

2018 Sponsor and Exhibitor Packet



Nonprofit  
Communications  
and Technology  
Conference

March 21, 2018 |  
Hyatt Regency  
Minneapolis  
7:30 a.m. - 5 p.m.

MINNESOTA  
COUNCIL OF  
NONPROFITS

# 2018 Nonprofit Communications and Technology Conference



Technology and communications are inextricably linked. This conference gives nonprofit staff and leaders an opportunity to connect their work with current communications trends, new technologies and innovative projects.

Varied opportunities for learning, including more than 25 breakout sessions, create a dynamic environment. Industry leaders share the very latest efficient solutions through innovation and technology—bringing the newest techniques into the limelight.

**Date:** March 21, 2018

**Location:** Hyatt Regency Minneapolis

**Time:** 7:30 a.m. – 4:30 p.m.

**Admission:** Inventory-based pricing starting at \$159

**Attendees:** 700+ communications-professionals, nonprofit managers, techies and decision-makers.

**Sessions:** Large plenary and more than 25 informative breakout sessions

This is Minnesota's largest annual conference focused on nonprofit technology and communications. It's a great place to get front-and-center among hundreds of nonprofit leaders and decision-makers.

**Demographics:** As self-reported by attendees at 2017 conference:

- Marketing & Communications – 42%
- Technology – 9%
- Fundraising – 7%
- Management – 6%
- Administration/HR – 6%
- Executive Director – 4%
- Program Delivery – 4%

## At the Conference

At this year's conference, there will be several concentrated periods of time where participants will be focused on visiting with exhibitors. As a sponsor/exhibitor, that means you will have ample time to meet and talk with participants while the only conference activity is in the exhibit hall.

Exhibits will open for the morning rush of registration at 7 a.m., during an extended mid-morning break and again over lunch, where participants will be invited to enjoy a buffet-style lunch while visiting the exhibits. During these times, you will be the center of attention as all conference activities will be focused on the Exhibit Hall. MCN will provide extra incentives for participants to learn more about your products and services:

- **Exhibitor Word Scramble:** A fun game with door prizes will encourage participants to visit as many exhibitors as possible.
- **Continental Breakfast:** Coffee/drinks will be served within the Exhibit Hall, ensuring a good flow of traffic early in the morning.
- **Mid-Morning Break:** This break—during which coffee and refreshments will be available in the Exhibit Hall—will provide 30 minutes for you to chat with attendees.
- **Buffet Lunch:** We'll provide 60 minutes at lunch when participants will be encouraged to mingle, network and explore your resources and exhibits.

For more information about the  
2018 Nonprofit Communications and Technology Conference, visit:  
[www.minnesotanonprofits.org/events](http://www.minnesotanonprofits.org/events)





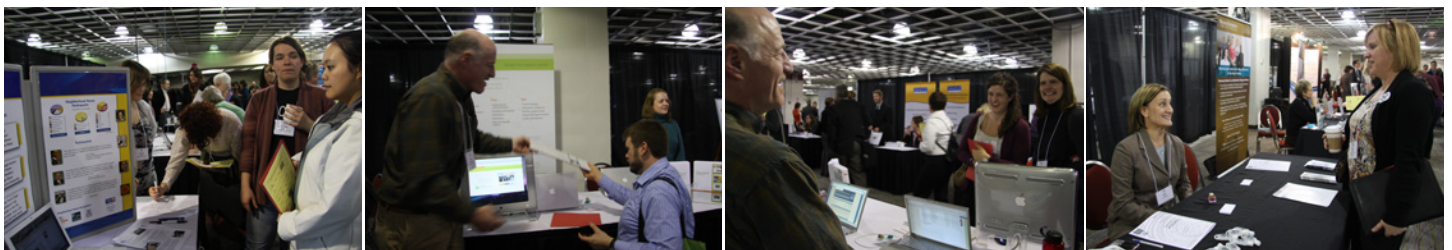
# 2018 Nonprofit Communications and Technology Conference

## Sponsorship Opportunities

Premium packages provide you with the opportunity to build your brand, show your support for Minnesota's nonprofits and connect with hundreds of targeted decision makers. Packages are customizable to your preferences to offer you the highest level of visibility at and leading up to the conference. Additional A La Carte Sponsorships are available with unique benefits to help you get the most bang for your sponsorship buck.

Sponsorship inquiries can be sent to Paul Masiarchin at [pmasiarchin@minnesotanonprofits.org](mailto:pmasiarchin@minnesotanonprofits.org) or 651-757-3087.

Recognition through Marketing Materials	Diamond	Platinum	Gold	Silver
Logo on conference brochure, mailed to 8,000	◇	◇		
Logo and link to your website on all conference webpages	◇	◇		
Logo and link in conference-related email messages	4	4	1	
Logo and link on sponsor page of conference website	◇	◇		
Name and link on sponsor page of conference website			◇	◇
Tweets from MCN with conference hashtag	5	3	2	1
Recognition at Conference	Diamond	Platinum	Gold	Silver
Exclusive sponsor of keynote with welcome from podium	◇			
Logo on conference signs	◇			
Recognized by plenary emcee as sponsor	◇	◇	◇	◇
Logo on front of conference program	◇			
Logo in program book and plenary screens	◇	◇		
Name in program book and plenary screens			◇	◇
Exhibit and Advertising with Your Sponsorship	Diamond	Platinum	Gold	Silver
Full conference exhibit package - premier location	◇	◇	◇	◇
Insert included in the conference packets (\$400 value)	◇	◇	◇	
Display ad in conference program	Full Page	Half Page	1/4 Page	Bus. Card
Free admissions to all conference events	8	6	4	2
Conference participant mailing list (\$400 value)	◇	◇	◇	





# 2018 Nonprofit Communications and Technology Conference

## » DIAMOND LEVEL SPONSORSHIP

(1 available) -- \$10,000

- Exclusive Sponsor of the keynote, invited to give a brief welcome from the podium
- Logo on conference signs
- Logo on conference brochure, mailed to 8,000
- Logo and link to your website on all conference webpages
- Logo and link in all conference-related email messages
- Logo and link on the sponsor page of conference website
- Recognized by the emcee during the plenary session
- Logo in program book and on plenary screens
- Logo on front of program book
- 5 Tweets about you from MCN with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Full-page display ad in conference program
- Admission for 8 to all conference events
- Conference participant mailing list

## » PLATINUM LEVEL SPONSORSHIP

(3 available) -- \$8,000

- Logo on conference brochure, mailed to 8,000
- Logo and link to your website on all conference webpages
- Logo and link in all conference-related email messages
- Logo and link on the sponsor page of conference website
- Recognized by the emcee during the keynote
- Logo in program book and on plenary screens
- 3 Tweets about you from MCN with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Half-page display ad in conference program
- Admission for 6 to all conference events
- Conference participant mailing list

## » GOLD LEVEL SPONSORSHIP

(5 available) -- \$5,000

- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the keynote
- Your name in program book and on plenary screens
- 2 Tweets about you from MCN with the conference hashtag
- Full conference exhibit package-premier location
- Insert included in the conference packets
- Quarter-page display ad in conference program
- Admission for 4 to all conference events
- Conference participant mailing list
- Logo and link in one conference email message

## » SILVER LEVEL SPONSORSHIP

(5 available) -- \$3,000

- Your name and link on the sponsor page of conference website
- Recognized by the emcee during the keynote
- Your name in program book and on plenary screens
- 1 Tweet about you from MCN 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
- Conference participant mailing list

For more information on sponsorship opportunities, contact:

Paul Masiarchin, MCN Program Director  
pmasiarchin@minnesotanonprofits.org  
651-757-3087

## » A LA CARTE SPONSORSHIP OPPORTUNITIES

(1 available in each category) -- \$2,000 each

### Conference nametags

- Your logo on conference nametags
- Your name in program and on plenary screens
- Your name on sponsor page of conference website
- Admission for 2 to all conference events

### Dot.Org Awards

- Your logo on awards signs
- Your name in program and on plenary screens
- Your name on sponsor page of conference website
- Admission for 2 to all conference events

### Wi-Fi Access

- Your logo on Wi-Fi description inside program book
- Your name in program and on plenary screens
- Your name on sponsor page of conference website
- Admission for 2 to all conference events

### Morning Break

- Your logo on morning break signs
- Your name in program and on plenary screens
- Your name on sponsor page of conference website
- Admission for 2 to all conference events

### Closing Happy Hour

- Your logo on happy hour signs
- Your name in program and on plenary screens
- Your name on sponsor page of conference website
- Admission for 2 to all conference events

*Add a exhibit table to any A La Carte package for \$400.*



# 2018 Nonprofit Communications and Technology Conference

## Exhibit Opportunities

Exhibits offer you a unique opportunity to display your product or company in front of over 700 nonprofit decision-makers. The exhibit hall is open during the registration period, mid-morning break and over lunch – when NO other competing conference events are scheduled.

As an exhibitor, you will have ample time to meet and talk with participants while the only conference activity is in the exhibit hall. Exhibits will open for the morning rush of registration, then again over the lunch, where participants will be invited to share a buffet-style lunch while visiting the exhibits. During this time, you will be the center of attention as all conference activities will be focused on the Exhibit Hall.

### MCN will provide extra incentives for participants to learn more about your products and services:

- **Exhibitor Word Scramble:** A fun game where attendees seek out letters in vendor booths, unscramble the phrase, and enter a prize drawing.
- **Continental Breakfast:** Coffee and food will be served within the Exhibit Hall, ensuring a good flow of traffic early in the morning.
- **Mid-Morning Break:** This refreshment break will take place in the Exhibit Hall, providing 30 minutes for you to chat with attendees.
- **Buffet Lunch:** We'll provide 60 minutes at lunch when participants will be encouraged to mingle, network and explore your resources and exhibits.

### Exhibitor Package Includes:

- Free admission to the entire conference for up to two people (additional exhibit registrations can be purchased at the Early Bird rate of \$159)
- One standard 6' draped and skirted table with chairs
- • Listing and link on conference website
- Inclusion of contact information in conference program, including a 50-word company description and web URL
- Wireless web access for your exhibit table
- Does not include electricity

## Conference Details

### 2018 Nonprofit Communications and Technology Conference

March 21, 2018, 7:30 a.m. - 4:30 p.m.

Hyatt Regency Minneapolis

1300 Nicollet Mall

Minneapolis, MN 55403

### Exhibit Hall Hours

7 a.m. – 1:45 p.m.

### Exhibit/Advertising Registration

#### Deadline:

February 21, 2018

### Set-Up

March 21, 6 – 7:00 a.m.

### Tear Down

March 21, 1:45 p.m.

## Exhibit Hall Options

**Full Table:** Purchase a standard booth at an affordable price.

**½ Table:** For the budget conscious exhibitor, opt to share a premium or regular space with another exhibitor at a discounted rate.



# 2018 Nonprofit Communications and Technology Conference

## Exhibit Hall Options

### S Sponsor Space

**Regular Space:** Standard exhibit spaces measure 10' x 10' and include an six-foot draped table, two chairs, a 50-word description in the conference program and inclusion in the Exhibitor Word Scramble.

**½ Space:** For the budget conscious exhibitor, share a space with another exhibitor at a discounted rate.

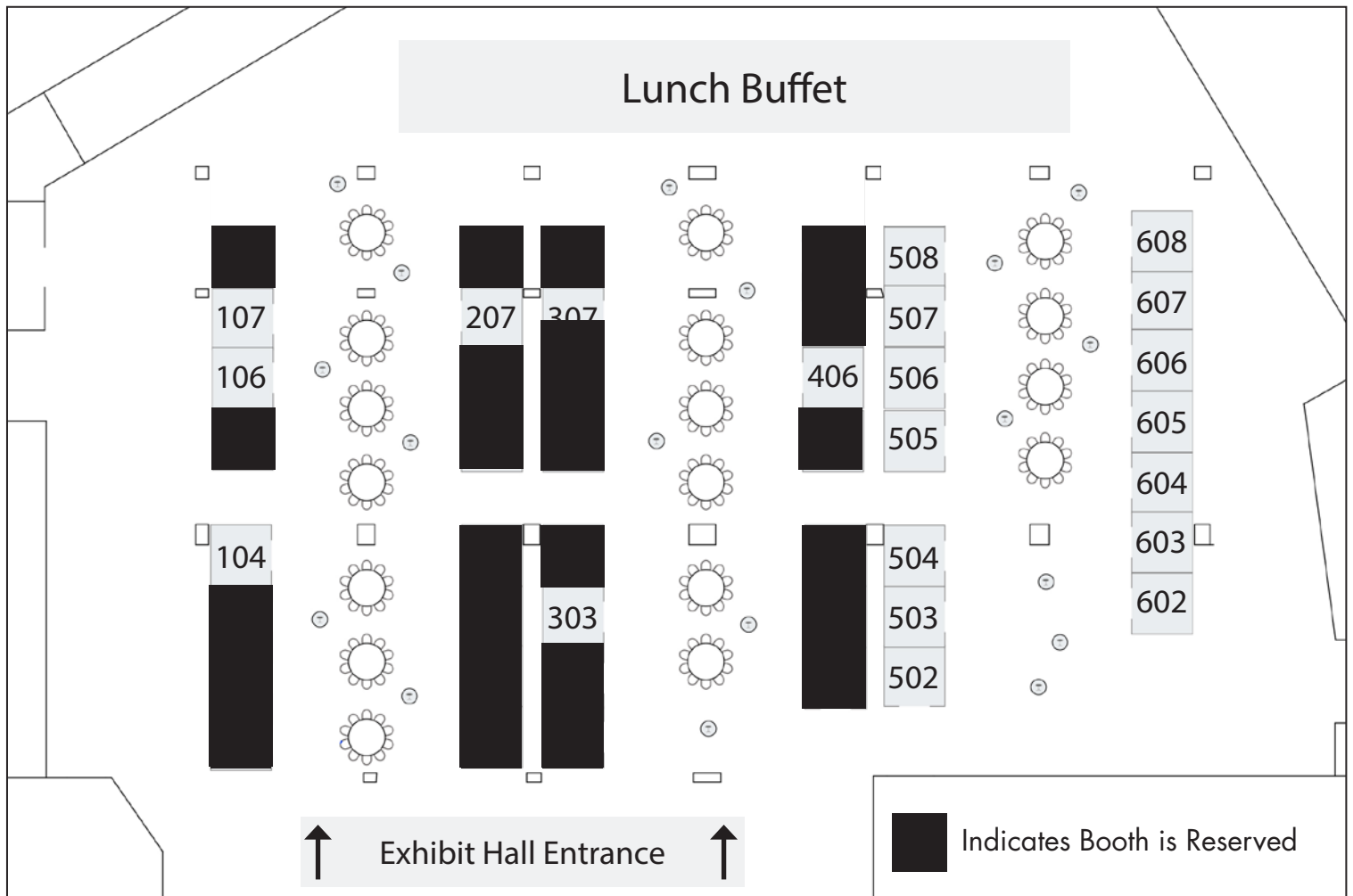
### Exhibitor Spaces

Full table (rows 100-400)	\$850
1/2 table (rows 100-400)	\$525
Full table (rows 500-600)	\$725
1/2 table (rows 500-600)	\$425

**Please note:** Exhibitors are invited to request preferred booth locations, but exhibits are assigned on a first-come, first-serve basis. Conference sponsors receive priority booth placement.

MCN will assign preferred booths to remaining exhibitors, if available, but cannot guarantee preferred booths will be assigned.

## Exhibitor Hall Map



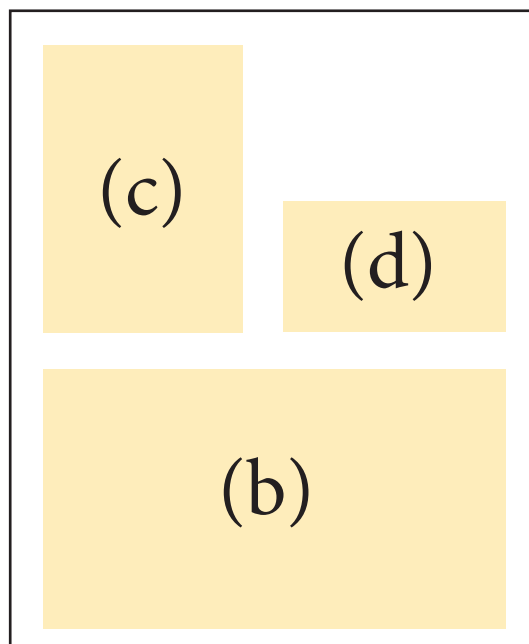
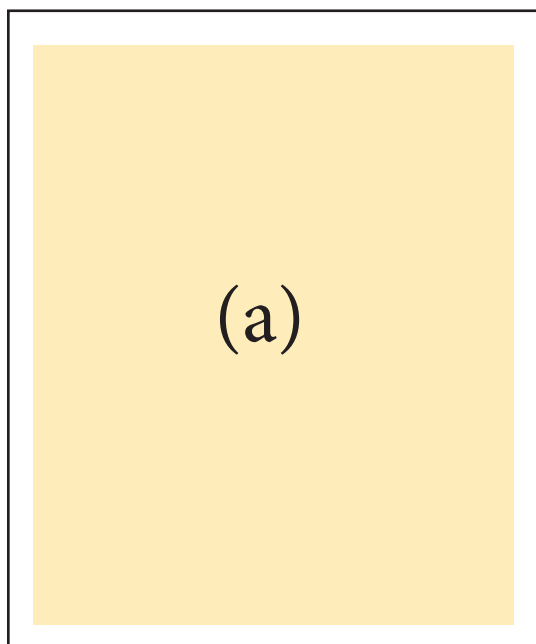


# 2018 Nonprofit Communications and Technology Conference

## Additional Advertising Opportunities

### Program Advertising

Size	Width	Height	Rate	Exhibitor Rate
(a) Full Page	7 1/2"	10"	\$750	\$600
(b) 1/2 Page	7 1/2"	4 2/3"	\$600	\$400
(c) 1/4 Page	3 1/2"	4 2/3"	\$400	\$250
(d) Business Card	3 1/2"	2"	\$300	\$150



**Ad reservation deadline:** February 9, 2018

**Ad materials deadline:** March 2, 2018

#### Packet Insert:

Your company provides 800 copies of a brochure, flier or other item promoting your business and we'll insert it into every participant's packet.

**Exhibitor/Advertiser Rate:** \$300

**Regular Rate:** \$400

#### 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:** \$300

# 2018 Technology and Communications Conference

## Organization Information

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(Contact person's name - for logistical information)

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(Contact person's phone)

(Contact person's email)

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(Business name - as it should appear in print)

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(Organization's street address)

(City, State, Zip)

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(Website - as it should appear and link to)

## Conference Sponsorship

◇ Diamond Level Sponsorship (\$10,000)

◇ Gold Level Sponsorship (\$5,000)

◇ Platinum Level Sponsorship (\$8,000)

◇ Silver Level Sponsorship (\$3,000)

◇ A La Carte Level Sponsorship (Describe) \_\_\_\_\_ (\$2,000)

◇ Premium Exhibit with A La Carte Package (\$2,500)

## Conference Exhibit

◇ 1 Full Table - Rows 100-400 (\$850)

◇ 1/2 Regular Space - Rows 100-400 (\$525)

◇ 1 Full Table - Rows 500-600 (\$725)

◇ 1/2 Regular Space - Rows 500-600 (\$425)

First Choice Booth # \_\_\_\_\_

Second Choice (Range) Booth #s \_\_\_\_\_

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(Exhibitor Attendee 1 - name and email)

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(Exhibitor Attendee 2 - name and email)

## Conference Advertising

◇ Program Ad (Size \_\_\_\_\_ / Rate \_\_\_\_\_)

◇ Packet Insert (\$300 Exhibitors/ \$400 Standard Rate)

◇ Participant List (Exhibitors Only - \$300)

### Return Your Reservation Form to MCN by February 21, 2018

**Mail:** Accountant  
Minnesota Council of Nonprofits  
2314 University Ave. W, Suite 20  
St. Paul, MN 55114

**Email:** accountant@minnesotanonprofits.org

**FAX:** 651-642-1517

## Payment Information

◇ Check Enclosed      ◇ Please Bill My Credit Card (Total) \_\_\_\_\_

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(Card Number)

(Exp. Date)

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(Name - as it appears on card)

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(Organization Name - if corporate card)

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(Business Address - if different than above)

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(Cardholder Signature)