

# Sponsorship Guide

MSSA's 2024 Annual Conference & Expo



**March 20-22, 2024**  
Minneapolis Convention Center  
*With virtual sessions in April*

Connect with over 4,000  
participants at the Midwest's  
largest health and human  
services conference.



# About Our Organization.



A nonprofit membership association launched in 1893, the Minnesota Social Service Association (MSSA) supports the health and human services profession by providing continuing education opportunities, advocacy on issues our members care about, scholarships, and more.

MSSA's mission is to enrich lives by uniting diverse professions and passionate people through education and legislative advocacy.



Photo from MSSA's first conference in 1893.

State Conference and Institute

# About the **Conference.**

The Annual Conference is MSSA's signature event, with over 4,000 participants from across the health and human services field.

It is the largest health and human services conference in the Midwest and is attended by both supervisors and direct staff who make referrals to clients and colleagues on placements and products.



3 day in-person & virtual event



Over 4,000 participants



Over 400 organizations represented

# More About the **Conference.**

There are two ways for attendees to participate:  
*Full Access or Virtual Only.*

	Full Access	Virtual Only
• In-person conference registration	✓	
• Access to conference session recordings	✓	✓
• Live webinars each Thursday in April	✓	✓

## MSSA applies for conference CEUs through

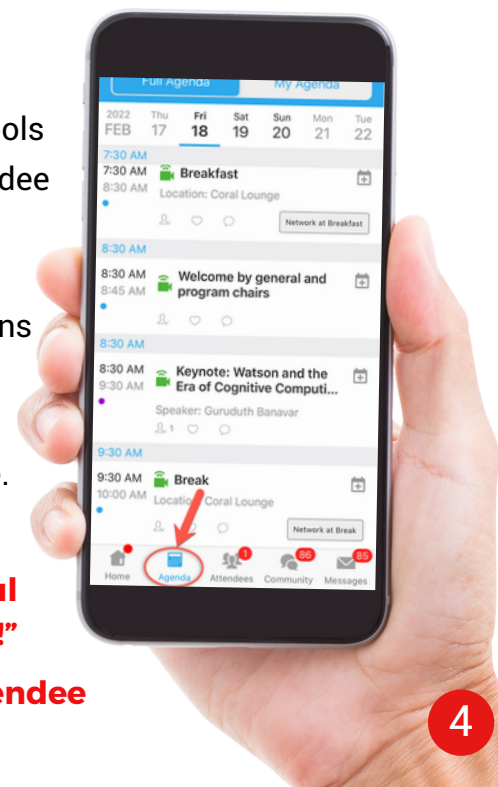
- Minnesota Board of Social Work
- Minnesota Board of Behavioral Health & Therapy
- Minnesota Board of Marriage & Family Therapy
- Minnesota Board of Psychology
- National Council on Family Relations Certified Family Life Educator (CFLE)
- North Dakota Board of Social Work
- Psychiatric Rehabilitation Association (PRA)
- Minnesota Board of Executives for Long Term Services and Supports

## Whova Conference App

Exhibitors will be able to collect leads in the app as well as send messages to attendees who have filled out their profile.

### The app features

- Lead-generation tools
- Sponsor and attendee profile pages
- Daily schedule
- Session descriptions
- Announcements
- Networking tools
- and so much more.



**“Loved the Whova app- really a great engaging and helpful app/tool to use this year!”**

**-2023 surveyed conference attendee**

## About the **Venue.**

The Minneapolis Convention Center (MCC) is the largest convention center in the Upper Midwest. MCC provides attendees with an award-winning user experience through easy navigation, multiple on-site food options, and top-notch guest services, available at any time throughout the building.

[Learn More >](#)

It's not just a convention center.  
**It's a relationship building.**

Minneapolis Convention Center  
1301 2nd Avenue South  
Minneapolis, MN 55403



# Endorsements



**“You increased my profit. I am definitely going to come back again.”**

**-Joey Rodrigues, Stretcher Transportation Services**

**“THANK YOU for such an amazing conference. I am relatively new to this profession/industry and was so excited to participate in absolutely EVERYTHING! The classes were fantastic, the expo was so full of great contacts, and the atmosphere/networking was invigorating. I am so grateful I was able to participate.”**

**-Lisa Simon, employment specialist,  
Midwest Special Services**



# Let's Get **Social & Digital.**

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Over 30,000 email addresses in our database, which includes our membership of

- 580 students
- 195 agencies with
  - 1,092 staff included in their agency memberships
- 2,396 professionals with individual memberships
- 67 retirees
- 26 part-time or unemployed individuals, and
- 11 foster parents.

Industry  
Average

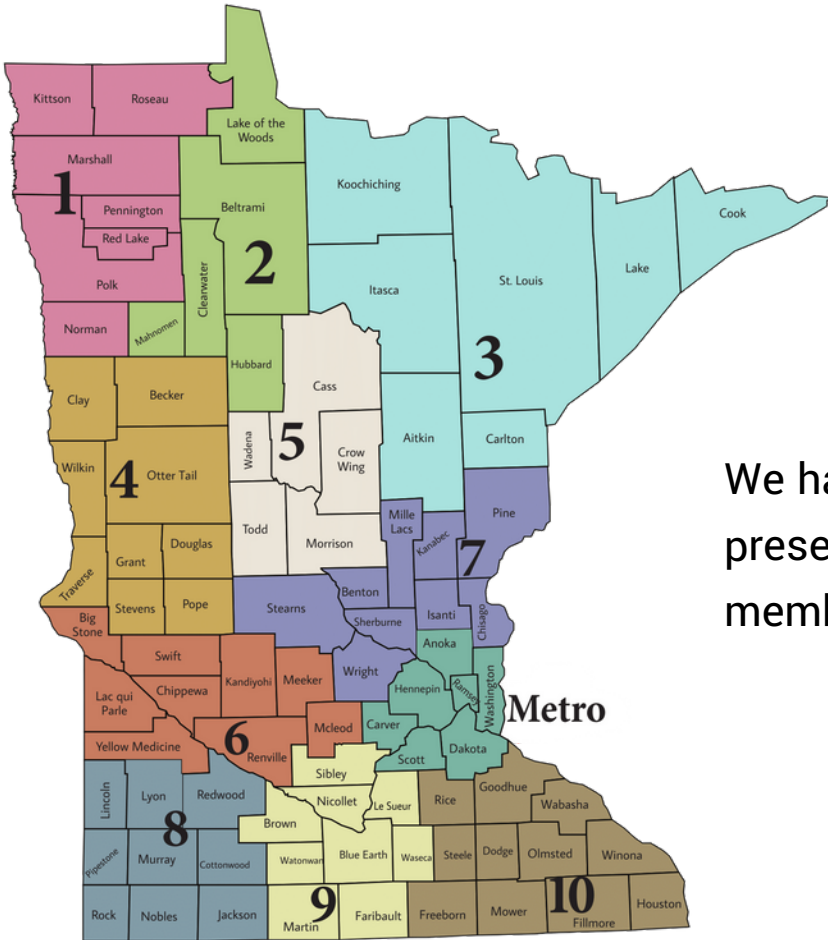
Average newsletter open rate: 35%	25.17%
Average newsletter click rate: 6.7%.	2.79%

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# Our most engaged subscribers



We have a robust statewide presence with engaged members in every region.



[www.mnssa.org](http://www.mnssa.org)

Average of 62,000 pageviews per month, January - April.



Over 650 followers

Top Occupations

1. Community & Social Services
2. Business Development
3. Healthcare Services

Top Industries

1. Mental Health Care
2. Hospitals & Health Care
3. Government Administration

Top Company Size

1. 1001-5000
2. 11-50
3. 51-200

Top Location

- Greater Minneapolis-St. Paul Area (73.1%)

Top Seniority

1. Entry
2. Senior
3. Director



Over 2,575 followers

- 88% women
- 12% men

Top audience cities

1. Minneapolis
2. St. Paul
3. Duluth

We have all kinds of interesting data on our social media and digital presence. Tell us what you're looking for and we would be happy to put something together.



# Sponsorship Packages

*Agency members receive a \$50 discount.*

	Leader \$3,975	Partner \$1,975	Friend \$595
Conference registrations <sup>1</sup>	6	4	1
Exhibit* <sup>2</sup>	Premium	Oversized	Basic
Conference webpage**	Logo	Logo	Logo
Conference app listing	Top tier	Second tier	Third tier
Full color ad in program	Half page	Quarter page	X
Conference emails	Linked logo	X	X
Passport Destination Booth	✓	X	X
Social media sponsor spotlight	✓	X	X
Hotel room at the Hilton for two nights on March 19, 20, or 21	✓	X	X

\*Exhibits are only available through package deal.

<sup>1</sup>Three days of in-person conference plus virtual conference

<sup>2</sup>March 20 & March 21 (no exhibitors March 22)

\*\*Sponsors are responsible for adding their logos to the conference webpage by completing their Whova (conference app) profile page, as Whova is synced with our conference website. Invitations to fill out profile pages will be sent to registered sponsors at the beginning of each week. Sponsors who opt out of using the app will not be included on our conference website.

Add more sponsor benefits to your package or create your own through our a la carte menu.



# Package-Only Benefit Descriptions

Exhibits are only available through package deal.

## Premium Exhibits

Includes

- two 6' skirted exhibit tables (no pipe & drape)
- 2 chairs
- prime location

## Oversized Exhibits

Includes

- two 6' skirted exhibit tables (no pipe & drape)
- 2 chairs

## Basic Exhibits

Includes

- one 6' skirted exhibit table (no pipe & drape)
- 2 chairs

**Need electricity or stronger internet?**



The electricity your booth needs depends on what you're plugging in. Check your devices for the right voltage. Usually, a 10-amp, 120-volt setup works well for things like a computer or TV.

## Social Media Sponsor Spotlight

We will post a thank-you image on our Facebook and LinkedIn pages, featuring your logo as well as a caption summarizing the work your organization does.

## Conference App Tier Listings

Your organization will be listed in the conference app's sponsor directory. The larger the sponsor package, the higher the listing (more visibility!).

## Conference Webpage Listing

Sponsors who fill out their Whova app profile will be automatically listed on our conference web page via an app integration.

## Conference Emails Listing

Linked logo: your logo, linking to your website

*You can purchase electricity and stronger internet after your booth number is assigned, with the last booths being assigned after sponsor registration closes on February 29, 2024. Leader and Partner Sponsors (oversized booths) should list both of their assigned booth numbers (e.g., 101-102). Contact Minneapolis Convention Center Exhibitor Services with any questions or concerns at (612) 335-6550 or [exhibitorservices@minneapolismn.gov](mailto:exhibitorservices@minneapolismn.gov).*

# Expo Hall Map

## Video Sneak Peek

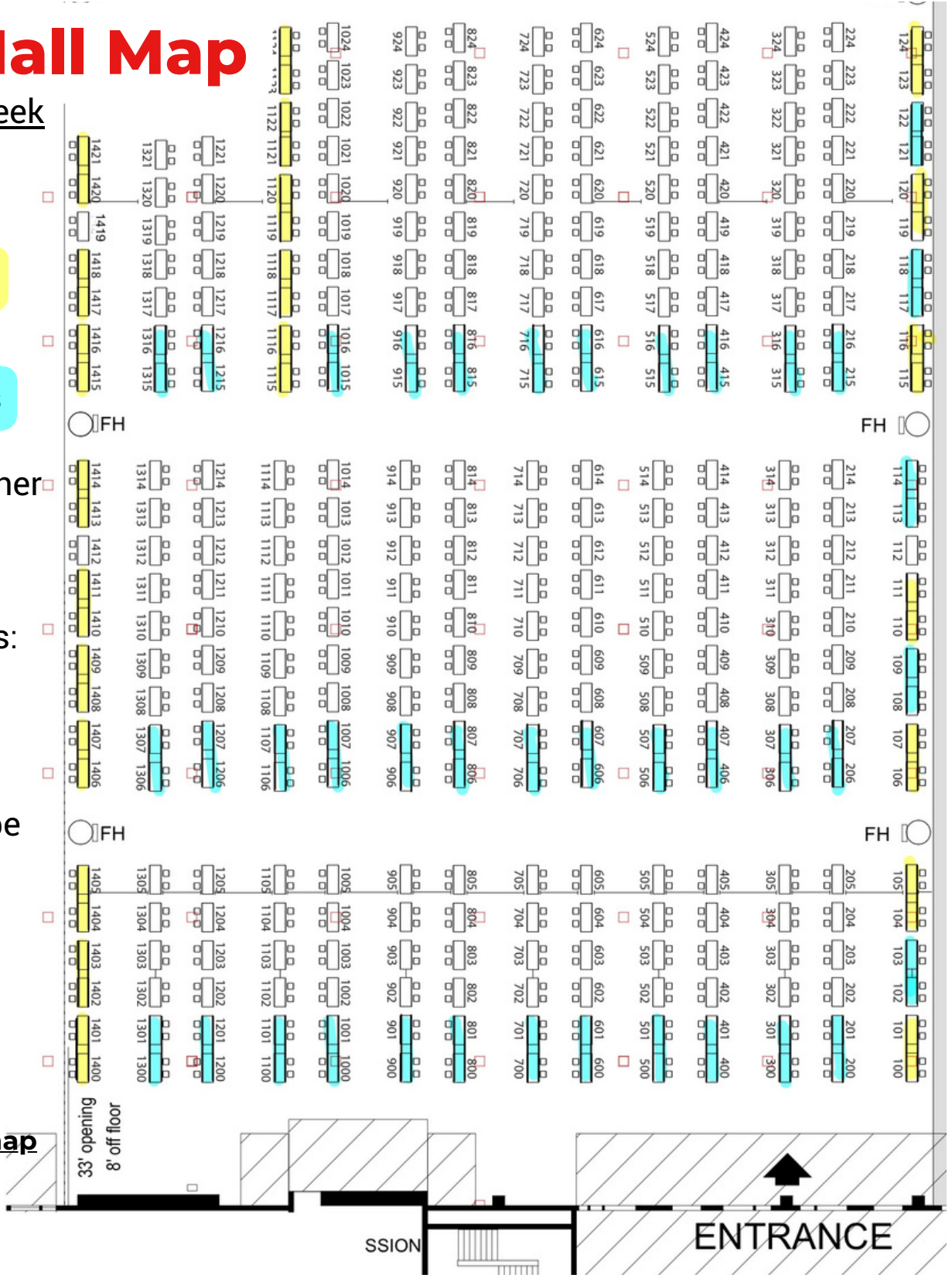
Reserved for  
Leader Booths

Reserved for  
Partner Booths

(Leader & Partner  
Sponsors can  
request other  
booth locations:  
side-by-side  
single booths)

This map will be  
updated the  
weeks of  
12/18/23,  
1/15/24, and  
2/12/24.

[View updated map](#)



# A La Carte Options

## EXPERIENTIAL

### Passport Destination Booth - \$500

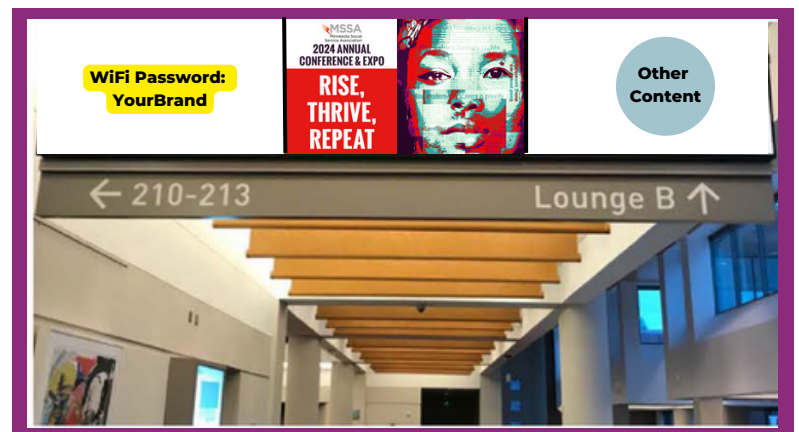
Connect with attendees in a fun and memorable way! As a Passport Destination Booth, attendees will be actively seeking your table. After asking you about your organization, they will ask you to scan their conference app's QR code with your phone. Attendees who visit all Passport Destination Booths are entered into an MSSA raffle. When you scan a QR code, you are given the person's contact information! Don't worry, we'll provide tutorials and a Whova help desk during the conference!



## NAMING

### Wi-Fi - \$2,500 (1 available)

Use your brand name as the conference's Wi-Fi password! The password is listed in a front page of the conference book as well as on signage around the conference. This is the easiest way to ensure that the majority of attendees will see your brand's name (and type it in their phone or computer)!



# A La Carte Options

## BRAND RECOGNITION

### Materials

#### Tote Bag - \$2,000 (4 available)

Get your logo on MSSA's conference tote bag, handed out to all in-person attendees!

#### Tote Bag Insert - \$1,200

Amplify your message by including an insert in MSSA's conference tote bags! The sponsoring organization provides 4,000 copies of their insert plus PDF version for download to be distributed to virtual-only participants.

#### Lanyard - \$2,000 (1 available)

Every attendee gets a lanyard to display their name tag, and every lanyard could have your logo on it! This is a great opportunity for brand impressions!



#### Clipboards - \$1,200 (1 available)

Boost your brand's visibility with our clipboard sponsorship! As event attendees use these clipboards for notes and more, your logo will be front and center in their minds. Sponsor must provide 4,000 clipboards.

#### Notebooks - \$1,200 (1 available)

As attendees use these notebooks for note-taking, your logo will become a familiar and memorable sight. Sponsor must provide 4,000 notebooks.

# A La Carte Options

## BRAND RECOGNITION

### Materials

#### Program Book Advertising

Increase your brand visibility by including your ad in the conference's program book!  
Sponsor must send graphic to MSSA by January 19, 2024.

Location	Price	Dimensions
• Back outside cover (1 available)	\$850	8.5 x 11 inches plus
• Back inside cover (1 available)	\$745	.125 inch bleed border
• Front inside cover (1 available)	\$745	OR 7.5 x 10 inches
• Full page interior	\$640	with no bleed
• Half page	\$400	Horizontal - 7.5 x 4.75 inches Vertical - 3.5 x 9 inches
• Quarter page	\$270	3.5 x 4.75 inches

*All ads should be submitted as high-resolution PDF files (300 DPI with all fonts embedded) and in CMYK (spot colors should be converted to CMYK as well).*

*While we can refer you to a designer, we are unable to create an ad on your behalf or adjust designs.*



# A La Carte Options

## BRAND RECOGNITION

### Events & Locations

#### Connect Commons - \$3,000 (1 available)

Connect Commons will be the conference's designated networking space. People will have the option to use this space to organize their own meet-ups as well as participate in MSSA hosted networking events scheduled throughout the conference. The sponsor's logo will be printed on foam-board advertising outside the room. Branding will also be displayed on tabletops in acrylic holders.

MSSA Networking Events that will be held in this branded space include

#### *Leadership Lab*

The Leadership Lab is a facilitated discussion for organizational leaders and management (decision-makers, administrators, positions in charge of hiring and/or workforce development). Its purpose is co-create practical solutions to workforce challenges. Using a World Café-inspired approach, this session will provide an opportunity for networking, creative problem-solving, and collaborative application of conference learnings.

#### *Curated Connections*

Curated Connections are 30-minute structured networking sessions where attendees with a shared interest or identity can connect to share ideas, resources, and experiences. Curated Connections take place on Wednesday and Thursday during the Break Plus timeslot.

#### *Rise & Network*

Rise & Network sessions will take place in the early morning on each conference day. They're unstructured and open to anyone who is ready to think about the day ahead. Bring your coffee or breakfast, and connect with other early birds on how to make the most of the day!

#### *Pre-Conference Meet & Greet*

The Pre-Conference Meet & Greet networking session will take place on Tuesday afternoon and is open to anyone looking to connect before the conference kicks off on Wednesday morning.

# A La Carte Options

## BRAND RECOGNITION

### Events & Locations

#### Keynote address - \$5,000 (1 available)

Sponsor's logo will be displayed on the auditorium stage's screen as people enter the auditorium and acknowledged in the opening remarks. Sponsor's logo will also be in the program book as well as on the website. Keynote speaker is Roxane Battle, presenting "Exhausted to Energized: How to Overcome Burnout and Find Pockets of Joy."



As a mental health advocate inside Fortune 500 UnitedHealth Group, Roxane Battle worked closely with practitioners to find ways to reduce burnout and make our mental well-being a priority.

Join Roxane as she shares not only insights from her personal life and media career, but also practical strategies to help us heal from the inside out and discover pockets of joy. From recognition and self-care, to leading with compassion and empathy, she will share tools to help us feel rested, valued, and ready to do our best work.

#### Student Luncheon - \$1,000 (2 available)

Are students your ideal audience? This sponsorship option includes recognition in our conference book, sponsors' logos printed on foam-board advertising outside the room, branding displayed on tabletops in acrylic holders, and designated time to speak to students during our Student Luncheon on Thursday, March 21.



# A La Carte Options

## BRAND RECOGNITION

### Events & Locations

#### Meeting Room/Play Room - \$1,500 (1 available)

This room serves two purposes: to provide reservable tables where people can meet and not disturb others and to offer a place for conference attendees to practice active rest through play and movement. The sponsor's logo will be printed on foam-board advertising outside the room. Branding will also be displayed on tabletops in acrylic holders.



We invite all organizations to contribute by providing their branded toys for our attendees as in-kind donations.

Ideas include coloring sheets and markers, stress balls, fidget spinners, hula hoops, hacky sacks, playing cards, etc.

#### Quiet Quarters - \$1,500 (1 available)

This room is for attendees needing a quiet workspace to reflect on learning, catch up on work, or plan their day. Use this sponsorship opportunity to get your branding in front of health and human services employees and organizations. The sponsor's logo will be printed on foam-board advertising outside the room. Branding will also be displayed on tabletops in acrylic holders.

# A La Carte Options

## BRAND RECOGNITION

### Events & Locations

#### Lactation Lounge - \$1,500 (1 available)

The Lactation Lounge sponsor will have the opportunity to get their branding in front of caregivers in this heavily utilized lounge. The sponsor's logo will be printed on foam-board advertising outside the room. Branding will also be displayed in the room in acrylic holders. Users will check out their own keycard for the entire conference, so after the conference, we can provide a number of caregivers who have seen your branding!

#### Yoga Break - \$750 (1 available)

Our conference's 30-minute Yoga Break, taking place twice during the conference during one of the conference's Break Plus time slots, is attended by participants who prioritize taking time to stretch and move their bodies. By sponsoring this break, your organization will get recognized in our conference book, logo printed on foam-board advertising outside the room, and acknowledged before the yoga session begins. Sponsor may provide a wellness giveaway and organization/company literature.



[Virtual Tour](#)



# A La Carte Options

## BRAND RECOGNITION

### Digital

#### Exhibit Hall Video Wall - (10 available)

Position your organization prominently above the entrance of the exhibitor hall with this 50-foot wide digital billboard. Situated over the doors of the exhibit hall, this high-visibility screen ensures your brand remains in the spotlight as attendees navigate between sessions, explore exhibitor offerings, and descend the escalators.

Your brand will be prominently featured for ten seconds at regular intervals, approximately every 90 seconds, throughout all three days of the conference.

#### Option 1: Exclusive Billboard - \$1,000

Your brand, front and center: only your information will be displayed!

What we'll need from you: your logo, 3-5 word slogan, supplemental photo or image, and your website or QR code. Design color will be pulled from your logo or website. Please save images as jpeg or png. Sponsor must send assets to MSSA by February 1, 2024.



# A La Carte Options

## BRAND RECOGNITION

### Digital

#### Option 2: Shared Billboard - \$300 each

Your logo will be displayed next to three others.

What we'll need from you: your logo. Please save images as jpeg or png. Sponsor must send assets to MSSA by February 1, 2024.



While we make every effort to avoid placing competitors' branding in close proximity, we cannot guarantee the specific positioning of your logo relative to other brands.

# A La Carte Options

## BRAND RECOGNITION

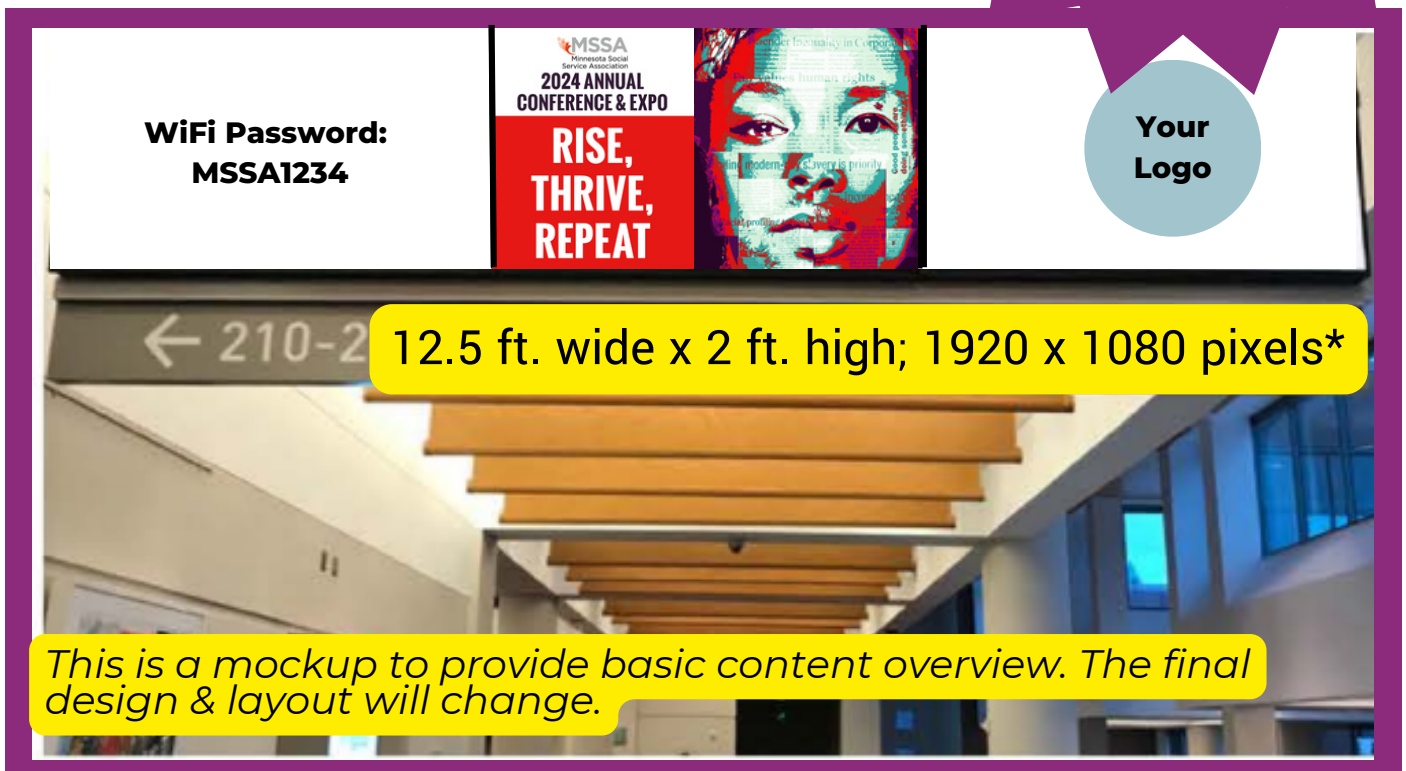
### Digital

#### Overhead Monitors - \$800 (10 available)

Maximize your brand exposure with this opportunity to feature your logo on 10 overhead monitors strategically positioned in highly visible, high-traffic areas. Your logo will be displayed for 7 seconds at regular intervals, approximately every minute, throughout all three days of the conference. Secure your spot now and make a lasting impression on conference attendees!

What we'll need from you: your logo. Please save images as jpeg or png. Sponsor must send assets to MSSA by February 1, 2024.

**Just \$80/Monitor!  
What a deal!**

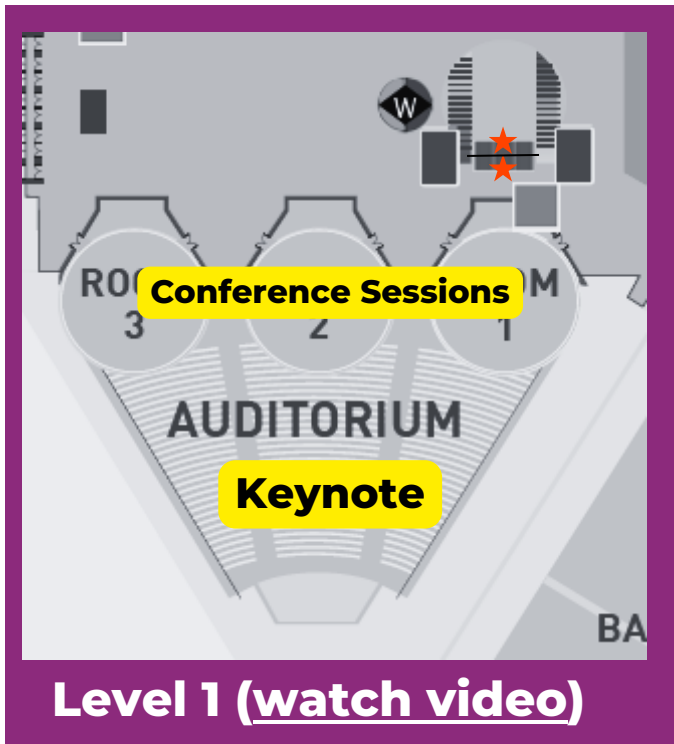


# A La Carte Options

## BRAND RECOGNITION

Digital

★ = overhead monitor location



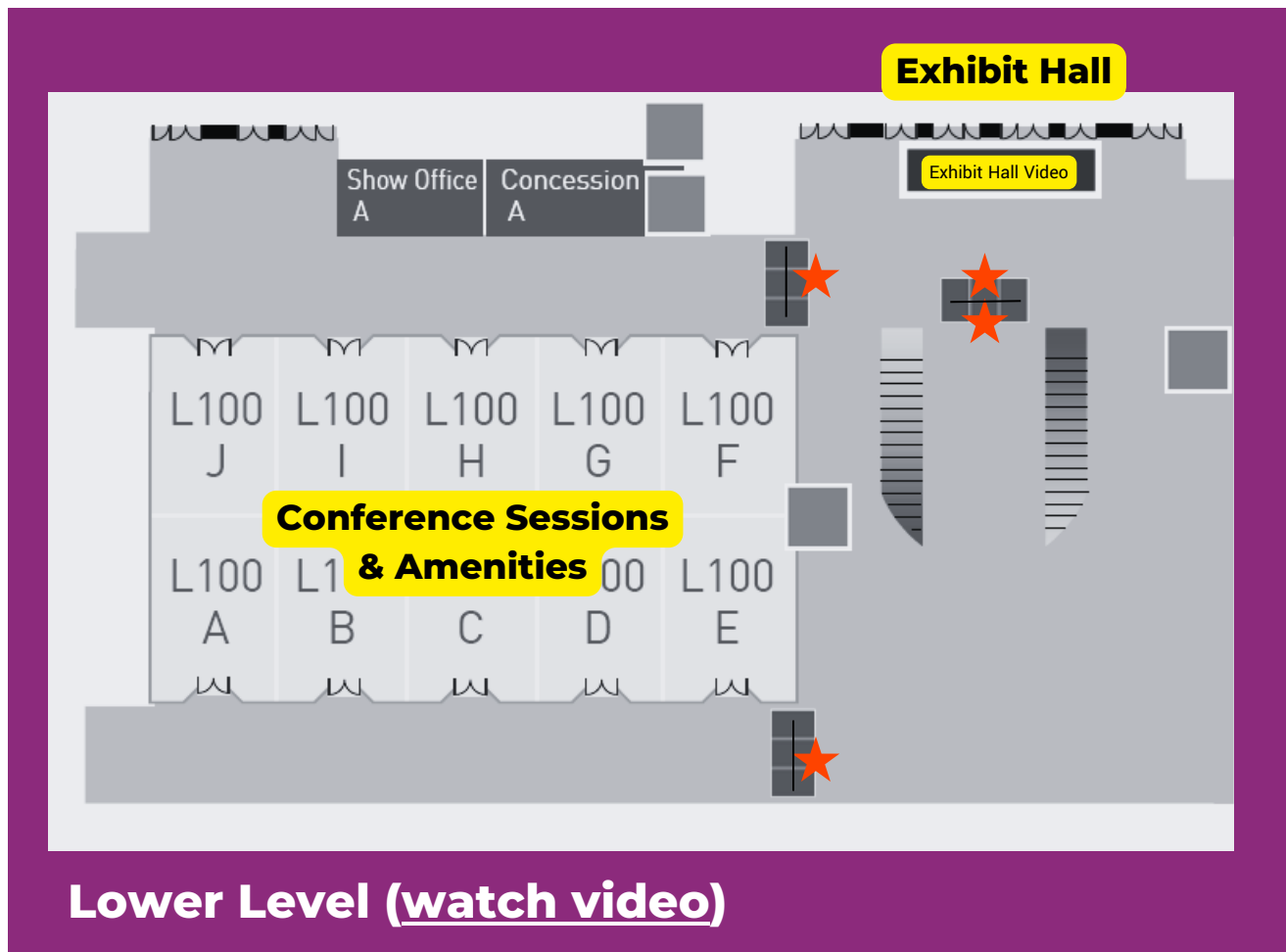


# A La Carte Options

## BRAND RECOGNITION

### Digital

★ = overhead monitor location



# A La Carte Options

## BRAND RECOGNITION

### Digital

#### Direct Message to Attendees - \$400 (2 available)

MSSA will send a direct message through the app to all attendees on your behalf! Need help coming up with an actionable message that aligns with your goals?

We can help!

#### April's Live Webinars - \$300

We'll acknowledge your brand at the start of one of our live webinars, held on Thursdays in April, which are included with all conference registration options. We will also add your logo to the webinar's recording's cover image for people who access it on their own time.

#### On-Demand Recording- \$250

We'll add your logo to an on-demand session recording's cover image. Session recordings are accessible to in-person attendees after the conference as well as virtual-only conference attendees.

#### Leading Resilient Teams:

Shifting the Burden from  
Self-Care to Team-Care

SPONSORED BY



# A La Carte Options

## EMPLOYEE ENGAGEMENT

### Conference Ticket - Varies

Help your staff feel valued by covering their ticket cost. They will learn, network, and join important discussions at our conference. [Visit our website](#) to see ticket options and pricing and to purchase.

### Hotel Room - Varies

[Reserve a room under our conference block rate here!](#)



**2024 ANNUAL  
CONFERENCE & EXPO**

**RISE,  
THRIVE,  
REPEAT**

March 20-22, 2024 • Minneapolis, MN

**Let's talk  
about your  
sponsorship  
goals**

**We're excited to hear about your goals and how we can help you achieve them.**

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