
MN AFP
Minnesota Association for Financial Professionals
2027 Annual Conference
A Force of Good Ideas
Exhibitor and Sponsorship Opportunities
May 4, 2027
Saint Paul River Centre | Saint Paul, Minnesota
kate@mnafp.org | 612-910-9286 | www.mnafp.org

MNAFP HISTORY

Since 1977, the Minnesota Association for Financial Professionals (MNAFP) has provided a trusted network for treasury and finance professionals. The Annual Conference is a cornerstone event that brings this community together each spring in Saint Paul.

History:

- **Longstanding Impact:** Serving the finance community for over 45 years
- **Annual Gathering:** Held at the Saint Paul RiverCentre each May
- **Strong Attendance:** 350+ professionals including decision-makers, influencers, and practitioners
- **Session Variety:** 25+ breakout sessions covering economic trends, risk, corporate finance, and more
- **Continuing Education:** Offers CTP and FPA credits
- **Networking Focus:** Built-in exhibit hall breaks designed for meaningful interactions
- **Exhibitor Value:** Targeted access to a finance-focused audience, with multiple sponsorship tiers to partner with your booth
- **Brand Exposure:** Year-round visibility through digital marketing and event materials

MNAFP's Annual Conference continues to deliver education, build relationships, and support professional development across the financial sector.

MNAFP ANNUAL CONFERENCE HIGHLIGHTS

Connect. Engage. Grow.

The MNAFP Annual Conference is a premier opportunity for organizations to connect with Minnesota's treasury and finance community. Bringing together professionals from treasury management, corporate finance, banking, investments, and related industries, the conference delivers a full day of education, networking, and professional development.

As an exhibitor or sponsor, your organization can build brand awareness, showcase solutions, develop valuable relationships, and connect directly with the professionals who influence purchasing decisions.

Exhibitor & Sponsor Benefits:

- **Increased Visibility:** Showcase your brand through event signage, the conference app, email communications, and promotional materials.
- **Valuable Connections:** Engage directly with treasury, finance, investment, and banking professionals, including key decision-makers and industry influencers.
- **Meaningful Brand Exposure:** Build recognition before, during, and after the conference through multiple sponsorship and promotional opportunities.
- **Flexible Sponsorship Options:** Choose from sponsorship levels designed to support your marketing goals and budget.
- **Early Registration Savings:** Take advantage of early-bird exhibitor pricing when available.
- **Face-to-Face Networking:** Connect with attendees during exhibit breaks, networking opportunities, and other high-visibility conference activities.
- **Expanded Marketing Reach:** Extend your exposure through sponsored email communications and MNAFP's LinkedIn presence.
- **Interactive Event App Opportunities:** Increase engagement through available digital sponsorship features, including banners, sponsored posts, and attendee networking tools.
- **Lasting Brand Recognition:** Strengthen relationships and keep your organization top of mind with Minnesota's finance professionals.

Make Your Mark in 2027!

Whether your goal is to generate leads, introduce new products and services, strengthen existing relationships, or expand your presence in the Minnesota finance market, the 2027 MNAFP Annual Conference offers a valuable platform to connect with the people who matter most to your business.

Become a sponsor or exhibitor and put your organization at the center of Minnesota's treasury and finance community!

2027 EXHIBITOR OPPORTUNITIES

How to Reserve Your Booth or Sponsorship
1. Select your exhibitor and/or sponsorship opportunities on pages 4–5.
2. Complete the registration and attendee information on page 6.
3. Review and sign the agreement on page 7.
4. Email the completed forms to kate@mnafp.org.

All breaks are held in the Exhibitor Hall to increase networking among attendees and exhibitors. All exhibitors and sponsors will be acknowledged on the MNAFP website and recognized at the conference.

Exhibitor Booth Options for *Members:*

Standard Booth | 10'x10' booth area and two complimentary registrations:
☐ $700 if registered before 12/31/2026
☐ $800 if registered before 2/20/2027
☐ $900 if registered after 2/20/2027

Other Booth attendees:
$100 per person to cover lunch and breaks. Number of add'l attendees ___ x $100 Add'l attendee fee $ _____

Total Exhibitor Fee: $_____

Exhibitor Booth Options for *Non-Members:*

Standard Booth | 10'x10' booth area and two complimentary registrations:
☐ $1,000 if registered before 12/31/2026
☐ $1,100 if registered before 2/20/2027
☐ $1,200 if registered after 2/20/2027

Other Booth attendees:
$125 per person to cover lunch and breaks. Number of add'l attendees ___ x $125 Add'l attendee fee $ _____

Total Exhibitor Fee: $_____

2027 SPONSOR OPPORTUNITIES

General Sponsorship Opportunities:

☐ **Platinum Sponsor – Above $10,000**

- Company logo will be in the banner of the app, (for Mobile App Sponsor) both mobile and web, on all pages
- Logo will be on all conference marketing materials, in preferred placement location.
- May have up to three sponsored communications within marketing emails.
- May have up to three sponsored communications via MNAFP LinkedIn page.
- Includes Three Complimentary registrations.

☐ **Gold Sponsor - $7,500**

- Company logo will be on the app, both mobile and web. Logo will be on all conference marketing materials.
- May have up to two sponsored communications within marketing emails.
- May have up to two sponsored communications via MNAFP LinkedIn page.
- Includes Two Complimentary registrations.

☐ **Silver Sponsor - $5,000**

- Company logo will be on the app, both mobile and web. Logo will be on all conference marketing materials.
- May have up to one sponsored communication within marketing emails.
- May have up to one sponsored communication via MNAFP LinkedIn page.
- Includes One Complimentary registration.

☐ **Bronze Sponsor – $3,000**

- Company logo will be on the app, both mobile and web. Logo will be on all conference marketing materials.

☐ **Keynote Speaker Sponsor - $10,000**

- Company logo will be on the app, both mobile and web. Logo will be on all conference marketing materials.
- May have up to two sponsored communications within marketing emails.
- May have up to two sponsored communications via MNAFP LinkedIn page.
- May introduce keynote speaker at the conference.
- Includes Two Complimentary registrations.

Total General Sponsorship Fee: $_____

Branding Sponsorship Opportunities - *purchase by January 31, 2027*:

☐ Mobile Event App - $8,000 (Platinum)

☐ Conference Bags - $5,000 (Gold)

☐ Notepads - $2,000

☐ Pens - $1,000 plus 300 pens

☐ Lunch - $7,000 (Gold)

☐ Refreshment Break - $4,000 each (Bronze)

☐ Lanyards - $3,000 (Bronze)

Total Branding Sponsorship Fee: $_____

Total Exhibitor and/or Sponsorship Amount Due: $ _____

Fill out Exhibitor & Sponsorship Form and MNAFP Conference Contract on following pages and return with selection form. ➞

2027 EXHIBITOR & SPONSORSHIP FORM

Company Name: _____

Authorized Rep: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Attendee Names (including complimentary registrations and any additional paid attendees):

Name: _____ Title: _____ Email: _____

Name: _____ Title: _____ Email: _____

Name: _____ Title: _____ Email: _____

Name: _____ Title: _____ Email: _____

☐ Pay by Credit Card

☐ Visa ☐ Discover

☐ Mastercard ☐ AMEX

Credit Card Number:

Exp. Date: CVC Code:

Name on Card:

Signature:

☐ Please send me an invoice to pay by check.

2027 MNAFP ANNUAL CONFERENCE CONTRACT

Exhibitor & Sponsor Terms & Conditions

Submission of the signed Registration Form constitutes agreement to the Terms & Conditions below for the 2027 MNAFP Annual Conference on May 4, 2027, at the Saint Paul RiverCentre. These Terms apply to all exhibitors, sponsors, and organizations purchasing both options.

1. Contract for Participation
A completed and signed registration form serves as the organization's contract with MNAFP for exhibitor space, sponsorship, or both. Invoices will be sent upon receipt of the form. Payment must be received prior to the event in order to exhibit or receive sponsorship benefits.

2. Booth Assignment (For Exhibitors)
Booth assignments are made in the order registrations are received.

3. Sponsorship Benefits (For Sponsors)
Sponsorship benefits and recognition will begin once payment is received.

Some benefits (such as digital promotion or app visibility) may be time-sensitive and depend on the sponsor completing requested materials by stated deadlines.

4. Cancellation by Exhibitor or Sponsor
All cancellation requests must be submitted in writing to kate@mnafp.org.
Refund schedule (applies to booths only):
Through January 31, 2027: Full refund minus a $150 administrative fee
February 1 – March 15, 2027: 50% refund
After March 15, 2027: No refund

5. Cancellation of Event by MNAFP
If MNAFP cancels the conference, all exhibitor and sponsorship fees paid will be refunded in full. No additional reimbursement, compensation, or damages will be provided.

6. Use of Exhibit Space (For Exhibitor)
Exhibitors agree to:

- Staff the booth during all posted exhibit hall hours
- Display only materials related to their business
- Maintain a professional environment consistent with a financial industry event
- Subletting or sharing space without written approval is not permitted. All displays must remain within assigned booth dimensions.

7. Liability
MNAFP is not responsible for loss, theft, or damage to exhibitor or sponsor property at any time.
Exhibitors and sponsors are responsible for damage caused to venue property or equipment provided to them.
Organizations are encouraged to carry general liability insurance for their materials and personnel.

8. Compliance
All participants must comply with venue rules, safety requirements, and any instructions from MNAFP or venue staff. MNAFP reserves the right to restrict or remove any exhibit or sponsorship activation that is inconsistent with the professional nature of the event.

Exhibitor & Sponsor Agreement

By signing below, I acknowledge that I have read and agree to the 2027 MNAFP Annual Conference Exhibitor & Sponsor Terms & Conditions.

Signature _____ **Date:** _____

Please fill out form and contract completely and return to Kate Cole at kate@mnafp.org.
For questions, contact Kate at (612) 910-9286.



WWW.MNAFP.ORG