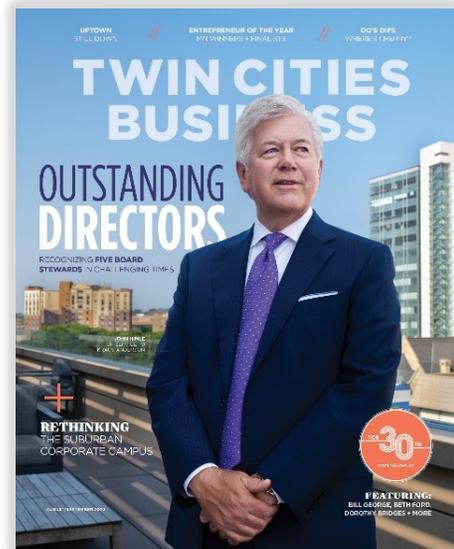




2024 Meetings & Events Media Kit



TCB has the business of corporate meetings & events covered.

Focused Editorial

Four issues per year, TCB's editorial focuses on the business of meetings and events. Providing user-friendly meeting resources, venue guides, hospitality trends, in-depth profiles of stand-out local events and other tips for Minnesota corporate meeting planners.

Monthly e-newsletter

Each month, TCB's Keynote e-newsletter shares the latest resources, current trends, and tips from the top meeting experts with corporate meeting planners.

Distribution To 90% Of All Minnesota Companies* Plus Top Corporate Meeting Planners.

Every issue featuring a meetings & events section is not only delivered to 90% of all businesses in Minnesota* but also to 3,000+ top corporate meeting and event professionals -- including association members from MN Meeting Professionals International (MMPI) and MN Chapter of International Live Event Association (ILEA).

*With 50 employees or more.



A data-driven look at *Twin Cities Business* readers Meetings & Events usage.

Our audience celebrates their local workforce, treats clients, and aim to impress prospects. Make sure you are trusted and top of mind.



10+
off-site meetings are
hosted each year by TCB readers



57%
used a local caterer



38%
used an audio/visual service



77%
held company meetings
at a local event venue



43%
used a restaurant
private dining space

Corporate meetings & events are trending four times each year in *Twin Cities Business*.

Comprehensive guides, trends, and insights geared for Minnesota’s corporate meeting planners.



Feb/Mar Issue
Meetings & Events
Resource Guide



Jun/July Issue
Meetings & Events
Venue Guide



Aug/Sept Issue
Insights
from Event Pros



Oct/Nov Issue
Restaurants: Corporate
Private Dining Guide



Dominate Level Package – 4 Issues

Packages offer consistent exposure to Minnesota’s corporate event planners and decision-makers. We support our local meetings & events advertisers with a already reduced rate, and these package include additional savings for frequency. Choose from three levels that integrate both print and digital advertising and provide a dominate level frequency.

TCB MAGAZINE Print & e-edition	<u>4 Full-Pages</u> \$19,980	<u>4 Half-Pages</u> \$11,980	<u>4 Quarter-Pages</u> \$7,980
KEYNOTE ENEWSLETTER	4 issues \$2,000	4 issues \$2,000	4 issues \$2,000
DEDICATED EMAIL	One Deployment Added-Value	One Deployment Added-value	One Deployment \$2,000
ENHANCED LISTING Print & Online	12 months online + in-print guide Added Value	12 months online + in-print guide Added Value	12 months online + in-print guide Added-Value
Regular M&E Rate:	\$24,975	\$16,975	\$12,975
Your Annual Investment:	\$21,980	\$13,980	\$11,980
Monthly Investment:	\$1,832	\$1,165	\$998

Please see the following slides for additional information on Keynote, Dedicated Emails, and Enhanced Listings. **Contact erasmussen@tcbmag.com** for questions and to reserve your space.

* 12 monthly auto pay via credit card or ACH is required with purchase of bundle package



Competitive Level Package - 3 Issues

Packages offer consistent exposure to Minnesota’s corporate event planners and decision-makers. We support our local meetings & events advertisers with a already reduced rate, and these package include additional savings for frequency. Choose from three levels that integrate both print and digital advertising and provide a competitive level frequency.

TCB MAGAZINE Print & e-edition	<u>3 Full-Pages</u> \$14,985	<u>3 Half-Pages</u> \$8,985	<u>3 Quarter-Pages</u> \$5,985
KEYNOTE ENEWSLETTER	4 issues \$2,000	4 issues \$2,000	4 issues \$2,000
DEDICATED EMAIL	One Deployment Added-Value	One Deployment Added-value	One Deployment \$2,000
ENHANCED LISTING Print & Online	12 months online + in-print guide \$995	12 months online + in-print guide \$995	12 months online + in-print guide Added-Value
Regular M&E Rate:	\$19,980	\$13,980	\$10,980
Your Annual Investment:	\$17,980	\$11,980	\$9,985
Monthly Investment:	\$1,498	\$998	\$832

Please see the following slides for additional information on Keynote, Dedicated Emails, and Enhanced Listings. **Contact erasmussen@tcbmag.com** for questions and to reserve your space.

* 12 monthly auto pay via credit card or ACH is required with purchase of bundle package



Present Level Package - 2 Issues

Packages offer consistent exposure to Minnesota’s corporate event planners and decision-makers. We support our local meetings & events advertisers with a already reduced rate, and these package include additional savings for frequency. Choose from three levels that integrate both print and digital advertising and provide a present level frequency.

TCB MAGAZINE Print & e-edition	<u>2 Full-Pages</u> \$14,985	<u>2 Half-Pages</u> \$8,985	<u>2 Quarter-Pages</u> \$5,985
KEYNOTE ENEWSLETTER	4 issues \$2,000	4 issues \$2,000	4 issues \$2,000
DEDICATED EMAIL	One Deployment \$2,000	One Deployment \$2,000	One Deployment \$2,000
ENHANCED LISTING Print & Online	12 months online + in-print guide Added-Value	12 months online + in-print guide Added-Value	12 months online + in-print guide Added-Value
Regular M&E Rate:	\$14,985	\$10,985	\$8,985
Your Annual Investment:	\$13,990	\$9,990	\$7,990
Monthly Investment:	\$1,165	\$832	\$665

Please see the following slides for additional information on Keynote, Dedicated Emails, and Enhanced Listings. **Contact erasmussen@tcbmag.com** for questions and to reserve your space.

* 12 monthly auto pay via credit card or ACH is required with purchase of bundle package



Print

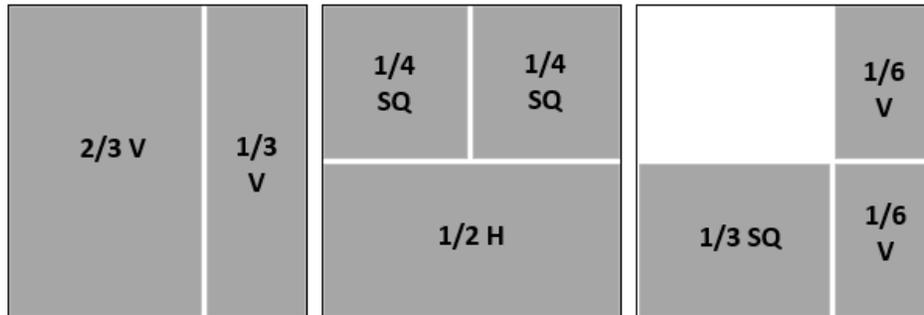
<u>Ad Unit</u>	<u>Rate</u>	<u>Dimensions</u>
Full (Bleed)	\$4,995	9 x 11.125
2/3 Vertical	\$3,995	5.125 x 10.125
1/2 Horizontal	\$2,995	8 x 4.625
1/3 Vertical	\$2,695	2.5 x 10.125
1/3 Square	\$2,395	5.125 x 4.875
1/4 Square	\$1,995	3.875 x 4.625
1/6 Vertical	\$1,595	2.5 x 4.875

Bleed Specifications:

Bleed: 9.25 x 11.125

Trim: 9 x 10.875

Live Area: Keep text .3125 (5/16) in from trim



Print Enhanced Listing

- Photo, in high resolution (300dpi). Cannot be a company logo
- 45-word description
- Company Name
- Website address
- Phone number
- Email address

Print Deadlines

<u>Issue</u>	<u>Ad Space</u>	<u>Ad Materials</u>	<u>Published</u>
Feb/Mar	1/8/24	1/10/24	2/7/24
Jun/Jul	5/6/24	5/8/24	6/5/24
Aug/Sept	7/9/24	7/11/24	8/7/24
Oct/Nov	9/3/24	9/5/24	10/2/24

Digital

<u>Ad Unit</u>	<u>Rate</u>
Keynote E-newsletter	\$500
Holiday Gift Guide Email	\$500
Enhanced Directory Listing	\$995 (12 month posting)

Keynote E-newsletter

970x250, 300x250, 70k, GIF or JPEG

Text Ad:

- Photo: 150x150, 72 dpi.
- Headline: 50 character maximum
- Text: 200 character maximum
- Link: Supply URL

Holiday Gift Guide Email

- 300x250 image, 72 dpi
- Company logo, 72 dpi
- Headline (12 word maximum)
- Text (50 words maximum)
- URL link

Online Directory Listing

- 300x250 image, 72 dpi
- Company logo, 72 dpi
- Website address
- Phone number
- Email address
- 100 word description
- Links, website, Facebook, Twitter, Instagram

Material Submission

ads@TCBmag.com

Production Contact:

Tim Dallum, Production Manager
tdallum@TCBmag.com | 612-336-9245

RESOURCE GUIDE

Highlighting vendors who are integral to a successful event.

Published annually in the February/March issue

Display Advertising

Full (Bleed)	\$4,995	9 x 11.125
2/3 Vertical	\$3,995	5.125 x 10.125
1/2 Horizontal	\$2,995	8 x 4.625
1/3 Vertical	\$2,695	2.5 x 10.125
1/4 Square	\$1,995	3.875 x 4.625

One-year Online Enhanced Listing

Make your listing stand out by highlighting it in our print and digital guide.

With the purchase of a full-page ad: FREE

With the purchase of 1/2 page ad: \$395

With the purchase of 1/4 page ad: \$495

Enhanced Listing Only: \$995

Deadlines

Ad Space Reservation: 1/8/24

Ad Materials: 1/10/24

Published: 2/7/24



VENUE GUIDE

Comprehensive resource for finding the perfect spot for the next event.

Published annually in the June/July issue

Display Advertising

Full (Bleed)	\$4,995	9 x 11.125
2/3 Vertical	\$3,995	5.125 x 10.125
1/2 Horizontal	\$2,995	8 x 4.625
1/3 Vertical	\$2,695	2.5 x 10.125
1/4 Square	\$1,995	3.875 x 4.625

One-year Online Enhanced Listing

Make your listing stand out by highlighting it in our print and digital guide.

With the purchase of a full-page ad: FREE

With the purchase of 1/2 page ad: \$395

With the purchase of 1/4 page ad: \$495

Enhanced Listing Only: \$995

Deadlines

Ad Space Reservation: 5/6/24

Ad Materials: 5/8/24

Published: 6/5/24

MEETINGS & EVENTS // VENUES

MSP Airport Conference Center

612-794-4500
mspairport.com/conference-center
CAPACITY: Up to 100
TYPES OF SPACES: Conference rooms, private workstations

North Garden Theater

613-371-4769
northgardentheater.com/corporate
CAPACITY: Up to 150
TYPES OF SPACES: Theater, reception hall

Ordway Center for the Performing Arts

612-224-4222
ordway.org/about/venue-rentals
CAPACITY: Up to 1910
TYPES OF SPACES: Theater, foyer, rehearsal halls, concert hall, atrium

PAIKKA

info@paikkamp.com • paikkamp.com
CAPACITY: Up to 275
TYPES OF SPACES: Renovated industrial space, lounge, patio

St. Paul College Club

651-227-6477 • spaulcollegeclub.com
CAPACITY: Up to 250
TYPES OF SPACES: Theater, reception area, banquet hall, meeting rooms, outdoor garden

St. Paul Event Center

651-352-6000 • stpauleventcenter.com
CAPACITY: Up to 650
TYPES OF SPACES: Ballroom, suites, urban patio, green room

The Saint Paul Hotel

651-228-3860 • saintpaulhotel.com/meetings-celebrations/
CAPACITY: Up to 500
TYPES OF SPACES: Ballroom, dining rooms, boardrooms, café, business center

Science Museum of Minnesota

651-221-2550 • smm.org/rentals
CAPACITY: 5 to 400
TYPES OF SPACES: Full museum, café, halls, auditorium, reception rooms

Securian Financial Club at CHS Field

651-644-3517 • chsfield.com
CAPACITY: Up to 250
TYPES OF SPACES: Club room in St. Paul Saints ballpark

317 on Rice Park

651-728-8800 • visitsaintpaul.com/directory/317-on-rice-park/
CAPACITY: Up to 400
TYPES OF SPACES: Reception halls, banquet rooms

Union Depot

651-202-2700
St. Paul
uniondepot.org

CAPACITY: Up to 3,000
TYPES OF SPACES: Banquet halls, meeting rooms, outdoor courtyard, plazas

With seven unique event spaces available for everyday bookings, Union Depot accommodates any size meeting, gala, and more. This stunning and historic setting in St. Paul makes for a distinctive guest experience.



MEETINGS & EVENTS // VENUES



2023 Guide to Meeting & Event Venues

WITH A PLETHORA OF EVENT VENUES IN THE TWIN CITIES, THERE'S A SPACE FOR EVERYONE TO CELEBRATE AUTHENTICALLY. HERE ARE SOME FAMILIAR SPACES, AS WELL AS NEW SPOTS TO CONSIDER.

Personalization is key to creating an engaging event today, and that means finding a venue that prioritizes flexibility and inclusivity. One new venue in downtown Minneapolis has made inclusivity its calling card. Promising "celebration without compromise," Mosaic Venue, located above Finnegan's Brew Co. in Elliot Park, offers a modern industrial space designed to make every client feel at home. The open floor plan can be customized for everything from a business meeting to a fashion show. The venue's large catering kitchen offers space for multiple caterers—a rarity among venues, and a growing request for multicultural events.

"Every single time we have an event, it's just this magnetic energy that takes over the space, and everyone feels like they belong and they just want to stay as long

as possible and connect and network. It's nice to see our mission come to life event after event," says Mosaic co-founder Chantl Miller. Mosaic is currently booked two years out—easing its founders' concerns that it might be tough to compete against big-name downtown venues like the Four Seasons Hotel. And with organizations still catching up on events that were delayed during the pandemic, space is at a premium. There's a long list of events looking for a space that aligns with their mission. "Everyone's looking for a space," says Miller. "And we're just able to provide something a little unique that allows us to fulfill a lot more needs for our clients." The 2023 Meeting & Event Venues Resource Guide contains listings chosen by our editorial team. It is not a comprehensive guide.

68 TWIN CITIES BUSINESS | JUNE/JULY 2023

CAPACITY: Up to 200
TYPES OF SPACES: Conference rooms, boardroom

Afton House Inn
Afton • 651-636-8883
@aftonhouseinn.com
CAPACITY: Up to 130
TYPES OF SPACES: Banquet room, meeting room

Ames Center
Burnsville • 952-895-4665
ames-center.com
CAPACITY: Up to 1,014
TYPES OF SPACES: Theaters, meeting rooms, banquet halls, reception spaces, lobby space

TCB INSIGHTS

Elevate your brand and share tips for planning a successful event.

Published in the August/September issue.



What tips or tricks can you offer corporate groups to plan a successful event? From Audio-Visual, Catering, Décor, and Transportation to Rental Services, Speakers, and Venues, what advice do you have for planners? TCB Insights is where our editorial team chooses a timely topic and industry experts like you share insights and advice with our readers.

Rates

Full page + Content	\$4,995
1/2 H + Content	\$3,995
1/4 Sq + Content	\$2,995

*Ads will run throughout the magazine.

Package Includes

- Content participation in the article
- Print display ad
- Inclusion in TCB Insights e-newsletter

Content elements

200-word thought-leadership piece
 Headshot, in high resolution (300dpi)
 Source's name, title, and company name
 *Content will be edited for grammatical style, errors, and understanding for maximum space allocations.

Deadlines

Ad Space Reservation: 7/9/24
 Ad Materials: 7/11/24
 Published: 8/7/24

MEETINGS AND EVENTS

SPONSORED CONTENT

PLANNING A SUCCESSFUL OFF-SITE

There's no doubt about it: People want to get back together and spend real time with each other. Face to face.

*Sign point to a steady comeback for the meetings and events industry, which was hard hit by the pandemic. Alexandria, Va.-based meetings data company Knowledge Group forecasted in April that the U.S. meetings and events industry would reach 58.3% recovery of its 2019 levels of business by the end of 2022. In July, based on newer industry data, Knowledge revised that forecast to 72.1%. It also projects continued growth with meeting levels reaching 106.3% of 2019 levels in 2023 and 115.7% in 2024.

Across industries, in-person event attendance is up 87% this year over 2021, according to the spring Meetings Outlook survey conducted by Meeting Planners International.

With so many companies working hybrid or fully remote, the times when teams do get together in person feel special and more important, which make off-site meetings and events a vital opportunity to build culture and connections. A report on global meeting and events trends released this spring by Market-based travel IT company Amadeus showed that the continued popularity of hybrid work schedules is creating demand for out-of-the-office conference space that can host smaller, more intimate business meetings and events.

We asked local venues for advice on productive and memorable off-site meetings during these complex and changing times.

CHRIS ROBERTS
Event Operations Coordinator
Chickadee Creek Ranch, Waukey and Oakley

As people have become more comfortable with gathering again over the last year, we've seen the return of large-scale client or employee appreciation events. Now more than ever, your guests are looking for unique and memorable experiences, a story-worthy evening they can brag to their friends about. Clients and hosts have one goal in mind: to show your gratitude, but adding a few extra touches can really elevate these events and make them something special. Add a signature cocktail, created using spirits distilled on-site. Set up bar downstairs and wine pairing stations around the room. Or go even further by booking extra tables for the evening. We've worked with estate tables from all over

the area including acoustic musicians, 80's rock cover bands, dueling pianos, comedians, drag shows, and even jugglers. Whatever the vibe you're going

for, I'm happy to provide recommendations and share our extensive list of options. Welcome to these sights of mine with your cheer!

experiences it affords you to create a memorable event. At Target Field, for example, that might include a behind the scenes ballpark tour to areas that are normally inaccessible, including a visit to the field. Take advantage of the state-of-the-art production system to display custom graphics on the videoboard. Have TCB blow your guest's socks as they enter or include a photo opportunity with Tony D. Whenever your event takes place, maximizing key venue features is a great way to foster excitement and engagement.

QUINN HANDAHL, CMP
Senior Manager
Target Field Events

Collaboration is key! Lean on your venue coordinator—they know their venue best, while the planner basic understands the meeting goals, budget, and objectives. With events at Target Field, we regularly must think "outside the box" and creatively take advantage of our non-traditional spaces, while not losing or violating the purpose of the event. By sharing the knowledge of what has and has not been successful at the venue—in conjunction with the knowledge the planner has—the planning potential is maximized culminating in a unique, successful event.

When working with a non-traditional event venue, play up the special

When working with a non-traditional event venue, play up the special experiences it affords you to create a memorable event.

// MEETINGS AND EVENTS

LISA FILZEN
Director of Sales
Pier 13 Resort Hotel

The only thing unpredictable about corporate events these past couple of years is that the format keeps changing. Transforming from fully virtual to hybrid and now in-person and groups want to be together again. Team bonding time is crucial to producing an impactful, productive, and custom off-site corporate get-together.

Don't underestimate the importance of variety and pacing to keep your group engaged for the entirety of the off-site get-together. Expansive properties like Pier 13 allow groups to be together in many ways than one—enjoy the vast outdoor spaces and casual amenities available for team building activities (photo sports court, ping-pong rentals, fire pits, etc.) to a more casual rooftop reception gathering. And when it's time for a focused work session, take advantage of our modern indoor spaces. Pick a location where you can utilize the city or scenery around the venue.

At Pier 13 we encourage groups to utilize the beauty of Duluth and its quick access to Canal Park, Lincoln Park Craft District, Downtown Duluth, and the Duluth Entertainment Convention Center to allow groups to expand the possibilities past our four walls. Lean on your venue partner's connections. Our team has relationships with local vendors that can help you create an authentic Duluth experience—something your team will remember for years to come.

WHEN DO MEETING PLANNERS SEE THEIR BUSINESS RETURNING TO PRE-PANDEMIC LEVELS?

Annually back	Q3 2022	Q4 2022	2023	2024 or later
10%	11%	11%	40%	24%

SOURCE: METPLANNING.COM/INTERNATIONAL-MEETINGS-OUTLOOK-2022-2023

PRIVATE DINING GUIDE

Shining a spotlight on local restaurants for private meetings and events.

Published annually in the October/November issue.

Display Advertising

Full (Bleed)	\$4,995	9 x 11.125
2/3 Vertical	\$3,995	5.125 x 10.125
1/2 Horizontal	\$2,995	8 x 4.625
1/3 Vertical	\$2,695	2.5 x 10.125
1/4 Square	\$1,995	3.875 x 4.625

One-year Online Enhanced Listing

Make your listing stand out by highlighting it in our print and digital guide.

With the purchase of a full-page ad: FREE

With the purchase of 1/2 page ad: \$395

With the purchase of 1/4 page ad: \$495

Enhanced Listing Only: \$995

Deadlines

Ad Space Reservation: 9/3/24

Ad Materials: 9/5/24

Published: 10/2/24



Online Enhanced Listing

All TCB meetings and event guides go digital at tcbmag.com—featuring the comprehensive lists also featured in print, plus more! In this searchable online directory, those planning corporate meetings, events, or offsites can search by the following categories:

Event Resources

- Audio-Visual Services
- Branded merchandise & Awards
- Catering
- Convention & Visitor Bureaus
- Entertainment
- Meeting & Event Planning Experts
- Off-Site Experiences
- Rental Services
- Trade Show Exhibit Services
- Transportation & Valet Services

Event Venues

- Greater Minnesota
- Minneapolis
- St. Paul
- Suburbs

Restaurant Private Dining Rooms

- Location
- Dining Style
- Cuisine Type

One-year Online Enhanced Listing

Make your listing stand out by highlighting it in our print guide and digital directory. With the purchase of a full-page ad: FREE
With the purchase of ½ page ad: \$395
With the purchase of ¼ page ad: \$495
Enhanced Listing Only: \$995



Mintahoe Catering And Events

2850 Anthony Lane S
Minneapolis, MN, 55418
612-253-0255
Official Website

CATEGORIES CATERING

DESCRIPTION

Mintahoe Catering & Events is Minnesota's largest family-owned, family-operated catering company. We bring our client's vision to life with fully customizable menus, thoughtfully prepared cuisine, unparalleled service, and a host of distinctive venues to choose from. Please contact us today, and let's start planning!

Go to tcbmag.com and click on TCB lists.

Keynote e-newsletter

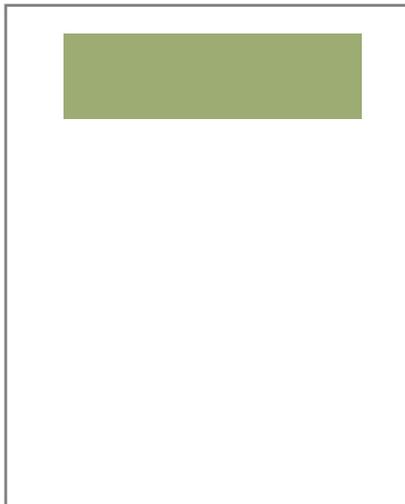
A monthly e-newsletter focuses on meeting and events and is sent to the corporate, association, And independent meeting and event planners. This e-newsletter is sent on the second Monday of each month.

Rate

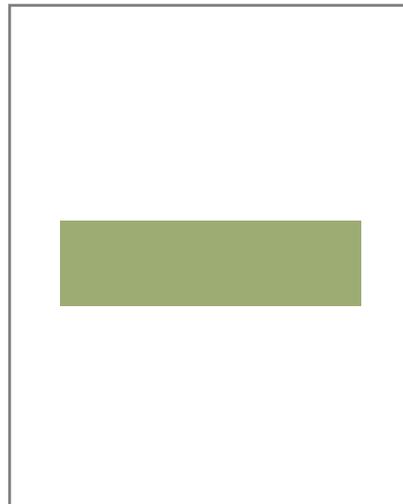
\$500 per issue

Ad Sizes Available

- 970x250
- 300x250
- Text Ad



Leaderboard
970x250



Sponsored Content
Text Ad

APRIL 2019

TCB Keynote

April 2019

Baseball with Artisan Brands

Spring's arrival coincided with more than baseball's return to Target Field. Pop-up shops and lawn games are new features being offered outside Gate 34. The Minnesota Twins are going well beyond a beer-and-brats experience at the ballpark. The new shopping area is located on 9,300 square feet, which also provides venue space for live music. Local businesses will rotate through Gate 34 Experience, so fans can expect to see new products as the baseball season unfolds.

Rejuvenating Radisson Hotels

Radisson Hospitality Inc. is still based in the Twin Cities, but it's operating under foreign ownership. *TCB* talked with Radisson CEO John Kidd about how the corporation is upgrading its hotels and services. It has four North American brands—Country Inns, Radisson Red and Radisson Blu. Radisson owns only three of its hotels, so it is primarily a hotel management company. Learn more about how the companies is evolving in the competitive travel and hospitality industry.

Dedicated Targeted Email

We'll build you a customized recipient list from our opt-in database, selected from various demographic segments. Extend your brand's reach and gain greater engagement with messaging presented as a TCB partner via a targeted email campaign.

Rates

\$200 CPM for lists of 10,000 or more - \$2,000 minimum

\$300 CPM for lists of 5,000 or less - \$1,500 minimum

\$400 CPM for lists of 3,000 or less - \$1,200 minimum

Drip Campaign

A drip campaign is suggested for maximum engagement. Here's how it works:

1. Email is sent to the full targeted list
2. A second email is sent to subscribers who didn't open
3. A third email is sent to subscribers that opened the email but didn't engage (i.e. click through to offer/additional content)

Example:

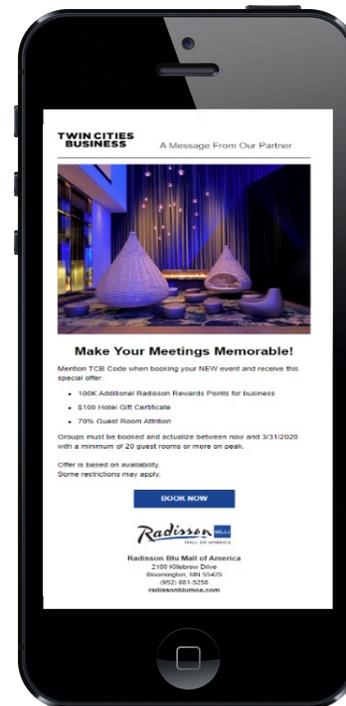
10,000 are sent and 25% open

7,500 that didn't open are sent second email

2,500 that did open but didn't engage are sent third email

20,000 total emails sent

Second and third sends are priced at 50% of the rates above



CASE STUDY

Challenge:

A top hospitality group wanted to reach event planners and people with interest in event content to promote a new space in Minneapolis.

Solution: The company crafted a message for the TCB audience, and we built a custom list of recipients (event planners and people actively engaging with TCB events content).

Results:

The client's email reached the right audience and resulted in a 35.07% open rate and 174 unique clicks.

Your true marketing partner.



Emma Rasmussen

Client Relationship Specialist

erasmussen@TCBmag.com | 952-607-0065