



MINNESOTA RURAL HEALTH CONFERENCE

June 17-18, 2024 • Duluth



Sponsorship & Exhibitor Prospectus



Dear Friends of Rural Health:

We're excited to invite you to sponsor and exhibit at the **2024 Minnesota Rural Health Conference**, held at the **Duluth Entertainment Convention Center on June 17-18**.

The event, one of the nation's largest rural health conferences, provides sponsors and exhibitors with opportunities to **gain visibility** and **build brand awareness** by connecting face-to-face with existing and prospective clients, discussing industry trends, and showcasing products and services that can benefit rural health organizations and professionals across the state.

The theme for this year's conference is **"Working Together, Building Our Future."** And that's just what we hope to see happen — professionals from across the state will gather in Duluth to share innovative solutions, outcomes and resources that can help to accelerate improvements in the health (and future) of Minnesota's rural communities.

The remainder of this prospectus outlines sponsorship and exhibitor opportunities for the upcoming conference, opportunities that are designed to meet a range of engagement goals and budgets.

If you have any questions, please reach out to us at:
ruralhealthconference@ruralcenter.org.

We hope to see you in Duluth in June!

About the Minnesota Rural Health Conference

The [Minnesota Rural Health Conference](#) — hosted by the Minnesota Office of Rural Health and Primary Care, the Minnesota Rural Health Association and the National Rural Health Resource Center — annually seeks to support, connect and inspire rural health professionals and leaders from across the state as they work toward the goal of building healthy communities.

The two-day conference, which has historically attracted more than 500 people from all regions of Minnesota, offers attendees opportunities:

- To expand their knowledge of all things rural health in Minnesota — including insights on the latest industry trends.
- To network with professionals and industry representatives from across the state — to share ideas, best practices, solutions and contacts.

Conference Participants

Attendees at the Minnesota Rural Health Conference generally include a broad range of professionals from across the rural health landscape:

- Health care executives
- Health care providers and other professionals
- Network directors
- Policy analysts and other researchers
- Health plan and accountable care organization representatives
- Educators
- Staff from government agencies
- Health professions students
- Elected and appointed officials
- Community members, leaders, and activists

Conference Venue

The Minnesota Rural Health Conference is held at the Duluth Entertainment Convention Center (DECC), located on the shore of Lake Superior. The DECC is within walking distance to Canal Park, downtown Duluth, and local restaurants and hotels.

Sponsorship Options At-A-Glance

Three sponsorship levels — Platinum, Gold and Silver — are available to help your organization increase its profile at the Minnesota Rural Health Conference. Each sponsorship level offers unique opportunities to connect with conference attendees and to demonstrate your commitment to both rural health in Minnesota and the conference. (An exhibitor-only option is also available.)

	PLATINUM	GOLD	SILVER
Conference Registration			
Complimentary Registration(s)	Two	Two	One
Exhibitor Space			
Complimentary Exhibitor Space	•	•	
Conference Involvement			
Speaking Opportunity	•	Option	
Exclusive Promotion			
Branded Name Badge/Lanyard <u>or</u> Conference App Sponsorship	•		
Conference App Promotion			
Sponsor Page Listing (Logo, Contact Info, Description)	•	•	•
Rotating Banner Ad (With Link to Organization Website)	•	•	
Push Notification Sent Each Day to Conference Attendees	•		
General Promotion			
Logo Displayed at Conference Site	•	•	•
Logo on All Conference Communications (Including emails)	•	•	•
Logo on Conference Website	•	•	•
Logo on All Conference Webpages	•		
Attendee Contact Information			
Receive List of Attendee Contact Information	•		

Platinum Sponsors enjoy the highest level of visibility at the Minnesota Rural Health Conference.

Platinum Sponsorship packages include the following benefits:

Conference Registration

Receive two complimentary full-conference registrations (including meals, snacks and reception).

Exhibitor Space

Select a premium location in the Exhibit Hall for your complimentary exhibit booth.

Conference Involvement

Your organization will serve as the sponsor for a keynote session or plenary panel — which gives you the unique opportunity to address the entire conference audience with introductory remarks (including a one-minute promotion of your organization) at the beginning of the session.

Exclusive Promotion

Your organization will have the choice of one-of-two options to enhance your connections with conference attendees:

- *Branded Name Badge and Lanyard:* Every conference attendee wearing your brand. It's a marketer's dream come true. Your organization's logo will be featured on each conference name badge and on the lanyard that all attendees receive at registration and wear during the two-day conference.
- *Conference App Sponsorship:* When every conference attendee logs in to the conference app — where they go to view the conference schedule, locate attendees and participate in other interactive features — they'll see your organization and your logo listed as the app sponsor. Signage at the venue will also acknowledge your organization as the app sponsor.

Conference App Promotion

Reach conference attendees on their smartphones through promotion in the conference app on an individual sponsor page listing your organization's logo, contact information, and description; on a rotating banner ad at the top of the app with a link to your organization's website; and on push notifications from your organization sent out each day of the conference to all attendees. *(Note: Also available for purchase is Cvent's LeadCapture service, which allows easy tracking of leads by scanning business cards or conference name badges.)*

General Promotion

Connect with conference attendees by displaying your organization's logo on all conference communications (including emails); on the conference website and all conference webpages; and at the conference venue.

Attendee Contact Information

Receive contact information for all conference attendees one week prior to the conference — allowing you to connect with attendees before they arrive in Duluth and to schedule one-on-one meetings in advance of the conference.

Contact us at ruralhealthconference@ruralcenter.org to talk about customizing a Platinum Sponsorship package that best fits your organization's needs.

Gold Sponsors receive increased visibility and play a key role in ensuring a successful Minnesota Rural Health Conference by supporting one of four event activities: conference meals, the Networking Reception, a Wellness Station or the Minnesota Rural Health Association Policy Forum.

Conference Meals | \$5,000 | Three Sponsorships Available

Food connects us all. By sponsoring a meal during the conference — breakfast on Monday or Tuesday, or lunch on Monday — you'll find a unique way to make connections with attendees and satisfy their appetites. Centerpieces throughout the venue will feature your organization's logo and mission statement, and your organization's logo will also appear on signage placed at the beginning of the high-traffic food lines.

Networking Reception | \$4,000 | One Sponsorship Available

Conferences are undoubtedly one of the best places to network. Your organization can help to "roll out the red carpet" for conference attendees by sponsoring the Networking Reception, which provides a relaxed environment (with appetizers) to catch up with old friends and meet new ones. You'll have the opportunity to kick-off the reception with two minutes of remarks, which might include a summary of your organization's commitment to serving rural communities. In addition, your organization's logo and sponsorship details will appear on signage placed at the beginning of the food line.

Wellness Station | \$4,000 | One Sponsorship Available

Conferences are fun and exciting. But they can also be draining — both physically and mentally. Your organization can offer conference attendees a welcome relief by supporting a wellness station that features chair massage sessions designed to relax and recharge. Signage will acknowledge your organization as the sponsor of the wellness station.

Minnesota Rural Health Association Policy Forum | \$3,000 | One Sponsorship Available

The Minnesota Rural Health Association Policy Forum is generally one of the most anticipated sessions at each year's conference. The Policy Forum typically features state (and sometimes national) policymakers discussing and answering questions about Minnesota's top rural health priorities. As the session's sponsor, you'll have the chance to introduce the session and speakers. In addition, your organization's logo and sponsorship details will appear on signage placed at the entrance to the ballroom.

Along with one of the sponsorship recognitions noted above, Gold Sponsorship packages include the following benefits:

Conference Registration

Receive two complimentary full-conference registrations (including meals and reception).

Exhibitor Space

Select a premium location in the Exhibit Hall for your complimentary exhibit booth.

Conference App Promotion

Reach conference attendees on their smartphones through promotion in the conference app on an individual sponsor page listing your organization's logo, contact information, and description, and on a rotating banner ad at the top of the app with a link to your organization's website. *(Note: Also available for purchase is Cvent's LeadCapture service, which allows easy tracking of leads by scanning business cards or conference name badges.)*

General Promotion

Connect with conference attendees by displaying your organization's logo on all conference communications (including emails); on the conference website; and at the conference venue.

Silver Sponsors raise their company or organization profile by supporting one of four services that help to make attendance at the Minnesota Rural Health Conference possible and enjoyable: charging stations, Wi-Fi, snack breaks and scholarships. *(Note: An exhibit booth is not included at this sponsorship level. Silver Sponsors interested in exhibit booth space will need to purchase it separately.)*

Conference Charging Stations | One Sponsorship Available

High-traffic areas at a conference mean high visibility. By sponsoring the conference's charging stations for laptops, cell phones, and tablets — located in the Exhibit Hall — you'll help attendees recharge their devices and earn their attention and thanks at the same time. (It's a gesture they're not likely to forget, especially when their batteries are drained.) Your organization's logo will appear on signage placed at the charging stations.

Conference Center Wi-Fi | One Sponsorship Available

Even conference participants need to stay connected to the rest of the world. It's a "must have." Help make that possible by sponsoring the conference's Wi-Fi network. Signage and table tents located throughout the venue will include Wi-Fi instructions alongside your organization's logo.

Conference Snack Breaks | Two Sponsorships Available

Often conference attendees need just a little "fuel" to help them get through the day. As a sponsor of one of the conference snack breaks — hosted in the Exhibit Hall — your organization will be who everyone thanks for their "pick me up." Signage at snack tables will acknowledge your organization as the snack break sponsor.

Conference Scholarships | Five Sponsorships Available

One reality of every conference is this: Not everyone who wants to attend is always able to. Your organization can help to promote participation at the conference by making it more accessible to attendees of all backgrounds — and especially those working at community organizations — by sponsoring a conference scholarship. One scholarship covers the registration costs for four attendees.

Along with one of the sponsorship recognitions noted above, Silver Sponsorship packages include the following benefits:

Conference Registration

Receive one complimentary full-conference registration (including meals and reception).

Conference App Promotion

Reach conference attendees on their smartphones through promotion in the conference app with an individual sponsor page listing your organization's logo, contact information, and description. *(Note: Also available for purchase is Cvent's LeadCapture service, which allows easy tracking of leads by scanning business cards or conference name badges.)*

General Promotion

Connect with conference attendees by displaying your organization's logo on all conference communications (including emails); on the conference website; and at the conference venue.

The conference’s Exhibit Hall offers a prime opportunity for vendors, partners, and consultants to promote products and services that are relevant to rural health care organizations, health care professionals, health professions educators and students, and other attendees.

Each exhibit booth features: a skirted, 8-foot long table; two chairs; pipe and drape; and access to conference Wi-Fi. Additional purchases are necessary to secure access to electricity, monitors, and high-top tables.

Five blocks of time during the conference are dedicated specifically for attendees to meet with exhibitors:

Monday, June 17	
10:30 a.m. - 11 a.m.	Break in Exhibit Hall
12 p.m. - 1 p.m.	Lunch in Exhibit Hall
3:15 p.m. - 3:45 p.m.	Break in Exhibit Hall
Tuesday, June 18	
7 a.m. - 8 a.m.	Breakfast in Exhibit Hall
9:45 a.m. - 10:15 a.m.	Break in Exhibit Hall

Exhibitor packages include the following benefits:

Conference Registration

Receive two complimentary full-conference registrations (including meals and reception).

Conference App Promotion

Reach conference attendees on their smartphones through promotion in the conference app with your organization logo included on the conference app exhibitor page and on an organizational profile included in the app. (Note: Also available for purchase is Cvent’s LeadCapture service, which allows easy tracking of leads by scanning business cards or conference name badges.)

General Promotion

Conference attendees will receive a “passport” card at registration — to encourage traffic in the Exhibit Hall. Attendees who have their cards stamped by all exhibitors will be eligible for a prize drawing.

Securing Your Sponsorship or Exhibit Booth

Securing Your Sponsorship

The sponsorship window is now open. The deadline to reserve a sponsorship is **Friday, May 10, 2024**.

To reserve your sponsorship, please contact conference staff by email (ruralhealthconference@ruralcenter.org) or phone (218-464-6121).

Sponsorship opportunities are available on a first come, first served basis.

Securing Your Exhibit Booth

General exhibitor registration opens on **Tuesday, April 2, 2024 at 9 a.m. CT**. Registration details will be available at the [conference website](#). We expect exhibit space to sell quickly. (If you have any difficulty with the online registration process, please contact conference staff at ruralhealthconference@ruralcenter.org or 218-464-6121).

Minnesota Rural Health Association (MRHA) Corporate Members and conference Silver Sponsors are eligible to register for exhibit space beginning on **Tuesday, March 26, 2024 at 9 a.m. CT**. Conference staff will contact MRHA members and Silver Sponsors with registration directions.

Note: Platinum and Gold Sponsors will be contacted by conference staff to select the exhibit space included with the purchase of their sponsorship package.

Sponsor and Exhibitor Eligibility

All sponsors and exhibitors will be subject to approval with an application/registration process. Conference hosts may reject sponsors and exhibitors that are not aligned with the goals and objectives of the Minnesota Rural Health Conference or are not relevant to attendees.

Cancellation Policy

All **sponsorships** are final upon receipt of payment. Sponsorships are non-refundable.

Cancellation requests for **exhibit booth space** must be submitted in writing and received by conference staff (ruralhealthconference@ruralcenter.org) by **Friday, May 3, 2024**. Requests received by this date are eligible for a refund, minus a \$40 processing fee. Cancellation requests received after May 3, 2024 will not be refunded.

Thanks to Our 2023 Sponsors

Gold Sponsors



Silver Sponsors

