Ad materials deadline:** March 24, 2017

### Packet Insert

Your company provides 500 copies of a brochure, flier or other item promoting your business and we'll insert it into every participant's packet. Inserts need to be sent to MCN by March 24, 2017.

Packet Inserts are available to conference exhibitors only: \$200

### 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.

We're sorry, email addresses are not provided, as MCN's privacy contract with our members does not allow us to distribute email addresses.

Participant Mailing Lists are available to conference exhibitors only: \$200



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## EXHIBITOR RESERVATION FORM

### Organization Information

\_\_\_\_\_  
(Contact person's name - for logistic 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 Exhibit

1 Regular Space (\$700)

\_\_\_\_\_  
(Exhibitor Attendee 1 - name and email)

\_\_\_\_\_  
(Exhibitor Attendee 2 - name and email)

### Conference Advertising / Insert / Mailing List

- Program Ad (Size \_\_\_\_\_ / Rate \_\_\_\_\_)  
\*Ad materials due March 24, 2017
- Packet Insert (Exhibitors Only - \$200)
- Participant List (Exhibitors Only - \$200)

**Return Reservation Form to MCN by March 10, 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](mailto:accountant@minnesotanonprofits.org)

### Payment Information

- Check Enclosed
- Please Bill My Credit Card - (Total to be charged) \_\_\_\_\_

\_\_\_\_\_  
(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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 Earle Brown Heritage Center, Brooklyn Center

