2019 Virtual Conference for SMALL DEVELOPMENT SHOPS

EXHIBITOR GUIDE

October 2 & 3, 2019

Sponsored by

[Logos of sponsoring organizations]
The conference...

In October 2019, the Minnesota Council of Nonprofits along with its partners North Dakota Association of Nonprofits, North Carolina Center for Nonprofits and Washington Nonprofits will host a virtual conference specifically for nonprofit organizations with no more than two staff members dedicated to fundraising.

What’s a virtual conference? It’s a Web-based event replicating many aspects of a traditional place-based conference. MCN’s virtual conference will feature two keynote sessions, 12 breakout sessions, an exhibit hall, facilitated chat sessions, and opportunities for participants to network with each other before, during and after the event – a total of eight hours of content spread over two days – October 2 and 3.

As this is our second-ever virtual conference, audience size is hard to predict – we are anticipating at least 200 registrants and perhaps as many as 500. Our co-sponsors are some of the largest state associations in the nation...and so we anticipate welcoming recipients from the Midwest as well as both coasts.

The opportunity...

We are working with Intrado – whose virtual conference platform powers online events for some of the biggest membership organizations in the U.S. – including the American Marketing Association, American Payroll Association, and American Society of Association Executives (ASAE).

With Intrado’s platform, exhibitors can showcase content and network with attendees. They can customize their virtual booth with images, video, documents, weblinks, and group or private chat.

Exhibitors will know exactly who visited their booth and what they did when they were there. After the event, each exhibitor will receive a list of participants that visited their booth and what they did in the booth (participate in chat, download materials, etc.).

In addition to their virtual booth, exhibitors will be:
• Mentioned in marketing materials,
• Included in a social media mention during the conference, and
• Have their logo included on the conference lobby page for one of the two conference days.
EVENT LOBBY*:

EXHIBIT HALL*:

EXHIBIT BOOTH*:
Includes customizable branding, content and welcome image or video.

*Please note: These mock-ups are meant to give a general idea of what the virtual environment may look like. Final interfaces may vary.
Pricing

The fee for an exhibit booth will be based on the total number of registrants ($1 per registrant) with a minimum fee of $250 and a maximum fee of $750. (For example: If there are 567 registrations, then the exhibitor fee will be $567; if 212, then $250; if 850, then $750.)

To reserve your space, pay the minimum fee of $250 when you submit your exhibit reservation form. The balance will be invoiced by October 10 and due by October 24. Exhibitors whose balance is paid by October 24 will receive a list of participants who visited their booth.

There will only be eight exhibit booths available for this conference. They are available on a first come, first served basis so reserve your booth today!

For more info, contact Sondra Reis, Director of e-Learning at 651-757-3075 or sreis@minnesotanonprofits.org

Exhibit Reservation Form

Exhibitor Info

Company Name ___________________________________________________
Company Website ___________________________________________________
Contact Person Name _____________________________________________
Contact Person Email _____________________________________________
Contact Person Phone _____________________________________________

Payment Info

☐ Check for $250 payable to MCN is enclosed.
☐ Please charge $250 to my credit card.

Card # ___________________________ Exp. Date ___________________________
Name as it appears on card ___________________________

Return your form via email to sreis@minnesotanonprofits.org or via mail to: Sondra Reis, Minnesota Council of Nonprofits, 2314 University Avenue West, Suite 20, Saint Paul, MN 55114.