

2024 MCN & MCF Joint Annual Conference



SPONSORSHIP & EXHIBIT GUIDE

October 10-11, 2024

Saint Paul RiverCentre, St. Paul, MN

MINNESOTA
COUNCIL OF
NONPROFITS



MINNESOTA COUNCIL
ON FOUNDATIONS

2024 MCN & MCF Joint Annual Conference

For the first time since 2012, the Minnesota Council of Nonprofits and Minnesota Council on Foundations are joining forces to host the largest gathering of nonprofit and philanthropic professionals in Minnesota! Taking place on October 10-11 in St. Paul, the **2024 MCN/MCF Joint Annual Conference** features two days of learning, relationship building, problem solving, and celebration.

Attendees of this information-packed conference represent all different types and sizes of nonprofits and foundations, as well as a diverse array of job responsibilities and interest areas, including leadership, governance, fundraising, financial management, grantmaking, communications, technology, equity and inclusion, public policy and advocacy, among others.

As a result of their generous support, sponsors and exhibitors place their brand and services in front of nonprofit professionals before, during, and after the conference through recognition in conference communications, promotional materials, the onsite program, during keynote sessions, and more.

Date: October 10-11, 2024

Location: Saint Paul RiverCentre, St. Paul, MN

Time: Thursday, October 10, noon - 5:30 p.m.
Friday, October 11, 7:30 a.m. - 4:30 p.m.

Admission:

Super Saver: \$169 for members only

Early Bird: \$189 for members only

Standard: \$249 members/\$299 nonmembers

Late/Onsite: \$289 members/\$339 nonmembers

Attendees: 1,300 nonprofit, public sector and foundation professionals and decision-makers

Sessions: Two large keynote addresses, more than 40+ breakout sessions, area nonprofit tours, and an awards luncheon



Conference Highlights

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

- **Exhibitor Showcase:** Our exhibitor showcase will feature product and services experts who specialize in helping nonprofits and foundations advance their important work.
- **Exhibitor Word Jumble:** A fun game with prizes that will encourage attendees to visit with and learn from conference sponsors and exhibitors.
- **Two Conference Keynote Sessions:** Both days will feature an enlightening keynote address from sector experts, hosted in the Main Ballroom.
- **Minnesota Nonprofit Mission Awards:** We'll use the Main Ballroom to honor the recipients of the 2024 Nonprofit Mission Awards, adding to the festivities and action of Friday's networking lunch.
- **Organized Networking:** Get to know hundreds of nonprofit, philanthropic, and public sector 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 2024 MCN/MCF Joint Annual Conference?

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



2024 MCN & MCF Joint Annual Conference

Recognition in Marketing Materials	Catalyzer (\$20,000)	Sustainer (\$12,500)	Ally (\$10,000)	Partner (\$5,000)	Connector (\$3,500)
Listed in full conference brochure, to 3,000 recipients (July)	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Name)
Link to sponsor website in conference email messages	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Name)
Logo/link to sponsor website on all conference webpages	◆ (Large logo)	◆ (Large logo)			
Recognition on sponsor page of conference website	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Small logo)
Recognition through MCN/MCF social media channels	4	3	2	1	1
Recognition at Conference	Catalyzer	Sustainer	Ally	Partner	Connector
Sponsor of plenary session with welcome from podium	◆	◆			
Sponsor of conference reception or break	◆	◆	◆		
Recognized as a sponsor by a plenary emcee	◆	◆	◆	◆	◆
Opportunity to provide brief introduction to one breakout session of your choice (approximately 1 minute)*			◆	◆	
Recognition on large screens in ballroom	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Name)
Logo on conference signs	◆	◆			
Logo on front cover of conference program	◆	◆			
Recognition on back cover of conference program	◆ (Large logo)	◆ (Large logo)	◆ (Med. logo)	◆ (Small logo)	◆ (Small logo)
Exhibit and Advertising with Your Sponsorship	Catalyzer	Sustainer	Ally	Partner	Connector
Full premier conference exhibit package (\$1,400 value)	◆	◆	◆	◆	◆
Access to conference attendee mailing list (direct mail)**	◆	◆	◆	◆	◆
Display advertisement in conference program	Full Page	Full Page	1/2 page	1/4 Page	Bus. Card
Admissions to all conference events (additional registrations can be purchased at the Super Saver rate of \$169)	12	10	8	6	4

*Breakout session selection will be assigned on a first-come, first-serve basis

**Roundtable topics must be approved by conference hosts prior to approval to ensure ideal fit for conference attendees

***Attendee lists do not include phone numbers or email addresses, per MCN and MCF privacy policies

▶ A LA CARTE SPONSORSHIP OPPORTUNITIES

Conference Tote Bag Sponsor \$5,000 (1 available)

Attendee tote bags are a conference staple, allowing attendees a convenient way to gather exhibit giveaways, as well as keep their conference materials in one place. With this sponsorship, your logo will be featured in impressive fashion on the front of a cloth tote bag available to all attendees. [\$2,000 of sponsorship may go to cost of bags.]

Your sponsorship includes:

- Logo on conference attendee tote bags
- Logo and link on the conference website
- Recognition in the conference program guide
- Admission for four to all conference events

Conference Nametag Sponsor \$3,500 (1 available)

By having your logo listed on every attendee's nametag, your company remains front-and-center throughout the entire day.

Your sponsorship includes:

- Logo on all conference attendee nametags
- Logo and link on the conference website
- Recognition during the conference plenary session
- Recognition in the conference program guide
- Admission for four to all conference events

Wellness and Creativity Sponsor \$2,500 (1 available)

As the Wellness and Creativity sponsor you support an array of experiences designed to relax and center attendees in the midst of this busy and content-rich event. As the Wellness and Creativity sponsor, your company will be featured as the sole supporter of this much-beloved creative outlet.

Your sponsorship includes:

- Logo and link on the conference website
- One tweet from MCN highlighting your partnership
- Admissions for two to all conference events
- Recognition by emcee as a conference sponsor
- Recognition in the conference program guide

Media & WiFi Sponsor In-kind trade (1 available)

As the media and WiFi sponsor, you receive a Connector-level sponsorship (\$3,500 value) in exchange for in-kind, pre-conference advertising/outreach support through your established outlets.

Your sponsorship includes:

- Recognition in all pre-conference emails
- Logo and link on the conference website
- Recognized by the emcee during plenary session
- Recognition in the conference program guide
- Business-card display ad in conference guide
- Admission for four to all conference events

*Add a regular exhibit space to any a la carte sponsorship for \$450



2024 MCN & MCF Joint Annual Conference

Exhibit Opportunities

Over 1,300 participants are expected to attend Minnesota's largest gathering of nonprofits and foundations in 2024. As a sponsor or exhibitor, you will have an opportunity to meet with decision-making staff, board members and trustees, and volunteers in many positions within their organizations — from senior leaders, board members and trustees to HR, communications, fundraising, finance, and program staff. This conference covers everything from the how-to's to the big-picture issues.

As an exhibitor you will be located in the Exhibitor Showcase in the Edmund Fitzgerald Hall.

Benefits to You:

- Connect with nonprofits and foundations across the state, including current allies, partners, and clients
- Meet with new prospects and build new relationships
- 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 the Exhibitor Showcase, including:

- Conference registration located in exhibit hall
- Prize raffles
- Coffee and refreshments located throughout exhibit area on both days
- Extended break times on both days
- Dessert bar in exhibit hall following Awards Luncheon
- Opening Reception located in exhibit area

Exhibitor Package Includes:

- Eight-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
- Inclusion in the Exhibitor Word Scramble game
- 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).

Conference Details

2024 MCN/MCF Joint Annual Conference

Saint Paul RiverCentre
175 Kellogg Blvd.
St. Paul, MN 55102

Exhibit Showcase Hours

Thursday, October 10, 12 - 4:30 p.m.
Wednesday, October 11, 8 a.m. - 4:30 p.m.

Exhibit/Advertising Registration Deadline:

Monday, September 2, 2024

Set-Up

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

Tear Down

Friday, October 11, 3 p.m.
(Early tear-downs are NOT permitted)

Exhibit Showcase 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. Assignments will be made based on request and availability at the time of submission.

	MCN/MCF Member	Nonmember
Premium Exhibit Space:	\$1,100	\$1,250
Regular Exhibit Space:	\$950	\$1,100
1/2 Regular Exhibit Space:	\$600	\$750
Bookend Exhibit Space:	\$850	\$1,000

*See facility maps on pages 8-9 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
- P** Premium Space
- R** Regular Space
- B** Bookend Space

Premium Space: Choose from among high-traffic areas

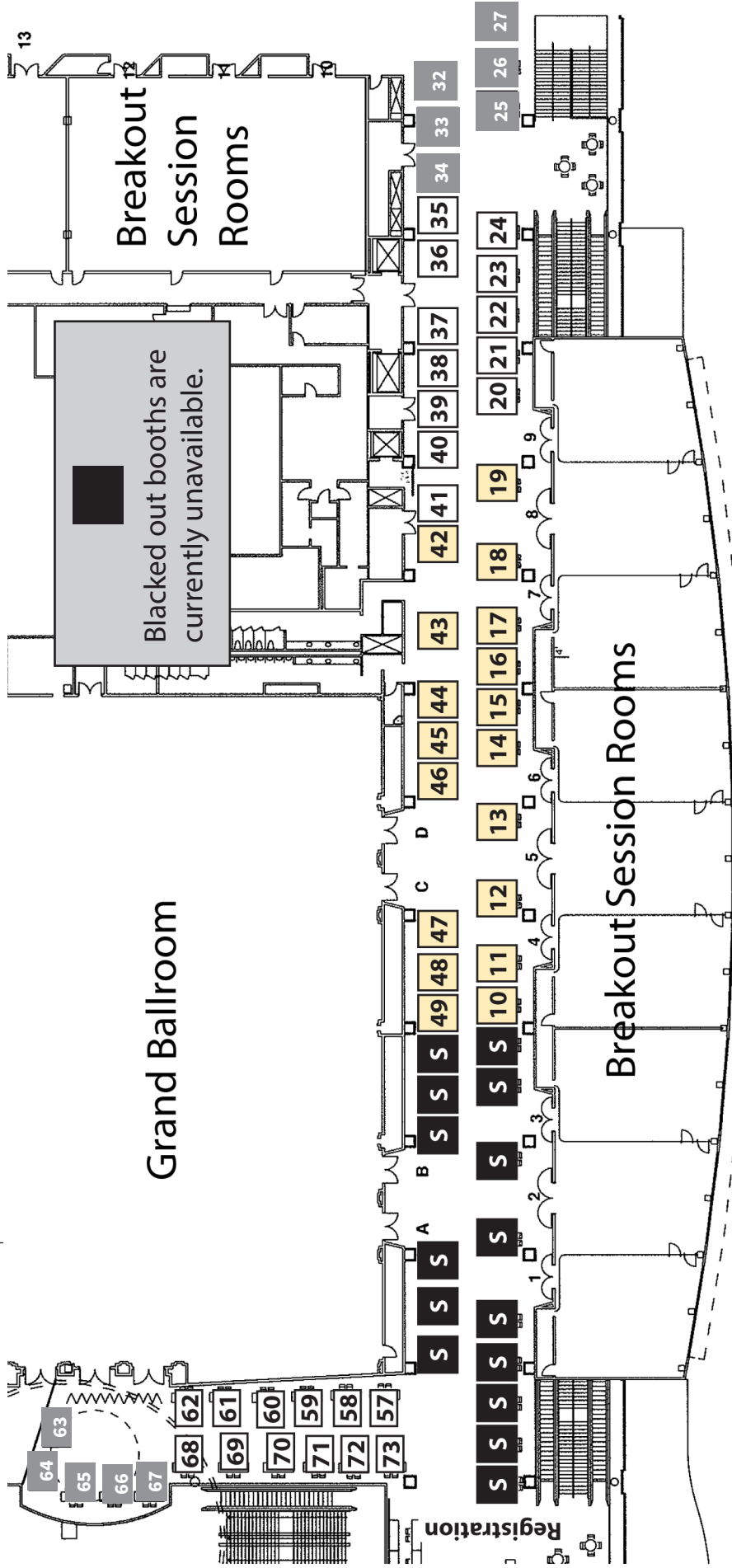
Regular Space: Great booth locations at an affordable price

Bookend Space: Full exhibit booths at our lowest price point

1/2 Space: Only Regular Spaces will be offered in half booths in 2024. Due to the need to match with other half-reservations, final assignments may be tentative until two weeks prior to the conference dates.

Premium Spaces	
1 Premium Space	\$1,100 / \$1,250
Regular Spaces	
1 Regular Space	\$950 / \$1,100
1/2 Regular Space	\$600 / \$750
Bookend Spaces	
1 Bookend Space	\$850 / \$1,000

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

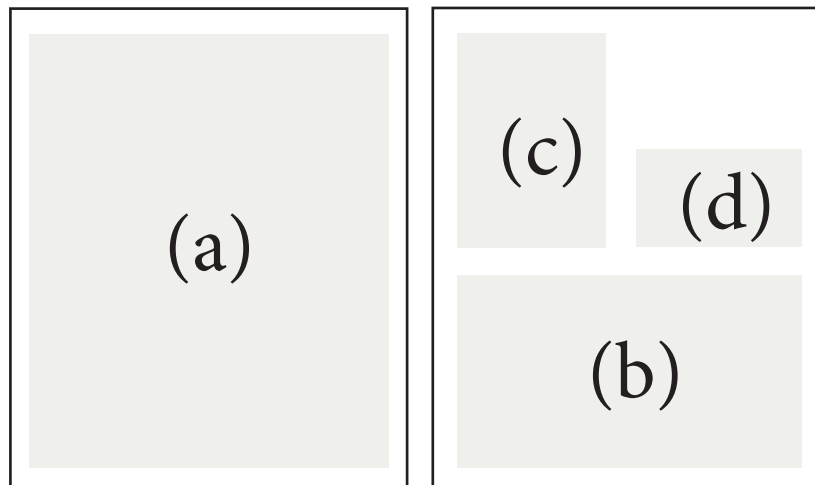


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Additional Advertising Opportunities

Program Advertising

Size	Width	Height	Rate	Exhibitor Rate
(a) Full Page	7 1/2"	10"	\$1,200	\$900
(b) 1/2 Page	7 1/2"	4 2/3"	\$900	\$700
(c) 1/4 Page	3 1/2"	4 2/3"	\$600	\$450
(d) Business Card	3 1/2"	2"	\$400	\$250



Ad Insertion Deadline: August 16, 2024

Ad File Deadline: August 30, 2024

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: \$350

Please note: attendee email addresses are not provided, as MCN and MCF privacy policies do not allow for the distribution of member email addresses to third parties.

Questions about sponsoring, exhibiting, or advertising at the 2024 MCN & MCF Joint Annual Conference?

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

2024 MCN & MCF Joint Annual Conference Sponsor/Exhibit 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

- ◇ Catalyzer Sponsorship (\$20,000)
- ◇ Sustainer Sponsorship (\$12,500)
- ◇ Ally Sponsorship (\$10,000)
- ◇ Partner Sponsorship (\$5,000)
- ◇ Connector Sponsorship (\$3,500)
- ◇ A La Carte Level Sponsorship (Describe) _____ (\$)

Conference Exhibit

- ◇ Full Booth (MCN/MCF member): \$1,100
- ◇ Full Booth (nonmember): \$1,250
- ◇ Regular Booth (MCN/MCF member): \$950
- ◇ Regular Booth (nonmember): \$1,100
- ◇ Half-booth (MCN/MCF member): \$600
- ◇ Half-booth (nonmember): \$750
- ◇ Bookend Booth (MCN/MCF member): \$850
- ◇ Bookend Booth (nonmember): \$1,000

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 _____)
- ◇ Participant List (Exhibitors Only - \$350)

Return Your Reservation Form to MCN by August 30, 2024
Fax completed registration and payment to 651-642-1517
Mail completed registration and payment to: Minnesota Council of Nonprofits, 2314 University Ave. W., Ste. 20, St. Paul, MN 55114
Email completed registration to registrar@minnesotanonprofits.org

Payment Information

- ◇ Check Enclosed
- ◇ Please Bill My Credit Card*
- ◇ ACH
- Total amount to be charged _____

(Card Number)

(Exp. Date)

(CVW Code)

(Name - as it appears on card)

(Organization Name - if corporate card)

(Business Address - if different than above)

(Cardholder Signature)

**Per MCN's credit card processing policy, a 3 percent charge will be added to any credit card charges over \$2,000 in total.*



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