



**MGS** APRIL 29-30, 2021  
**45<sup>TH</sup> Virtual Conference**  
**Aging In Minnesota: Forging A New Narrative**

**SPONSOR – EXHIBITOR – ADVERTISEMENT INVITATION**

The Minnesota Gerontological Society (MGS) looks forward to welcoming hundreds of your clients and prospects to the 45<sup>th</sup> Virtual 2021 Annual Conference.

MGS is a non-profit organization composed of an eclectic group of social service professionals, healthcare providers, educators and students, researchers, policy analysts, program administrators and older adults. Our common interest is aging and the need to connect research and practice among diverse disciplines.

**MGS 45<sup>th</sup> Annual Conference**  
**A Two-Day Interactive e-Learning Experience**  
**Aging in Minnesota:**  
**Forging a New Narrative**  
April 28-29, 2021  
8:30 – 2:30 pm

- We expect 1000 attendees in 2021! Conference participants include aging services and health care professionals who serve older adults, city, county, state policy and program managers, higher education faculty, researchers, and students.
- The virtual Exhibit Show is open ALL day for participants to visit.
- Sponsors can host their own live Zoom events, and chat sessions during designated breaks. There are three 45-minute breaks each day.
- For premier recognition, please consider the benefits of upgrading your support level to a Sponsorship.
- Review the [2021 Conference Agenda](#).

There are several ways to participate in this conference that will increase your visibility. Attached you will find the details about the different sponsorship levels, exhibitor rates, and benefits of each. We encourage you to register as soon as possible. The deadline to sign up is March 21, 2021.

We look forward to working with you to promote your organization as we support education and research in the field of aging in Minnesota. We welcome you to join us for this conference and look forward to the difference we can make together in our aging population today!

Sincerely,

Paulette Sorenson, CMP  
MGS Conference Coordinator  
[psmeetings@gmail.com](mailto:psmeetings@gmail.com) (651) 343-1456

Tom Hyder  
Executive Director  
[tom@mngero.org](mailto:tom@mngero.org) (651) 260-0095

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

## 2021 MGS CONFERENCE SPONSORSHIP/EXHIBITOR OPPORTUNITIES

OPPORTUNITY	INVESTMENT	DIRECT ENGAGEMENT	BRAND AWARENESS
Platinum Sponsor	\$5,000	<ul style="list-style-type: none"> <li>❖ 6 registrations to access sessions.</li> <li>❖ Two-time email blast to all attendees, Pre And Post event.</li> <li>❖ Introduction at General Session.</li> <li>❖ Opportunity to provide Video interaction in your booth available during exhibit hours.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Opportunity to provide Video interaction in your booth available during exhibit hours.</li> <li>❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year.</li> <li>❖ Shout-outs on MGS social media posts.</li> <li>❖ Top billing on back cover of downloadable program book.</li> <li>❖ <b>Half page advertisement</b> in program book.</li> <li>❖ Opportunity to provide Sponsored Virtual Event Swag; coupons, prizes, online special events.</li> </ul>
Gold Sponsor	\$2,500	<ul style="list-style-type: none"> <li>❖ 5 registrations to access sessions.</li> <li>❖ One-time email blast to all attendees.</li> <li>❖ Introduction at General Session.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Opportunity to provide Video interaction in your booth available during exhibit hours.</li> <li>❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year.</li> <li>❖ Shout outs on MGS media posts.</li> <li>❖ Color logo on back cover of program book.</li> <li>❖ <b>Quarter page advertisement</b> in program book.</li> </ul>
Silver Sponsor <i>General Sessions</i>	\$1,500	<ul style="list-style-type: none"> <li>❖ 4 registrations to access sessions.</li> <li>❖ Introduction at sponsored event.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Opportunity to provide Video interaction in your booth available during exhibit hours.</li> <li>❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year.</li> <li>❖ Shout outs on MGS media posts.</li> <li>❖ Color Logo on back cover of program book.</li> <li>❖ Color logo with direct link highlighted on MGS website</li> </ul>
Bronze Sponsor	\$750	<ul style="list-style-type: none"> <li>❖ 2 registrations to access sessions.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Opportunity to provide Video interaction in your booth available during exhibit hours.</li> <li>❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year.</li> <li>❖ Color logo on back cover of program book.</li> <li>❖ Color logo with direct link highlighted on MGS website.</li> </ul>
Session Sponsor	\$525	<ul style="list-style-type: none"> <li>❖ 1 conference registration to access sessions.</li> <li>❖ Introduction at session.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Opportunity to provide Video interaction in your booth available during exhibit hours.</li> <li>❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content, accessible for one year.</li> <li>❖ Color logo on back cover of program book.</li> <li>❖ Color logo with direct link highlighted on MGS website.</li> </ul>
Exhibit ONLY	University: \$125 1-10 employees: \$200 11-50 employees: \$300 51+ employees: \$400  ***Includes 1 registration to access sessions.		<ul style="list-style-type: none"> <li>❖ A branded, customizable exhibit landing page with company logo, company description, videos, products, URL links, images, and downloadable content during conference.</li> <li>❖ Company listing in program book</li> </ul>

**ADVERTISING ONLY:** Half page \$375 or Quarter page \$250

[Register Today](#)

Questions? Contact Paulette at [psmeetings@gmail.com](mailto:psmeetings@gmail.com), 651-343-1456