



Our mission is to bridge research and practice in the field of aging, with emphasis on developing and supporting tomorrow's leaders.

Greetings!

The Minnesota Gerontological Society (MGS) is excited to offer sponsorship and exhibitor opportunities at our 46th Annual Conference. **Promote your organization to a statewide audience of over 500 older-adult professionals and students April 7 – 8, 2022 and during our pre-conference bonus-research day on April 6th.**

Demonstrate your expertise to the Emerging Voices of Minnesota's future leaders in aging: Share resources, and showcase innovations in technology, services, research, practice, education, and training. Connect with conference attendees via our virtual platform and/or in-person at our new onsite venue – The University of St. Thomas, St. Paul – a valued MGS partner.

Sponsor and exhibitor benefits

- ✓ Reach professionals dedicated to older-adult wellbeing at the city, county and state levels engaged in policy, program management and higher education
- ✓ Tap the professional traffic MGS drives to our conference website and year-round webinars
- ✓ Engage attendees for three 30-minute **designated** time slots
- ✓ **Guarantee high-sponsor visibility** with onsite displays in the General Session room. ***Hurry – space limited!***
- ✓ Virtual Exhibitors **pair the convenience of online presentation with onsite customizable 22"x 26" signs** in high-traffic areas, including breakout-session rooms.
- ✓ Network! MGS' Annual Conference is the perfect venue to build your business contacts and fuel sales
- ✓ **In-Person Sponsor Exhibiting** exclusively will have the opportunity to exhibit prominently in the General Session room which includes visibility during all breaks and lunch. Hurry! Limited space.
- ✓ **Virtual Exhibitors** will be recognized with a customizable 22"x26" sign that could include your logo or an advertisement prominently placed in high traffic areas as well as access to sessions.
- Attached: Sponsorship levels and exhibitor rates.
- Maximize recognition: Upgrade sponsorship level. Beat the registration rush: Secure your spot today!
- **Registration deadline: March 21, 2022.**

We look forward to working with you to promote your organization. Join MGS as we support education and research in Minnesota's aging arena, while fostering community that attracts professionals and students across all aging sectors.

Paulette Sorenson, CMP
MGS Conference Registrar
Paulette@mngero.org
(651) 343-1456

Alana Wright
MGS Executive Director
alana@mngero.org
952) 260-0095

[Register and Pay to Sponsor-Exhibit-Advertise HERE](#). The online registration system allows credit card or check payments. You will receive an online application to build your exhibit booth following payment.

2022 MGS CONFERENCE SPONSORSHIP/EXHIBITOR OPPORTUNITIES

OPPORTUNITY	INVESTMENT	DIRECT ENGAGEMENT	BRAND AWARENESS
Platinum Sponsor	\$5,000	<ul style="list-style-type: none"> ❖ 6 registrations to access sessions. ❖ Two-time email blast to all attendees, Pre And Post event. ❖ Introduction at General Session. 	<ul style="list-style-type: none"> ❖ Larger exhibit space prominently placed at center stage during general sessions, meals. ❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year. ❖ Shout-outs on MGS social media posts. ❖ Top billing on back cover of downloadable program. ❖ Full page advertisement in downloadable program. ❖ Opportunity to provide swag; coupons, prizes, online special events.
Gold Sponsor	\$2,500	<ul style="list-style-type: none"> ❖ 5 registrations to access sessions. ❖ One-time email blast to all attendees. ❖ Introduction at selected session. 	<ul style="list-style-type: none"> ❖ Standard size exhibit space during general sessions, meals. ❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year. ❖ Shout outs on MGS media posts. ❖ Color logo on back cover of downloadable program. ❖ Half page advertisement in downloadable program.
Silver Sponsor <i>Town Hall Breakfast Luncheon Networking Social (Not exclusive)</i>	\$1,500	<ul style="list-style-type: none"> ❖ 4 registrations to access sessions. ❖ Introduction at sponsored event. 	<ul style="list-style-type: none"> ❖ Standard size exhibit space during general sessions, meals. ❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year. ❖ Shout outs on MGS media posts. ❖ Color Logo on back cover of downloadable program. ❖ Quarter Page advertisement in downloadable program
Bronze Sponsor	\$750	<ul style="list-style-type: none"> ❖ 2 registrations to access sessions. 	<ul style="list-style-type: none"> ❖ Standard size exhibit space during general sessions, meals. ❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year. ❖ Color logo on back cover of downloadable program. ❖ Color logo with direct link highlighted on MGS website.
Session Sponsor	\$525	<ul style="list-style-type: none"> ❖ 1 conference registration to access sessions. ❖ Introduction at session. 	<ul style="list-style-type: none"> ❖ Standard size exhibit space during general sessions, meals. ❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year. ❖ Color logo on back cover of downloadable program. ❖ Color logo with direct link highlighted on MGS website.
Exhibit VIRTUAL ONLY	1-10 employees: \$200 11-50+ employees: \$300 ***Includes 1 virtual registration to access sessions both days. Attend in-person by upgrading to a Sponsor level.		<ul style="list-style-type: none"> ❖ Virtual Booth only. Prominently placed 22"x26" sign with your logo, company advertisement.at in-person conference. ❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content during conference. ❖ Company listing in downloadable program.
ADVERTISING ONLY: Half page \$375 or Quarter page \$250			