



**2017 ANNUAL  
CONFERENCE**  
November 15-16, 2017  
St. Paul RiverCentre

MINNESOTA  
PLANNED GIVING  
COUNCIL

**SPONSORSHIP  
& EXHIBITING  
OPPORTUNITIES**



**Dear Friends:**

You are invited to be a sponsor of the Minnesota Planned Giving Conference. The Minnesota Planned Giving Conference is the oldest planned giving conference in the country and perennially one of the most prestigious and best-attended. This year's conference will be held Wednesday and Thursday, November 15-16, 2017 at the Saint Paul RiverCentre, a state-of-the-art conference facility connected to the Xcel Energy Center.

The Minnesota Planned Giving Conference is the best opportunity for visibility in the upper Midwest planned giving community. The conference typically brings in 300 -400 development professionals, including planned giving professionals, attorneys, financial planners, accountants, and trust officers representing more than 150 organizations from across the country.

We work hard to ensure that attendees have every opportunity to learn about and meet you. The timing and placement of breakout sessions, receptions, and meals—as well as recognition from the podium and “meet our sponsor” activities—are just a few of the ways that conference attendees are encouraged to connect with you. Additionally, there are no scheduled events Thursday evening.

This provides you with an opportunity to meet with clients or prospective clients over dinner.

We invite you to take advantage of this terrific opportunity. Event sponsors and exhibitors are selected on a first-come, first-served, and space-available basis. Preference of space will be determined by level of sponsorship and response timing. As always, every effort is made to ensure your choice of sponsorship level and exhibit space. Because sponsorships and exhibit space fill quickly, we encourage you to respond soon.

If you have questions or would like more information about sponsoring or exhibiting at the Annual MPGC Conference, please contact us. To register to sponsor or exhibit, please visit [www.mnpgc.com](http://www.mnpgc.com) or complete the enclosed forms and return them by email ([office@mnpgc.org](mailto:office@mnpgc.org)) to the MPGC office or, if you prefer, fax them to 651-290-2266.

Thank you for your consideration and support of the Minnesota Planned Giving Conference. We look forward to talking with you soon!

Best regards,

**Sheryl Morrison**, Attorney  
Gray Plant Mooty  
612-632-3376  
[sheryl.morrison@gpmlaw.com](mailto:sheryl.morrison@gpmlaw.com)

## EXHIBITOR DETAILS

Exhibit fees: \$995 per table

### You receive:

- ▶ One 6' skirted table and two chairs. Exhibit tables will be assigned as payment is received (prime locations are reserved for conference sponsors).
- ▶ Two company representatives (additional reps \$60/day/person).
- ▶ Breaks and meals.
- ▶ Mention in conference promotional materials.
- ▶ Exhibitor ribbon recognition on conference nametags.
- ▶ Invitation to private sponsor reception.
- ▶ Listed as an exhibitor in mobile app and on conference webpage.

### Exhibit hours:

- ▶ Wednesday, November 15: 8:00 a.m. to 6:00 p.m.
- ▶ Thursday, November 16: 7:30 a.m. to 4:30 p.m.

### Setup and teardown:

Setup time: 6:00 a.m. - 8:00 a.m. on Wednesday, November 15.

Exhibit teardown must be completed by 5:00 p.m. on Thursday, November 16.

## IMPORTANT DATES

### Deadlines:

Exhibitor and sponsor registration agreements and payment in full are due by October 3, 2017. Exhibitor space will be confirmed upon full payment.

### Cancellation policy:

Cancellations must be received in writing. The following refund schedule will apply:

100% refund	On or before August 5, 2017
50% refund	August 6, 2016 to September 30, 2017
No refund	After October 1, 2017

Conference registration opens in June 2017.

## STATES REPRESENTED BY ATTENDEES AT PAST CONFERENCES

- ▶ California
- ▶ Iowa
- ▶ Illinois
- ▶ Massachusetts
- ▶ Minnesota
- ▶ Missouri
- ▶ North Dakota
- ▶ South Dakota
- ▶ Tennessee
- ▶ Washington
- ▶ Wisconsin
- ▶ Texas

## THANK YOU TO OUR 2016 CONFERENCE SPONSORS

- ▶ Donor Search
- ▶ Gray Plant Moody
- ▶ Kaspick & Company
- ▶ Larkin Hoffman
- ▶ Pentera
- ▶ State Street Global Advisors
- ▶ Stelter
- ▶ US Bank Charitable Services Group
- ▶ Wells Fargo

## THANK YOU TO OUR 2016 CONFERENCE EXHIBITORS

- ▶ ASI Signage innovations
- ▶ Bremer Wealth Management
- ▶ Crescendo Interactive, Inc.
- ▶ Minnesota Philanthropy Partners
- ▶ National Parkinson Foundation Minnesota
- ▶ Pentera, Inc.
- ▶ PG Calc
- ▶ Thompson & Associates

## REGISTERING YOUR COMPANY REPRESENTATIVES

MPGC will request your company exhibitor/sponsor representatives' names in October. A form will be sent to your main company contact to submit your complimentary representative names and register for additional representatives, if needed. Each booth includes registration for two representatives. Additional representatives are \$60 day/person.

## SHIPPING LABELS, ELECTRICITY & OTHER EXHIBIT SERVICES

Electricity and all other table preparation must be ordered online in advance from the River Centre. Order information will be provided to all confirmed exhibitors and will include shipping information.

# SPONSOR DETAILS

Additional information and confirmation will be sent after your registration is processed.

In addition to the benefits listed for each sponsorship level below, all 2017 Sponsors will receive the Following Benefits:

- › Complimentary exhibit table with 2 representatives
- › Logo visibility on conference promotion materials
  - › Logo visibility on conference web page
- › Listing as a sponsor in the conference mobile app
- › Sponsor ribbon recognition on conference nametags
  - › Invitation to private sponsor reception

## PLATINUM \$6,000

- › Opportunity to introduce plenary speaker of your choice
- › One pre- and post-conference email blast sent out by MPGC on your behalf
- › Small logo displayed on signs located outside breakout sessions
- › Ability to place promotional information at the tables during the plenary sessions (sponsoring company is responsible for the placement of these items)
- › Complimentary conference registration for 3 attendees

## GOLD \$5,000

- › Opportunity to introduce plenary speaker of your choice
- › Logo displayed on sign located at that plenary session
- › Small logo displayed on signs located outside breakout sessions
- › Complimentary conference registration for 3 attendees

## SILVER \$4,000

- › Recognition as “host” of the Networking Reception
- › Logo displayed on a sign located at the Networking Reception
- › Small logo displayed on signs located outside breakout sessions
- › Complimentary conference registration for 2 attendees

## BRONZE \$3,000

- › Opportunity to introduce a breakout session speaker of your choice
- › Sign recognizing your company’s sponsorship of the breakout session you sponsor
- › Small logo displayed on signs located outside breakout sessions
- › Complimentary conference registration for 1 attendee

## MOBILE APP SPONSOR \$3,000

- › Exclusive sponsor of the conference mobile app (including logo recognition in pre-conference marketing)
- › Banner ad in the conference mobile app that will link directly to your website
- › Complimentary conference registration for 1 attendee

## SCHOLARSHIP \$2,500

- › Company and student recognition at lunch
- › Small logo displayed on signs located outside breakout sessions
- › Complimentary conference registration for 1 attendee

## GENERAL \$2,000

- › Small logo displayed on signs located outside breakout sessions
- › Complimentary conference registration for 1 attendee

## CHARGING STATION \$1,500

- › Exclusive sponsor of the exhibit hall charging station
- › Logo displayed on sign located next to the charging station

## CONFERENCE MATERIALS \$1,500 – SOLD

- › Exclusive sponsorship of the conference materials group page
- › Sponsor to provide logoed notebook and pen

## SCHEDULE-AT-A-GLANCE \$1,000 – SOLD

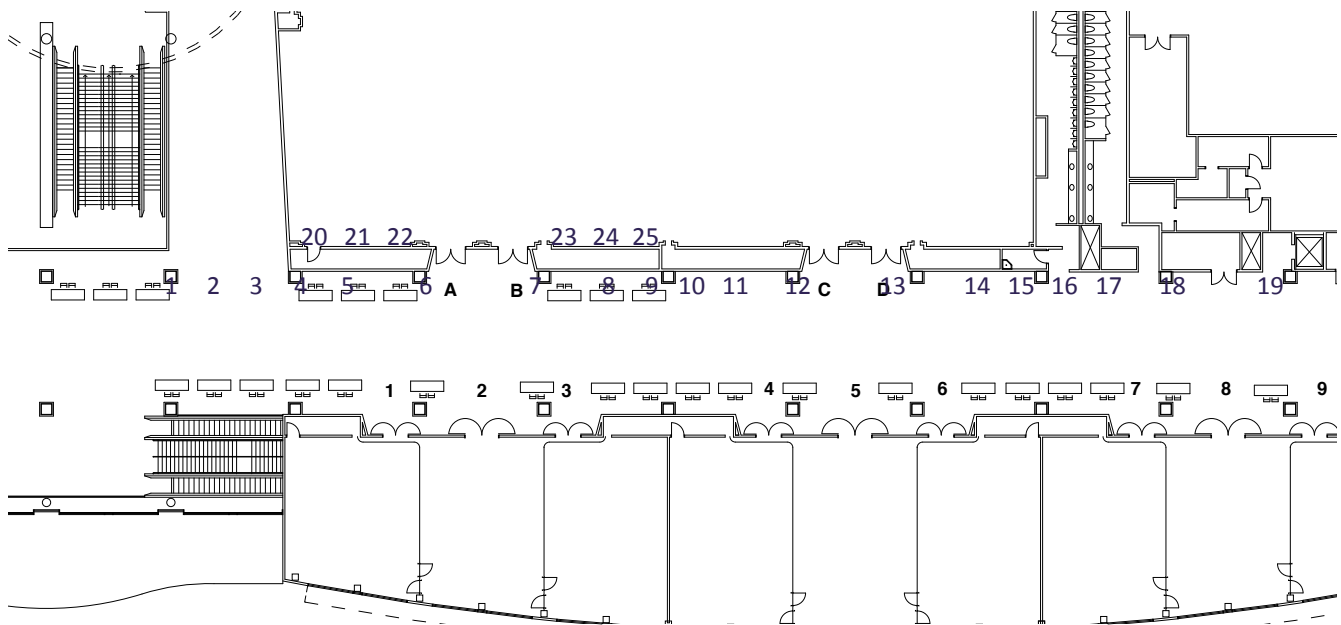
- › Exclusive sponsorship of the conference schedule-of-the-glance
- › Logo will be included on the front and back of schedule

# MINNESOTA PLANNED GIVING COUNCIL

## 2017 ANNUAL CONFERENCE

"I have attended many conferences (large and small) and from a vendor's perspective, I think MPGC is tops! The RiverCentre is very convenient to hotels, parking, and dining. The exhibitor booths are centrally located and this drives traffic to exhibitors throughout the conference. I also like that the MPGC hosts a reception for attendees and sponsors/exhibitors on the first afternoon, and a dinner later that evening for speakers and sponsors. Honestly, it's a terrific conference that offers many ways for professionals to connect."

~ Mark F. Ladendorf , Relationship Manager  
KASPICK & COMPANY, LLC



Minnesota Planned Giving Council  
1000 Westgate Drive, Suite 252  
St. Paul, MN 55114

651-290-7474  
[www.mnpgc.org](http://www.mnpgc.org)

# SPONSOR AND EXHIBITOR AGREEMENT FORM

ANNUAL MPGC CONFERENCE - NOVEMBER 15-16, 2017 - SAINT PAUL RIVERCENTRE

**Yes! We would like to be a Sponsor/Exhibitor for the 2017 MPGC Annual Conference.**

Exhibitor and Sponsor registration agreements and payment in full are due by October 3, 2017.

**Total payment MUST accompany form to guarantee sponsorship and begin receiving recognition.**

Please indicate your SPONSOR level:	Please indicate your EXHIBITOR options:	Table Preference
Exhibitor table and 2 additional reps included	<input type="checkbox"/> EXHIBIT TABLE \$995 x _____ TABLES = _____	1st Choice _____
<input type="checkbox"/> PLATINUM \$6,000	(If you are a sponsor, note that one table is provided)	2nd Choice _____
<input type="checkbox"/> GOLD \$5,000	<input type="checkbox"/> ADDITIONAL EXHIBITOR REPS \$60 x _____ = _____	3rd Choice _____
<input type="checkbox"/> SILVER \$4,000		
<input type="checkbox"/> BRONZE \$3,000		
<input type="checkbox"/> MOBILE APP \$3,000		
<input type="checkbox"/> SCHOLARSHIP \$2,500		
<input type="checkbox"/> GENERAL \$2,000		
<input type="checkbox"/> CHARGING STATION \$1,500		
<input type="checkbox"/> CONFERENCE MATERIALS \$1,500		
<input type="checkbox"/> SCHEDULE-AT-A-GLANCE \$1,000		
	<b>Grand Total \$ _____</b>	

\*Refer to previous page for table choice options.

## Important Notes

### LOGO SUBMISSION

Your company's logo will be used in conference promotional materials. Please provide your full-color, high resolution (300 dpi) logo in PDF, EPS, or JPG format to the MPGC office by June 30, 2017. Please email logo to carissaw@mpgc.com.

### SPONSOR

Please email a brief description of your company's goods/services. Maximum of 150 words. Email to carissaw@mpgc.com by June 30, 2017.

## Contact Information

Contact Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email (required) \_\_\_\_\_  
All listings and signage should read: \_\_\_\_\_  
(fill in company name as desired)

## Payment (must accompany application to guarantee sponsorship)

Check (payable to MPGC)     Visa     Mastercard  
*If paying by credit card, all fields below are required. Please do not send credit card information via email to protect your information!*  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Billing Address  Same as above \_\_\_\_\_  
Name (as it appears on card) \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

### Questions?

Contact Carissa Wolf at carissaw@mpgc.com or 651-265-7849.

### Complete this form and mail/fax to the MPGC office at:

1000 Westgate Drive, Suite 252 - St. Paul, MN 55114

Email: office@mnpqc.org - Web: www.mnpqc.org

Phone: 651-290-7474 - Fax: 651-290-2266

### Cancellation policy:

Cancellations must be received in writing. The following refund schedule will apply:

100% refund: On or before August 5, 2017

50% refund: August 4 to September 30, 2017

No refund: After October 1, 2017

*Due to PCI compliance, MPGC will only accept this form via fax or mail.*

(For office use only)

initials	fin.
date	
CK/CC	
amt. paid	
bal. due	

