

# Remix \* Refresh \* Reload

Balancing New Media and Traditional Strategy

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MINNESOTA  
COUNCIL OF  
NONPROFITS

## 2009 Nonprofit Technology + Communications Conference

### Exhibiting and Advertising Opportunities

March 24, 2010, Hyatt Regency Minneapolis

## Exhibiting and Advertising Opportunities



Nonprofits of all sizes increasingly use technology to communicate their organization's mission and message and to inspire stakeholders and the public to engage with their programs and activities. This day-long conference sponsored by the Minnesota Council of Nonprofits (MCN) is designed to provide an overview of current and emerging communications-related technology resources along with specific hands-on tools to help nonprofits reach their stakeholders more effectively.

The ninth annual Nonprofit Technology & Communications Conference will have something for everyone attending – from large plenaries and more than 15 breakout sessions, to specific hands-on information sessions and time to meet with product and service vendors like you. As an exhibitor, you will be able to meet with hundreds of nonprofit managers there looking for solutions to their communications and technology challenges.

#### Why be there:

This conference will bring together communications-professionals, nonprofit managers, techies and decision-makers from all types of nonprofit organizations. We expect more than 600 participants, making it one of the largest conferences of its kind!

#### Benefits to you:

- Connect with nonprofits across the state
- Meet with new prospects and generate new leads
- Maximize your market exposure
- Discuss client needs and explain solutions you're able to offer

***You don't want to miss this!***



## About the Participants

Over 600 participants are expected to attend this growing conference. As an exhibitor, you will have an opportunity to meet with decision-makers from the nonprofit communities major mission areas, including arts and humanities, education and research, environmental, health and human services, international, public benefit, and religious organizations.

You will also see staff in many positions within their nonprofit organizations – from executive directors and communications directors, to program coordinators and social media coordinators. This conference covers everything from the big-picture issues to the how-to's of getting it done.

## About Your Exhibit Experience

A this year's conference, there will be concentrated period of time where participants will be focused on visiting with exhibitors. As an 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 7:30 a.m., then again over the lunch, where participants will be invited to share a buffet-style "walking lunch" while visiting the exhibits from 11:45 a.m. and 1:45 p.m.** 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 Hunt:** A fun game with door prizes will encourage participants to visit as many exhibitors as possible.
- **Walking Lunch:** We'll provide time for participants to eat a light lunch among the exhibitors.
- **Announcement of the Dot.Org Web site Award Winners:** We'll use the Exhibit Hall to announce the recipients of the 2010 Dot.Org Web site Awards, adding to the festivities and action in the Exhibit Hall.
- **Learning Labs and Discussion Groups:** We'll have organized networking time around specific popular topics to bring people to a dedicated space in the room for brief 15 minute increments.

## Some Previous Conference Exhibitors Include

Anrias, Inc.

Antharia

Bremer Bank

CBIZ Accounting, Tax & Advisory Services

Comcast Business Class

Creation In Common, LLC

David Martin Agency, Inc.

The First Impression Group

Emergence Pictures

eTapestry

Ignitus

InterDyn - Business Microvar, Inc.

Jennifer Larson Communications Design

Joel Karsten Consulting

MAP for Nonprofits

Minnesota State University-Mankato

Paul David Productions, LLC

Peggy Lauritsen Design Group

Printz.com

Professional Database Solutions, LLC

ResultsPlus

Saint Mary's University of Minnesota Scott

Streble Photography

St. Paul Neighborhood Network

Stillwater Express Solutions

Success Computer Consulting

thedatabank, inc.

Trail Blazer Campaign Services

Triangle Park Creative

Vanco Services LLC

Western Insurance Agency

Wipfli

...and many more!

# Exhibiting and Advertising Details

## Sponsorship

MCN welcomes businesses and foundations that want to increase their presence within Minnesota's nonprofit sector to consider sponsorship. Event sponsors enjoy a high profile during and before the conference through logo placement on event brochures, materials and Web site, and exhibit space. Sponsorships are customized for your needs. Please contact us if you are interested in sponsoring opportunities.

## Exhibits

Your exhibit package includes:

- 6-foot draped and skirted table and two chairs
- Free admission to the entire conference for up to two people (Regular admission fees: \$169 for members/\$199 for non-members)
- Listing with Web address in event program
- Listing and link on the event Web site
- Wireless Web access for your exhibit table.

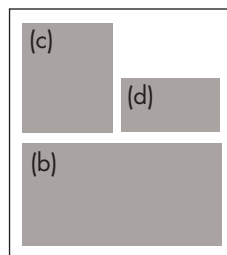
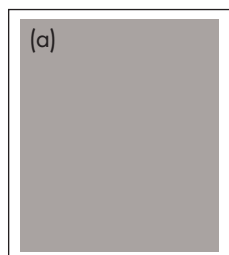
MCN members and associates: \$700

Nonmembers: \$950

**Double Space:** Double your display space and order an adjacent exhibit space for just \$250 more (total for two adjacent spaces: \$950 for MCN members/\$1200 for nonmembers). PLUS, your double space includes a \$150 credit toward program advertising.

## Program Advertising and Inserts

| 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 size | 3 1/2" | 2"     | \$300 | \$150          |



## Participant Mailing List:

Limited to conference exhibitors: \$400

**Packet Inserts:** Regular Rate: \$400, Exhibitor/Advertiser Rate: \$300

## Conference Details

Nonprofit Technology and Communications Conference  
7:30 a.m. – 4:30 p.m.  
March 24, 2010  
Hyatt Regency Minneapolis

## Exhibit Hall Hours

7:30 a.m. – 1:45 p.m.

## Exhibit/Advertising Registration Deadline:

March 1, 2010

## Exhibit Hall Set-up

March 24, 6 – 7:30 a.m.

\* additional time can be arranged, if necessary.

## Full Conference Agenda

7:30 a.m.: Registration and exhibits open  
7:45 a.m.: Early Morning Sessions  
9 a.m.: Opening Keynote  
10:30 a.m.: Morning Sessions  
11:45 a.m.: Walking Lunch and Exhibit Hall  
1:45 p.m.: Early Afternoon Sessions  
3:15 p.m.: Late Afternoon Sessions  
4:30 p.m.: Adjourn

**PLAN NOW TO BE PART OF THIS EXCITING CONFERENCE!**

## Questions?

Contact Christine Durand, MCN communications and marketing director, at [cdurand@mncn.org](mailto:cdurand@mncn.org) or 651-757-3082.



# Exhibiting and Advertising Reservation

## Nonprofit Technology and Communications Conference

March 24, 2010, Hyatt Regency Minneapolis

### organization information

main contact name (for follow up on your exhibit/advertising information)

contact person's phone

contact person's e-mail

business name (as it should appear in print)

organization's street address

city / state / zip

Web site (as it should appear in print)

Exhibit Staff Attendee 1 Name, email address

Exhibit Staff Attendee 2 Name, email address

50 word organization/company description (For exhibitor listing conference program. Please attach separate sheet or email to cdurand@mncn.org)

### sign me up!

- Exhibit Package (Member: \$700/Nonmember: \$950)
- Program Advertising (Size: \_\_\_\_\_/Rate \_\_\_\_\_)
- Double Exhibit Space (Member: \$950/Nonmember: \$1200)
- Packet Insert (Exhibitors: \$300/Others: \$400)
- Participant Mailing List (\$400 – available to exhibitors only)

### payment

**Fees enclosed:** \_\_\_\_\_

- Check enclosed
- Please bill my credit card

card #

exp. date

name (as it appears on card)

organization name (if corporate card)

billing address (if different than above)

cardholder signature

**Return your reservation form to MCN no later than March 1, 2010.**



**Fax** completed registration and credit card to 651-642-1517.



**Mail** completed registration to:  
Minnesota Council of Nonprofits  
2314 University Ave. W., Ste. 20  
St. Paul, MN 55114.