

MINNESOTA SAFETY & HEALTH CONFERENCE

MYSTIC LAKE CENTER

APRIL 30
& MAY 1
2024



MINNESOTA SAFETY COUNCIL
CHAPTER OF THE NATIONAL SAFETY COUNCIL

2024 SPONSORSHIP OPPORTUNITIES

THE MINNESOTA SAFETY & HEALTH CONFERENCE

is a power-packed event that brings together various professionals dedicated to learning how to make their workplaces safer. It's designed to benefit anyone seeking to improve their knowledge of occupational safety and health issues including managers, supervisors, HR staff, safety committee members and leadership. We offer numerous opportunities to showcase your company to more than 20,000 safety and health professionals through various pre-event and on-site promotion.

This is a great year to be a conference sponsor. In 2023, our conference included 1,410 attendees from more than 15 states. In 2024, we anticipate even higher attendance, creating a tremendous opportunity for sponsors to show their support for Minnesota Safety Council's mission, and to get your messaging in front of peers, safety-minded individuals, and soon-to-be customers.

CONFERENCE FEATURES:

- ▶ Educational sessions presented by leading experts from all over the country who inspire and equip attendees with the resources to take their safety culture to the next level.
- ▶ Exhibit halls featuring more than 120 companies with products and services to support workplace safety programs.
- ▶ Premier networking opportunities.

LEVELS AND BENEFITS:

NICKEL | \$250

- Promotion on the Minnesota Safety Council website
- Company name recognition on conference signage
- On-site recognition during opening sessions

BRONZE | \$500

All items included in Nickel level, plus:

- Color logo recognition on conference signage

SILVER | \$1,000

All items included in Nickel and Bronze levels, plus:

- Color logo in conference Final Program

GOLD | \$2,500

All items included in Nickel, Bronze and Silver levels, plus:

- Color logo in rotating banner on Minnesota Safety Council website, visible prior to and after conference
- Acknowledgment in pre-event promotional materials and emails
- One complimentary conference registration
- Recognition in all conference email promotions
- Recognition in social media mentions

PLATINUM | \$5,000

All items included in Nickel, Bronze, Silver and Gold levels, plus:

- One additional complimentary conference registration (Total: 2 registrations)
- Full-page acknowledgment space in conference Final Program
- Included as sponsor for Minnesota Safety Council's Regional Safety Day events located in Northeast, Northwest and Southern Minnesota

DIAMOND | \$10,000

All items included in Nickel, Bronze, Silver, Gold and Platinum levels, plus:

- Two additional complimentary conference registrations (Total: 4 registrations)
- One complimentary exhibit booth (pending availability)
- Feature ad in promotional conference email

NEW! EXCLUSIVE SPONSORSHIPS

Only 1
AVAILABLE
FOR EACH!

NETWORKING RECEPTION SPONSOR (Tuesday, April 30) | \$10,000

- Logo recognition in all marketing of the conference, leading up to the event, including email promotions, conference webpage, and in conference brochure mailed to over 20,000 individuals (if secured before January 8, otherwise on electronic version)
- Logo recognition in all marketing of the Networking Reception at the conference, including a feature ad in the final program, signage, and on the big screens at the opening session
- Special logo recognition at Networking Reception
- Opportunity to welcome attendees at the Networking Reception, introduce entertainment
- Logo recognition in all email promotions at the Diamond level

OPENING SESSION AND KEYNOTE SPONSOR (Tuesday, April 30) | \$10,000

- Logo recognition in all marketing of the conference, leading up to the event, including email promotions, conference webpage, and in conference brochure mailed to over 20,000 individuals (if secured before January 8, otherwise on electronic version)
- Logo recognition in all marketing at the conference, including a feature ad in the final program, signage, and on the big screens at the opening session
- Opportunity to introduce keynote speaker during Opening Session
- Logo recognition in all email promotions at the Diamond level

OPENING SESSION AND KEYNOTE SPONSOR (Wednesday, May 1) | \$10,000

- Logo recognition in all marketing of the conference, leading up to the event, including email promotions, conference webpage, and in conference brochure mailed to over 20,000 individuals (if secured before January 8, otherwise on electronic version)
- Logo recognition in all marketing of the conference at the conference, including a feature ad in the final program, signage, and on the big screens at the opening session
- Opportunity to introduce keynote speaker during Opening Session
- Logo recognition in all email promotions at the Diamond level

REGISTRATION DESK SPONSOR | \$5,000

- Co-branded Logo recognition on main attendee registration desk
- Logo recognition in all marketing of the conference, leading up to the event, including email promotions, conference webpage, and in conference brochure mailed to over 20,000 individuals (if secured before January 8, otherwise on electronic version)
- Listed in all email promotions at the Platinum level
- Recognition on the big screens at the Opening Session

LANYARD SPONSOR | \$5,000

- Co-branded Logo on 2,000 lanyards (provided by sponsor) worn by attendees, exhibitors and staff during the conference and at three regional, one-day Safety Day conferences during Fall 2024
- Logo recognition in all marketing of the conference, leading up to the event, including email promotions, conference webpage, and in conference brochure mailed to over 20,000 individuals (if secured before January 8, otherwise on electronic version)
- Logo recognition in all email promotions at the Platinum level
- Logo recognition on the big screens at the Opening Session

SODA SPONSOR | \$1,500

- Special company logo on signage near the soda stations; open during lunch and afternoon breaks
- Color logo in conference final program
- On-site recognition during Opening Session

ATTENDEE DEMOGRAPHICS

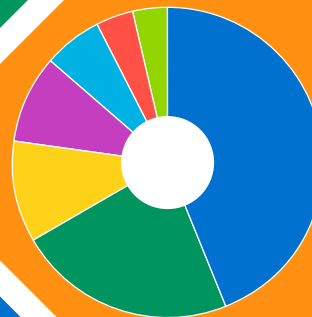
Here's a quick look at who will receive your company's message with your sponsorship.

Top 5 Attendee Job Titles:

- ▶ Environmental Health & Safety Manager
- ▶ Safety Coordinator/Director
- ▶ HR Manager/Supervisor
- ▶ Production Coordinator/Manager/Supervisor
- ▶ Risk Manager/Consultant

90%
of attendees responsible
for/influence the purchasing
of safety and health
products/services for
their company.

Attendance by Industry



- Manufacturing
- Public Administration/Government
- Utilities
- Construction
- Professional Services
- Transportation
- Wholesale Trade

**Total
Conference
Attendees:
1,410
(2023)**

2023 Conference Sponsors Included: 3M, Abbott, American Industrial Hygiene Association, Andersen Windows & Doors, Aveda, Celebrate Safety, Inc., CHS, Cintas Corporation, Cirrus Aircraft, Cliffs, Intertek Alchemy, J.J. Keller & Associates, Inc., KPA, Land O'Lakes, Malco, Minnesota Power, NatureWorks LLC, One2One Marketing, OtterTail Power Company, PCL Construction, Red Wing Shoes, RESA Power, SFM, Sherwin-Williams, Suburban Waste Services, Walman Optical, Xcel Energy.



MINNESOTA SAFETY COUNCIL

Helping make life safer
Chapter of the National Safety Council

minnesotasafetycouncil.org

BECOME A CONFERENCE SPONSOR

To secure your sponsorship for the 2024 Minnesota Safety & Health Conference, please complete and submit the form below by March 15, 2024.

COMPANY INFORMATION

Company Name _____

Contact Name _____

Title _____

Mailing Address _____

City, State, Zip _____

Phone _____

Email _____

2024 CONFERENCE SPONSORSHIPS

Please select the Sponsorship Level, Exclusive Sponsorship, Additional Sponsorship Opportunities and/or Program Ad you wish to sponsor.

SPONSORSHIP LEVELS

- DIAMOND SPONSOR | \$10,000
- PLATINUM SPONSOR | \$5,000
Breakfast Sponsor (2 available)
Luncheon Sponsor (2 available)
Final Conference Program Printing
- GOLD SPONSOR | \$2,500
- SILVER SPONSOR | \$1,000
- BRONZE SPONSOR | \$500
- NICKEL SPONSOR | \$250

EXCLUSIVE SPONSORSHIPS (Only 1 available for each)

- NETWORKING RECEPTION SPONSOR
(Tuesday, April 30) | \$10,000
- OPENING SESSION AND KEYNOTE SPONSOR
(Tuesday, April 30) | \$10,000
- OPENING SESSION AND KEYNOTE SPONSOR
(Wednesday, May 1) | \$10,000
- REGISTRATION DESK SPONSOR | \$5,000
- ~~LANYARD SPONSOR | \$5,000~~ **SOLD**
- SODA SPONSOR | \$1,500

The Minnesota Safety Council is a 501(c)(3) organization; all gifts are tax deductible.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Approved, co-branded promotional piece for attendees (e.g. tote bag) | Cost of item
- Door Prize | \$250 value or greater

PROGRAM ADS

- Back Cover (Full-color; 8" wide x 10.5" high) | \$1,200
- Inside Back Cover (Full-color; 8" wide x 10.5" high) | \$1,000
- Full-Page (Black & White; 8" wide x 10.5" wide) | \$750
- Half-Page (Black & White; 8" wide x 5.125" high) | \$500
- Quarter-Page (Black & White; 3.875" x 5.125" high) | \$250

FRIENDS AND SUPPORTERS

- Individual Contribution: Friend of MN Safety Council | \$100
- Individual Contribution: Supporter of MN Safety Council | \$50

PAYMENT INFORMATION

Total Amount: \$ _____

- Check Enclosed (payable to Minnesota Safety Council, Fed ID #41-0418405)

Credit Card: Visa MasterCard American Express

Card # _____

Name _____

Signature _____

Expiration Date _____ Security Code _____

Return Completed Form and Payment to:

MAIL:

Minnesota Safety Council, Janie Ritter
2024 Minnesota Safety & Health Conference
474 Concordia Avenue, Saint Paul, MN 55103

EMAIL: janie.ritter@mnscc.org

Upon confirmation of your sponsorship you will receive sponsor guidelines which will include instructions for submitting your company logo and other details.

Questions?

Contact Janie Ritter:
651-228-7324
janie.ritter@mnscc.org



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