ACTCON
ADVANCEMENT. COMMUNICATIONS. TECHNOLOGY.

Minnesota’s largest nonprofit fundraising, communications, and technology convergence.

May 5, 2020
Saint Paul RiverCentre, St. Paul, MN
Sponsor and Exhibitor Packet
Minnesota’s largest nonprofit fundraising, communications, and technology get-together!

While every individual invested in the success of their nonprofit plays some role in uplifting the organization, nonprofit communications, fundraising, and technology staff play a particularly important role in raising the organization to new heights — whether that is raising funds to advance your mission, telling your organization’s story in new and impactful ways, or finding the new technology solution to make it all possible.

In truth, fundraising, communications, and technology are inextricably linked. ACTCON — the largest conference of its kind in Minnesota — gives nonprofit staff and leaders an opportunity to connect their work with current fundraising and communications trends, new technologies, and innovative approaches to how each can support the other and raise our impact on the communities we serve.

Varied opportunities for learning, including 30+ 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:** May 5, 2020  
**Location:** Saint Paul RiverCentre  
**Time:** 7:30 a.m. – 4:30 p.m.  
**Admission:** $169 members / $239 nonmembers  
**Attendees:** 750+ communications professionals, fundraising professionals, nonprofit managers, techies and decision-makers.  
**Sessions:** Large plenary and more than 40 informative and trend-focused breakout sessions

**At the Conference**

With over 750 attendees expected for this newly imagined conference features concentrated periods of time where participants will be focused on visiting with sponsors and exhibitors. That means you will have ample time to meet and talk with participants while the only conference activity is in the exhibit hall.

The Exhibitor Showcase will open for the morning rush of registration at 7:30 a.m., during an extended mid-morning break and again after lunch. During these times, you will be the center of attention, as all 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 prizes that will encourage attendees to visit resources exhibitors.
- **Morning Caffeine:** Coffee/drinks will be served throughout the Exhibit Showcase, 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 Show case—will provide 30 minutes to chat with attendees.
- **Post-lunch Dessert:** We’ll provide 30 minutes when participants will be encouraged to mingle, network, and explore your resources and exhibits, with dessert stations placed throughout the Exhibitor Showcase.

**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.

Questions about sponsoring or exhibiting at **ACTCON**?

For more information about sponsor, exhibit or advertising opportunities at ACTCON, please contact John Wurm, MCN membership and communications director, at jwurm@minnesotanonprofits.org or visit www.minnesotanonprofits.org/events.
<table>
<thead>
<tr>
<th>Sponsor Levels and Benefits</th>
<th>Advocate</th>
<th>Sustainer</th>
<th>Leader</th>
<th>Ally</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo displayed with all appearances of conference logo (1 available)</td>
<td>Choose 1 from this list</td>
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<td>Email sent on your behalf to all event attendees (1 available)</td>
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<td>Plenary remarks from podium (2 available)</td>
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<td>Exclusive breakout workshop - plan and present (4 available)</td>
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<tr>
<td>Logo displayed on attendee nametags (1 available)</td>
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<tr>
<td>Host of one break, meal, or reception (4 available)</td>
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<td>Logo and link on all conference emails</td>
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<td>Logo on conference brochure, mailed to 8,000 (deadline 2/1)</td>
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<td>Extended recognition by plenary emcee</td>
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<tr>
<td>Three tweets from MCN with conference hashtag</td>
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<td>Link on sponsor webpage with logo</td>
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<tr>
<td>Recognized by plenary emcee as sponsor</td>
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<tr>
<td>Logo inside conference program book</td>
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<tr>
<td>Logo on conference slideshow in ballroom</td>
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<tr>
<td>Option to donate a prize for the drawing at reception</td>
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<tr>
<td>Conference exhibit - premier table location, with description in program book ($1,000 value)</td>
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<tr>
<td>Full-page display ad in conference program</td>
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<td>Insert included in conference packets</td>
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<td>Conference participant mailing list (postal service)</td>
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<td>Free admissions for 8 people to full conference</td>
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<tr>
<td>Free admissions for 2 people to full conference</td>
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Exhibit Opportunities

Exhibits offer you a unique opportunity to display your product or company in front of over 800 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. At various times throughout the day, 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.
- **Morning Caffeine**: 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.
- **Post-lunch Dessert**: We’ll provide 30 minutes when participants will be encouraged to mingle, network, and explore your resources and exhibits, with dessert stations placed throughout the Exhibit Hall.

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 $169)
- One standard 8’ 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

2020 Nonprofit Fundraising, Communications and Technology Conference

May 5, 2020, 8 a.m. - 4:45 p.m.
Saint Paul RiverCentre
175 W Kellogg Blvd
St. Paul, MN 55102

Exhibit Hall Hours
7:30 a.m. – 2 p.m.

Exhibit/Advertising Registration
Deadline:
April 3, 2020

Set-Up
May 5, 6 – 7:30 a.m.

Tear Down
May 5, 2 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.
Exhibit Hall Options

- Sponsor Space
- Premium Space
- Regular Space

Sponsor, Premium, and Regular Spaces: Each full booth consists of an 8-foot draped table with two chairs, and measures approximately 10 feet wide by six feet deep.

<table>
<thead>
<tr>
<th>Premium Spaces</th>
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<tbody>
<tr>
<td>1 Premium Space</td>
<td>$1,000</td>
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</table>

<table>
<thead>
<tr>
<th>Regular Spaces</th>
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</thead>
<tbody>
<tr>
<td>1 Regular Space</td>
<td>$900</td>
</tr>
<tr>
<td>1/2 Regular Space</td>
<td>$650</td>
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</tbody>
</table>

½ Space: Due to demand, only Regular Spaces will be offered in half booths in 2020. A half booth vendor will share an 8-foot draped table with another vendor (not in direct competition with the product or service they provide).

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.
Additional Promotional Opportunities

Program Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
<th>Rate</th>
<th>Exhibitor Rate</th>
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</thead>
<tbody>
<tr>
<td>(a) Full Page</td>
<td>7 1/2”</td>
<td>10”</td>
<td>$800</td>
<td>$650</td>
</tr>
<tr>
<td>(b) 1/2 Page</td>
<td>7 1/2”</td>
<td>4 2/3”</td>
<td>$650</td>
<td>$450</td>
</tr>
<tr>
<td>(c) 1/4 Page</td>
<td>3 1/2”</td>
<td>4 2/3”</td>
<td>$450</td>
<td>$275</td>
</tr>
<tr>
<td>(d) Business Card</td>
<td>3 1/2”</td>
<td>2”</td>
<td>$350</td>
<td>$200</td>
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</tbody>
</table>

Packet Insert:
Your company provides 900 copies of a brochure, flier or other item promoting your business and we’ll insert it into every participant’s packet.

Exhibitor/Advertiser Rate: $350  Regular Rate: $450

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

Ad reservation deadline: March 2, 2020  Ad materials deadline: April 3, 2020
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
◊ Advocate Sponsorship ($12,500) ◊ Ally Sponsorship ($5,000)
◊ Sustainer Sponsorship ($10,000) ◊ Partner Sponsorship ($3,000)
◊ Leader Sponsorship ($7,500)

Conference Exhibit
◊ Premium Space ($1,000) ◊ Regular Space ($900) ◊ 1/2 Regular Space ($650)

First Choice Booth # ______________ Second, Third, and Fourth Choice Booth #s ______________

(Exhibitor Attendee 1 - name and email)

(Exhibitor Attendee 2 - name and email)

Conference Advertising
◊ Program Ad (Size _____________ / Rate ______________)
◊ Packet Insert ($350 Exhibitors/ $450 Standard Rate)
◊ Participant List (Exhibitors Only - $300)

Payment Information
◊ Check Enclosed ◊ Please Bill My Credit Card* Total to be charged_______ Promo Code________________

(Card Number) (Exp. Date)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)

*Per our policy, MCN will add a 3% charge to any credit card payments over $2,000 to cover processing fees.