

Minnesota Rural Electric Association Associate Member program brochure

See samples of the brochure below, before and after a 2009 Complete Marketing Makeover.

After the redesign, which included a clearer explanation of membership levels and benefits, many companies increased their membership level and additional companies joined.

Level	2008	2009	2010
Gold	5	8	11
Silver	28	21	25
Trade Show	63	92	82
Patron	14	14	18
Total	110	136	137
Revenue	\$43,380	\$51,480	\$54,960

Let MREA Promote Your Business

On-line Co-op Directory Access & Data Downloads

Silver and Gold Ally members will now have access to MREA on-line Member Center directory

Gold Ally members are entitled to segmented database reports and up to three free e-mails, faxes or mailings per year

Don't have a big office staff? Have a new product or service you'd like to announce to Minnesota's electric cooperatives? Are you sponsoring an event or activity at a MREA or REMA conference? Running a special offer for a limited time? Gold Ally membership may be just the answer to these special needs. Call or email our office and we can assist you with obtaining an email or mailing address list. Or send us your material to mail, it will be included with other mailings to electric co-op CEOs or Line Superintendents. E-mails or faxes will go out within two business days of receipt.

On-line Associate Member Directory

Gold Ally members receive their company logo and a link in MREA's online Associate Member database for free.

Silver Ally members will receive the logo placement and the link for only \$20, and Trade Show and Patron Allies for \$40.

MREA's website, www.mrea.org serves more than 3,400 visits per month and handles over 90% of all MREA conference and event registrations. It is the #1 communication tool with our electric cooperative members and many others in the utility industry. New in 2008 will be an updated career center and resume bank and on-line apprentice lineworker learning management system.

Annual Magazine: Minnesota Co-op Power

MREA Members receive 30% off regular magazine ad rates; Gold Ally members receive an additional 20% discount.

Minnesota Co-op Power is high quality, image publication that is distributed to co-op members, associate members, neighboring municipal, co-op and investor-owned utilities, legislators and regulatory agencies. The magazine will be published each year in January, shortly before our annual meeting. Apogee Publications, our professional publisher, offers MREA Associate Members ad rates that are 30% less than their non-member rate; Gold members receive an additional 20% discount from MREA member ad rates. You will be contacted for participation in September/October.

Newsletter Advertising & Sponsorship

Silver Ally members receive one free black & white ad in one monthly issue of MREA Report.**

Gold Ally members receive a one-month sponsorship of the bi-weekly electronic update and one free black & white ad in two monthly issues of MREA Report.**

MREA has two publications in which Associate Members may advertise/sponsor:

- ♦ The bi-weekly electronic MREA Member Update is a brief update emailed to co-op employees every other Friday
- ♦ The monthly MREA Report, written by MREA General Manager Mark Glaess, is a monthly publication for co-op directors.

**The ad and sponsorship rates for all publications are detailed in a separate document. Complimentary MREA Report ad size = ¼ page.

Annual Printed Member Directory Advertising

Gold Ally members receive an additional 20% discount on directory ad rates.

The MREA Membership Directory & Buyers' Guide is used daily by cooperative managers and employees – the same people with whom you do business. Each year in August, MREA publishes a membership directory that includes names and contact information of every distribution and generation & transmission cooperative that serves Minnesota. Apogee Publications, our professional publisher, offers MREA Associate Members ad rates that are 30% less than their non-member rate; Gold members receive an additional 20% discount from MREA member ad rates. You will be contacted for participation in March/April.

Minnesota Rural Electric Association

The trade association for the 44 rural electric distribution and 6 generation & transmission cooperatives in Minnesota. Our members provide service to 1.5 million Minnesotans and geographically cover 85 percent of the state.



Minnesota Rural Electric Association
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Phone: 763-424-1020
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www.mrea.org

Your Touchstone Energy® Partner



Co-op Buying Power

Electric co-ops are the fastest-growing utility market in the country, many are adding consumers faster than investor-owned utilities. Your business will be linked to a network of 44 distribution cooperatives and 6 G&T co-ops that, together:

employ 2,625 people in Minnesota

serve over 714,000 customer meters, or about 1.5 million people, covering 85 percent of the geographic area of the state

sell almost 13 billion kWh per year or about \$991 million in revenues

2008 MREA Associate Membership

MREA provides value to your business!

Provides you the opportunity to increase sales by exhibiting or networking at many Rural Electric Management Association (REMA) conferences, including the CEOs, Line Superintendents, Engineering & Operations, Member Service, and Financial/HR Staff.

Provides you with timely regional and industry information during this time of increased focus on reliability and foreign energy independence.

Gives you first priority and discounts to promote your company's services to our members through our member directory, annual magazine, newsletters, events sponsorships and website.

Gives you access to over 45 MREA conferences and workshops each year. Gold Ally members can attend MREA training at the MREA Education Program member rate and also receive the member rate at REMA conferences. *(Many times, the amount your company saves in registration fees is more than enough to offset the cost of joining.)*

Who Can Benefit...

Manufacturers' reps, consultants and contractors who have or would like to establish a good relationship with electric cooperatives are eligible for Associate Membership with MREA.

Membership Levels

Gold Ally - \$1,200

All of the benefits of a Silver Ally, **plus:**

- your employees can attend all REMA conferences at the member rate and MREA training at the Prepaid Education Member rate;
- free reports from our database - this includes segments of the data or entire listings, labels or email addresses;
- MREA will send your info to our members in 3 e-mails or mailings per year;
- a free logo/ad in MREA's online associate member database *including* a free link for the year;
- Additional 20% discount (off member ad rate) on any size directory or magazine ad;
- free golf for all employees at sponsored golf events
- one free month sponsorship of *Member Update* newsletter;
- two free ads per year in the monthly *MREA Report*;
- 25% discount on the *MREA Report* standard ad rates;

Silver Ally - \$600

All of the benefits of Trade Show Ally, **plus:**

- secure access to the MREA Member Center **and** on-line member directory;
- 50% off all employees golf fees at each event;
- substantial discounts on MREA Loss Control Training events;

- a prominent listing as a sponsor of the MREA Annual Meeting;
- your logo and a link in our online associate member database for only \$20 a year;
- first choice on unique sponsorship opportunities for your company (i.e. breaks, receptions, golf; give aways, etc.);
- 50% discount on a two-month sponsorship of *Member Update* newsletter;
- one free ad per year in the monthly *MREA Report*.

Trade Show Ally - \$300

all of the benefits of Patron, **plus:**

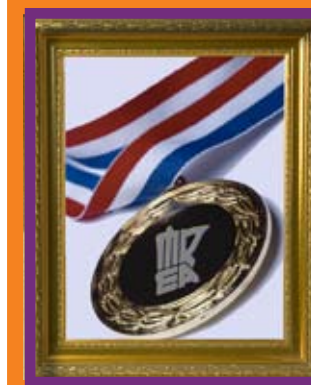
- information about all Rural Electric Management Association (REMA) meetings (CEOs, Line Superintendents, Engineering & Operations, Member Services & Financial Managers);
- a booth at MREA Winter Training Conference *and* REMA trade shows;
- your logo and a link in our online database listing for only \$40 a year.

Patron - \$120

Your company will be included in the online MREA associate member database. You will also receive a member directory and a 40% discount on additional directories; our bi-weekly electronic update and the monthly *MREA Report*; access to all MREA education and loss control events and training programs. Your company will also be entitled to member ad rates for the directory and annual magazines. You will also have secure access to the MREA Member Center so you can conveniently register on-line for MREA events.

2008 Trade Show Opportunities

Event	Networking Reception Only	Trade Show & Reception	New Product & Service Presentations	Best Ball Golf Tournament
Winter/Spring				
During the first half of the year, the associate member program offers your company trade show opportunities and reserves time for you on the REMA conference agendas to present your new products and services.				
REMA Member Services with Wisconsin January 10-11, 2008		X	X	
Lineman's Winter Training Conference January 21-25, 2008		X <i>(Tuesday & Thursday)</i>		
REMA Line Superintendents January 30-February 1, 2008		X	X	
REMA CEOs April 9-10, 2008		X		
REMA Financial Managers with Wisconsin April 17-18, 2008	X			
Summer/Fall				
During the second portion of the year your membership sponsors golf tournaments and networking receptions. Your company also has the opportunity to present new products and services during the meeting.				
REMA Member Services June 11-13, 2008			X	X
REMA Financial Managers August 2008	X			
REMA Line Superintendents August 27-29, 2008			X	X (<i>& Sporting Clay Shoot</i>)
REMA CEOs September 2008	X			X
REMA Engineering & Operations September 23-25, 2008		X	X	
<i>Please see www.mrea.org for locations, further details and a full list of MREA & REMA events.</i>				



The Value of Gold Membership

- Your directory and magazine ads receive an additional 20% off the MREA member rate
- Your employees can attend each golf event for free
- Your employees may attend any MREA training at the Prepaid Education Member rate
- Your employees can attend REMA conferences at the REMA member rate
- One month sponsorship of the bi-weekly electronic *MREA Member Update*
- Two free ads per year in the monthly *MREA Report*
- Secure access to MREA on-line co-op directory
- MREA will contact you **FIRST** for unique event sponsorship opportunities
- and more...

Let MREA Promote Your Business

Online Co-op Directory Access & Data Downloads

Platinum, Gold and Silver Allies have access to online MREA Member Center directory.

Search our password-protected online database for buyers and other decision-makers at 44 distribution and 6 generation and transmission co-ops.

Segmented Database Reports and Marketing E-mails

Platinum and Gold Allies may request segmented database reports and up to three free marketing e-mails or mailings.

Don't have a big office staff? Have a new product or service you'd like to announce to Minnesota's electric cooperatives? Are you sponsoring an event or activity at a MREA or REMA conference? Running a special offer for a limited time? Gold Ally membership may be just the answer to these special needs. Contact us for a FREE e-mail or mailing address list. Or send us your mailing to be included with other mailings to electric co-op CEOs or Line Superintendents. E-mails will be sent within two business days of receipt.

Online Associate Member Directory

Platinum and Gold Allies get a FREE company logo and website link in MREA's online Associate Member database. Silver Allies pay only \$20 for logo and website link placement. Trade Show and Patron Allies pay \$40.

MREA's Web site, www.mrea.org serves more than 5,000 visitors per month and receives more than 90% of all MREA conference and event registrations. MREA's Web site is an important source of industry information for our electric cooperative members and many others in the utility industry.

Minnesota Co-op Power magazine

Platinum Allies get 50% off regular directory ad rates, Gold Allies 40%, Silver, Trade Show & Patron Allies 30%

Minnesota Co-op Power is a high quality publication distributed to co-op members, associate members, neighboring municipal, co-op and investor-owned utilities, legislators and regulatory agencies. The magazine will be published twice each year, in January, shortly before our annual meeting, and again in the fall. Apogee Publications, our professional publisher, contacts MREA Associate Members about advertising opportunities in September and October and again in the spring.

Newsletter Advertising & Sponsorship

Platinum and Gold Allies receive a one-month sponsorship of Member Connections e-newsletter and one free black & white quarter-page ad in two monthly issues of *MREA Report*. Silver Allies receive one free quarter-page black & white ad in one monthly issue of the *MREA Report*.

All Associate Members may advertise in:

- The biweekly *MREA Member Connections* e-newsletter delivered to co-op employees.
- The *MREA Report*, written by MREA General Manager Mark Glaess, is mailed to co-op directors and CEOs.

MREA Member Directory and Buyer's Guide Advertising

Platinum Allies get 50% off regular directory ad rates, Gold Allies 40%, Silver, Trade Show & Patron Allies 30%

The *MREA Membership Directory & Buyers' Guide* is used daily by cooperative managers and employees – the same people with whom you do business. The directory includes contact information for directors and senior managers at every electric cooperative serving Minnesota. Associate members will be contacted by Apogee Publications about Directory ads in March and April.



Minnesota Rural Electric Association
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www.mrea.org

Your Touchstone Energy® Partner 



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Minnesota Rural Electric Association 2010 Associate Membership

Need more customers?
Stand out from the crowd.



Providing advertising and networking opportunities for
businesses that serve electric utility cooperatives

MREA Associate Member Benefits

Co-op Buying Power Electric co-ops are the fastest-growing utility market in the country; many are adding consumers faster than investor-owned utilities. An MREA Associate Membership offers extraordinary access to decision-makers at 44 distribution cooperatives and 6 generation and transmission co-ops that, together: employ 2,625 people, serve more than 714,000 customer meters (1.6 million people) in 85 percent of the geographic area of Minnesota and sell almost 13 billion kilowatt hours of electricity per year or about \$991 million in revenue.

Advertising Advertise in the *MREA Member Directory and Buyers' Guide*, the *MREA Report*, *Member Connections* e-newsletter and *Minnesota Co-op Power* magazine.

Information Register for MREA conferences and workshops to help you keep up with new developments in the rapidly changing electric utility industry. Associate members also receive FREE subscriptions to three different MREA publications with up-to-the-minute news about all aspects of the energy sector.

Marketing and Networking Exhibit your products and services at trade shows and conferences throughout the year. Attend receptions and golf outings to network with electric cooperative leaders including CEOs, Line Superintendents, Engineering & Operations, Member Services, Financial and Human Resources staff.

Don't delay. Join more than 130 other businesses in becoming an MREA Associate Member and begin enjoying your member benefits today!

Compare Benefits

Benefit	Patron \$120	Trade Show \$300	Silver \$600	Gold \$1,200	Platinum \$10,000
Company listing on MREA Web site	FREE	FREE	FREE	FREE	FREE
Logo and website link on MREA Web site	\$40	\$40	\$20	FREE	FREE
Listing in <i>MREA Member Directory and Buyers' Guide</i>	FREE	FREE	FREE	FREE	FREE
MREA Annual Meeting Sponsorship	—	—	FREE	FREE	FREE
First choice for additional sponsorships (golf tournament, receptions, meals, etc.)	—	—	FREE	FREE	FREE
<i>MREA Member Directory and Buyers' Guide</i> Ad (Regular rates \$275-\$2475)	30% Discount	30% Discount	30% Discount	40% Discount	50% Discount
<i>Minnesota Co-op Power</i> magazine ad (Regular rates \$275-\$2475)	30% Discount	30% Discount	30% Discount	40% Discount	50% Discount
Quarter-page ad in <i>MREA Report</i> newsletter	\$80	\$80	FREE	FREE	FREE
Second quarter-page ad in <i>MREA Report</i>	\$80	\$80	\$64	FREE	FREE
Additional quarter-page ads in <i>MREA Report</i>	\$80	\$80	\$80	\$60	\$40
Two <i>MREA Member Connections</i> e-newsletter ads	\$90	\$90	\$45	FREE	FREE
<i>Member Connections</i> e-newsletter subscription	FREE	FREE	FREE	FREE	FREE
<i>MREA Report</i> newsletter subscription	FREE	FREE	FREE	FREE	FREE
<i>Minnesota Co-op Power</i> magazine subscription	FREE	FREE	FREE	FREE	FREE
Access to more than 45 conferences and workshops plus secure online event registration	Cost varies by event	Cost varies by event	Cost varies by event	Cost varies by event	Cost varies by event
Invitation to 7 networking receptions and trade shows	\$200 each	FREE	FREE	FREE	FREE
Invitation to 3 golf tournaments	\$40+ each	\$40+ each	\$20+ each	FREE	FREE
Strategic planning session with Manager Mark Glaess	—	—	—	—	FREE
Opportunity to address REMA Meeting	—	—	—	—	FREE
Four complimentary registrations for MREA Annual Meeting and the Energy Issues Summit	—	—	—	—	FREE
<i>MREA Member Directory and Buyers' Guide</i> (\$26)	FREE	FREE	FREE	FREE	FREE
Additional MREA Directories	\$15.60 each	\$15.60 each	\$15.60 each	FREE	FREE
Reports from MREA member database	—	FREE	FREE	FREE	FREE
3 marketing e-mails or mailings to MREA members	—	—	—	FREE	FREE

Which membership level is right for you? Do the math!

Platinum Membership is perfect for very large companies who would benefit from extra sponsorship and consulting opportunities. (Membership fee \$10,000.)

Gold Membership offers the best value for companies planning to attend all or many of our trade shows, receptions and golf events. Gold members save more than enough money in registration fees to cover the whole membership fee. Free and discounted prime-space advertising and marketing opportunities add hundreds of dollars in extra value! (Membership fee \$1,200. Estimated value \$1,900+)

Silver Membership is the best option for companies who plan to attend at least three trade shows or receptions. If your company plans to place ads in our Member Directory and magazines, you will also reap hundreds of dollars in advertising discounts. (Membership fee \$600. Estimated value \$1,700+)

Trade Show Membership is a must for any business planning to attend more than one of our trade shows or receptions, since non-members pay a \$200 registration fee for each event. Advertising discounts and a free copy of our Member Directory and Buyer's Guide also add value to this membership option. (Membership fee \$300. Estimated value \$1,600+)

Patron Membership is perfect for companies who want to stay informed about the electric utility industry. Patron members receive the monthly MREA Report, the biweekly Member Update e-newsletter and *Minnesota Co-op Power* magazine. Patron members are listed in MREA's directory and on our website, and also receive a free MREA Member Directory and Buyer's Guide, normally priced at \$26. (Membership fee \$120. Estimated Value \$200+)

2010 Marketing & Networking Opportunities

2010 Events	Networking Reception	Trade Show & Reception	New Product Presentation	Best Ball Golf Tournament
Linemen's Winter Training Conference January 25-29, St. Cloud, Minnesota		X Tues & Thurs		
REMA Line Superintendents February 3-4, St. Cloud, Minnesota		X	X	
REMA CEOs April 7-8, St. Cloud, Minnesota		X		
REMA Financial Managers, Minn. & Wisc. April 15-16, Bloomington, Minnesota	X	X		
REMA Member Services June 23-25, Location TBD			X	X
REMA Financial Managers, Minn. & Wisc. August 2010, Location TBD	X			
5th Annual MREA Burn Center Benefit Golf Tournament , Aug. 20, Otsego, Minnesota				X
REMA Line Superintendents September 1-3, 2010, Breezy Point, Minn.		X	X	X (& Sporting Clay)
REMA CEOs Sept. 8-10, 2010, Ottertail, Minnesota	X			X
REMA Engineers & Operations September 22-24, 2010, Duluth, Minnesota		X	X	

Registration information will be available 4-6 weeks before each event. Please see www.mrea.org for further details about these and other MREA events.