



Minnesota Rural Electric Association

**ENROLL in our annual membership.**

Benefits are effective the entire 2025 calendar year.

# 2025 VENDOR MEMBERSHIP

## ATTEND

Attend trade shows and events. Vendor members have the opportunity to attend trade shows, dinners, golf outings and more. One special outing graciously supported by our vendors is the Annual Burn Centet Benefit. Registration is already open for the 2025 tournament to be held on Friday, July 18 at Pebble Creek Golf Club in Becker, Minnesota.

## CONNECT

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.



# MEMBERSHIP ENROLLMENT, RENEWAL & REGISTRATION

## TO ENROLL OR RENEW VENDOR MEMBERSHIP

**ENROLL** Contact Karen Miller at karen@mrea.org or 763-424-7245.

**RENEW** Log into your account on MREA's member website (www.mrea.org).

Click on "My Info" and select "Membership" tab. Click on Manage Autopay button to enter dues payment.

**QUESTIONS** Please contact Karen Miller at karen@mrea.org or 763-424-7245.

## 2025 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 2025. Please notify Karen Miller (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.

**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 13 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 \$4,500	GOLD \$2,000	SILVER \$1,000	TRADE \$600
<b>Meeting sponsorship included with membership</b> * Make selection from page 3 * Complimentary sponsorship does not include free conference or trade show attendance	2 \$700 meeting sponsorships before 6/30/2025	1 \$700 meeting sponsorship before 6/30/2025	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 (order below)</b>	2 free	\$100 ea. / 50% off	\$150 ea. / 25% off	\$200 ea.

## MREA MEMBER ADVERTISING OPPORTUNITIES

**MREA REPORT** - Quarterly member newsletter

Member price per ad: \$200 trade, \$150 silver, \$100 gold, 2 free platinum

Ad size requirement: 300dpi, 2.75" x 2.125".  Mar.  Jun.  Sept.  Dec.

Submit digital ads to gayle@mrea.org by the 20th of each month prior.

**2025 MEMBER DIRECTORY & BUYER'S GUIDE**

Mailed to each cooperative in mid-December.

E&M Publishing accepts ads for the 2026 directory from April 15-November 4.

See details on page 4.

# 2025 EVENTS, TRADE SHOWS, NETWORKING OPPORTUNITIES

EVENT	DATE	SPONSORSHIP TYPE	COST
<b>Member services winter conference</b> Embassy Suites by Hilton, Bloomington	Jan. 9-10	Sponsorship only Sponsorship includes one tradeshow attendee Conference attendance	\$700 \$900 \$558
<b>Lineworker trade show</b> Holiday Inn Hotel & Suites, St. Cloud	Jan. 16	Trade show Sponsorship	\$75 \$700
<b>Line superintendents winter trade show</b> Holiday Inn Hotel & Suites, St. Cloud	Jan. 30	Trade show Sponsorship	\$75 \$700
<b>MREA annual meeting, reception &amp; trade show</b> InterContinental Hotel, St. Paul	Feb. 18	Speaker Reception/trade show AV Bus or breaks Premium sponsorship (*contact Karen Miller)	\$2,000 \$75 \$2,500 \$1,000 \$10,000*
<b>Foreman conference</b> Holiday Inn Hotel & Suites, St. Cloud	Feb. 26-28	Sponsorship	\$700
<b>CEO spring conference, reception and dinner</b> Platinum and gold vendor members only Conference attendance by invitation Park Event Center, Waite Park	Apr. 2	Sponsorship Additional attendees	\$700 \$75
<b>Finance managers spring conference</b> Includes MN & WI cooperatives Embassy Suites, Bloomington	Apr. 24-25	Sponsorship Sponsorship includes one conference attendee Conference attendance	\$700 \$900 \$558
<b>Office support professionals conference</b> McLeod Cooperative Power Association, Glencoe	May 7-8	Sponsorship	\$700
<b>Member services summer conference</b> Chase on the Lake, Walker	June 4-6	Sponsorship Sponsorship includes one conference attendee Conference attendance	\$700 \$900 \$558
<b>NRECA/MREA Youth Tour</b> Washington, D.C.	June 16-21	Youth Tour t-shirt sponsor Bus transportation	\$1,000 \$1,000
<b>MREA 20th annual burn center golf benefit</b> Pebble Creek Golf Club, Becker	July 18	Team Putting Green Birdie Eagle Champion	\$700 \$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. DoubleTree Hotel, Bloomington	Aug. 7	Reception Keynote speaker Speaker Meeting A/V Breaks Trade show Premium sponsorship (*contact Karen Miller)	\$3,000 \$5,000 \$2,000 \$3,000 \$1,000 \$75 \$10,000*
<b>Finance managers summer conference</b> Garden Event Center, Duluth	Aug. 20-22	Sponsorship only Sponsorship includes one conference attendee Conference attendance	\$700 \$900 \$558
<b>Line superintendents trade show and networking</b> Conference attendance by invitation Breezy Point Resort, Breezy Point	Aug. 28-30	Sponsorship includes one tradeshow attendee Additional attendees	\$700 \$75
<b>CEO fall conference, golf, reception and networking</b> Little Crow Resort, Spicer	Sept. 3-5	Sponsorship Golf	\$700 \$95
<b>Engineers &amp; operations conference and trade show</b> Only vendor engineers can attend conference Trade show at The Garden Event Center	Sept. 24-26	Sponsorship includes one tradeshow attendee Conference attendance Trade show	\$700 \$558 \$75
<b>Safety &amp; loss control conference</b> Sponsors are invited to attend/display all day Thursday The Lodge at Brainerd Lakes, Baxter	Dec. 4	Sponsorship	\$700

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

Registrations made less than 7 business days prior to event will incur a \$25 late fee.

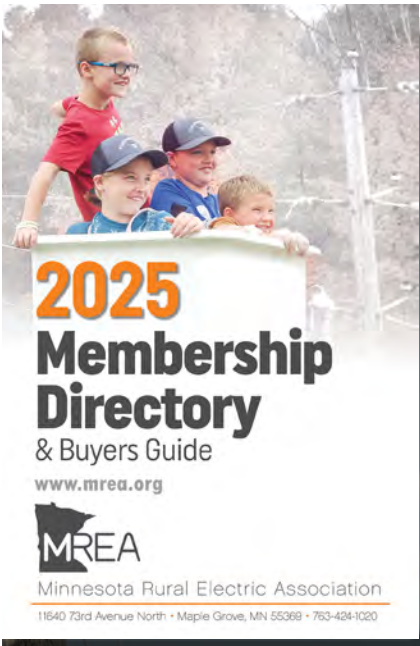
Cancellations less than 7 business days prior to event will be charged a \$50 cancellation fee.

Cancellations up to 4 Business days prior to start of program may

- Immediately transfer their registration to another employee
- Receive a refund, less a \$45 cancellation fee

Cancellations less than 4 business days prior to start of program may:

- Immediately transfer their registration to another employee
- No refund will be issued.



THE OFFICIAL 2025 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/MNREA/](http://WWW.RESERVEYOURAD.COM/MNREA/)

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

PREMIUM AD SPOTS	COLOR	
Back Cover	\$3,399	
Inside Covers (Front or Back)	\$3,299	
Facing Inside Front Covers (Front or Back)	\$3,199	
Full Page Divider	\$3,099	
1/2 Page Divider	\$2,599	
1/4 Page Divider	\$2,299	
DISPLAY ADS	B&W	COLOR
Full Page	\$2,199	\$2,799
1/2 Page	\$1,699	\$2,299
1/3 Page	\$1,499	\$1,999
1/4 Page	\$1,199	\$1,699
1/8 Page	\$699	\$1,299

## ADDITIONAL FEATURES:

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

Standard Listing (Listing)	\$179
Enhanced Listing (Listing + 50 Word Bio)	\$279
Premium Listing (Listing + 50 Word Bio + Logo)	\$379

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
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## 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**

tf. 800.572.0011

brian.b@eandmsales.com



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

\*Please contact 800-572-0011 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.