

## *Sponsor and Exhibitor Guide*

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# **2019 Annual Conference:** Collect, Connect, Change: *Empowering Changemakers to Action*

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# **Minnesota Coalition *for the* Homeless**

**Annual Conference**  
Mayo Civic Center  
Rochester, MN  
September 17 and 18, 2019



**The Minnesota Coalition for the Homeless** is excited to bring the 2019 Annual Conference over to the Mayo Civic Center in Rochester, MN. Taking place on September 17-18, this is the only conference of its kind in the Midwest, bringing together over 500 individuals from across the region. Attendees represent a diverse community of stakeholders invested in ending homelessness, including direct service providers, nonprofit leaders, housing developers, human service specialists, policy advocates, philanthropists, tribal members, federal, state, and county administrators, and individuals who are currently or formerly homeless. The two-day convening includes over 50 workshops, plenary sessions, networking, and continuing education opportunities.

Sponsors will be able to reach participants before, during, and after the Annual Conference through recognition in promotional materials, on the conference website, via conference related email blasts, in the conference program, and during plenary sessions. Through an exhibit table, you will have the chance to connect with hundreds of nonprofit and public sector leaders and staff from across the state.

**Date:** September 17-18, 2019

**Location:** Mayo Civic Center, Rochester, MN

**Time:** Tuesday, September 17, 8:00 a.m. – 4:30 p.m. | 6:00 p.m. -- 9:00 p.m.  
Wednesday, September 18, 8:00 a.m. – 3:30 p.m.

**Admission:** Super Saver: \$165 for members only  
Early Bird: \$190 for members/\$215 for non-members  
Standard: \$210 for members/\$240 for non-members

**Attendees:** 500+ individuals from nonprofits and the public sector

**Sessions:** Large plenaries, 50+ workshops, evening activity

### Conference Highlights

- **Exhibitor Hall:** Exhibits will feature sponsors, companies, and organizations aligned with communities working to prevent and end homelessness.
- **Welcome Plenary:** The conference will include an opening reception that will take place in the Mayo Civic Center.
- **Lunch Plenary and Bruce Vento and Steve O’Neil Awards:** The arena will be used to recognize the winners of the 2019 Bruce Vento Distinguished Service Award and Steve O’Neil Outstanding Organizer Award on September 17.
- **Keynote Plenary:** The second day of the conference will feature a keynote speaker, announced this summer, during the plenary session in the main area.
- **Networking:** Get to know hundreds of nonprofit and public sector leaders and staff from across the state—meet new colleagues and reconnect with your network.

**Questions about sponsorship opportunities at the 2019 MCH Annual Conference?** Please contact Chelsea McFarren | [chelsea@mnhomelesscoalition.org](mailto:chelsea@mnhomelesscoalition.org) or 651-645-7332.

| <b>Recognition in Marketing Materials</b>  | <b>Leadership (\$10,000+)</b>   | <b>Champion (\$5,000)</b>       | <b>Advocate (\$2,500)</b>       | <b>Friend (\$1,000)</b>         | <b>Grassroots (\$500)</b> |
|--|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| Logo/link to sponsor website on all conference web pages   | ◇<br><b>6" x 3"</b>             | ◇<br><b>4" x 1.5"</b>           |                                 |                                 |                           |
| Logo/link to sponsor website on sponsor page of conference website   | ◇<br><b>6" x 3"</b>             | ◇<br><b>4" x 1.5"</b>           | ◇<br><b>2.5" x 1"</b>           | ◇<br><b>1.5" x ¾"</b>           |                           |
| Link to sponsor website in conference email messages   | <b>5 separate emails (Logo)</b> | <b>4 separate emails (Logo)</b> | <b>3 separate emails (Logo)</b> | <b>2 separate emails (Name)</b> | <b>1 email (Name)</b>     |
| Name/link to sponsor website on sponsor page of conference website   |                                 |                                 |                                 |                                 | ◇                         |
| Tweets about you from MCH with conference hashtag  | <b>5</b>                        | <b>4</b>                        | <b>3</b>                        | <b>2</b>                        | <b>1</b>                  |
| <b>Recognition at Conference</b>   | <b>Leadership</b>               | <b>Champion</b>                 | <b>Advocate</b>                 | <b>Friend</b>                   | <b>Grassroots</b>         |
| Organizational banner placement in registration hall (provided by the sponsor-maximum size allowable is 4' x 8') | ◇                               | ◇                               |                                 |                                 |                           |
| Logo will appear on large screens in the Arena   | ◇                               | ◇                               | ◇                               | ◇                               |                           |
| Name will appear on large screens in the Arena   |                                 |                                 |                                 |                                 | ◇                         |
| Logo on inside of front cover of conference program  | ◇<br><b>6" x 3"</b>             |                                 |                                 |                                 |                           |
| Logo on back cover of conference program   | ◇<br><b>6" x 3"</b>             | ◇<br><b>4" x 1.5"</b>           | ◇<br><b>2.5" x 1"</b>           | ◇<br><b>1.5" x ¾"</b>           |                           |
| Name featured on conference program  |                                 |                                 |                                 |                                 | ◇                         |

|   |                         |                         |                         |                            |                           |
|---|-------------------------|-------------------------|-------------------------|----------------------------|---------------------------|
| Recognized as a sponsor by a plenary emcee  | ◇                       | ◇                       | ◇                       | ◇                          | ◇                         |
| <b>Exhibit, Advertising with your Sponsorship</b>   | <b>Leadership</b>       | <b>Champion</b>         | <b>Advocate</b>         | <b>Friend</b>              | <b>Grassroots</b>         |
| Admission to all conference events (additional attendees can be registered at \$160 rate) | <b>5</b>                | <b>4</b>                | <b>3</b>                | <b>2</b>                   | <b>1</b>                  |
| Conference exhibitor table for your organization  | ◇                       | ◇                       | ◇                       | ◇                          |                           |
| One-page flyer included in conference packets/swag bags provided by the sponsor           | ◇                       | ◇                       | ◇                       | ◇                          | ◇                         |
| Advertisement in conference program   | ◇<br><b>(Full page)</b> | ◇<br><b>(Full page)</b> | ◇<br><b>(Half page)</b> | ◇<br><b>(Quarter page)</b> | ◇<br><b>(Eighth page)</b> |

### ➤ Leadership Level Sponsorship

- ❖ Logo/link on all conference web pages
- ❖ Logo/link on sponsor page of conference website
- ❖ Link to sponsor website in conference email messages
- ❖ Tweets mentioning you from MCH with conference hashtag (#MCHConf)
- ❖ Acknowledged in MCH Annual Report
- ❖ Opportunity to speak at Plenary Session
- ❖ Organizational banner placement in registration hall
- ❖ Logo will appear on large screens in the Mayo Civic Center
- ❖ Logo on inside of front cover of conference program
- ❖ Logo on back cover of conference program
- ❖ Recognized as a sponsor by a plenary emcee
- ❖ Admission to all conference events

### ➤ Advocate Level Sponsorship

- ❖ Logo/link to sponsor website on sponsor page of conference website
- ❖ Link to sponsor website in conference email messages
- ❖ Tweets about you from MCH with conference hashtag
- ❖ Acknowledged in MCH Annual Report
- ❖ Logo will appear on large screens in the Mayo Civic Center
- ❖ Logo on back cover of conference program
- ❖ Recognized as a sponsor by a plenary emcee
- ❖ Admission to all conference events
- ❖ Conference exhibitor table for your organization
- ❖ One-page flyer included in conference packets\*
- ❖ Advertisement in conference program

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### ➤ **Champion Level Sponsorship**

- ❖ Logo/link on all conference web pages
- ❖ Logo/link on sponsor page of conference website
- ❖ Link to sponsor website in separate conference email messages
- ❖ Tweets about you from MCH with conference hashtag
- ❖ Acknowledged in MCH Annual Report
- ❖ Organizational banner placement in registration hall (4' x 8' maximum)
- ❖ Logo will appear on large screens in the Mayo Civic Center
- ❖ Logo on back cover of conference program
- ❖ Recognized as a sponsor by a plenary emcee

- ❖ Admission to all conference events
- ❖ Conference exhibitor table for your organization
- ❖ One-page flyer included in conference packets\*
- ❖ Advertisement in conference program

### ➤ **Friend Level Sponsorship**

- ❖ Logo/link on sponsor page of conference website
- ❖ Link to sponsor website in conference email messages
- ❖ Tweets about you from MCH with conference hashtag
- ❖ Acknowledged in MCH Annual Report

- ❖ Logo will appear on large screens in the Arena
- ❖ Logo on back cover of conference program
- ❖ Recognized as a sponsor by a plenary emcee
- ❖ Admission to all conference events
- ❖ Conference exhibitor table for your organization
- ❖ One-page flyer included in conference packets\*
- ❖ Advertisement in conference program

### ➤ **Grassroots Level Sponsorship**

- ❖ Name/link on sponsor page of conference website
- ❖ Link to sponsor website in conference email messages
- ❖ Tweets mentioning you from MCH with conference hashtag (#MCHConf)
- ❖ Acknowledged in MCH Annual Report
- ❖ Name will appear on large screens in the Mayo Civic Center
- ❖ Name on back cover of conference program
- ❖ Recognized as a sponsor by a plenary emcee
- ❖ Admission to all conference events
- ❖ Conference exhibitor table for your organization
- ❖ One-page flyer included in conference packets\*
- ❖ Advertisement in conference program

\*One page flyers provided by the sponsor

## Exclusive Sponsorship Opportunities

Each sponsorship opportunity will be accompanied by the items from the corresponding section above for an additional fee.

### Grassroots - \$500

**Additional \$250 for Grassroots level recognition.**

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- **Sponsor coffee cup sleeves - \$750 (1 available)**
  - *Get your logo on every single coffee sleeve during the conference! We will customize the sleeves to your needs, and use them throughout the conference.*
- **Opportunity to sponsor a table - \$550 (4 available)**
  - *Sponsor one of four meals during our Annual Conference! Your logo will be displayed on the large screens throughout the meal, with individualized centerpieces and organizational information at each table.*
- **Opportunity to sponsor a coffee station - \$500 (4 available)**
  - *Perk everyone up by sponsoring a coffee bar during the afternoon when everyone needs a little pick me up! This sponsorship includes all the necessities: cream, sugar, and coffee cups.*

### Friend - \$1,000

**Additional \$500 for Friend level recognition. Plus one conference attendee.**

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- **Social Media Station - \$1,500 (1 available)**
  - *Host the social media station at MCH's conference! It will include our MCH backdrop for photo opportunities.*
- **Co-host our social hour at Twig's Tavern & Grille - \$1,000 (3 available)**
  - *Co-host our social hour at Twig's Tavern & Grille! Your organization will have representation at a table on the restaurant's patio, as well as verbal recognition in the program!*

### Advocate - \$2,500

**Additional \$1,250 for Advocate level recognition. Plus one conference attendee.**

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- **Badges and Lanyards - \$2,500 (1 available)**
  - *Place your company logo in a prominent position on every single lanyard at the show. This exclusive sponsorship has outstanding visibility!*
- **Opportunity to sponsor the program printing - \$2,000 (4 available)**
  - *Have the opportunity to have your organization's name listed on each page of the conference brochure as a "Print Sponsor!"*

## Champion - \$5,000

*Additional \$2,500 for Champion level recognition. Plus one conference attendee.*

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- **Conference Preview Mailer - \$5,000 (1 available)**
  - *Be the exclusive sponsor insert for the conference preview mailer!*
- **Sponsor “Rest and Relaxation” station - \$5,000 (2 available)**
  - *Sponsor the Rest and Relaxation room at the Mayo Civic Center which will provide conference attendees with a place to relax, mingle, and have light refreshments throughout the day!*

## Leadership - \$10,000

*Additional \$5,000 for Leadership level recognition. Plus one conference attendee.*

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- **Logo on Conference Swag (TBD) - \$7,500 (3 available)**
  - *Want the opportunity to have your logo on every item of swag (TBD) at our annual conference? Each attendee will receive a swag item with commissioned artwork on one side, and YOUR logo on the other!*
- **Sponsor the Keynote Address - \$10,000 (1 available)**
  - *Sponsor the Keynote Address and receive the following exciting opportunities: introduce the Keynote Speaker in front of 600+ advocates, have your organizational banner displayed on stage during the keynote address, and have your organizational logo on screen during the keynote address, as well as recognition in the program brochure.*
- **Opportunity to sponsor a Meal - \$10,000 (4 available)**
  - *Sponsor one of four meals during our Annual Conference! Your logo will be displayed on the large screens throughout the meal, with individualized centerpieces and organizational information at each table!*
- **Opportunity to sponsor an Attendee - \$300**
  - *Sponsor an individual with lived homeless experience and provide them with the opportunity to attend MCH's Annual Conference for free! This sponsorship level includes the cost for their transportation, hotel stay and conference registration. Our work can only be adequately informed if we include those with lived experience at the center of all we do, your sponsorship will help ensure that we are uplifting the community that is most affected by homelessness.*

## Exhibit Opportunities

Over 600 participants working to end homelessness are expected to attend the largest convening of its kind in the Midwest. As an exhibitor, you will have the opportunity to meet with nonprofit and public sector leaders and staff, working in all departments of human services and affordable housing. As an exhibitor, you will be located on the first floor, in the main hallway/walkway where registration is held.

### Benefits to you:

- ❖ Connect with nonprofits, state, and county staff and communities working to end homelessness from across the state
- ❖ Meet with new prospects and connections
- ❖ Maximize your exposure with an engaged audience

### At the Conference:

- ❖ Concentrated periods of time where participants will be focused on networking and visiting with exhibitors
- ❖ Exhibits located in walkways directly outside of conference registration booths
- ❖ Participate in a “passport program” wherein people get a stamp at each exhibitor booth and if they fill out the entire card, they will be entered to win the grand prize.
- ❖ Coffee/refreshments amongst exhibits on both days
- ❖ Connecting break times on both days

### Exhibitor Package Includes:

- ❖ Skirted table, two chairs, wireless Internet access
- ❖ Your organization listed with web address in the program
- ❖ Your organization listed and linked on the event website
- ❖ Free admission to the entire conference for one person (additional staff can register at the Standard Rate of \$205)

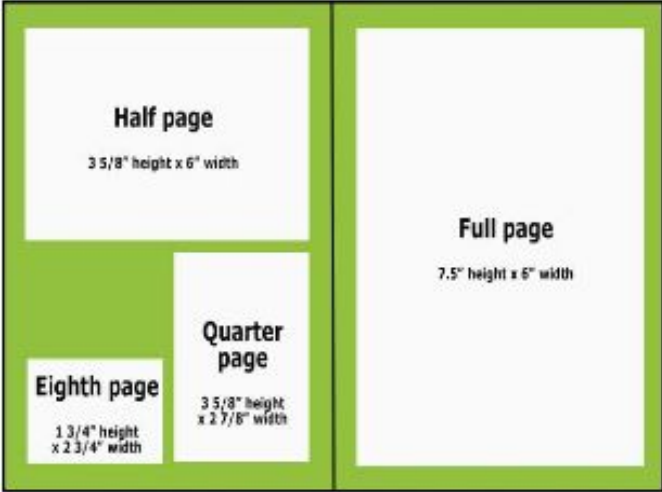
## Additional Advertising Opportunities

### Program Advertising

| Size          | Height | Width | Rate  | Exhibitor Rate |
|---------------|--------|-------|-------|----------------|
| Full Size B/W | 7.5”   | 6”    | \$750 | \$600          |
| Half Page B/W | 3 5/8” | 6”    | \$500 | \$375          |



|                 |        |        |       |       |
|-----------------|--------|--------|-------|-------|
| Fourth Page B/W | 3 5/8" | 2 7/8" | \$300 | \$225 |
| Eighth Page B/W | 1.75"  | 2 3/4" | \$100 | \$75  |



**Packet Insert**

Ad insertion & ad materials deadline: August 17, 2019.

Your company or organization provides 650 copies of a brochure, flier, or other promotional item and we'll insert it into every participant's packet.

Exhibitor Rate: \$300

Regular Rate: \$550