

# MNLA Networking & Education

## MNLA NETWORKING EVENTS

MNLA Networking Events are created for members to build professional relationships, to share and hear great ideas and to increase visibility in the industry. Events opportunities vary each year and have included Saints game nights and riverboat cruises. Event sponsors will receive visibility in event promotions, with event registration information, and in event follow up coverage. They will also receive onsite event sponsors acknowledgement if/when possible. Contact us for opportunities and details on upcoming events!

## INDIVIDUAL SEMINAR/TOURS/WEBINAR SPONSORSHIPS AVAILABLE—CALL FOR OPTIONS

MNLA offers premier seminars, tours and webinars throughout the year. Opportunities exist to show support and to market via these functions.

Opportunities Include*:	Business Driver \$1,499	Education Supporter \$999	Targeted Seminar/ Tour/ Webinar Marketing \$999
Logo acknowledgement via signage at all live MNLA Seminars/Tours	✓	✓	
Logo acknowledgement on all printed MNLA Seminar/Tour/Webinar brochures	✓	✓	
Logo acknowledgement on all MNLA Seminar/Tour/Webinar registration confirmations (hotlinked)	✓	✓	
Logo acknowledgement on pre-roll as attendees enter Webinar	✓	✓	
Verbal acknowledgement at all MNLA Seminars/Tours/Webinars	✓	✓	
Logo acknowledgement in The Scoop on Events Page	✓	✓	
Logo acknowledgement with MNLA Seminar/Tour/Webinar info at MNLA.biz (hotlinked)	✓	✓	
Logo acknowledgement from thank you email to be sent following Webinar experience	✓	✓	
Choice of 3 MNLA Seminars/Tours to have either 1) a table top display space or 2) a chance to address the attendees for a period of 5 minutes (max) **	✓		✓
Choice of 3 MNLA Seminars/Tours to receive one registration (for networking/staffing display space—registration will not apply for certification/testing events)	✓		✓
Choice of 3 MNLA Seminars/Tours/Webinars to receive a post attendee mail list for a single post-event mailing	✓		✓
Choice of 3 MNLA Seminars/Tours to distribute one promotional item to event attendees at event registration/check in desk (i.e. brochure, pen, etc.)	✓		✓

\*Deadlines apply \*\*When possible





# 2020 MnLA Winter/Spring Seminars

To reserve a sponsorship, contact the MnLA Advertising and Sponsorship Sales Team:  
Faith Jensen at 952-934-2891 or [faith@pierreproductions.com](mailto:faith@pierreproductions.com)

\*Information as of 1/27/2020 Page 1 of 2

March 7-8, 2020

## **Pesticide Certification Workshop**

Expected Attendance: 65

Location: Cedarholm Community Building, Roseville

*Prepare for the category A and E pesticide applicator certification exam by attending a 1 ½ day study program. MDA staff will administer Category A & E exams on Day 2.*

Audience: AB, CFG, GC, GS, IC, LC, LD, HC, LM NU

Cost: \$500 (limited to 3)

March 18-19, 2020

## **Pesticide Certification Workshop**

Expected Attendance: 65

Location: New Brighton Community Center, New Brighton

*Prepare for the category A and E pesticide applicator certification exam by attending a 1 ½ day study program. MDA staff will administer Category A & E exams on Day 2.*

Audience: AB, CFG, GC, GS, IC, LC, LD, HC, LM NU

Cost: \$500 (limited to 3)

March 23, 2020

## **OSHA Chainsaw & Concrete Saw Safety and Maintenance (Spanish and English)**

Expected Attendance: 30 - each class

Location: MnLA Classroom, Roseville

*This half-day seminar (English in the morning and Spanish in the afternoon) covers OSHA rules and regulations regarding protective clothing, safety features, starting procedures, operating procedures and productivity, maintenance, chain sharpening and more.*

Audience: LC, HC

Cost: \$500 (limited to 3)

March 24, 2020

## **Mastering Foremanship Training**

Expected Attendance: 50

Location: Cedarholm Community Building, Roseville

*This workshop offers complete foremanship training. The class is taught by an instructor with decades of experience working with the landscape industry. In this dynamic seminar, foremen learn how to more effectively handle tight deadlines, tight margins and increase customer satisfaction. How the customer perceives the foreman's crew is fundamental to the success of a contractor's business.*

Audience: LC, HC

Cost: \$500 (limited to 3)

March 26-27, 2020

## **ICPI Concrete Paver Installer Course**

Expected Attendance: 60

Location: Cedarholm Community Building, Roseville

*The two-day classroom course is designed to enhance the knowledge of individuals involved in the construction of interlocking concrete pavements. The registration fee also includes an exam.*

Audience: LC, HC

Cost: \$500 (limited to 3)

March 31-April 1, 2020

## **MnLA Spring Training: 2-Day Basic Green Industry Skills Workshop**

Expected Attendance: 50

Location: Cedarholm Community Bldg, Roseville

*A 2-Day seminar for field staff, foremen, supervisors and grounds managers. The seminar covers skills that landscape professionals need to know, including math rules and plan reading, first aid, plant and shrub id, planting and pruning, irrigation components, customer service, etc.*

Audience: HC, LC, LD, LM,

Cost: \$500 (limited to 3)

Options Continued - Page 2 of 2

April 3, 2020

## **Turfgrass Maintenance Workshop**

Expected Attendance: 30

Location: MnLA Classroom, Roseville

*Learn best management practices for lawn/turf maintenance. The workshop will save you money, protect our water, and allow you an opportunity to test for Minnesota Pollution Control Agency Level 1 Certification for Turfgrass Maintenance Best Management Practices.*

Audience: HC, LC, LD, LM,

Cost: \$250 (limited to 3)

**Audience Key:** Arborists (AB), Commercial Flower Grower (CFG), Garden Center (GC), Professional Gardening Services (GS), Hardscape Supplier/Contractor (HS), Irrigation Contractor (IC), Landscape Architect (LA), Landscape Contractor (LC), Landscape Designer (LD), Landscape Lighting (LL), Landscape Management and/or Lawn Care (LM), Nursery Grower (NU)



**Minnesota Nursery & Landscape Association  
Education Supporter**

Please reserve the following participation.  
Return this order to Faith: [faith@pierreproductions.com](mailto:faith@pierreproductions.com) or  
fax - 952-241-9217

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**MNLA Education - check the box of your sponsorship choice:**

- |   |          |
|---|----------|
| <input type="checkbox"/> Business Driver*                             | \$ 1,499 |
| <input type="checkbox"/> Education Supporter *                        | \$ 999   |
| <input type="checkbox"/> Targeted Seminar / Tour / Webinar Marketing* | \$ 999   |
| <input type="checkbox"/> Ala Carte Seminar Sponsorship**              | \$ _____ |

\*\*Seminar Name: \_\_\_\_\_

**Additional Notes:**

\_\_\_\_\_  
\_\_\_\_\_

\*See Marketing Prospectus for list of benefits

\*\*Ala Carte seminar sponsors receive table top display space or chance to address the attendees for a period of 5 min. (max), one registration to event (not applicable for certification/testing), the ability to provide one promo item for distribution to attendees at check in and a post attendee mail list for 1x use.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Your MNLA Sales Team - Faith Jensen, Sales Representative – 952-934-2891**

**[faith@pierreproductions.com](mailto:faith@pierreproductions.com)**

**Betsy Pierre, Sales Manger - 763-295-5420 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)**