



MINNESOTA PLANNED GIVING COUNCIL

2010 ANNUAL CONFERENCE

NOVEMBER 2–3, 2010
ST. PAUL RIVERCENTRE

SPONSORSHIP & EXHIBITING OPPORTUNITIES

Dear Friends:

You are invited to be a sponsor of the 34th Annual 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 Tuesday and Wednesday, November 2-3, 2010 at the Saint Paul RiverCentre, a state-of-the-art conference facility connected to the Xcel Energy Center.

The Minnesota Planned Giving Conference is perhaps the best opportunity for visibility in the upper Midwest planned giving community. Last year's conference attracted more than 325 attendees, including planned giving professionals, attorneys, financial planners, accountants, and trust officers representing more than 175 organizations from 9 states.

We work hard to make sure 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 Wednesday 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. As always, every effort is made to ensure your choice of sponsorship level and exhibit space. Because sponsorships and exhibit space may fill quickly, we encourage you to respond in a timely manner.

If you have questions or would like more information about sponsoring or exhibiting at the 34th Annual MPGC, please contact us. To register to sponsor or exhibit, please complete the enclosed forms and return them by mail 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,

Ron Bagnall, Director, Allina Hospice Foundation
651-241-5419 ron.bagnall@allina.com

Richard Olson, Vice President of Advancement, Benilde-St. Margaret's School
952-915-4351 rolson@bsm-online.org

Sheryl Morrison, Attorney, Gray Plant Mooty
612-632-3376 sheryl.morrison@gpmlaw.com

Charles Semrow, Senior Development Officer, Minnesota Medical Foundation
612-625-5673 csemrow@mmf.umn.edu

MGC

CONFERENCE ATTENDEES

Last year, the Minnesota Planned Giving Conference attracted more than 325 attendees, including planned giving professionals, financial planners, accountants, attorneys, and trust officers from more than 175 organizations in 9 states.

EXHIBITOR DETAILS

Exhibit fees: \$795 per table

Fee includes:

- ▶ One 6' skirted table and two chairs. Exhibit tables will be assigned as payment is received (prime locations are reserved for conference sponsors).
- ▶ Two booth representatives (additional booth representatives are \$50/day/representative)
- ▶ Breaks and meals

Exhibit hours:

Exhibit hours will be 8:00 a.m. to 6:00 p.m. on Tuesday, November 2 and 7:30 a.m. to 3:30 p.m. on Wednesday, November 3.

Exhibit setup and teardown:

Setup time will be 6:00 to 8:00 a.m. on Tuesday, November 2. Exhibit setup must be completed by 8:00 a.m. on Tuesday, November 2. Exhibit teardown must be completed by 4:00 p.m. on Wednesday, November 3.

IMPORTANT DATES

Deadlines:

Exhibitor and Sponsor registration agreements and payment in full are due by August 16, 2010. Exhibitor space will be confirmed upon full payment.

Cancellation policy:

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

100% refund	Before July 23, 2010
50% refund	July 24, 2010 to August 31, 2010
No refund	After September 1, 2010

Registration for the conference opens August 13, 2010.

STATES REPRESENTED

- ▶ California
- ▶ Iowa
- ▶ Illinois
- ▶ Indiana
- ▶ Minnesota
- ▶ Nevada
- ▶ North Dakota
- ▶ South Dakota
- ▶ Wisconsin

THANK YOU TO OUR 2009 CONFERENCE SPONSORS:

- ▶ Gray Plant Mooty
- ▶ HBH Associates LLC
- ▶ Kaspick & Company
- ▶ LarsonAllen
- ▶ M&I Institutional Trust Services
- ▶ Private Client Reserve at U.S. Bank
- ▶ The Stelter Company
- ▶ Wells Fargo Charitable Management Group

THANK YOU TO OUR 2009 CONFERENCE EXHIBITORS:

- ▶ ASI-Modulex
- ▶ Chartwell Capital Solutions
- ▶ Crescendo Interactive, Inc.
- ▶ Gray Plant Mooty
- ▶ HBH Consultants
- ▶ IDC
- ▶ Kaspick & Company
- ▶ LarsonAllen
- ▶ M&I Institutional Trust Services
- ▶ MD Designs by Metal Décor
- ▶ MN Community Foundation & The St. Paul Foundation
- ▶ Minnesota Real Estate Foundation
- ▶ Pentera, Inc.
- ▶ PG Calc
- ▶ Private Bank Minnesota
- ▶ Private Client Reserve at U.S. Bank
- ▶ Promotion Select, Inc.
- ▶ The Stelter Company
- ▶ Wells Fargo Charitable Management Group



SPONSOR DETAILS

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

PLATINUM \$6,000

- › Complimentary exhibit table
- › Description of company in contents of Conference CD
- › Logo visibility on conference promotional materials
- › Logo visibility on conference Web page
- › Sponsor ribbon recognition on conference nametags
- › Opportunity to introduce a plenary speaker of your choice
- › Logo displayed on a sign located at that plenary session
- › Full-page ad in the onsite booklet
- › Logo displayed on conference tote bag
- › Logo displayed on front cover of onsite booklet
- › Complimentary conference registration for 3 attendees

GOLD \$5,000

- › Complimentary exhibit table
- › Description of company in contents of Conference CD
- › Logo visibility on conference promotional materials
- › Logo visibility on conference Web page
- › Sponsor ribbon recognition on conference nametags
- › Opportunity to introduce a plenary speaker of your choice
- › Logo displayed on a sign located at that plenary session
- › Half-page ad in the onsite booklet
- › Logo displayed on front cover of onsite booklet
- › Complimentary conference registration for 2 attendees

SILVER \$4,000

- › Complimentary exhibit table
- › Description of company in contents of Conference CD
- › Logo visibility on conference promotional materials
- › Logo visibility on conference Web page
- › Sponsor ribbon recognition on conference nametags
- › Recognition as the “host” of the Networking Reception
- › Logo displayed on a sign located at the Networking Reception
- › Logo displayed on a sign located at that plenary session
- › Half-page ad in the onsite booklet
- › Complimentary conference registration for 2 attendees

BRONZE \$3,000

- › Complimentary exhibit table
- › Description of company in contents of Conference CD
- › Logo visibility on conference promotional materials
- › Logo visibility on conference Web page
- › Sponsor ribbon recognition on conference nametags
- › Opportunity to introduce a breakout session speaker of your choice
- › Quarter-page ad in the onsite booklet
- › Complimentary conference registration for 1 attendee

GENERAL \$2,500

- › Complimentary exhibit table
- › Description of company in contents of Conference CD
- › Logo visibility on conference promotional materials
- › Logo visibility on conference Web page
- › Sponsor ribbon recognition on conference nametags
- › Logo displayed on a sign located outside the breakout session room
- › Quarter-page ad in the onsite booklet
- › Complimentary conference registration for 1 attendee

LOGO SUBMISSION

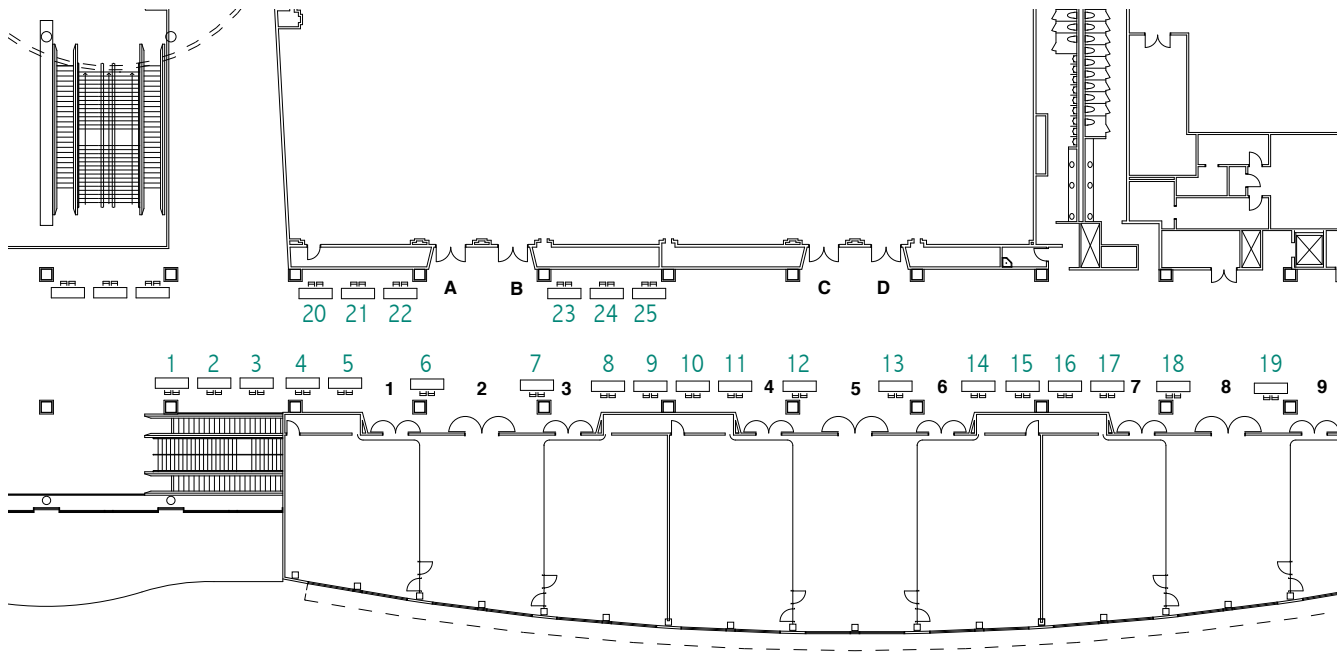
Your company's logo will be used in conference promotional materials. Please provide your full-color, high resolution (300 dpi) logo in PDF, EPS, or JPG format to the MPGC office by September 3, 2010. Please email logo to scottf@ewald.com or mail CD to the MPGC office.

MINNESOTA PLANNED GIVING COUNCIL

2010 ANNUAL CONFERENCE

“The Minnesota Planned Giving Conference is a wonderful opportunity for those who can’t attend the National Conference on Planned Giving or who want to supplement that learning experience. Quality faculty and quality networking – Minnesota presents one of the best council conferences in the country.”

*- Tanya Howe Johnson, CAE, President and CEO,
Partnership for Philanthropic Planning*



MPG

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

651-290-7474
www.mnpgc.org



SPONSOR AND EXHIBITOR AGREEMENT FORM

MPGC ANNUAL CONFERENCE | NOVEMBER 2-3, 2010 | SAINT PAUL RIVERCENTRE

Yes! We would like to be a Sponsor/Exhibitor for the 2010 MPGC Annual Conference.

Exhibitor and Sponsor registration agreements and payment in full are due by August 16, 2010

The deadline has past but space is still available!

Payment MUST accompany form to guarantee sponsorship.

Please indicate your Sponsorship level:

		Totals
<input type="checkbox"/> PLATINUM	\$6,000 (booth included)	= _____
<input type="checkbox"/> GOLD	\$5,000 (booth included)	= _____
<input type="checkbox"/> SILVER	\$4,000 (booth included)	= _____
<input type="checkbox"/> BRONZE	\$3,000 (booth included)	= _____
<input type="checkbox"/> GENERAL	\$2,500 (booth included)	= _____

Please indicate your Exhibitor options:

<input type="checkbox"/> EXHIBIT BOOTH	\$795 x _____ booths	= _____
<i>(If you are a sponsor, note that one booth is provided)</i>		
List 2 free booth representatives: _____		
<input type="checkbox"/> Additional Representatives	\$50/Day/Rep	= _____
<input type="checkbox"/> Yes, I require access to an electrical outlet	\$70	= _____
<input type="checkbox"/> Yes, I require wireless access	\$175	= _____
Grand total		= _____

Additional person(s) attending through Sponsorship:

Please list the names of the representatives attending the exhibit booth included in your Sponsorship Level.

- ADDITIONAL REGISTRATIONS (PLATINUM)
- _____
 - _____
 - _____
- ADDITIONAL REGISTRATIONS (GOLD/SILVER)
- _____
 - _____
- ADDITIONAL REGISTRATION (BRONZE/GENERAL)
- _____

Brief description of your company's goods/services:

(Maximum of 150 words; for use in the conference CD contents. Please attach a separate page if needed.)

Booth Preferences:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

**Refer to back page for booth choice numbers*

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

Card Number _____ Exp. Date _____ Security Code (required) _____

Phone _____

Name (as it appears on card) _____

Authorized Signature _____

Questions?
 Contact Scott at scottf@mnpgc.org or 651-290-6278.

Complete this form and mail/fax to the MPGC office at:
 1000 Westgate Drive, Suite 252 | St. Paul, MN 55114
 Phone: 651-290-7474 | Fax: 651-290-2266 | www.mnpgc.org

Cancellation policy:

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

- 100% refund: Before July 23, 2010
- 50% refund: July 24, 2010 to August 31, 2010
- No refund: After September 1, 2010

(For office use only)

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