

HOW DO YOU
**LIKE
US
NOW?**

116th Annual Training Conference & Expo
The largest, most comprehensive human service conference in Minnesota.
March 24—27, 2009
Sheraton Bloomington Hotel
Bloomington, MN

Welcome!

Minnesota Social Service Association (MSSA) invites you to participate in its 116th Annual Training Conference & Expo, **How Do You Like Us Now**, March 24—27, 2009. More than 2,800 members of the public and private human service delivery system will gather at the Sheraton Bloomington Hotel, 7800 Normandale Avenue, Bloomington, MN (Phone: 952.835.7800). 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, cabanas, 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 at 651.789.4331.

We look forward to seeing you in March 2009!

Brian Buhmann
MSSA President

Dawn Smith Wright
Exhibits Chair

Stephanie Kibler
Director of Program Development & Communications

WHO SHOULD EXHIBIT? YOU SHOULD!

REASONS TO EXHIBIT

REACHING OUT — Our 116th Annual Training Conference & Expo, How Do You Like Us Now, 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 116th Annual Training Conference & Expo, How Do You Like Us Now, 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 — Our 116th Annual Training Conference & Expo, How Do You Like Us Now, provides exhibitors with the opportunity to be sponsors and advertisers. Promote your products by **hosting special events** and **workshops** throughout the three 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.

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.

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.

Your organization’s products and/or services meet the needs of human service professionals, so the 115th 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 Proud of Who We Are. 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? How Do You Like Us Now will open many doors for you to reach out, showcase your products and services, and ultimately improve the lives of individuals.

WHAT ARE YOUR EXHIBIT OPTIONS?

PREMIUM — (a \$4,560 value)

- One basic or oversized space (*please specify on registration form*) (\$650 value)
- One Electrical Outlet (\$150 value)
- One half page ad (see Advertisement Insertion Form for details) (\$200 value)
- Three Valet parking passes for Tuesday, Wednesday OR Thursday (\$100 value)
- Six Full Conference Passes (\$1,740 value)
- Six Lunches on Wednesday (\$300 value)
- Agency logo on large screen during General Session (\$150 value)
- Access to Exhibitor VIP Lounge (\$150 value)
- Admission to all special events (*priceless*)
- Hotel room for two nights (**Hotel Reservation form required**) (\$320 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, 2007:**
 - Company logo and website address listed in preliminary program (\$150 value)
 - Company logo and link on conference website (\$200 value)

\$2,500

ENHANCED — (a \$2,145 value)

- One exhibit space—one draped six-foot table, two chairs (\$375 value)
- One quarter page ad (see Advertisement Insertion Form for details) (\$145 value)
- Two Valet Parking passes for Tuesday, Wednesday OR Thursday (\$65 value)
- Three Full Conference Passes (\$750 value)
- Three Lunches on Wednesday (\$150 value)
- Agency logo on large screen during General Session (\$150 value)
- Access to Exhibitor VIP Lounge (\$150 value)
- Admission to all special events (*priceless*)
- Hotel room for one night (**Hotel Reservation form required**) (\$160 value)
- **If payment is received prior to December 30, 2007:**
 - Company logo and link on conference website (\$200 value)

\$1,800

OVERSIZED — This includes two exhibit spaces. Please note if tables are needed. 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 an additional \$110.00 and is **NOT** included in the exhibit fee with the exception of the Premium package. Please note this price is set by the hotel.

\$110

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

\$40

PHONE SERVICE —Contact Qwest directly

CONTRACT FOR EXHIBIT SPACE

Cancellation — All refund requests/cancellations must be submitted in writing no later than February 1, 2009. A \$50 processing fee will be assessed to all exhibit refunds. No refunds will be issued after February 1, 2009.

Setup—If the space is not setup by the announced opening time on the first full conference day (Wednesday, March 25, 2009), MSSA reserves the right to use or reassign that space. Setup may begin on Tuesday, March 24, 2009, 5:30—7:00 PM ; Wednesday, March 25, 2009, at 7:00 AM. Exhibits open at 8:00 AM on Wednesday, March 25, 2009 and Thursday, March 26, 2009. You are **expected** to exhibit both Wednesday and Thursday of the conference.

Electrical—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 #

Fax #

Email

Website URL

Exhibitor Registration. Exhibit days are Wednesday, March 25 and Thursday, March 26, 2009. Set up is Tuesday, March 24, 5:30—7:00 PM; Wednesday, March 25, 7:00—8:30 AM. Please select an exhibitor package choice below. Select your preferred exhibit location. 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 \$1800**
- Premium Package \$2500**
Select One (Premium Package only):
 Basic Space **OR** Oversized Space
Electrical: Yes No
Tables Needed: Yes No #.....

Al la Carte Options:

- 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.

Preferred Location. It is possible that not all location requests will be honored. Priority is given to Premium & Enhanced packages.

- Poolside Plaza Mall Grand Foyer, 2nd Floor Any location

I would like to setup on Tuesday evening Yes No\

I would like to participate in the Silent Auction Yes No

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 15, 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

WHO SHOULD ADVERTISE? YOU SHOULD!

AD SIZES & RATES

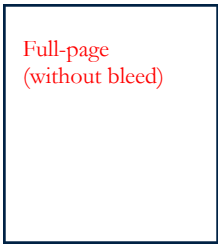
- A. Inside cover advertisement, Full-page.....400.00
- B. Back outside cover, Full-page400.00
- C. Full-page (7-1/2" w by 10" h)350.00
- D. Half-page (7-1/2" w by 4-3/4" h)200.00
- E. Half-page vertical format (3-1/2" w x 9" h)200.00
- F. Quarter-page (3-1/2" w by 4-3/4" h).....145.00
- G. Business 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.

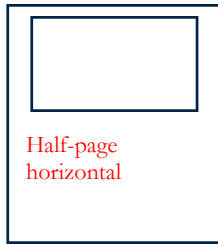
- ◆ Correct size (see above).
- ◆ No bleeds.
- ◆ Grayscale (black and white) only, unless you are purchasing a color ad.
- ◆ Camera-ready art/mechanicals or PDF or jpeg or tiff via IBM compatible disk or electronically.
- ◆ A printout should accompany the disk or electronic submission.

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.

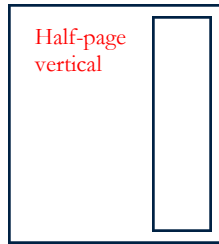
DIAGRAMS OF AD OPTIONS



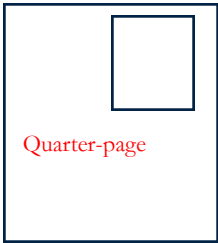
A., B. and C.



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 116th Annual Training Conference and Expo, **How Do You Like Us Now**, at the Sheraton Bloomington Hotel South in Bloomington, Minnesota on March 24—27, 2009. 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.

ADVERTISEMENT INSERTION FORM

REFUNDS— All refund requests must be in writing and received prior to January 31, 2009.

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

**NO REFUNDS AFTER
JANUARY 31, 2009.**

Advertisement Insertion Form

Deadline for receipt of materials and payment: January 31, 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 January 31).

Ad materials will be sent by January 31, 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 JANUARY 31, 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@mnsocialserviceassoc.org

EXHIBITOR AGENDA

EXHIBITOR FACTS

WHEN — Wednesday, March 25, 2009 and Thursday, March 26, 2009

WHERE — Sheraton Bloomington Hotel, 7800 Normandale Blvd.,
Bloomington, Minnesota

SPACE — Exhibits are located Poolside on the first floor, in the Grand Foyer on the second floor, and the Plaza Mall on the first floor. Exhibitors will be furnished with one skirted six-foot table and two chairs.

HOURS — Wednesday, March 25, 2009 from 8:00 AM—4:00 PM; Thursday, March 26, 2009 from 8:00 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 March 1, 2009.

SHIPPING — Exhibitors must arrange their own shipping to the hotel. No shipments will be accepted by the Sheraton prior to March 19, 2009. Please note the Sheraton may apply a fee to items shipped to the hotel.

CHECK-IN — Tuesday, March 24, 2009, 5:30—7:00 PM and Wednesday, March 25, 2009, 7:00—8:30 AM at “Exhibitor Registration” located in the hotel lobby. 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 — Tuesday, March 24, 2009, 5:30 to 7:00 PM, and Wednesday, March 25, 2009 from 7:00—8:30 AM

TEAR DOWN — **PROMPTLY** at 3:00 PM on Thursday, March 26, 2009. A **\$50 charge** will be invoiced to those exhibitors who are **NOT** torn down 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 Sheraton Bloomington 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.

Tuesday, March 24

Check-in/Registration

5:30—7:00 PM, Hotel Lobby

Wednesday, March 25

Check-in/Registration

7:00—8:30 AM, Hotel Lobby

Exhibits Open

8:00 AM—4:00 PM

Exhibitor Lunch Available
(must be purchased in advance)

11:00 AM—12:00 PM

Thursday, March 26

Exhibits Open

8:00 AM—3:00 PM

Tear Down

PROMPTLY at 3:00 PM

MSSA reserves the right to determine exhibitors.

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:

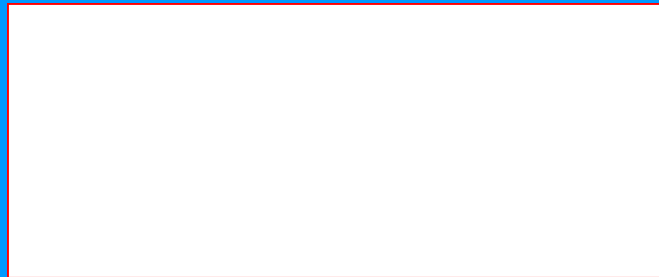
- ◆ conference bags, mugs and other promotional items
- ◆ keynote speakers
- ◆ workshop tracks & institutes



Minnesota Social Service Association

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

Non-Profit Org.
U.S. Postage
PAID
St. Paul, MN
Permit No. 5882



EXHIBITOR RESERVATION
MSSA Annual Training Conference & Expo

2009

March 24—27
Sheraton Bloomington Hotel
Bloomington, MN