

CARE PROVIDERS OF MINNESOTA
2020 VIRTUAL CONVENTION & EXPOSITION

EXPLORING OPPORTUNITIES

NAVIGATING INTO THE FUTURE

NOVEMBER 9-18, 2020



(BONUS ARCHIVED DATES: NOVEMBER 19-DECEMBER 4)

2020 EXHIBITOR & SPONSORSHIP GUIDE

NETWORKING OPPORTUNITIES

PRE & POST SHOW MARKETING

PROMOTE YOUR COMPANY AT OUR VIRTUAL CONVENTION—
SIGN UP TO SPONSOR, EXHIBIT, AND ADVERTISE ONLINE AND
IN OUR PRINTED CONVENTION GUIDE

#CPMCON20

Care
Providers
of Minnesota

PROMOTE YOUR COMPANY AT CARE PROVIDERS OF MINNESOTA'S 72ND CONVENTION & EXPOSITION

VIRTUAL | November 9-18, 2020

(BONUS ARCHIVED DATES: NOVEMBER 19-DECEMBER 4)

À LA CARTE 2020 VIRTUAL CONVENTION & EXPOSITION

OUR 2020 VIRTUAL CONVENTION & EXPOSITION IS YOUR OPPORTUNITY TO
CONNECT WITH MEMBERS!

Yes, it will be different this year—however we are excited about all the new opportunities for you to connect with corporate staff, owners, administrators, department heads, and staff from all areas of facility operations. These individuals represent nursing facilities, assisted living and senior housing, and community & home care settings throughout the state.

SIGN UP TO SPONSOR, EXHIBIT, AND ADVERTISE ONLINE AND IN OUR PRINTED CONVENTION GUIDE

SPONSORSHIP OPPORTUNITIES INCLUDE:

ANNUAL MEMBERSHIP MEETING (EXCLUSIVE)

\$3,000

Prior to the start of this live leadership meeting—an opportunity to include a brief message about your company.

MONDAY KEYNOTE SESSION*

\$3,000

An opportunity to include a brief message about your company before introducing the live keynote speaker

TUESDAY KEYNOTE SESSION*

SOLD

An opportunity to include a brief message about your company before introducing the live keynote speaker

WEDNESDAY KEYNOTE SESSION*

SOLD

An opportunity to include a brief message about your company before introducing the live keynote speaker

LIVE SESSION PRESENTATION SPONSOR*

(only 5 remaining!) \$2,500

Prior to introducing the live presentation on our premium days—an opportunity to include a brief message about your company.

LEARNING SESSION PRESENTATION SPONSOR*

(28 remaining) \$1,500

Include a brief message about your company before the start of a recorded learning session. Sign up now to choose the sessions you want to sponsor!

*** Sponsors will be included in our print and digital Convention & Exposition Guide (deadline dependent).
All learning sessions will be available in the Convention on-demand education library.**



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OUR 2020 **VIRTUAL** CONVENTION & EXPOSITION IS YOUR OPPORTUNITY TO
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DEDICATED SPONSOR PAGES ON VIRTUAL CONVENTION WEBSITE

Advertising on our virtual convention platform is the perfect opportunity to get your name and products in front of members! Our extended Convention & Exposition timeline (November 9-December 4) allows for **four weeks of premium exposure**.

Presenting sponsor—home/landing page (exclusive)

\$10,000

As an exclusive presenting sponsor, your name/ad (and link to your website) will be the first sponsor attendees see as they are welcomed into the convention—every single day of the Convention & Expo!

Premier sponsor—learning sessions page (exclusive)

SOLD

Members will come back to this page again and again as they view, join, and add to their individual calendar the 30 learning sessions and the 9 live sessions throughout the four weeks of Convention.

Deluxe sponsor—individual profile page (exclusive)

\$6,000

Each attendee will create their own convention experience. Your logo (and link to your website) will appear on every attendee's individual profile page!

Convention on-demand education library (exclusive)

\$6,000

November 9 through December 4—convention attendees will have access to our entire convention archived library! Your logo and link to your website will be prominently displayed on this page!

Contact Heather: hproskey@careproviders.org for information and additional online advertising opportunities

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EXHIBIT AT CONVENTION |

VIRTUAL BOOTHS REMAIN A GREAT VALUE

Care Providers of Minnesota's Convention & Exposition is a great time to offer year-end savings on products you want to move, build excitement for a new product launch, or conduct informal market research. Reach corporate staff, owners, administrators, purchasing agents, department heads, and staff from all areas of facility operations.

PLATINUM VIRTUAL BOOTH—MEMBER ONLY **\$2,000 (20 total; 7 sold to date)**

Virtual Booth to display information that will be available through December 4, 2020

- Contact information
- Company Logo (linked to your website)
- Service Description
- Digital Ad on website (800pxW X 200pxH)
- Video (YouTube or Vimeo video link to embed on site)
- First page placement of ad on virtual convention site—top tier
- Brochure or other documents (PDFs)
- Ability to have live or scheduled chats and meetings with attendees during dedicated Expo time

GOLD VIRTUAL BOOTH—MEMBER ONLY **\$1,500 (40 total; 5 sold to date)**

Virtual Booth to display information that will be available through December 4, 2020

- Contact information
- Company Logo (link to your website)
- Service Description
- Brochure or other documents (PDFs)
- Video (YouTube or Vimeo video link to embed on site)

BRONZE VIRTUAL BOOTH **Member: \$1,000/Prospective member: \$1,700 (9 sold to date)**

Virtual Booth to display information that will be available through December 4, 2020

- Contact information
- Company Logo (link to your website)
- Service Description
- Brochure or other documents (PDFs)

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EXHIBIT AT CONVENTION | VIRTUAL BOOTHS REMAIN A GREAT VALUE

EXHIBITORS RECIEVE:

- Dedicated expo time during premium days
- Four weeks of exposure: November 9-December 4
- A listing in the convention guide—printed and online—and website (*deadline specific*)
- Pre- & post-event attendee listing to further promote your company (participant list of attendees with email addresses emailed to you 1-2 weeks prior to the convention)
- Discounted advertising rates in convention guide



We'll help you promote all your products and services with PRE-SHOW PUBLICITY AND MARKETING, along with a POST-SHOW ATTENDEE LIST for continued marketing efforts.

CONVENTION GUIDE

Our convention guide is the PREMIERE printed guide for convention.
BONUS: The printed version of the GUIDE is also available to members as an online flip-book resource.



	Dimensions (w x h)	Standard Rate / Exhibitor Rate
Back cover	8-1/2 x 11"	500*
Inside front cover	8 x 10-1/2"	700*
Inside back cover	8 x 10-1/2"	700*
Full page color	8 x 10-1/2"	50*



ALL ADS ARE IN COLOR & MUST BE SUBMITTED AS A HIGH-RESOLUTION PDF.

*save when you combine advertising in the guide with exhibiting at the expo