

Taking Challenges

Creating opportunities



Welcome!

MSSA (Minnesota Social Service Association) invites you to participate in our 1st Annual Northwest District Conference & Expo being held June 17—18, 2009 at the Courtyard by Marriott in Moorhead, MN. Our theme, **“Taking Challenges, Creating Opportunities”** will set the tone for challenges and solutions in the delivery of human services today.

We anticipate this conference drawing more than 300 human service professionals from the public and private sectors from Northwest Minnesota and from the Dakotas. 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. This conference will attract decision makers as well as direct service staff, from the public and private agencies in Northwestern Minnesota and the Dakotas.

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

For information on other sponsorship

opportunities please contact Stephanie Kibler, Director of Program Development & Communications, stephanie@mnssa.org or 651.789.4331.

We look forward to seeing you in Moorhead!

Raeone Loscalzo
MSSA President

Dawn Smith Wright
Exhibits Chair

Stephanie Kibler
Director of Program Development & Communications

WHO SHOULD EXHIBIT? YOU SHOULD!

Your organization's products and/or services meet the needs of human service professionals, so the 1st Annual Northwest District 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 Taking Challenges, Creating Opportunities. 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

REASONS TO EXHIBIT

REACHING OUT — This conference 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 — This conference 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.

SPONSORING & ADVERTISING OPPORTUNITIES — This conference provides exhibitors with the opportunity to be sponsors and advertisers. Promote your products by hosting special events and workshops throughout the two day conference, highlight your booth by participating in the Silent Auction. MSSA is committed to strengthening relationships between members and exhibitors to increase your exposure.

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.

CONVINCED? Taking Challenges, Creating Opportunities will open doors for you to reach out, showcase your products and services, and ultimately improve the lives of individuals.

WHAT ARE YOUR EXHIBIT OPTIONS?

PLATINUM

\$1,800

- One basic or oversized space One Electrical Outlet
- Wireless Internet
- One half page ad (see Advertisement Insertion Form for details) (*\$200 value*)
- Six Full Conference Passes
- Six Lunches on Wednesday
- Agency logo on large screen during General Session
- Access to Exhibitor VIP Lounge
- Admission to all special events
- Hotel room for one night (**Hotel Reservation form required**)
- One post-conference postal mailing to conference attendees (Contact MSSA for details.)
- An article in the MSSA Voice highlighting your organization
- Company logo and link on conference website

OVERSIZED — This includes two exhibit spaces. Please note if tables are needed.

\$550

BASIC — Exhibit space only. This includes one draped six-foot table and two chairs. This does **NOT** allow for floor display.

\$300

ELECTRICITY — Electricity is an additional \$50.00 and is **NOT** included in the exhibit fee with the exception of the Platinum package.

\$50

BOX LUNCHES — Receive a box lunch Wednesday and Thursday only. Cost is per person.

\$50

WIRELESS INTERNET ACCESS

FREE

HIGH SPEED INTERNET

\$50/day

CONTRACT FOR EXHIBIT SPACE

Cancellation — All refund requests/cancellations must be submitted in writing no later than April 15, 2009. A \$50 processing fee will be assessed to all exhibit refunds. No refunds will be issued after April 15, 2009.

Setup—If the space is not setup by the announced opening time on the first full conference day (June 17, 2009). MSSA reserves the right to use or reassign that space. Setup may begin on Wednesday, June 17, 2009, 10:30 AM. Exhibits open at Noon on Wednesday, June 17, 2009 and at 8:30 AM Thursday, June 18, 2009. You are **expected** to exhibit both Wednesday and Thursday of the conference.

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

Main Telephone #

Fax #

Email

Website URL

Exhibitor Registration. Exhibit days are Wednesday, June 17 and Thursday, June 19, 2009. Set up is Wednesday, June 17, 11:00 AM—Noon. 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 \$300

Oversize Package \$550

Platinum..... \$1800

Select One (Premium Package only):

Basic Space **OR** Oversized Space

Electrical: Yes No

Tables Needed: Yes No #

Agency Member Discount..... -\$35.00

All MSSA Agency Members are eligible for a \$35.00 discount on exhibits.

Al la Carte Options:

Additional draped six-foot table \$250

Electrical Outlet (100 watts max)\$50

Wireless Internet.....FREE

High Speed Internet (\$50/day) \$100

Lunch Wednesday & Thursday:

Quantity: _____ x \$50 = \$_____

Advertisement (*complete Advertisement Insertion Form*)

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 **May 10, 2009** to be listed in Final Conference Program.

Make payment to: MSSA

Mail to: 125 Charles Avenue, St. Paul, MN 55103

Questions: 651/644-0556 ext. 231 or stephanie@mnsocialserviceassoc.org

EXHIBITOR AGENDA

EXHIBITOR FACTS

WHEN — Wednesday, June 17, 2009 and Thursday, June 18, 2009

WHERE — Courtyard by Marriott, 1080 28th St. S, Moorhead, MN 56560

HOURS — Wednesday, June 17, 2009 from 12:00 Noon—4:00 PM;
Thursday, June 18, 2009 from 8:30 AM—3:00 PM.

NAME TAGS — To receive printed name tags for your exhibit booth monitors, names must be submitted in writing to the MSSA office no later than June 1, 2009.

SHIPPING — Exhibitors must arrange their own shipping to the hotel. No shipments will be accepted by the Courtyard by Marriott prior to June 12, 2009. Please note the Courtyard by Marriott may apply a fee to items shipped to the hotel.

CHECK-IN — Wednesday, June 17, 2009, 10:30 AM at “Exhibitor Registration”. 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 without registering, your agency will be invoiced \$250, the conference attendance fee.

SET-UP — Wednesday, June 17, 2009 from 11:00 AM—12:00 Noon

TEAR DOWN — 3:00 PM on Thursday, June 18, 2009.

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 — Exhibitors are responsible for storing their own items. Neither the hotel or MSSA guarantees that the property room will be locked or supervised at all times. Exhibitors will be responsible for transporting materials.

LIABILITY INSURANCE— MSSA and the Courtyard by Marriott, 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.

Wednesday, June 17

Check-in/Registration

11:00 AM—12:00 Noon,
Exhibitor Registration Desk

Exhibits Open

12:00 Noon—4:00 PM

Exhibitor Lunch Available
(must be purchased in advance)

11:00 AM—12:00 Noon

Thursday, June 18

Exhibits Open

8:30 AM—3:00 PM

Exhibitor Lunch Available
(must be purchased in advance)

11:00 AM—12:00 Noon

MSSA reserves the right to determine exhibitors.

WHO SHOULD ADVERTISE? YOU SHOULD!

AD SIZES & RATES

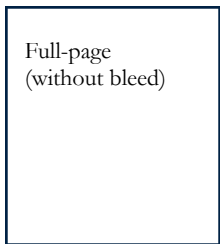
A. Inside cover advertisement, Full-page.....	400.00
B. Back outside cover, Full-page	400.00
C. Full-page (7-1/2" w by 10" h)	350.00
D. Half-page (7-1/2" w by 4-3/4" h)	200.00
E. Half-page vertical format (3-1/2" w x 9" h)	200.00
F. Quarter-page (3-1/2" w by 4-3/4" h).....	145.00
G. Business Card Size (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 May 1 for assistance.

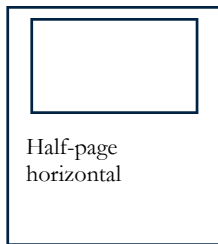
- ◆ Correct size (see above).
- ◆ No bleeds.
- ◆ Grayscale (black and white) only, unless you are purchasing a color ad.
- ◆ Camera-ready art/mechanicals or PDF or jpeg or tiff via IBM compatible disk or electronically.
- ◆ A printout should accompany the disk or electronic submission.

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.

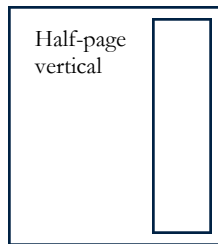
DIAGRAMS OF AD OPTIONS



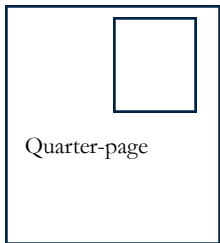
A., B. and C.



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.

Minnesota Social Service Association is holding its 1st Annual Northwest District Training Conference and Expo, **Taking Challenges, Creating Opportunities**, at the Courtyard by Marriot in Moorhead, MN on June 17--18, 2009. More than 300 attendees from Minnesota and North Dakota expected to participate in two 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.

ADVERTISEMENT INSERTION FORM

REFUNDS— All refund requests must be in writing and received prior to April 15, 2009.

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

NO REFUNDS AFTER APRIL 15, 2009.

Advertisement Insertion Form

Deadline for receipt of materials and payment: May 1, 2009

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 May 1).

Ad materials will be sent by May 1, 2009. 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 MAY 1, 2009. 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

SPONSORS, EXHIBITORS, ADVERTISERS!

JOIN US in acknowledging the accomplishments in human services.....

Sponsor a function, exhibit, advertise..

- ◆ **Show your support** of the human service profession
- ◆ **Inform** human service professionals from all walks of life about your product or service
- ◆ **Honor** the human service professionals in your organization
- ◆ **Network** with the decision makers and line workers in the human service field

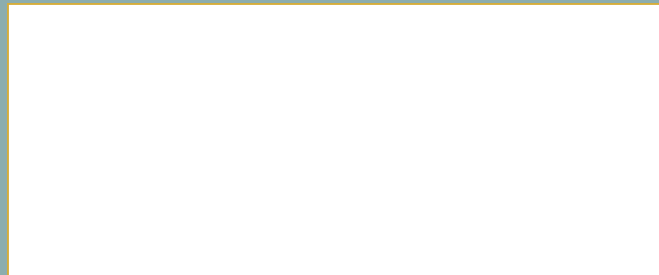
MAJOR CONTRIBUTOR — We invite you to consider making a major contribution to the conference for you to show your support for the human service professionals who have committed themselves to the service others. In the past, Major Contributors have sponsored:

- ◆ conference bags, mugs and other promotional items
- ◆ keynote speakers
- ◆ workshop tracks & institutes



Minnesota Social Service Association

125 Charles Avenue
Saint Paul, MN 55103
<http://www.mssaconference.org>



EXHIBITOR RESERVATION

MSSA 1st Annual Northwest District Conference

2009

June 17—18

Courtyard by Marriott
Moorhead, MN