

# Today's Vision, Tomorrow's Reality

## Welcome!

MSSA (Minnesota Social Service Association) will host two District Conferences this fall. The 2nd Annual NW District Conference & Expo on September 15—16, 2010 at the Courtyard by Marriott in Moorhead, MN and, the Metro District Conference on October 21, 2010 at the Crowne Plaza Minneapolis North.

Our theme, “**Today's Vision, Tomorrow's Reality**” will set the tone for challenges and solutions in service delivery. We anticipate the Northwest District Conference to draw 300 human service professionals from the public and private sectors in the Northwest District of Minnesota and from the Dakotas, and the Metro District Conference to draw 200 human service professionals from the public and private sectors in the Metro area.

These conferences will provide educational opportunities for Social Workers, Supervisors, Board of Directors, County Commissioners, Direct Service Workers, Directors, Employment and Training Counselors,

Financial Workers, Foster Parents, Nursing Home Administrators, Peace Officers, Public Health Nurses, School Counselors, Students, Volunteers, Administrative Support Staff, Case Aides, Child Support Workers and more.

MSSA is pleased to offer multiple ways you can participate —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](mailto:stephanie@mnssa.org) or 651.789.4331.

We look forward to seeing you this fall!

Valerie Mersch, MSSA President

Dawn Smith Wright, Exhibits Chair

Stephanie Kibler, Director of Program Development & Communications



## WHO SHOULD EXHIBIT? YOU SHOULD!

### REASONS TO EXHIBIT

Your organization's products and/or services meet the needs of human service professionals, so our District Conferences & Expos are 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 Today's Vision, Tomorrow's Reality. 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

**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 conferences. 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?** Today's Vision, Tomorrow's Reality 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

- One basic or oversized space One Electrical Outlet
- Wireless Internet
- One half page ad (see Advertisement Insertion Form for details) (*\$200 value*)
- Four Full Conference Passes
- Four Lunches on Wednesday
- Agency logo on large screen during General Session
- 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.

**BASIC** — Exhibit space only. This includes one draped six-foot table and two chairs. This does **NOT** allow for floor display or a table display larger than 3'x6' in width or more than 3' in height.

**ELECTRICITY** — Electricity is an additional \$75.00 and is **NOT** included in the exhibit fee with the exception of the Platinum package.

**BOX LUNCHES** — Receive a box lunch. Cost is per person, per day.

## WIRELESS INTERNET ACCESS

## HIGH SPEED INTERNET



# CONTRACT FOR EXHIBIT SPACE

**Cancellation** — All refund requests/cancellations must be submitted in writing 60 days prior to start of conference. A \$50 processing fee will be assessed to all exhibit refunds. No refunds will be issued.

**Setup**—If the space is not setup by the announced opening time on the first full conference day MSSA reserves the right to use or reassign that space.

**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.

**Shipping**—Exhibitors must arrange their own shipping to the hotel. No shipments will be accepted by the hotels more than three business days prior to the conference. Please note hotel may apply a fee to items shipped to the hotel.

**Liability Insurance**— MSSA and the 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.

**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 and set up times are listed to the page on the right. 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 NW** ..... \$300
- Basic Package Metro** ..... \$250
- Oversize Package** ..... \$500
  - NW     Metro
- Platinum NW** ..... \$1500
- Platinum Metro** ..... \$1200
  - Select One (Premium Package only):
    - Basic Space **OR**  Oversized Space
    - Electrical:  Yes  No
    - Tables Needed:  Yes  No #.....
- Exhibit at Both Conferences Discount** ..... \$50.00

## Al la Carte Options:

- Additional draped six-foot table..... \$250
- Electrical Outlet (100 watts max).... \$75
  - NW     Metro
- Wireless Internet .....FREE
- High Speed Internet..... (\$50/day) \$100
- Lunch Wednesday & Thursday:  
*Metro lunch Wednesday Only*  
Quantity: \_\_\_\_\_ x \$50 = \$\_\_\_\_\_
- Advertisement (*complete Advertisement Insertion Form*)

**Make payment to: MSSA**

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

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

# EXHIBITOR FACTS

## NW DISTRICT CONFERENCE

**DATES** — Wednesday, September 15, 2010 and Thursday, September 16, 2010

**LOCATION** — Courtyard by Marriott, Moorhead, MN

**HOURS** — Wednesday, September 15, 2010 from 12:00 Noon—4:00 PM; Thursday, September 16, 2010 from 8:30 AM—3:00 PM.

**CHECK-IN** — Wednesday, September 15, 2010, 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 with out registering, your agency will be invoiced \$250, the conference attendance fee.

**SET-UP** — Wednesday, September 15, 2010 from 11:00 AM—12:00 Noon

**TEAR DOWN** — 3:00 PM on Thursday, September 16, 2010.

**OTHER** — Exhibitors should have staff present at their exhibit during all exhibit hours. 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.

## METRO DISTRICT CONFERENCE

**DATE** — Thursday, October 21, 2010

**LOCATION** — Crowne Plaza Minneapolis North, Brooklyn Center, MN

**HOURS** — Thursday, October 21, 2010 from 9:00 AM—4:00 PM.

**CHECK-IN** — Thursday, October 21, 2010, 7:30 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 with out registering, your agency will be invoiced \$250, the conference attendance fee.

**SET-UP** — Thursday, October 21, 2010 from 7:30—8:30 AM.

**TEAR DOWN** — 4:00 PM on Thursday, October 21, 2010.

**OTHER** — Exhibitors should have staff present at their exhibit during all exhibit hours. 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.

*MSSA reserves the  
right to determine  
exhibitors.*

# WHO SHOULD ADVERTISE? YOU SHOULD!

## AD SIZES & RATES

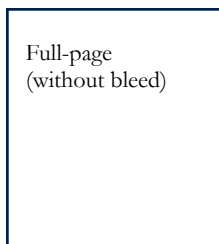
- A. Inside cover advertisement, Full-page .....400.00
- B. Back outside cover, Full-page .....400.00
- C. Full-page (7-1/2" w by 10" h) .....350.00
- D. Half-page (7-1/2" w by 4-3/4" h) .....200.00
- E. Half-page vertical format (3-1/2" w x 9" h) .....200.00
- F. Quarter-page (3-1/2" w by 4-3/4" h)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

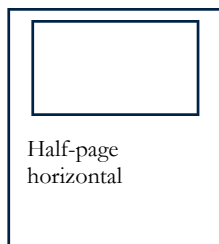
- ◆ Correct size (see above).
- ◆ No bleeds.
- ◆ Grayscale (black and white) only, unless you are purchasing a color ad.
- ◆ Camera-ready art/mechanicals or PDF or jpeg or tiff via IBM compatible disk or electronically.
- ◆ A printout should accompany the disk or electronic submission.

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.

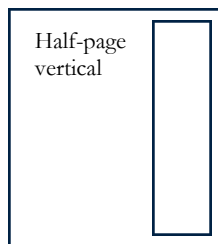
## DIAGRAMS OF AD OPTIONS



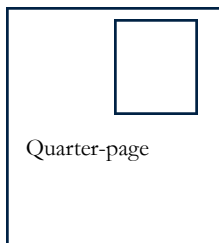
A., B. and C.



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 two Annual District Training Conferences and Expos in the fall of 2010. 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 at the NW District Conference, and 200 plus are expected at the Metro District Conference.

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

## Advertisement Insertion Form

**Deadline for receipt of materials and payment: 30 days prior to conference**

Name of Advertiser \_\_\_\_\_

Name of contact person \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Select Conference Program

- NW District Conference, September 15-16, 2010  
 Metro District Conference, October 21, 2010

### 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.  
 Ad materials will be sent no later than 30 days prior to conference. 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 30 DAYS PRIOR TO CONFERENCE.** 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](mailto:stephanie@mnssa.org)

**REFUNDS—** All refund requests must be in writing and received 60 days prior to start of conference.

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