

# 2020 VENDOR MEMBER PACKET ENROLL TODAY!

## ATTEND

trade shows and events

Vendor members will have the opportunity to attend trade shows, dinners, golf outings and more. One special outing graciously supported by our vendors and members is the Annual Burn Center Benefit, which will be held on Friday, July 24 at Pebble Creek Golf Club in Becker, Minnesota.

## CONNECT

with the power of 50 electric cooperatives

MREA vendor members enjoy extraordinary access to decision-makers at 44 distribution cooperatives and six generation and transmission cooperatives. Together, Minnesota's electric cooperatives employ over 3,000 people, serve more than 840,000 customer meters (1.8 million people) in 90% of the geographic area. They sell almost 15 MWh of electricity per year (about 22.9 percent of the state's total electricity sold), which generates \$1.8 billion in revenues.



Minnesota Rural Electric Association



## TO ENROLL OR RENEW MEMBERSHIP

**BY MAIL** Review and select sponsorship opportunities on page 3 and then review the benefits and select a membership level on page 4. Complete and submit the enrollment form on page 4. The two inserts include advertising rates and contact details for our partners Associations Media Group (formerly Your Membership Directory Solutions) and E&M Consulting, Inc.

**ONLINE** Visit [www.mrea.org](http://www.mrea.org) and select "join" at the top of the home page. To renew, the MREA master account holder for your organization must login to the member community at [www.mrea.org](http://www.mrea.org) and then select "renew now".

## ADVERTISING OPPORTUNITIES

### MREA REPORT ADS

Choose advertising months on page 4 of this enrollment form.

### INSERT #1 - 2020 DIRECTORY ADS AND BUYER'S GUIDE LISTINGS (Vendors receive 20% to 50% off)

The 2020 Directory & Buyer's Guide is mailed to each cooperative in mid-December. E&M Publishing begins accepting ads in the spring and the deadline for ads is November 10, 2019.

### INSERT #2 - MINNESOTA UTILITY MARKETPLACE ON WWW.MREA.ORG

Contact Association Media Group at 804-469-8790 for more information and customized packages.

## 2020 TRADE SHOWS AND NETWORKING OPPORTUNITIES

Trade shows are the perfect opportunity to connect with customers without traveling to their individual locations. For trade show details and online registration, visit [www.mrea.org/events](http://www.mrea.org/events).

DATE	TIME	SHOW	LOCATION
Jan. 9	4-6 6:30-9	REMA member services show Dinner for members and vendor	Courtyard Marriott, St. Cloud Olde Brick House, St. Cloud
Jan. 16	4:30-6:30	REMA lineworkers conference show	Arrowwood Resort, Alexandria
Jan. 30	4:30-6:30	REMA line superintendents show	Holiday Inn Hotel & Suites, St. Cloud
Mar. 17	5-6:30	MREA annual meeting show	InterContinental Hotel, St. Paul
Apr. 8	5:30-9:00	REMA CEOs networking dinner (for platinum and gold members only)	Park Event Center, Waite Park
Apr. 16	4:45-6:30	REMA finance managers show	Hilton Minneapolis/St. Paul Airport MOA, Bloomington
July 24	9-4	15th annual burn center benefit	Pebble Creek Golf Club, Becker
Aug. 12-13	5-6:30	Energy Issues Summit reception (sponsor-only table opportunity at conference and reception)	Best Western Plus Kelly Inn, St. Cloud
Sept. 2-3	3:30-7	REMA line superintendents show with activities and dinners	Breezy Point Resort, Breezy Point
Sept. 9-10	11:30 & 6	REMA CEOs golf with a lunch and two dinners	St. James Hotel, Red Wing (with golf at Mt. Frontenac Golf Course)
Sept. 24	5:30-7:30	REMA engineers and operations trade show	Inn on Lake Superior, Duluth
Dec. 2-4		Safety and loss control conference Sponsors are invited to attend and display both days.	The Park Event Center, Waite Park

# 2020 SPONSORSHIP REGISTRATION FORM

Most MREA events have a sponsorship opportunity and the largest events are listed below. Sponsors receive one complimentary trade show registration and one to three meeting registrations. For event details and to register online for tradeshow and sponsorships, visit [www.mrea.org/events](http://www.mrea.org/events).

EVENT	DATE(S)	LOCATION	SPONSORSHIP TYPE	COST	
REMA Member Services Conference	Jan. 9-10	Courtyard Marriott, St. Cloud	Meeting	\$600	<input type="checkbox"/>
MREA Lineworkers Conference	Jan. 15-17	Arrowwood Resort Alexandria	Meeting	\$600	<input type="checkbox"/>
REMA Line Superintendents Conference	Jan. 29-31	Holiday Inn Hotel & Suites St. Cloud	Meeting	\$600	<input type="checkbox"/>
MREA Annual Meeting	Mar. 16-17	InterContinental Hotel St. Paul	Keynote speaker Speaker Reception AV (free w/platinum level) Breakfasts, bus or breaks	\$3,000-4,000 \$1,000-2,000 \$4,000 \$2,500 \$1,000	<input type="checkbox"/>
REMA CEOs Conference <small>Platinum and gold vendor members who attend and sponsor dinner can register 3 employees.</small>	Apr. 8-9	Park Event Center Waite Park	Sponsorship is for meeting & dinner	\$600	<input type="checkbox"/>
REMA Finance Managers Conference <small>(Includes MN &amp; WI cooperatives)</small>	Apr. 16-17	Hilton Mpls/St. Paul Airport MOA Bloomington	Meeting	\$600-\$1,000	<input type="checkbox"/>
REMA Member Services Conference	June 10-12 No tradeshow	Sugar Lake Lodge Cohasset	Meeting	\$600	<input type="checkbox"/>
MREA Burn Center Benefit Golf Tournament	July 24	Pebble Creek Golf Club Becker	Putting Green Birdie Eagle Champion	\$100 \$300 \$500 \$1,500	<input type="checkbox"/>
Energy Issues Summit Reception <small>Only sponsors are invited to display during the summit and reception.</small>	Aug. 12-13	Best Western Plus Kelly Inn St. Cloud	Reception Keynote speaker Speaker Meeting A/V Breakfast, lunch or breaks	\$2,500 \$3,000-4,000 \$1,000-2,000 \$2,500 \$1,000	<input type="checkbox"/>
REMA Finance Managers Conference	Aug. 26-28 No tradeshow	Inn on Lake Superior Duluth	Meeting	\$600-\$1,000	<input type="checkbox"/>
REMA Line Superintendents Conference with golf, sporting clays, ATVs	Sept. 2-3	Breezy Point Resort Breezy Point	Meeting	\$600	<input type="checkbox"/>
REMA CEOs Conference	Sept. 9-10	Thumper Pond Resort Ottertail	Meeting	\$600	<input type="checkbox"/>
REMA Engineers & Operations Conference	Sept. 23-25	Inn on Lake Superior Duluth	Meeting	\$600	<input type="checkbox"/>
Safety & Loss Control Conference <small>Only sponsors are invited to attend the conference and display both days.</small>	Dec. 2-4	Location TBD	Meeting	\$600	<input type="checkbox"/>

<b>COMPANY NAME:</b>	<input type="text"/>
<b>CONTACT PERSON:</b>	<input type="text"/>
<b>EMAIL:</b>	<input type="text"/>
<b>TOTAL:</b>	<input type="text"/> <input type="checkbox"/> My total includes a free meeting sponsorship.

# 2020 MREA VENDOR MEMBER ENROLLMENT FORM

Mail this form with a check to Minnesota Rural Electric Association, 11640 73rd Ave. N., Maple Grove, MN 55369. To enroll at [www.mrea.org](http://www.mrea.org), your company's master account holder must login and pay with a credit card. **ENROLL BEFORE NOVEMBER 15, 2020** to be featured on the vendor membership list in the MREA 2020 Directory & Buyer's Guide.

Name

Company

Address

City  State

Zip  Email

Office Phone  Cell

Contract for annual renewal

If interested in highlighting your organization's diverse origin at MREA events and trade shows, please check a box below.

Minority owned       LGBT owned

Woman owned       U.S. veteran owned

Special notes:

VENDOR MEMBER BENEFITS	PLATINUM \$4,000 <input type="checkbox"/>	GOLD \$1,750 <input type="checkbox"/>	SILVER \$850 <input type="checkbox"/>	TRADE \$500 <input type="checkbox"/>
Meeting sponsorship included with membership * Make selection on page 3.	\$2,500 annual meeting AV sponsorship	* \$600 REMA meeting sponsorship prior to 6/30/2020	* \$600 REMA meeting sponsorship prior to 6/30/2020	
Promotional meeting give-a-way with your logo at vendor cost	Lanyard sponsor for all meetings	Select up to 3 meetings		
Discounted Membership Directory & Buyer's Guide ads (regular ad rates range from \$499-\$3199)	50% off (\$265-1,675)	40% off (\$212-1,339)	30% Off (\$158-\$1,004)	20% off (\$106-\$670)
MREA Report advertising (order below)	6 free	3 free	1 free	\$150
Advertising <a href="http://www.minnesotautilitymarketplace.com">www.minnesotautilitymarketplace.com</a> Vendor member enhanced listing w/design support	free	\$399/year	\$399/year	\$399/year
Your profile on <a href="http://www.mrea.coop/members/">www.mrea.coop/members/</a> - self serve	free	free	free	free
Attend up to 11 trade shows and events (listing on page 2)	\$50/person	\$50/person	\$50/person	\$50/person
MREA Report and online member community	free	free	free	free
Access to more than 40 conferences and workshops plus secure online event registration	Discounted event fees	Discounted event fees	Discounted event fees	
Membership Directory & Buyer's Guide(s)	10 free	10 free	5 free	2 free
April CEO dinner sponsorship - platinum and gold members only	Register online / cost: \$600			

Another benefit for all vendors! MREA welcomes industry related articles submitted by MREA vendor members to be published on our website or in the MREA Report. Please contact Shari Wormwood ([shari@mrea.org](mailto:shari@mrea.org)) for details.

\* Complimentary REMA sponsorships with silver and gold memberships. Does not include free conference or trade show attendance.

MREA REPORT ADVERTISING ORDER	PLATINUM 4 FREE	GOLD 2 FREE	SILVER 1 FREE	TRADE \$150 EACH
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The MREA Report is a targeted opportunity with email distribution to 3,300 electric co-op members and vendor members. The report features industry trends, MREA and member news, and legislative updates. Select month(s) below. The cost to purchase ads is \$150.

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

Ad size requirement: 300dpi, 2.75" x 2.125"

Due date: By the 20th of month prior to scheduled month.

Number of MREA Report ads

Submit ads to [info@mrea.org](mailto:info@mrea.org)

Total cost

## PAYMENT

Sponsorship fee (from page 3)

MREA Report advertising fee

Vendor member enrollment fee

A check is enclosed

Bill me

Credit card payment (must be made online)

TOTAL





THE OFFICIAL 2020 MEMBERSHIP DIRECTORY  
AND ASSOCIATION BUYER'S GUIDE OF:

# MINNESOTA RURAL ELECTRIC ASSOCIATION



HIGH QUALITY PRINT



COST EFFICIENT



REACH YOUR AUDIENCE

The Membership Directory and Buyer's Guide is an indispensable tool for all industry professionals. Don't miss out on an entire year's advertising and the opportunity to stand out from your competitors by advertising or listing your company in the Buyer's Guide!



**SAVE TIME, CLICK HERE TO SIGN UP ONLINE!**

[WWW.EMCONSULTINGINC.COM/ADRESERVATION/MREA](http://WWW.EMCONSULTINGINC.COM/ADRESERVATION/MREA)

## PRINT ADVERTISING RATES FOR 5.5" X 8.5" PUBLICATION:

PREMIUM AD SPOTS		COLOR
Back Cover		\$3,249
Inside Covers (Front or Back)		\$2,949
Opposite Inside Front Cover or Table of Contents		\$2,749
Full Divider Page		\$2,749
Center Spread		\$3,349
DISPLAY ADS		COLOR
	B&W	COLOR
Full Page	\$1,849	\$2,449
1/2 Page	\$1,349	\$1,949
1/3 Page	\$1,049	\$1,649
1/4 Page	\$839	\$1,449
1/8 Page	\$529	\$1,149

## ADDITIONAL FEATURES:

### BUYER'S GUIDE - SEE ONLINE SIGN-UP FOR EXAMPLES

Standard Listing (Listing)	\$129
Enhanced Listing (Listing + 50 word bio)	\$179
Premium Listing (Listing + 50 word bio + logo)	\$249

All companies must choose a paid listing option to have the company appear in the Buyer's Guide Section.

### VENDOR MEMBER BENEFITS

Vendor Members must renew their membership with MREA for 2020 to receive this discount. Discounts do not apply to Buyer's Guide section.

Platinum	50% Discount
Gold	40% Discount
Silver	30% Discount
Trade	20% Discount

## PREVIOUS PUBLICATION



Click here to view the flipbook of the previous publication! By advertising you are directly supporting your association!



## SPACE RESERVATION FORM

Please fill/type out information below and include ad size from table above. E&M will send you the required ad contract, along with ad creation information once submitted. Click below to sign up online!

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

AD SIZE: \_\_\_\_\_  COLOR  B&W

**SAVE TIME, CLICK HERE TO SIGN UP ONLINE!**



## QUESTIONS?

**BRIAN BAUMANN**

p. 763.390.4096 / tf. 800.572.0011  
brian@emconsultinginc.com



**LEARN MORE ABOUT E&M CONSULTING! CLICK HERE!**

\*Please contact 952-222-0965, fax 952-448-9928, or email [emconsulting.optouts@gmail.com](mailto:emconsulting.optouts@gmail.com) (please include your company name and the title of the publication) to opt-out of future communications. Such requests will be honored within a reasonable time from the date of the request.

# MREA MINNESOTA UTILITY MARKETPLACE ONLINE ADVERTISING

## WHO VIEWS THE MINNESOTA UTILITY MARKETPLACE?

Not only are the members of MREA using the Marketplace, but non-members as well. Many potential buyers use this tool frequently to search for products and services that your company sells.

## WHY SHOULD I CREATE A LISTING IN THE MINNESOTA UTILITY MARKETPLACE?

The Marketplace was developed for buyers of your product or service. Creating a listing in the marketplace puts your company's brand and message in front of decision-makers seeking products and services. Experts turn to MREA and its buyer's guide when making their purchasing decisions.

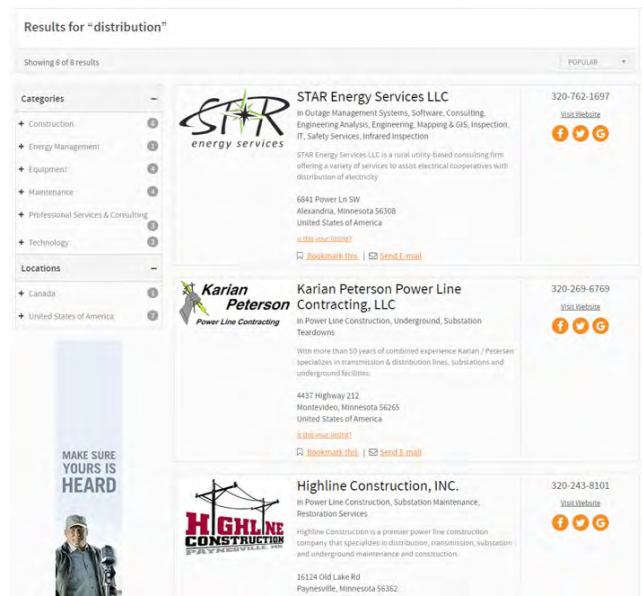
To increase your exposure and awareness of your products and services we recommend upgrading to an enhanced or featured listing. For a free basic text listing, which includes company name, address and phone number, please call us at 804-469-8790 or email [adsupport@associationmediagroup.com](mailto:adsupport@associationmediagroup.com).

### ENHANCED LISTING – \$399/year

Includes your logo, custom company profile page, a link to your website and company email address, and the ability to add a video to the listing along with other benefits.

### FEATURED LISTING – \$799/year

Includes everything in the enhanced listing plus the ability to attach whitepapers and PDFs to the listing, the ability to integrate the company social media directly on to the custom profile page, and the option to add multiple videos.



## STAND OUT FROM THE CROWD

BY PLACING A BANNER AD IN ROTATION THROUGHOUT THE MINNESOTA UTILITY MARKETPLACE

### BANNER AD

Your banner position will include a Leaderboard or Skyscraper Ad \$2,000/year or \$899/year

### SIZES

Leaderboard: 728px x 90px or Skyscraper: 120px x 600px.

All banner advertisements must be in GIF, JPG, or PNG formats and can be no larger than 256kb.

- \* Unless otherwise noted all products are one year in duration.
- \* Note: The Minnesota Rural Electric Association (MREA) offers listings as a convenience. Inclusion in the Minnesota Utility Marketplace does not imply MREA's endorsement or guarantee of any company, product, program, claim or technique.

## TO ADVERTISE ON [WWW.MINNESOTAUTILITYMARKETPLACE.COM](http://WWW.MINNESOTAUTILITYMARKETPLACE.COM)

Contact Association Media Group (formerly known as YourMembership Directory Solutions).

Call Cleo Chitester at 804-469-0360 or email [cchitester@associationmediagroup.com](mailto:cchitester@associationmediagroup.com).