



**MINNESOTA ALLIANCE OF LOCAL HISTORY MUSEUMS  
Annual Meeting & Conference**



# **EXHIBITOR & SPONSORSHIP GUIDE**

**MAIN CONFERENCE EVENT— APRIL 23 & 24, 2025  
WHITE BEAR LAKE, MN**

# YOU'RE INVITED

*To Minnesota's premier conference for local history professionals*

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Since 1991, The Alliance has been the voice of local history community in Minnesota. Together history groups large and small have supported each other, fostered professionalism in the field, and collaborated on important projects. Our members do more than operate museums. Many also offer research libraries, extensive collections, and community gathering spaces. Prior to the pandemic, our conference had grown to over 250 participants. In the time since, our audience continues to expand to include neighboring states.

## WAYS TO PARTICIPATE

**SPONSOR** the conference  
& increase your visibility  
with history organizations

**ADVERTISE** in our  
printed program or  
through a tote bag insert

**EXHIBIT** onsite in  
our vendor hall  
(space is limited!)

## IMPACT

- Connect with an expanding audience– **over 200 attendees** from across the state and Upper Midwest were present at our 2024 Conference in Duluth, MN.
- Position yourself as a potential resource for future projects
- Reach new customers & clients
- Establish yourself as a supporter of local history

## WE APPRECIATE YOUR SUPPORT!

We're committed to helping you make the most of your contribution. Whether it's exhibiting in our vendor hall or securing one of our sponsorship opportunities, you can count on us to help you network with current and future local history clients.



**Minnesota Alliance of Local History Museums (MALHM)**

75 W 5th St, STE #400, St. Paul, MN 55102

[liz@mnhistoryalliance.org](mailto:liz@mnhistoryalliance.org) | 612-500-7460

[mnhistoryalliance.org](http://mnhistoryalliance.org)

# SPONSORSHIP LEVELS

## **Networking Sponsor | \$350**

- 1/8 page ad in conference program
- One (1) conference registration (includes pre-conference events and meals on Wed. & Thurs.)
- Space on unstaffed, shared vendor hall table
- Recognition and direct link on MALHM website through April 2025
- Recognition in final version of conference program (if received by March 28, 2025)

## **Bronze Sponsor | \$500**

All Networking level benefits and:

- Upgrade to one (1) staffed vendor hall table
- Upgrade to 1/4 page ad in conference program
- Tote bag insert \*
- Social media feature in March 2025

## **Silver Sponsor | \$750**

All Networking & Bronze level benefits and:

- Upgrade to 1/2 page ad
- Conference attendee list
- Email feature in April 2025
- On-site recognition in event spaces

## **Gold Sponsor | \$1,000**

All Networking, Bronze, & Silver level benefits and:

- Upgrade to full page premium ad
- Additional vendor hall table and conference registration (total of 2)
- Logo and website link included on all conference email communication
- Prominently displayed on-site signage

## **Platinum Sponsor | \$2,500**

All Networking, Bronze, Silver, & Gold level benefits and:

- Two (2) additional conference registrations (total of 4)
- Additional tote bag insert (total of 2 different items)
- Black/white logo on conference lanyards or conference bags
- Exclusive top tier placement on sponsor lists

\* Each participating business must provide MALHM with a minimum of 300 inserts on or before Friday, April 18, 2025.

## **QUESTIONS? LOOKING FOR A CUSTOMIZED OPTION?**

Please email Alliance Coordinator Liz Koele at [liz@mnhistoryalliance.org](mailto:liz@mnhistoryalliance.org).



# EXHIBITOR OPPORTUNITIES

## **Vendor Hall Table | \$130**

Space will be limited! We will do our best to accommodate requests for electrical outlets. *Rate does NOT include meals, sessions, or other activities.*

- One (1) table in Vendor Hall
- Two (2) chairs

## **Meal Add-On | \$110**

Price per person.

- Breakfast (Wednesday & Thursday)
- Lunch (Wednesday & Thursday)
- Daily morning coffee break
- Wednesday afternoon snack break
- Evening Mixers (Tuesday & Wednesday)

## **Tote Bag Insert | \$65**

Each participating business needs to provide MALHM with a minimum of 300 inserts on or before Friday, April 18, 2025.

## **Program Advertising | Price Varies**

The printed program serves as a main reference point for attendees.

	Discount Rate (until 3/1/2025)	Full Rate (until 4/1/2025)
1/8 page	\$75	\$95
1/4 page	\$100	\$120
1/2 page	\$150	\$170
Full page	\$225	\$245

## 2025 DEADLINES

- March 28** All items for program (ads, logos, etc.) due
- April 11** Conference registration closes
- April 18** Tote bag inserts due to MALHM

**Further details for setup will be provided in March 2025**



# PROGRAM ADVERTISING

Please provide your final artwork at a minimum of 300 DPI resolution at 100% of your final size. Acceptable file formats include jpeg, png, tif, and pdf.

**1/4 PAGE AD**  
**3.68" x 4.9"**

**1/8 PAGE AD**  
**3.68" x 2.38"**

**1/2 PAGE AD**  
**7.5" x 4.9"**

# EXHIBITOR & SPONSORSHIP FORM

MALHM Annual Meeting & Conference, White Bear Lake, MN, April 22-24, 2025

✳️ EMAIL COMPLETED FORM TO [LIZ@MNHISTORYALLIANCE.ORG](mailto:LIZ@MNHISTORYALLIANCE.ORG)

## CONTACT INFORMATION

Organization \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_

Sponsorships		Program Advertisements	
Networking: \$350		1/8 page: \$75 / \$95	
Bronze: \$500		1/4 page: \$100 / \$120	
Silver: \$750		1/2 page: \$150 / \$170	
Gold: \$1,000		Full page: \$225 / \$245	
Platinum: \$2,500		<b>Subtotal B</b>	
<b>Subtotal A</b>			
Exhibits & Add-Ons		Totals	
Vendor Hall Table: \$130		Subtotal A	
Meal Add-On: \$110		Subtotal B	
Tote Bag Insert: \$65		Subtotal C	
<b>Subtotal C</b>		<b>Total</b>	

**Payment Options:**      Invoice Me (to pay by credit card)      Check

If paying by check, please make checks payable to MALHM and send to:  
 MALHM  
 75 W 5th St. STE #400  
 St. Paul, MN 55102