



**MINNESOTA
ASSOCIATION OF
COMMUNITY
TELECOMMUNICATIONS
ADMINISTRATORS**

**2009 ANNUAL
CONFERENCE**

**OCTOBER 22-23, 2009
WILDWOOD LODGE
LAKE ELMO, MN**

**SPONSORSHIP
& EXHIBITING
OPPORTUNITIES**

1000 WESTGATE DR., SUITE 252
SAINT PAUL, MN 55114
PHONE 651.290.6282
FAX 651.290.2266

WWW.MACTAMN.ORG

WE INVITE YOU TO PARTICIPATE AS A SPONSOR AND/OR EXHIBITOR AT OUR 26TH ANNUAL CONFERENCE, OCTOBER 22-23, 2009 AT THE WILDWOOD LODGE, LAKE ELMO, MN.

SPONSOR OPPORTUNITIES:

We anticipate close to 100 participants, most of whom either make purchasing decisions or recommendations for purchasing equipment and/or services related to video programming, cable television video transmissions, institutional networks, data communications, cable franchise administration, and the overall administration of municipal and non-profit operations.

There are three levels of exciting sponsorship opportunities available. Depending on your level of sponsorship, benefits include:

- ▶ Free or discounted rates on an exhibit table
- ▶ Free conference registration
- ▶ Recognition in the MACTA newsletter
- ▶ Signage at the conference indicating level of sponsorship
- ▶ Insert in conference handouts
- ▶ Logo listing with link on the MACTA website

All refreshment breaks will be held in exhibitor area. Exhibitors will be given the opportunity to schedule product demonstrations throughout the conference.

**EXHIBITOR-ONLY OPPORTUNITIES
ALSO AVAILABLE.**

Space is limited, so we encourage you to return the enclosed exhibitor form before September 18 to take advantage of the earlybird rate.

CONFERENCE ATTENDEES

We anticipate close to 100 participants, including decision makers in the following areas:

- ▶ Broadband/Fiber Network Administrators
- ▶ Cable franchise administration
- ▶ Cable television video transmissions
- ▶ Communications professionals
- ▶ Data communications
- ▶ Institutional networks
- ▶ Overall administration of municipal and non-profit operations
- ▶ Video programming

SCHEDULE

THURSDAY, OCTOBER 22, 2009

7:45 – 8:30 a.m.	Registration, vendor exhibits and continental breakfast
8:30 – 10:00 a.m.	General Session
10:00 – 10:30 a.m.	Vendor exhibits and refreshments
10:30 – 12:00 p.m.	Concurrent Sessions
12:00 – 1:30 p.m.	Luncheon (exhibitors welcome)
1:30 – 2:45 p.m.	Concurrent Sessions
2:45 – 3:15 p.m.	Vendor exhibits and refreshments
3:15 – 4:45 p.m.	Concurrent Sessions

FRIDAY, OCTOBER 23, 2009

8:00 – 8:45 a.m.	Vendor exhibits, networking and continental breakfast
8:45 – 10:15 a.m.	General Session
10:15 – 10:45 a.m.	Vendor exhibits and refreshments
10:45 – 12:15 p.m.	Concurrent Sessions
12:15 – 1:45 p.m.	Luncheon and keynote address (exhibitors welcome)
1:45 p.m.	Meeting Adjourns

SPONSORSHIP INFORMATION

GOLD - \$1000

- ▶ Full page color insert in conference handouts
- ▶ Exhibit table with electrical connection
- ▶ Signage at conference acknowledging your sponsor level
- ▶ Special name badges acknowledging you as a sponsor
- ▶ Recognition in MACTA newsletter
- ▶ Logo listing with link on MACTA website

SILVER - \$750

- ▶ Full page black & white insert in conference handouts
- ▶ Discounted rate for an exhibit table with electrical connection
- ▶ Signage at conference acknowledging your sponsor level
- ▶ Special name badges acknowledging you as a sponsor
- ▶ Recognition in MACTA newsletter
- ▶ Listing with link on MACTA website

BRONZE - \$500

- ▶ Discounted rate for an exhibit table with electric connection
- ▶ Recognition in conference handouts
- ▶ Signage at conference acknowledging your sponsor level
- ▶ Special name badges acknowledging you as a sponsor
- ▶ Recognition in MACTA newsletter
- ▶ Listing with link on MACTA website

▶ **SUBMIT YOUR LOGO:**

SPONSORS WILL NEED TO SUPPLY THEIR LOGO IN ELECTRONIC FORMAT AS A HIGH RESOLUTION PDF (300 DPI OR HIGHER) TO NICKIB@EWALD.COM BY SEPTEMBER 26 TO BE INCLUDED IN THE PROGRAM.

EXHIBITOR INFORMATION

- ▶ Exhibitors are encouraged to schedule product demonstrations throughout the conference.
- ▶ The exhibits will be placed in a large meeting room adjacent to the participant sessions. All refreshments and breaks will be held in the exhibit hall.
- ▶ Lunches and refreshments for one representative are included in your exhibit fee.

SPONSOR AND EXHIBITOR AGREEMENT FORM

MACTA ANNUAL CONFERENCE | OCTOBER 22-23, 2009 | WILDWOOD LODGE

Payment MUST accompany form to guarantee sponsorship.

Please indicate your SPONSORSHIP level:				Totals
<input type="checkbox"/> GOLD <input type="checkbox"/> Exhibit table with electrical connection <input type="checkbox"/> Additional representative	\$1,000 FREE FREE	= = =		
<input type="checkbox"/> SILVER <input type="checkbox"/> Exhibit table (<i>includes electrical connection</i>) <input type="checkbox"/> Additional representative	\$750 \$100 \$75	= = =		
<input type="checkbox"/> BRONZE <input type="checkbox"/> Exhibit table (<i>includes electrical connection</i>) <input type="checkbox"/> Additional representative	\$500 \$200 \$75	= = =		
EXHIBITOR-ONLY option:				
	By Sept. 18	After Sept. 18		
<input type="checkbox"/> ONE EXHIBIT TABLE (<i>includes one representative</i>) <input type="checkbox"/> Additional table <input type="checkbox"/> Additional representative <input type="checkbox"/> Electrical	\$275 \$75 \$75/each \$30	\$325 = = =		
<i>Submit a brief description of your company's products or services for inclusion on the website and onsite handouts to lauriek@ewald.com.</i>			Grand total =	

NAME(S) of REPRESENTATIVE(S):

1) _____ 2) _____

Contact Information

Contact Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email (*required*) _____ Website _____

Complete this form and mail/fax with check payment
(made payable to MACTA) to the MACTA office at:

Please note new mailing address:
 1000 Westgate Drive, Suite 252
 St. Paul, MN 55114
 Phone: 651-290-6282
 Fax: 651-290-2266
www.mactamn.org

Questions?

Contact Laurie at lauriek@ewald.com or 651-265-7846.

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		



NEW THIS YEAR:

We have reduced the number of concurrent sessions to allow participants more time to visit with exhibitors.

TENTATIVE SESSION TOPICS INCLUDE:

General Sessions:

- › Federal and State Legislative Updates
- › Alternative Communication: Reaching New Audiences, Social Networking, YouTube, Twitter
- › Developing and Motivating Staff
- › Financial Strength of the Industry

Policy/Legal/Administrative:

- › Evaluation Methods; Surveys, Websites
- › Finances and Budgeting in the midst of the state budget crisis
- › Broadband/Fiber Networks

Technical/Operations:

- › New Technologies: Going Green, Non-tape technologies, Podcasting, Upgrading to HD
- › Public Access equipment offerings

Programming:

- › Election Coverage
- › Youth Programming



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