

Meetings & Events 2025 Media Kit

The power to enhance brands and connect the Minnesota business community.



TCB covers and connects Minnesota’s business community.

As a champion for business and Minnesota’s leading local news resource, *Twin Cities Business* informs, encourages, and celebrates Minnesota’s thriving business community.

Through the **magazine, website, e-newsletters, podcast, social media,** and **live events**, *TCB* goes beyond the headlines to explore business opportunities and solutions and spotlight the people and companies who make business work in Minnesota.

TCB is more than a business publication. It’s an elite community of Minnesota’s most respected business leaders who care about how business works in Minnesota.

TCB has the business of corporate meetings & events covered.

Three issues per year, TCB's editorial focuses on the business of meetings and events.

These sections cater specifically to Minnesota's corporate meeting planners and decision-makers who are actively involved in planning corporate events, providing valuable insights on meeting resources, venues, and hospitality trends. Individuals who are consistently in search of innovative service partners and venues that can provide both sophistication and functionality to their next event.

TCB readers celebrate their local workforce and treat clients by tapping venues, restaurants, and pros in our community.

10+ off-site meetings are hosted each year by TCB readers
 77% held company meetings at a local event venue
 43% used a restaurant's private dining space
 57% used a local caterer
 38% used an audio/visual service

Issues are distributed to 89%* of all Minnesota companies with 50 employees or more, including top corporate meeting planners.

Every issue featuring a meetings & events section is not only delivered to 89% 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).

Elevating Your Venue

YOU DON'T HAVE TO BREAK THE BANK FOR A SPACE TO LOOK EXCITING AND FRESH.

No venue is too small nor any budget too low for a space to make an impact on your guests, according to Jen Hansen, vice president of Event Labs, a Twin Cities-based decor and event rental services company. "Many times we get clients who are looking for budget-friendly decor options and think that their event is 'too small' for us to help. That's not true."

Hansen suggests that something as simple as floor-length liners for tables can make a subtle but significant difference and elevate your event. Centerpieces don't have to be floral, which can present significant savings. Instead, one of Hansen's favorite decor elements is candlelight.

"Candlelight can really elevate an event while not adding a large expense," she says, but any simple centerpiece can "dress up a space



and make it feel warm, inviting, and intentional."

Lastly, she suggests investing in a "wow" moment. "Instead of splurging budget dollars around where

the impact may not be noticed, a wow photo opportunity, welcome unit, or stage display is a great way to make a great impression and capture your guest's attention."



"Attendees just want to feel like they got a return on their investment of their time, but also of the experience in itself."

—ASHLEY HANSEN, FOUNDER OF MINNEAPOLIS-BASED POPPAT EVENTS

Should You Force an Employee to Have Fun?

EVENTS EXPERT SAYS IT'S NOT ONE-SIZE-FITS-ALL WITH EVENT PROGRAMMING.

"The latter should be the company's side," she adds.

Hansen starts very client-centric with a "very session" rate, custom themes and prompts. Her question: What is your client's goal? Is it to walk away feeling at the end of the event? This sets the



"An opportunity to have meaningful networking, conversations, and connections is not just being stuck in a ballroom all day," she says. "If attendees feel like they've heard, taken care of, and valued at an event, along with doing a couple of intentional things just to make it a unique and fun experience, it goes such a long way."



HOW TOP CHEFS DO BUSINESS DINNERS

FIVE OF THE TWIN CITIES' FINEST REVEAL THEIR SECRETS FOR CREATING MEMORABLE PRIVATE DINING EVENTS.

By Dana Moskowitz Grundahl

Everyone knows that a business dinner is just an overly long meeting somewhere else, right? Rubber chickens on plates in the dark, a PowerPoint illuminated on a drop-down screen, polite applause, try to shake hands with the boss and get out the door as fast as possible. But is there another way? Yes. We called up top local chefs for details on the most memorable private dining events they've created in the last few years. Here's how Jamie Malone, Gavin Kayson, and others turn business dinners into events the entire team and clients will be clamoring to attend.



MEETINGS & EVENTS // VENUES



Memorable Meeting Spaces

GET AWAY WITHOUT ACTUALLY LEAVING TOWN AT ONE OF THESE UNIQUE TWIN CITIES VENUES.

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

MEETINGS & EVENTS

TCB

These sections cater specifically to Minnesota's corporate meeting planners and decision-makers who are actively involved in planning corporate events, providing valuable insights on meeting resources, venues, and hospitality trends. Individuals who are consistently in search of innovative service partners and venues that can provide both sophistication and functionality to their next event.

MEETINGS & EVENTS // RESOURCE GUIDE



MEETINGS & EVENTS RESOURCE GUIDE

2024 Meetings & Events Resource Guide

OUR ANNUAL RESOURCE GUIDE CONNECTS BUSINESSPEOPLE TO EVENT PROFESSIONALS WHO DELIVER A WIDE RANGE OF EXPERIENCES.

Following years of disruption, "refinement" is how Kelsey Beach describes the events industry now. "I feel 2023 was bringing the process back, and now we're refining our process," says Beach, the founder of Do Good Events.

The St. Louis, Park-based company hosted its live, in-person events in 2023, with nearly 25,000 total attendees. And Beach looks to continue that pace in 2024.

In corporate events, it's easy to fall into conventional methods: networking, a speaker, and some drinks. But Beach has started to notice a shift in what guests want and how companies leverage their events to make an impact. "Let's give people an experience they couldn't have [anywhere else]," she says. "People are so protective of their time, it's about making it worthwhile."

Instead of an hour-long keynote, Beach suggests a 20-minute keynote followed by an engagement session. "We're seeing a lot of our corporate events having the educational content but giving people a lot of time for interacting and to take action."

Attendees are also looking for that extra spark or surprise—an event that can leave them with something to talk about the next day and a reason to return the next year. For example, Do Good hosted an event where organizers

skipped the standard coffee station and instead took the time to gather everyone's coffee order. The guests were then greeted at their seats with their favorite beverage. It's thinking about everybody ahead of time, Beach says.

That kind of attention to detail is top of mind for event planners. That includes sustainability, newer technologies, and accessibility for guests. "We continue to crave that sense of community, but are also looking for that novelty to be surprised and delighted—to be able to just take that experience and depth to another level."

The 2024 Meetings & Events Resource Guide contains listings chosen by the TCB editorial team. It is not a comprehensive guide. —Tina Nguyen

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February/March Issue Meetings & Events Resource Guide

Ad Reservations: 12/23/24
Ad Materials: 1/8/25
Published: 2/5/25



MEETINGS & EVENTS VENUE GUIDE

GETTING YOUR OFF-SITE ON POINT

THE BEST WAY TO ENGAGE EMPLOYEES CAN BE TO MEET OUTSIDE THE OFFICE. OUR ANNUAL VENUE GUIDE IS PACKED WITH TIPS AND IDEAS TO MAKE YOUR COMPANY OFF-SITE A SLAM DUNK.

By Tina Nguyen

Players are warming up on the court at Target Center. The energy is high, the team is working together, and they're landing baskets. The only thing missing is fans screaming for Anti-Man. But it's not the Timberwolves playing, nor the gym. Instead, it's executives from Winnabago Industries.

Every fall, the Eden Prairie-based manufacturer of outdoor lifestyle products holds an Executive Leadership Summit, bringing together nearly 80 execs from the

Making Your Off-Site a Slam Dunk
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Winnabago Industries held its 2023 Executive Leadership Summit off-site at Target Center.

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June/July Meetings & Events Venue Guide

Ad Reservations: 5/2/25
Ad Materials: 5/7/25
Published: 6/4/25



PRIVATE DINING GUIDE

HOW TOP CHEFS DO BUSINESS DINNERS

FIVE OF THE TWIN CITIES' FINEST REVEAL THEIR SECRETS FOR CREATING MEMORABLE PRIVATE DINING EVENTS.

By Dana Moskowitz Grundahl

Everyone knows that a business dinner is just an overly long meeting somewhere else. Right? Rubber chicken on plates in the dark, a PowerPoint illuminated on a drop-down screen, polite expletives, try to shake hands with the boss and get out the door as fast as possible. But is there another way? Yes. We called up top local chefs for details on the most memorable private dining events they've created in the last few years. Here's how Jamie Malone, Savin Kaysan, and others turn business dinners into events the entire team and clients will be clamoring to attend.

Business dinners don't have to be stuffy. Draw your team to the Cambodian burger from CAMDEN SOCIAL. page 80



Mars Restaurant and Bar at the Four Seasons Hotel in Minneapolis

PHOTO: JAMES BEHRE

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October/November Meetings & Events Private Dining Guide

Ad Reservations: 8/29/25
Ad Materials: 9/4/25
Published: 10/1/25

Annual Advertising Packages

TCB

Choose from one of these four impact print & digital campaigns to stay top mind all year long.

EARLY RENEWAL INCENTIVE !
4th Ad Free
 when you sign a contract for any of these packages by December 31st
 \$4,995- \$1,995 value

TCB CHANNEL	DOMINANT	COMPETITIVE	CONSISTENT	PRESENT
TCB Magazine	Full-Page 3 issues \$14,985	Half-Page 3 issues \$8,985	Quarter-Page 3 issues \$5,985	Quarter-Page 3 issues \$5,985
Daily Brief Newsletter (Friday Hospitality Focus)	Weekly banner ad for 3 months \$6,000	Weekly banner ad for 3 months \$6,000	Weekly banner ad for 3 months \$6,000	
Dedicated Email	3 deployments \$6.000	3 deployments \$6.000	3 deployments \$6.000	3 deployments \$6.000
ANNUAL INVESTMENT:	\$27,885	\$21,885	\$18,885	\$11,985
MONTHLY INVESTMENT*:	\$2,324	\$1,824	\$1,574	\$999

TCB Magazine

Three issues per year, TCB's editorial focuses on the business of meetings and events. Each of these sections cater to Minnesota's corporate meeting plans by providing ideas and tips on meeting resources, venues, and hospitality trends.

Daily Brief Newsletter

Email sent daily to 20,000 opt-in subscribers. On Friday, Daily Brief focus on Hospitality + Design offering fresh ideas for your next corporate offsite, office design inspiration, lifestyle news.

Dedicated Email

We'll build you a customized recipient list from our opt-in database, selected from various demographic segments. You messaging presented as a TCB partner via a targeted email campaign.

Reserve Your Ad Today!

Brett Lubinski
blubinski@tcbmag.com
608-548-8512

Print Rates, Dimensions & Deadlines

PRINT RATES & AD DIMENSIONS

Ad Unit	Rate	Dimensions
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 DEADLINES

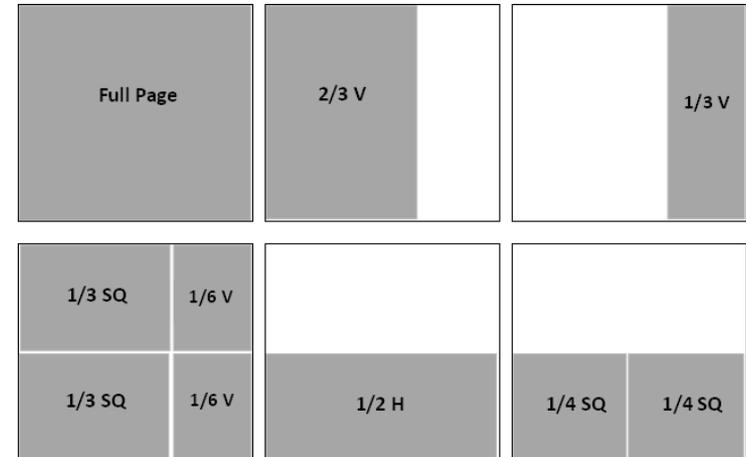
Issue	Space	Materials	Published
Feb/Mar	12/23/24	1/8/25	2/5/25
Apr/May	3/3/25	3/6/25	4/2/25
Jun/Jul	5/2/25	5/7/25	6/4/25
Aug/Sep	7/3/25	7/10/25	8/6/25
Oct/Nov	8/29/25	9/4/25	10/1/25
Dec/Jan	10/30/25	11/4/25	12/3/25

AD MATERIAL SUBMISSION

ads@TCBmag.com

Tim Dallum, Production Manager

tdallum@TCBmag.com | 612-336-9245



DIGITAL

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

Daily Brief Newsletter

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Each issue of [Daily Brief](#) delivers business headlines, conversations with leaders, work culture trends, perspectives and advice on entrepreneurship, and much more in one short, streamlined, easy-to-scan email sent to 22,000 opt-in subscribers.

MON: People + Perspectives

Start the week with people you'll want to know, interviews with newsmakers, and advice on work culture and leadership.

TUE: Business News

The latest headlines and features.

WED: Innovators & Entrepreneurs

Who's launching, scaling, innovating, plus advice from successful founders and investors.

THU: Business News

The latest headlines and features.

FRI: Hospitality + Design

Fresh ideas for your next corporate offsite, office design inspiration, lifestyle news.

SAT: Top 5 Stories

The week gets busy; we make it easy to catch up.

SUN: The Sunday Read

Enjoy one of our magazine features, profiles, or a deeper dive from tcbmag.com with your morning coffee.

Securing a specific day of the week and position allows you to maintain a consistent presence, ensures your company's ad stands out, and guarantees industry exclusivity. Only a limited number of positions are available each day.

Choose a day and position, and your ads will appear in that weekly edition for a month, quarter, or year.

Rates

	1-2 Months (per month)	3-6 Months (per month)	7-12 Months (per month)
Leaderboard A	\$2,500	\$2,300	\$2,000
Text Ad	\$2,400	\$2,200	\$1,900
Leaderboard B	\$2,200	\$2,000	\$1,800

Ad Specifications

Leaderboards

970x250. 150k

- Accepted media: JPEG **No animation allowed.*
- Ads with a white background color require a one-pixel border

Text Ad

Photo: 400 px. x 400 px., 72 dpi.

Headline: 40 character maximum

Text: 150 character maximum

Link: Supply URL

MEETINGS & EVENTS

TCB

Leaderboard A >

THE BANK TO GROW YOUR BUSINESS.
ALERUS
09.09.2024

TCB Daily Brief
Business News • Perspectives from Twin Cities Business

ARTS & ENTERTAINMENT
Minnesota Yacht Club Festival Lifts All Boats
Harriet Island's newborn music festival left city hoteliers and restaurateurs satisfied.
[Read More >](#)

REAL ESTATE
New Firm Willow Peak Bets on Downtown
Minneapolis Renaissance Coalition founder, Erin Fitzgerald, leaves JLL to focus on buying, rather than selling, office buildings.
[Read More >](#)

WORKFORCE • TALENT
For Minnesota Internships, an In-Person Push
Though many established workers tend to prefer hybrid and remote work, face-to-face connections may be key to bringing younger talent to Minnesota.
[Read More >](#)

REAL ESTATE
Minneapolis Dangles \$250K for Artist Studios in Vacant Storefronts
In their latest bid to revitalize downtown, Minneapolis city leaders are providing \$250,000 to subsidize artist studios in vacant storefronts. Here's how the program will work.
[Read More >](#)

SPONSORED
nVent CEO Wins Entrepreneur of the Year
As CEO since its inception, Beth Wozniak developed the strategy and vision that has driven nVent's impressive growth and performance.
[Learn More >](#)

What We're Reading

- Fulfillment Distribution Center Inc. in St. Cloud will lay off 320 employees after losing its only customer, Brite Me The News reports. [Read More >](#)
- With the Minneapolis Park Board's strike entering its four week, union leaders have accepted the board's proposal on wage increases, but parks leaders want to win new contract language the union calls a "poison pill": the Minnesota Reformer reports. [Read More >](#)
- U.S. Rep. Angie Craig is throwing support behind Governor Walz for VP. On social media, she described the governor as a "battle-tested leader." [Read More >](#)

Where you bank matters.
Turn each transaction into a ripple of positive change with NetZero Deposits.
[Learn more](#)

TCB Events

THURSDAY, AUGUST 8
Best of Business Awards Celebration
Each year, TCB asks the business community to cast their votes for the top companies to do business with in Minnesota. This event will bring together companies that exemplify true excellence for a celebration and reveal the rankings of the Gold, Silver, and Bronze winners in 40+ categories.

Text Ad >

Leaderboard B >

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

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:

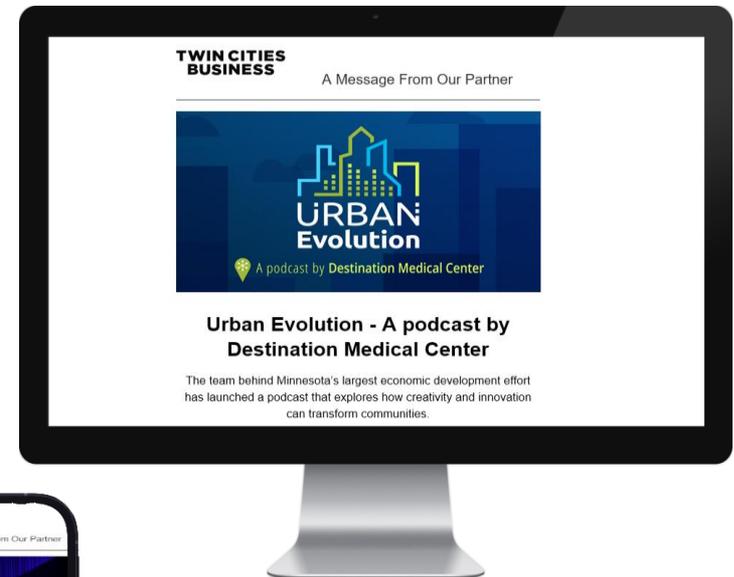
10,000 are sent and 25% open

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



DEDICATED TARGETED EMAIL

- Subject Line: 10 words max
- Preview text: 10 words max
- Headline
- Body Copy: 200 words max
- CTA Button: 2 words
- Destination URL
- Address
- Hero Image: 1000 pixel wide, height can vary
- Company logo

Online Enhanced Listing

TCB meetings and event guides are online at tcbmag.com! In this searchable online directory, those planning corporate meetings, events, and 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 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!

TWIN CITIES BUSINESS Q

INDUSTRY LEADERSHIP STARTUPS WORK LIFE VIEWPOINT EVENTS

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LIST

KEYWORD

ADDRESS

CATEGORIES

SEARCH



Chase on the Lake Resort & Spa
OFF-SITE EXPERIENCES
302 Cleveland Blvd PO Box 70
Walker, MN, 55484
218-547-8507
[Official Website](#)



Create Catering and The Dining Studio
CATERING
101 NE Jackson Street, 4th Fl
Minneapolis, MN, 55413
612-331-3310
[Official Website](#)



Willmar Lakes Area Convention & Visitors Bureau
CONVENTION & VISITORS BUREAUS
2104 Expo Highway 12
Willmar, MN, 56201
320-238-3552
[Official Website](#)



Target Field / Minnesota Twins
OFF-SITE EXPERIENCES
1 Twins Way Minneapolis
Minneapolis, MN, 55403
612-659-3470
[Official Website](#)

DISPLAYING | ALL

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AV For You
AUDIO-VISUAL SERVICES
3334 Wimper Drive
Crystal, MN, 55427
952-500-8839
[Official Website](#)

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Event Lab
RENTAL SERVICES
7004 Washington Ave, S Eden Prairie, MN 55344
952-224-8558
[Official Website](#)

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Linen Effects
CATERING
1801 West River Rd. N
Minneapolis, MN, 55411
612-355-2500
[Official Website](#)

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Mintahoe Catering and Events
CATERING
2850 Anthony Lane S
Minneapolis, MN, 55418
612-253-0255
[Official Website](#)






SEARCH IN THIS LIST

CATEGORIES

KEYWORD SEARCH

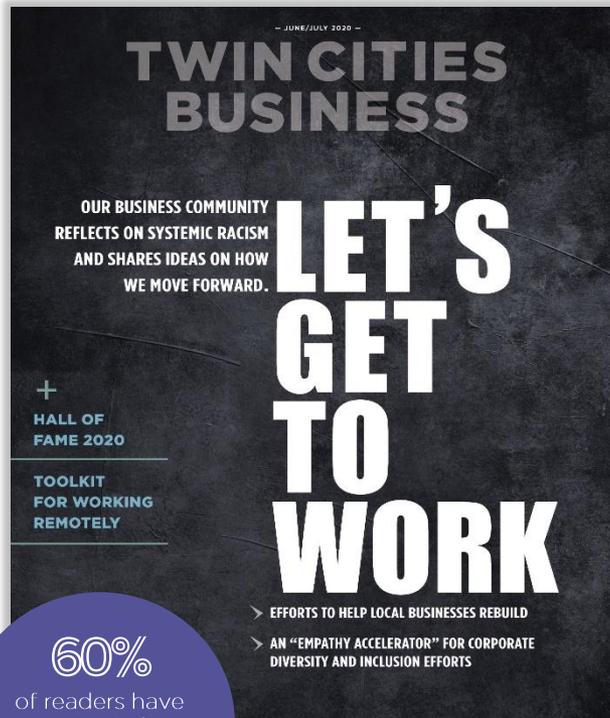
ADDRESS

SUBMIT



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Nicole Wright Financial Advisor BAIRD

Go to tcbmag.com and click on TCB lists.



60%

of readers have contacted a company because of an advertisement in TCB.

“ We so very much value our partnership with your publication. We have a very strong desire to continue to win over more clients in the greater Minneapolis/St. Paul area and working with firms like yours is a big help in the endeavor. ”

A true marketing partner.

At TCB, we are focused on what makes businesses thrive, and that extends to our advertisers. That’s why our approach to elevating businesses goes far beyond a “transactional” advertising mentality. By leveraging our strengths in print, digital, and event marketing, TCB provides advertising partners with real results.

We want to understand your unique business challenges. By getting to know your company on a deeper level, TCB can equip you with the advertising strategies, events, and opportunities that will differentiate your brand in this market.

When you’re ready to get their attention, TCB is here to help.

Brett Lubinski
Senior Account Manager
blubinski@TCBmag.com

