



MINNESOTA
COMMUNITY EDUCATION
ASSOCIATION

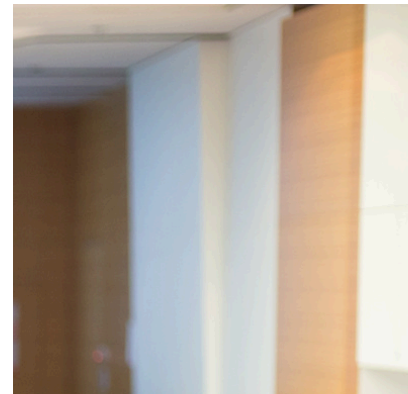
SPONSORSHIP & EXHIBITOR PROSPECTUS PACKET

2026 MCEA Fall Conference

October 21-23, 2026

Mayo Civic Center - Rochester, Minnesota

The 2026 MCEA Fall Conference brings together community education leaders from across Minnesota who are dedicated to connection, lifelong learning, and strengthening the communities they serve.



Explore More



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ABOUT THE EVENT

MCEA Fall Conference

Community education plays a vital role in strengthening communities across Minnesota, connecting people to learning, resources, and opportunities at every stage of life.

The MCEA Fall Conference brings together 400–700 community education professionals from across the state who are leading this work every day. Attendees represent a wide range of programs and services, including adult education, youth and adult enrichment, school-age care, early childhood programs, aquatics and recreation, facility use, and adults with disabilities. These programs foster and sustain strong community partnerships that extend far beyond the classroom.

Community education professionals are educators, leaders, administrators, and problem-solvers working within school districts and communities to meet evolving needs, expand access, and create meaningful, lifelong learning experiences for all.

Because they serve learners of all ages, these professionals are uniquely positioned to influence programs, partnerships, and purchasing decisions across their districts.

Each year, the Fall Conference provides a space to connect, learn, and grow together. Through professional development, networking, and shared experiences, attendees exchange ideas, build relationships, and strengthen the programs that serve their communities.

The MCEA Fall Conference is where connection leads to impact.

BENEFITS OF SPONSORSHIP

VISIBILITY & BRAND RECOGNITION

Increase your organization's visibility among a highly engaged audience. Sponsors receive recognition across conference materials, digital platforms, and on-site experiences.

MEANINGFUL CONNECTIONS

Build relationships with community education professionals through conversation, networking, and connection. These interactions create space for authentic engagement and long-term partnerships.

ENGAGEMENT OPPORTUNITIES

From pre-event promotion to on-site visibility and post-event recognition, sponsorship provides multiple touchpoints to connect with attendees before, during, and after the conference.

STATEWIDE REACH

Engage with school districts and community education programs from across Minnesota, offering meaningful opportunities to build relationships and expand your reach statewide.

CONFERENCE SPONSORS

■ Premium Conference Sponsor | \$7,000

(Limited Availability)

Premium-Level Benefits:

- Double booth at Vendor Fair
- Premium booth placement
- One Exhibitor Session - **must be secured by June 5 to guarantee placement*
- Verbal stage recognition each day
- Top-tier logo placement across conference materials
- One 30–60 second video feature (*sponsor-provided*)
- Full-page ad in digital conference program
- Early access to sponsorship opportunities for future events

Includes All Supporting Sponsor Benefits:

- Logo featured on website event page under sponsorship recognition
- Post-conference social media thank you recognition post
- Newsletter spotlight (*bi-weekly newsletter: Oct. 1 & Oct. 15*)
- Logo included on conference slides - rotating sponsor recognition
- Sponsor designation on name badge (*if attending as an exhibitor*)
- Laminated 8.5×11 sponsor recognition sign at vendor booth (*if attending as an exhibitor*)

Conference Representation Summary:

- Receive a post-conference summary of school districts and organizations represented at the event. This resource offers a high-level view of attendee reach while maintaining the privacy of individual participants.



→ **Click here to fill out our sponsorship form.**

CONFERENCE SPONSORS

■ Featured Conference Sponsor | \$4,500

Benefits:

- Single vendor booth at Vendor Fair
- Half-page ad in digital conference program
- Logo featured on website event page under sponsorship recognition
- One pre-event sponsor-provided promotional graphic social media feature
- Post-conference social media thank you recognition post
- Newsletter spotlight
(*bi-weekly newsletter: Oct. 1 & Oct. 15*)
- Logo included on conference slides - rotating sponsor recognition

- Sponsor designation on name badge
(*if attending as an exhibitor*)
- Laminated 8.5×11 sponsor recognition sign at vendor booth
(*if attending as an exhibitor*)

Conference Representation Summary:

- Receive a post-conference summary of school districts and organizations represented at the event. This resource offers a high-level view of attendee reach while maintaining the privacy of individual participants.

■ Conference Supporter Sponsor | \$500

Benefits:

- Logo featured in the digital conference program
- Logo recognition on website event page under sponsorship recognition
- Logo included on conference slides - rotating sponsor recognition
- Sponsor designation on name badge (*if attending as an exhibitor*)
- Laminated 8.5×11 sponsor recognition sign at vendor booth (*if attending as an exhibitor*)

→ **Click here to fill out our sponsorship form.**

ENGAGEMENT SPONSORS

■ Special Event Sponsor | \$6,000

(2 available: 1 Wednesday off-site, 1 Thursday on-site)

Support one of the conference's signature evening networking events while engaging directly with attendees in a dedicated and memorable setting.

To maintain a focused and high-quality experience, this event is reserved for registered attendees and only the designated sponsor. No other vendors or sponsors will be permitted to attend.

Benefits:

- Exclusive sponsorship of one evening social event
- Opportunity to engage directly with approximately 100+ attendees
- Event signage and branding
- Recognition in conference social event marketing materials
- Logo recognition on website event page under sponsorship recognition

■ Exhibitor Session Sponsor | \$2,500

(Limited Availability)

Extend your presence beyond the Vendor Fair by leading a breakout session during the conference.

Exhibitor Sessions may include information about your organization's services or solutions; however, sessions should be structured to offer meaningful insights, practical takeaways, or examples that attendees can apply in their work.

Benefits:

- Opportunity to lead one breakout session
- Session listed in the official conference program and schedule
- Designation as an "Exhibitor Session" for transparency with attendees
- Direct engagement with attendees in a session setting

Requirements:

- Session topic must be submitted in advance and approved by MCEA
- Content should provide value to attendees and be relevant to community education professionals

HOSPITALITY SPONSORS

Awards Luncheon Sponsor | \$5,000

(4 Available)

Support the moments that bring attendees together through a shared luncheon meal and award recognition.

Benefits:

- Verbal recognition from the stage during the awards luncheon (*400+ attendees*)
- Logo featured in digital awards booklet
- Signage at luncheon
- Logo recognition on website event page under sponsorship recognition
- Sponsor designation on name badge (*if attending as an exhibitor*)

Multiple sponsors may be recognized for their support of the awards luncheon.

Breakfast Sponsor | \$4,000

(4 Available)

Support attendee engagement during one of the conference's highest-traffic mornings by sponsoring breakfast on Vendor Fair Day.

Benefits:

- Signage during breakfast service
- Logo included on Thursday morning conference slides
- Logo recognition on website event page under sponsorship recognition
- Sponsor designation on name badge (*if attending as an exhibitor*)

Multiple sponsors may be recognized for their support of the breakfast.

HOSPITALITY SPONSORS

Snack Break Sponsor | \$2,500

(2 Available: 1 Per Day – Wednesday & Thursday)

Support attendee engagement during scheduled conference breaks by sponsoring snack service on a designated day.

Benefits:

- Signage at break stations
- Logo recognition on website event page under sponsorship recognition
- Sponsor designation on name badge *(if attending as an exhibitor)*

Coffee & Tea Sponsor | \$1,500

(3 Available: 1 Per Day – Wednesday, Thursday & Friday)

Support attendees throughout the conference by sponsoring the beverage stations available across key gathering spaces.

Benefits:

- Signage at beverage stations
- Ongoing visibility throughout the conference
- Logo recognition on website event page under sponsorship recognition
- Sponsor designation on name badge *(if attending as an exhibitor)*



→ [Click here to fill out our sponsorship form.](#)

VISIBILITY SPONSORS

Lanyard Sponsor | \$1,500

(1 Available)

Benefits:

- Logo featured on conference lanyards
- High visibility throughout the event

Mobile App Sponsor | \$2,000

(1 Available)

Benefits:

- Logo featured on the conference app (Sched)
- Visibility as attendees access schedules and session information

Notebook & Pen Sponsor | \$2,500

(1 Available)

Provide branded materials used by attendees throughout the conference.

Benefits:

- Logo featured on attendee notebook
- Continued attendee visibility throughout the conference

WiFi Sponsor | \$2,500

(1 Available)

Benefits:

- Recognition associated with conference WiFi password
- WiFi password placement is included on all name badges and conference materials

→ **Click here to fill out our sponsorship form.**

EXHIBITOR OPPORTUNITIES

MCEA Fall Conference Exhibitor Opportunities

The MCEA Vendor Fair provides an opportunity to connect directly with Community Education professionals from across Minnesota who are leading programs, building partnerships, and supporting learners of all ages in their communities.

As part of the Fall Conference, the Vendor Fair offers a dedicated space for meaningful conversations, resource sharing, and relationship building with educators, leaders, administrators, and decision-makers working in Community Education.

VENDOR FAIR DETAILS

Date: Thursday, October 22, 2026

Location: Mayo Civic Center
Rochester, MN

Vendor Fair Hours: 8:00 AM – 4:00 PM

Set-Up Time: 6:00 AM – 7:30 AM

Exhibitor Breakdown: 4:00 PM

MCEA provides a dedicated time slot exclusively for exhibitor visits during the Vendor Fair.

■ Single Booth | \$599 or ■ Double Booth | \$1,098

What's Included:

- One 6' skirted table and Two chairs per booth
- Wi-Fi access
- Participation in the Vendor Passport Game, designed to encourage attendee engagement with exhibitors

Additional services, including electricity, hard wired internet, and lunch, are not included with booth registration and may be added during registration for an additional fee through MCEA.

Please reach out to **Jackie Kuklok** at jkuklok@mn-mcea.org with any additional equipment or service requests not listed.

MCEA offers a \$100 booth discount for qualifying 501(c)(3) nonprofit organizations.

→ **Click here to fill out our exhibitor form.**

EXHIBITOR GUIDELINES

Booth Space & Display Guidelines

To support a safe, organized, and positive experience for all exhibitors and attendees:

- All displays, equipment, and materials must remain within your designated booth space
- Booth setups may not extend into aisles or neighboring spaces
- Displays should not obstruct or interfere with nearby booths

If your setup requires additional space, a second booth must be purchased in advance. Oversized or specialty equipment must be approved by MCEA prior to the event. MCEA may request adjustments to booth setups that do not align with these guidelines.

To support a consistent attendee experience, exhibitors are expected to remain set up for the full duration of the Vendor Fair.

Vendor Fair Prize Drawing

MCEA asks each exhibitor to provide two prize drawing items as part of the Vendor Fair experience. Please include the two prizes your organization will be offering on your registration form. We recommend a value of at least \$25 per prize.

In past years, exhibitors have provided a wide range of items, including gift cards (\$25–\$100), electronics, sports equipment, themed baskets, and more. This is a great opportunity to showcase your business or organization to attendees. MCEA encourages exhibitors to include business contact information with prize items, allowing recipients to connect with you if interested.

MCEA will showcase prize contributions by listing all items on the back of the Vendor Passport, helping to build awareness and excitement among attendees. Prize winners will be announced, with recognition given to both your organization and the items provided. Exhibitors are welcome to attend the prize drawing announcement and briefly introduce themselves to the recipient.

Prize Drawing & Follow-Up Expectations

Vendor Fair prize drawings are intended to create a positive and engaging experience for attendees and should be viewed as a goodwill engagement opportunity—not as a sales obligation.

Exhibitors may not:

- Imply that prize winners are required to schedule meetings
- Suggest that accepting a prize creates a business obligation
- Use high-pressure or coercive follow-up tactics
- Represent the drawing as an endorsement by MCEA

Post-event communication should remain professional, respectful, and non-coercive. Concerns related to follow-up practices may impact future participation in MCEA events.

PARTICIPATION INFORMATION

Conference Participation Guidelines

MCEA is committed to creating a high-quality, well-coordinated conference experience for all attendees, sponsors, and exhibitors. The following guidelines are intended to support clarity, consistency, and a positive experience for everyone involved.

CONFERENCE AFFILIATION & EVENT COORDINATION

To help maintain a coordinated and positive conference experience:

- Vendors may not host or promote independent events during the MCEA Fall Conference dates, including those scheduled before, during, or immediately following conference activities or social events
- All vendor-hosted events must be coordinated and approved through MCEA in advance to ensure clarity, maintain a consistent attendee experience, and avoid conflicts with conference programming
- Any independent event not coordinated through MCEA must clearly state that it is not affiliated with, sponsored by, or facilitated by MCEA

MCEA reserves the right to address unapproved activities, which may impact current or future participation.

ACCESS TO SOCIAL EVENTS

Conference social events are reserved for registered attendees and designated event sponsors.

Vendors who have not secured a social event sponsorship are not permitted to attend these functions. This helps maintain a consistent attendee experience while preserving the value of sponsored events.

PROFESSIONAL CONDUCT & MEMBER EXPERIENCE

MCEA's member experience is a top priority.

We value the role sponsors and exhibitors play in supporting community education and appreciate the partnerships that help make this work possible. All participants are expected to engage in a manner that:

- Respects attendees' time and professional boundaries
- Aligns with MCEA's mission and values
- Contributes to a positive, welcoming conference environment

MCEA reserves the right to address situations where participation does not align with these expectations.

PARTICIPATION INFORMATION

Registration & Participation Information

The following information is intended to support a smooth and successful experience for all sponsors and exhibitors participating in the MCEA Fall Conference.

REGISTRATION & PAYMENT

Sponsorships and exhibitor booths are not considered confirmed until payment is received. Invoices must be paid by the stated deadline to secure participation and any associated sponsorship benefits.

SPONSORSHIP & BOOTH INFORMATION

Sponsorship opportunities do not include exhibitor booth space unless otherwise stated within the sponsorship description.

Booth placement requests will be considered when possible but cannot be guaranteed.

CANCELLATION POLICY

Conference sponsorships are non-refundable.

Exhibitor booth cancellations submitted on or before September 22, 2026, are eligible for a refund of the registration fee. Cancellations received after September 22, 2026, are not eligible for a refund.

PHOTOGRAPHY & VIDEO NOTICE

Photography and video recording may occur throughout the MCEA Fall Conference and related events, including conference sessions and social gatherings.

By attending the conference, participants acknowledge that they may appear in MCEA promotional, educational, or marketing materials.

PARTICIPATION & APPROVAL

MCEA reserves the right to address participation or conduct that is determined to be inconsistent with conference expectations or attendee experience, including the refusal or revocation of sponsorship or exhibitor participation when necessary.

QUESTIONS & ADDITIONAL REQUESTS

Please contact **Jackie Kuklok** at jkuklok@mn-mcea.org with questions regarding sponsorships, exhibitor registration, booth accommodations, equipment requests, or conference participation.

CONTACT MCEA

Thank you for your interest in partnering with MCEA. We'd be happy to answer questions about sponsorship and exhibitor opportunities and help you find the best fit for your organization.

 651-257-0752

 jkuklok@mn-mcea.org

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 mn-mcea.org



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