



# VENDOR MEMBERSHIP 2024

## ENROLL

in our annual membership. Benefits are effective the entire 2024 calendar year.

## 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 is the Annual Burn Center Benefit. Registration is already open for the 2024 tournament to be held on Friday, July 19 at Pebble Creek Golf Club in Becker, Minnesota.

## CONNECT

with the power of 50 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 870,000 customer meters in 85% of the geographic area. They sell almost 16.9 million MWh of electricity per year (about 18 percent of the state's total electricity sold), which generates \$1.8 billion in revenues.



Minnesota Rural Electric Association

11640 73rd Ave. N.  
Maple Grove, MN 55369

Phone: 763-424-1020

[www.mrea.org](http://www.mrea.org)

## TO ENROLL OR RENEW VENDOR MEMBERSHIP

**ENROLL** Contact Karen Miller at [karen@mrea.org](mailto:karen@mrea.org) or 763-424-7245.

**RENEW** Log into your account on MREA's member website ([www.mrea.org](http://www.mrea.org)).  
Click on "My Info" and select "Membership" tab. Click on button to enter dues payment.

**QUESTIONS** Please contact Karen Miller at [karen@mrea.org](mailto:karen@mrea.org) or 763-424-7245.

## 2024 VENDOR MEMBER SPONSORSHIP REGISTRATION

Most MREA events have sponsorship opportunities and are listed on page 3. Sponsors receive one complimentary tradeshow registration. To register online for trade shows and sponsorships, and for event details and complimentary registration information, visit <https://www.mrea.org/programs-1/>.

Platinum and gold vendor members receive complimentary sponsorships for meetings taking place from January to June 2024. Notify Karen Miller ([karen@mrea.org](mailto:karen@mrea.org)) of your meeting sponsorships selections.

## VENDOR MEMBER BENEFITS

All member levels receive a self-serve profile and access to MREA's online community; a weekly e-newsletter and quarterly MREA Report; and are invited to submit industry related articles and proposals for MREA workshop and conference presentations. Submit articles and/or proposals to Joe Miller, [joe@mrea.org](mailto:joe@mrea.org).

**EVENT NETWORKING:** Each year, MREA hosts hundreds of electric cooperative decision makers and employees at our education programs. Vendor members have access to conferences, workshops and attendance at up to seven trade shows for \$75 per person, and 16 conference sponsorship opportunities.

**ADVERTISING OPPORTUNITIES:** MREA has two targeted email publications with distribution to 3,300 electric co-op members and vendor members. The quarterly MREA Report features industry news and trends, legislative updates, and connects members to each other and MREA. In addition, vendor members enjoy discounted Membership Directory & Buyer's Guide ads.

	PLATINUM \$4,000	GOLD \$1,750	SILVER \$850	TRADE \$500
<b>Meeting sponsorship included with membership</b> * Make selection from page 3 * Complimentary sponsorship does not include free conference or trade show attendance	2 meeting sponsorships before 6/30/2024	1 meeting sponsorship before 6/30/2024	NA	NA
<b>April CEO dinner sponsorship</b> * Ability to sponsor and attend the April CEO's dinner	\$700 Register online	\$700 Register online	NA	NA
<b>Membership Directory &amp; Buyer's Guide(s)</b>	10 free	8 free	5 free	2 free
<b>Discounted Membership Directory &amp; Buyer's Guide(s) ads</b>	50% off	40% off	30% off	20% off
<b>MREA Report advertising</b> (order below)	2 free	\$100 ea.	\$150 ea.	\$200 ea.

## MREA MEMBER ADVERTISING OPPORTUNITIES

**MREA REPORT** - Quarterly member newsletter

\$200 per monthly ad. Ad size requirement: 300dpi, 2.75" x 2.125".

Submit digital ads to [gayle@mrea.org](mailto:gayle@mrea.org) by the 20th of each month prior.

☐ Mar. ☐ Jun. ☐ Sept. ☐ Dec.

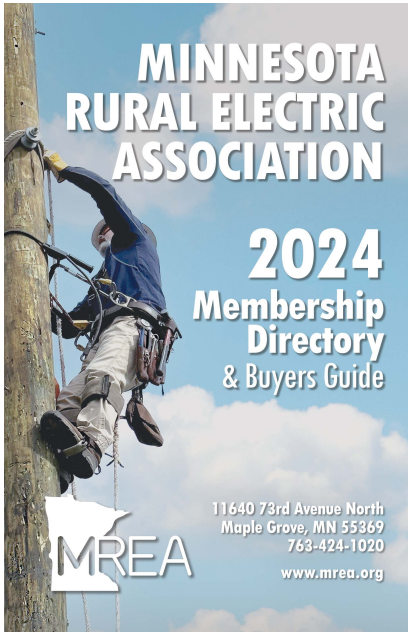
**2024 MEMBER DIRECTORY & BUYER'S GUIDE** - mailed to each cooperative in mid-December. E&M Publishing accepts ads for the 2025 directory from April 15-November 4. See details on page 4.



## 2024 EVENTS, TRADE SHOWS AND NETWORKING OPPORTUNITIES

EVENT	TRADE SHOW DATE/TIME	SPONSORSHIP TYPE	COST
<b>Member services conference</b> Park Event Center, Waite Park	Jan. 11-12	Sponsorship only (includes 1 conference attendance) Conference attendance	\$700 \$504
<b>Lineworker trade show</b> Arrowood Resort, Alexandria	Jan. 18	Trade show Sponsorship	\$75 \$700
<b>Foreman trade show</b> Holiday Inn Hotel & Suites, St. Cloud	Jan. 25	Trade show Sponsorship	\$75 \$700
<b>Line superintendents trade show</b> Holiday Inn Hotel & Suites, St. Cloud	Feb. 1	Trade show Sponsorship	\$75 \$700
<b>MREA annual meeting, reception &amp; trade show</b> St. Paul RiverCentre, St. Paul	Mar. 19	Speaker Reception/trade show AV (free w/platinum level) Breakfasts, bus or breaks Sponsorship (*contact Karen Miller)	\$2,000 \$75 \$2,500 \$1,000 \$10,000*
<b>CEOs reception and dinner</b> Platinum and gold vendor members only Conference attendance by invitation Park Event Center, Waite Park	Apr. 3	Sponsorship (includes 1 conference attendance) Additional attendees	\$700 \$75
<b>Finance managers spring conference</b> Includes MN & WI cooperatives Radisson Blu MOA, Bloomington	Apr. 18-19	Sponsorship (includes 1 conference attendance) Conference attendance	\$700 \$543
<b>Office support professionals conference</b> MREA, Maple Grove	May 8-9	Sponsorship	\$700
<b>Member services conference</b> Chase on the Lake, Walker	June 12-14	Sponsorship (includes 1 conference attendance) Conference attendance	\$700 \$543
<b>MREA 19th annual burn center golf benefit</b> Pebble Creek Golf Club, Becker	July 19	Team Putting Green Birdie Eagle Champion	\$600 \$200 \$400 \$700 \$1,500
<b>Energy Issues Summit &amp; reception</b> Only sponsors are invited to display during the conference. All other vendors are invited to display at the reception and trade show. Radisson Blu MOA, Bloomington	Aug. 7	Reception Keynote speaker Speaker Meeting A/V Breakfast, lunch or breaks Trade show Sponsorship (*contact Karen Miller)	\$3,000 \$5,000 \$2,000 \$3,000 \$1,000 \$75 \$10,000*
<b>Finance managers summer conference</b> Inn on Lake Superior, Duluth	Aug. 21-23	Sponsorship Conference	\$700 \$543
<b>Line superintendents trade show and networking</b> Conference attendance by invitation Breezy Point Resort, Breezy Point	Aug. 28-30	Sponsorship (includes 1 conference attendance) Additional attendees	\$700 \$75
<b>CEOs fall conference and networking</b> Conference attendance by invitation Thumper Pond Resort, Ottertail	Sept. 4-6	Sponsorship Golf Meal tickets are additional	\$700 \$95
<b>Engineers &amp; operations conference and trade show</b> Conference attendance for engineers only Conference at Inn on Lake Superior, Duluth Trade show at The Garden Event Center	Sept. 25-27	Sponsorship (includes 1 conference attendance) Conference attendance (includes 1 conference attendance) Trade show	\$700 \$618 \$75
<b>Safety &amp; loss control conference</b> Sponsors are invited to attend/display all day Thursday Holiday Inn Hotel & Suites, St. Cloud	Dec. 5	Sponsorship	\$700

Register for sponsorships online, or email Karen Miller at [Karen@mrea.org](mailto:Karen@mrea.org). You will be contacted for payment.



THE OFFICIAL 2024 MEMBERSHIP  
DIRECTORY & BUYER'S GUIDE OF:

# MINNESOTA RURAL ELECTRIC ASSOCIATION



12 MONTHS OF EXPOSURE



COST EFFICIENT



REACH YOUR AUDIENCE

The Membership Directory & 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.RESERVEYOURAD.COM/MREA/](http://WWW.RESERVEYOURAD.COM/MREA/)

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

PREMIUM AD SPOTS		COLOR
Back Cover		\$3,499
Inside Covers ( <i>Front or Back</i> )		\$3,199
Facing Inside Front Covers ( <i>Front or Back</i> )		\$2,999
Facing Table of Contents		\$2,999
Full Page Divider		\$2,999
DISPLAY ADS		
	B&W	COLOR
Full Page	\$2,099	\$2,699
1/2 Page	\$1,599	\$2,199
1/3 Page	\$1,399	\$1,899
1/4 Page	\$1,099	\$1,599
1/8 Page	\$699	\$1,299

## ADDITIONAL FEATURES:

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

Standard Listing ( <i>Listing</i> )	\$149
Enhanced Listing ( <i>Listing + 50 Word Bio</i> )	\$199
Premium Listing ( <i>Listing + 50 Word Bio + Logo</i> )	\$299

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 2024 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

### DIRECT MAIL INSERT

	RATE
Postcard (2-sides)	\$2,999



## SPACE RESERVATION FORM

Please fill 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!**



**PREVIOUS  
PUBLICATION**

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



**QUESTIONS?**

**BRIAN BAUMANN**

p. 800.572.0011

[brian.b@eandmsales.com](mailto:brian.b@eandmsales.com)



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

\*Please fax 952-448-9928 or email [optout@emconsultinginc.com](mailto:optout@emconsultinginc.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.