



119TH Annual Training Conference & Expo

MARCH 13-16, 2012
HILTON HOTEL MINNEAPOLIS

Welcome!

Minnesota Social Service Association (MSSA) invites you to participate in our 119th Annual Training Conference & Expo—**YOUUnited**—being held March 13—16, 2012 at the Hilton Minneapolis Hotel. More than 2,800 members of the public and private human service delivery system will gather at the Hilton Minneapolis Hotel, 1001 Marquette Avenue South, Minneapolis, MN, (612.376.1000).

MSSA offers a unique opportunity for your organization to connect with counties, private agencies, and cooperating associations. Join us to share your information and programs with directors, county commissioners, social workers, financial workers, child

support officers, DHS professionals, foster parents, board members, public health nurses and others. Our unique conference attracts the decision makers as well as the direct service staff, from the public and private agencies throughout Minnesota, Iowa, Wisconsin, the Dakotas, and Canada.

MSSA is pleased to offer multiple ways you can participate in the Conference & Expo—exhibits, special events, advertisements, workshop sponsorship, and more. Enclosed you will find registration forms for special events, sponsorship opportunities, and advertising.

For information on other sponsorship

opportunities please contact Stephanie Lageson Kibler, Director of Program Development & Communications at 651.789.4331, stephanie@mnsa.org.

We look forward to seeing you in March 2012!

Patrick Masyga
MSSA President

Dawn Smith Wright
Exhibits Chair

Stephanie Lageson Kibler
Director of Program Development & Communications

WHO SHOULD EXHIBIT? **YOU**

Your organization's products and/or services meet the needs of human service professionals, so the 118th MSSA Annual Training Conference & Expo is for you! To give you an idea of who else will be there, we have provided the following list of exhibitors' products and services that we plan to feature at Their Faces, Their Hearts, Our Purpose. Keep in mind, however, that this list is only a sample of those that will be represented:

- ◆ Books and Periodicals
- ◆ Family Service Centers
- ◆ Foster Care Agencies
- ◆ Health Care Plans
- ◆ Home Care Services
- ◆ Human Service Educational Programs
- ◆ Rehabilitation Programs
- ◆ Resource Materials
- ◆ Residential/Day Program Services
- ◆ Schools of Social Work/ Human Services
- ◆ Technology, Software and Services
- ◆ Testing, Assessment and Legal Services
- ◆ Treatment Centers

CONVINCED?

YOU will open many doors for you to reach out, showcase your products and services, and ultimately improve the lives of individuals.

REASONS TO EXHIBIT

REACHING OUT — Our 119th Annual Training Conference & Expo, —**YOU**—is a unique opportunity to reach **out to your prime target audiences!** We invite you to help our members become better human service providers. Educating them about your products and services will better equip them to reach out and touch the lives of the people they serve.

MAXIMIZING EXPOSURE — Our 119th Annual Training Conference & Expo, —**YOU**—is designed to **provide exhibitors with maximum value for their participation.** You will receive two "Exhibitor Only" badges per exhibit table and — depending on your level of support — many other perks such as valet parking, workshop attendance, and more.

MEETING ATTENDEES — MSSA understands the importance of increasing exhibitor exposure. You will have unique opportunities to meet with attendees throughout the conference. We encourage our attendees to bring business cards to share with exhibitors when networking. Easily gather attendee contact info with a name badge scanner.

SPONSORING & ADVERTISING OPPORTUNITIES — Our 119th Annual Training Conference & Expo—**YOU**—provides exhibitors with the opportunity to be sponsors and advertisers. Promote your products by **hosting special events and workshops** throughout the three day conference. MSSA is committed to strengthening relationships between members and exhibitors to increase your exposure.

PRECONFERENCE PLANNING — We know how important it is for attendees to know that you will be at the conference. You can purchase mailing lists of previous attendees and advertise in pre-conference promotions. You can also register for a name badge scanner to get contact information from attendees without collecting business cards.

WHO ATTENDS?

Conference attendees range from the **decision-makers** in their field to the **direct-line staff** which make referrals on placements and products, consequently they provide **high levels of referrals** to clients.

Job functions include: County Directors, for-profit and nonprofit board members, child care workers, child support officers, County Commissioners, DHS professionals, Executive Directors, financial workers, foster parents, peace officers, public health nurses, school counselors, social workers, volunteers, and more.

OPTIONS

Premium— (a \$5,130 value)

\$2,600

- One basic or oversized space (please specify on registration form) (\$650 value)
- One Electrical Outlet (\$110 value)
- Exhibitor Lead Retrieval/Name Badge Scanner (\$195)
- One half page color ad (see Advertisement Insertion Form for details) (\$275 value)
- Three parking passes for Tuesday, Wednesday, Thursday OR Friday (\$100 value)
- Six Full Conference Passes (\$1,740 value)
- Six Lunches on Wednesday & Thursday (\$600 value)
- Agency logo on large screen during General Session (\$150 value)
- Admission to all special events (priceless)
- Hotel room for two nights (**Hotel Reservation form required**) (\$360 value)
- One post-conference postal mailing to conference attendees (Contact MSSA for details.) (\$250 value)
- An article in the MSSA Voice highlighting your organization (\$200 value)
- **If payment is received prior to December 30, 2011:**
 - Company logo and website address listed in preliminary program (\$150 value)
 - Company logo and link on conference website (\$200 value)

Enhanced— (a \$2,610 value)

\$1,850

- One exhibit space—one draped six-foot table, two chairs (\$400 value)
- Exhibitor Lead Retrieval/Name Badge Scanner (\$195)
- One quarter page color ad (see Advertisement Insertion Form for details) (\$220 value)
- Two Parking passes for Tuesday, Wednesday, Thursday OR Friday (\$65 value)
- Three Full Conference Passes (\$750 value)
- Three Lunches on Wednesday & Thursday (\$300 value)
- Agency logo on large screen during General Session (\$150 value)
- Admission to all special events (priceless)
- Hotel room for one night (**Hotel Reservation form required**) (\$180 value)
- **If payment is received prior to December 30, 2011:**
 - Company logo and link on conference website (\$200 value)

Oversized

This includes two exhibit spaces. Proof of 501(c)3 status is **required**.

501(c)3 \$550
Non 501(c)3 \$650

Basic

Exhibit space only. This includes one draped six-foot table and two chairs. This does **NOT** allow for floor display. Proof of 501(c)3 status is **required**.

501(c)3 \$300
Non 501(c)3 \$400

Electricity

Electricity is **NOT** included in the exhibit fee with the exception of the Premium package. Please note this price is set by the hotel.

\$110

Lead Retrieval/Name Badge Scanner

Easily scan attendee name badges providing you will contact information you can access from your laptop.

\$195

EXHIBIT CONTRACT

The form submitter (hereinafter, called the "Exhibitor") hereby applies for space in MSSA 119th Annual Training Conference & Expo, produced by MSSA, scheduled to be held at the Hilton Minneapolis Hotel, 1001 Marquette Avenue, Minneapolis, MN. Conference dates: March 13–16, 2012; Exhibit hall dates: March 14–15, 2012.

Please submit your company name as you would like it to appear in the Official Conference Program. Priority of booth location is based on level of sponsorship first, followed by when the registration is received. Register today to guarantee your preferred location.

A completed application (to the right) must be received no later than January 31, 2012 to guarantee placement in the conference program. All booth applications will be processed on a first-come, first-served basis, subject to space availability.

If you have any questions regarding the application, please contact Stephanie Lageson Kibler, Director of Program Development, at stephanie@mnssa.org or (651) 789-4331.

Booth sharing, piggy-backing of complementary agencies or any other form of subletting of space is prohibited. All companies represented on the Show floor must be separately contracted for space in their own exhibit space.

MSSA will make every effort to avoid conflicting space assignments with competitors where known conflicts exist. However, due to the nature of the exhibits, conflicts may be unavoidable. If you have a competitor you do not wish to be placed near, please submit with your exhibitor registration.

All refund requests/cancellations must be submitted in writing no later than February 1, 2012. A \$50 processing fee will be assessed to all exhibit refunds. No refunds will be issued after February 1, 2012.

If the space is not setup by the announced opening time on the first full conference day (Wednesday, March 14, 2012), MSSA reserves the right to use or reassign that space.

You are **expected** to exhibit both Tuesday and Wednesday of the conference during exhibit hours.

Additional fees will be applied to day-of-service orders for electrical.

Exhibitor Information. *(Please type or print carefully, this information is printed in the conference program.)*

Agency & Department
(i.e. DHS—Aging)

Contact Person

Mailing Address

Telephone # *(will be published)*

Email *(will not be published)*

Website *(will be published)*

Exhibitor Registration. Exhibit days are Wednesday, March 14 and Thursday, March 15, 2012. Set up is Tuesday, March 13, 4:30—6:00 PM; Wednesday, March 14, 7:00—8:30 AM. Please select an exhibitor package choice below. Space will be assigned in the order registration forms are received. All information will be sent to the contact person listed above.

Exhibit Package Options:

- Basic Package 501(c)3..... \$300**
(Must provide proof of 501(c)3 status)
- Basic Package Non 501(c)3 \$400**
- Oversize Package 501(c)3 \$550**
- Oversize Package Non 501(c)3 \$650**
- Enhanced Package \$1850**
- Premium Package \$2600**
Select One (**Premium Package only**):
 - Basic Space **OR** Oversized Space
 - Electrical: Yes No
 - Tables Needed: Yes No #

Al la Carte Options:

- Lead Retrieval Scanner \$195
- Additional draped six-foot table.. \$250
- Electrical Outlet (100 watts max) \$110
(per outlet)
- Lunch Wednesday & Thursday:
Quantity: _____ x \$50 = \$_____
- Advertisement (*complete Advertisement Insertion Form*)
- Agency Member Discount... \$35.00**
All MSSA Agency Members are eligible for a \$35.00 discount on exhibits.

Exhibitor Package Options. All exhibitors must select a package. For package descriptions refer to the **Exhibit Options** section in this registration packet. Form must be received no later than **February 8, 2012** to be listed in Final Conference Program.

Exhibitor Facts

WHEN — Wednesday, March 14, 2012 and Thursday, March 15, 2012

WHERE — Hilton Minneapolis Hotel, 1001 Marquette Avenue South, Minneapolis

SPACE — Exhibitors will be furnished with one skirted six-foot table and two chairs.

HOURS — Wednesday, March 14, 2012 from 8:00 AM—4:00 PM; Thursday, March 15, 2012 from 8:00 AM—2:00 PM.

GENERAL GUIDELINES — Displays must be contained within the assigned exhibit space in such a way that they do not interfere with other exhibitors' display or violate fire lanes as approved by the Fire Marshall. All displays, signs, flyers, distribution of literature and souvenirs or any other activities must take place inside the contracted exhibit space only. MSSA reserves the right to reject or require on-site modifications of any display that, in MSSA's sole discretion, is not in keeping with the character of the MSSA exhibition or in violation of the "good neighbor" policies as described above. MSSA also reserves the right to remove promotional materials from the show floor that are deemed objectionable. No signs, banners or displays shall be displayed in any other part of the Hotel without the approval of MSSA. Each exhibit must be open and staffed during all official exhibit hours.

SHIPPING — Exhibitors must arrange their own shipping to the hotel. No shipments will be accepted by the Hilton Minneapolis Hotel prior to March 8, 2012. Please note the Hilton Minneapolis Hotel may apply a fee to items shipped to the hotel. Fee is the responsibility of the exhibitor.

CHECK-IN — Tuesday, March 13, 2012, 4:30—6:00 PM and Wednesday, March 14, 2012, 7:00—8:30 AM at "Exhibitor Registration" located on the third floor of the hotel. Each exhibitor must check in with the Exhibitor Registration desk prior to setup. Exhibitors will receive one conference program per booth. Exhibitors do **NOT** receive admission to workshops unless purchased. If Exhibitors attend workshops with out registering, your agency will be invoiced \$250 per person, the conference attendance fee.

SET-UP — Tuesday, March 13, 2012, 4:30—6:00 PM, and Wednesday, March 14, 2012 from 7:00—8:30 AM

TEAR DOWN — **PROMPTLY** at 2:00 PM on Thursday, March 15, 2012. A **\$50 charge** will be invoiced to those exhibitors who do **NOT** tear down their own exhibit by 3:30 PM.

OTHER — Exhibitors should have staff present at their exhibit during all exhibit hours. If you need a telephone line for computers, contact Qwest directly. Exhibitors do **NOT** receive admission to workshops and general sessions unless purchased. See Stephanie at the Registration Desk with any questions. Exhibitors may distribute materials in their exhibit area only. Distribution in other areas of the hotel needs prior approval by MSSA staff and hotel staff.

STORAGE — A locked storage area will be available for exhibitors' materials. Exhibitors' property will be stored at the hotel at their own risk. Neither the hotel or MSSA guarantees that the property room will be locked or supervised at all times. Exhibitors will be responsible for transporting material to and from storage.

LIABILITY INSURANCE — MSSA and the Hilton Minneapolis Hotel, will not be responsible for the safety of exhibitor's property. Exhibitor is advised to consult its insurance broker for proper coverage. Exhibitor should not leave valuable items unattended in the exhibit area.

ADVERTISEMENT DETAILS

Minnesota Social Service Association is holding its 119th Annual Training Conference and Expo—**YOU**nited—at the Hilton Minneapolis Hotel on March 13—16, 2012. More than 2,800 attendees from Minnesota and surrounding states are expected to participate in three days of learning, networking, and sharing in pursuit of our common goal to improve the human service profession.

The conference program offers you an excellent opportunity to reach human service professionals throughout the state. All conference attendees will receive the conference program to use throughout the year as a directory and reference guide. Including your message will enhance the visibility of your organization within the largest and most active human service membership organization in the state of Minnesota.

AD SIZES & RATES

A. Inside cover advertisement, Full-page.....	400.00
B. Back outside cover, Full-page	400.00
C. Full-page (7-1/2" w by 10" h)	350.00
D. Half-page (7-1/2" w by 4-3/4" h).....	200.00
E. Half-page vertical format (3-1/2" w x 9" h)	200.00
F. Quarter-page (3-1/2" w by 4-3/4" h).....	145.00
G. Business Card Size (3-1/2" w by 2" h).....	85.00
H. Full Color Advertisement add an additional \$100 to the ad price.	

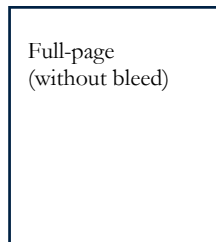
REQUIREMENTS — Your ad must comply with the following specifications. If it does not meet the requirements, call MSSA prior to January 15 for assistance.

- ◆ Correct size (see above).
- ◆ No bleeds.
- ◆ Grayscale (black and white) only, unless you are purchasing a color ad.
- ◆ Camera-ready art/mechanicals or PDF or jpeg or tiff via IBM compatible disk or electronically.
- ◆ A printout should accompany the disk or electronic submission.

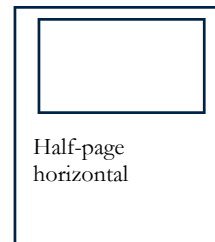
There will be a \$50.00 ad layout and design charge for ads not supplied as pdf, tiff or jpg format. Ads, which require difficult design elements, will be quoted.

Microsoft Word documents will NOT be accepted.

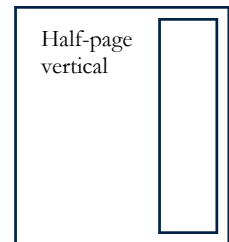
DIAGRAMS OF AD OPTIONS



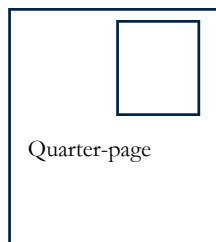
A., B. and C.



D.



E.



F.



G.

Ads must be typeset or of typeset quality. **Handwritten** ads will **not** be accepted. **Faxed** ads will **not** be accepted. **Photocopied** ads will **not** be accepted. Artwork will not be returned to the advertiser unless requested.

INSERTION FORM

REFUNDS— All refund requests must be in writing and received prior to January 31, 2012.

A \$50 processing fee will be assessed to all advertising refunds.

NO REFUNDS AFTER JANUARY 31, 2012.

Deadline for receipt of materials and payment: January 31, 2012

Name of Advertiser _____

Name of contact person _____

Street _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Ad Size and Rates—Please check appropriate boxes

- Inside cover advertisement, Full-page (first come, first serve basis)..... 400.00
- Back outside cover, Full-page (first come, first serve basis) 400.00
- Full-page (7-1/2"w by 10"h)..... 350.00
- Half-page (7-1/2"w by 4-3/4"h)..... 200.00
- Half-page vertical format (3-1/2"w x 9"h) 200.00
- Quarter-page (3-1/2"w by 4-3/4"h)..... 145.00
- Business Card (3-1/2"w by 2"h) 85.00
- Full Color add include an additional 100.00

Ad materials are enclosed. Payment is enclosed (due prior to January 31.)

Ad materials will be sent by January 31, 2012. It is the responsibility of the advertiser to submit the ad. **No confirmation/reminder will be sent.**

Special Instructions: _____

Payment

Please make checks payable to MSSA. Payment should be forwarded prior to or with ad materials.

AD MATERIALS ARE DUE NO LATER THAN **JANUARY 31, 2012**. It is the responsibility of the advertiser to submit and verify receipt of materials. No refunds will be issued if the advertiser does not submit ad according to specifications on previous page.

Send Payment to:

MSSA
Attention: Conference Advertisement
125 Charles Avenue
St. Paul, Minnesota 55103

Questions: Please contact Stephanie Kibler, MSSA Director of Program Development/Communications, at 651.789.4331, or stephanie@mnssa.org