

2:

NATIONAL CONFERENCE

62ND NATIONAL CONFERENCE NEW ORLEANS 2018

In 2018, hundreds of church administrative leaders from across America will convene to experience The Church Network's (formerly NACBA) 62nd National Conference to be held in the Ernest N. Morial Convention Center in New Orleans. The trade show will be July 18-20.



WORKSHOPS

More than 60 relevant, well-presented workshops include such subjects as administration, church marketing and publishing, finance and stewardship, legal and tax, human resources, and technology. You may apply to conduct an exhibitor workshop (see page 3). Also, you can sponsor workshops (see page 5).

ENVIRONMENT AND EXPERIENCE

National conference is a time for church administrative leaders to relax and refresh, to renew and build new friendships, to be challenged by renowned keynote speakers, and to gain information about products and services. This environment—2018 Trade Show, conference app, notebook, sponsorships—is a big advertising opportunity.

2018 TRADE SHOW

More than 100 suppliers of products and services will exhibit at the conference, representing accounting and auditing services, architects, calendaring and scheduling software, church directories, church management services, software, construction companies, flooring, investment and lending institutions, Internet consulting, leadership training, marketing software, property/liability insurance, and more.



EXHIBIT GUIDELINES

EXHIBIT BOOTH FEE STRUCTURE

Please refer to the Exhibit Booth & Advertising Contract enclosed with this brochure for the booth fee pricing structure. A deposit of \$600 per booth is required to reserve your booth space. The remainder of the fee is due by April 30, 2018. Booths cannot be assigned without a signed contract and the \$600 per booth deposit. If registering after April 30, full payment is due with your contract. Your booth fee includes

FUTURE CONFERENCES

2019

CHARLOTTE CONVENTION CNTR

CHARLOTTE, NC

JULY 11—14

- Registrations for two (2) individuals per booth including two sets of meal tickets for the meals taking place during the show: the Wednesday opening dinner, Thursday lunch, and Friday lunch.
(Please note: We must have the names of the persons working in your booth by June 20, 2018. Name badges created prior to the show are complimentary, but there will be a fee of \$10 for each name badge that we must create on site.)
- Two refreshment breaks
- One conference notebook per contracted company
- A 10% discount on advertising in the conference app or notebook (if \$200 deposit paid by July 5, 2017)
- Names and addresses of conference attendees (Email addresses only if you purchase and use the lead retrieval service through our conference mobile app by scanning a person's badge. See [TCN's Privacy Policy](#).)
- Spacious 10' x 10' booth space professionally draped on the back and sides
- One 6' draped table
- One 7" x 44" identification sign with your company name
- Two side chairs
- One wastebasket

Additional items, such as electricity, Internet connections, and additional furnishings must be purchased separately via the decorator.

REGISTRATION OF EXHIBITORS

Each booth includes the complimentary registration of two individuals. There is a registration fee of \$190 for each additional person over two people per booth. Each registration includes a set of meal tickets for the Wednesday opening dinner, Thursday lunch and Friday lunch. Deadline for registering the individuals working in your booth is June 20, 2018. For example: if you plan to purchase two booth spaces and have five individuals, the registration of four individuals is included in the cost of your booths, but you must pay \$190 for the fifth person. All five persons will have tickets to the three meals taking place during the trade show.

SPACE ALLOCATIONS

We have eliminated the point system. The reservation of booth space is on a first-come first-served basis; however, we will attempt to provide preferential treatment to those companies that provide the greatest amount of support to the ministry of The Church Network (TCN). We will begin to make booth assignments starting on March 1, 2018. TCN reserves the right to shift space at any time if, in TCN's sole judgment, it becomes necessary to do so. TCN reserves the right to make modifications to the published floor plan as may be necessary. TCN has the final say in the assignment of booth space. In the event no space is available, you will be placed on a waiting list. Your deposit will be refunded if no space becomes available.

INSURANCE

Certification of liability insurance **MUST** be provided. Failure to provide such certificate may result in denial of exhibition privileges and forfeiture of exhibit fees. This insurance is available through Rainprotection for just \$84. [Click here](#) for more information. Send proof of insurance to the TCN national office.

INSTALLATION

Installation begins at 8:00 a.m. on Wednesday, July 18, 2018. All exhibits must be show-ready and aisles cleared no later than 6:00 p.m. **No exceptions.**



DISMANTLING

Exhibits may be dismantled starting at 3:45 p.m. on Friday, July 20, 2018. *It is absolutely imperative that you not start dismantling prior to 3:45 p.m.* as our attendees will still be in the hall until that time. Any exhibitor that begins dismantling exhibit space prior to the close of the trade show can expect to be treated unfavorably in booth assignments for future exhibitions at the discretion of TCN.

CANCELLATION POLICY

All booth cancellations must be received in writing (email acceptable); no telephone cancellations will be honored. Cancellations received by April 1, 2018, booth fee less \$300 per booth nonrefundable charge will be returned; from April 2 to May 1, booth fees less \$600 deposit (per booth) will be returned. Cancellations received after May 1, 2018, will forfeit full payment.

The additional registrations of individuals at \$190 per person are transferable at no charge. There will be a \$80 cancellation charge if received in writing by June 20, 2018. Cancellations after June 20 will forfeit the full payment.

PRIZE DRAWINGS

Who doesn't like to win a prize? Our attendees certainly enjoy it. Conducting prize drawings in your exhibit booth for something of real value is a great way to encourage traffic to your booth and creates good public relations for your company. You will need to be prepared with entry forms or plan to collect business cards for your drawings. If you are giving away a large item, such as a television, you will need to make arrangements to have your item shipped to the winner.

BOOTH DISCOUNT FOR TCN BUSINESS MEMBERS

Business Members of TCN receive a \$300 discount off the price of booth space. (See chart on Exhibit Booth Contract.)

EXHIBITOR WORKSHOPS

As a growing commitment to our members and exhibitors TCN will again offer an opportunity for exhibitor workshops to be presented at the 62nd National Conference. In order for exhibitors to be considered for an exhibitor workshop, you must meet the following qualifications:

- A person from the company must be a business member of TCN.
- You must have submitted a contract and a deposit to be a participant in the 2018 Trade Show **by October 31, 2017.**
- You must submit a **COMPLETED Call for Presentation Application form and proposal by October 31, 2017.**

These workshops will give those exhibitors who are selected an opportunity to present in more detail how their product and/or services will help enhance the administration of the church. The time frame for the workshop is one hour and forty-five minutes. The intent of the presentation is not just to promote an exhibitor's products and services, but also to present content-based training that is practical and applicable to a local setting.

EXHIBIT HALL DECORATOR

The official show contractor is Global Experience Specialists, (GES). GES will e-mail all confirmed exhibitors a link to their online ordering site, Espresso, around May 1, 2018, or you may access via www.ges.com. The kit will contain all the necessary order forms and rates for services you may require from GES, the host facility or ancillary vendors. It is the exhibitor's responsibility to read and understand all rules, regulations and deadlines contained with the exhibitor service manual.

GES NATIONAL SERVICENTER

7000 Lindell Rd
Las Vegas NV 89118-4702
Phone: 800-475-2098
Fax: 866-329-1437
Contact us online: www.ges.com/chat

SHIPPING

You may use the carrier of your choice, however, use GES Logistics for your in-bound and out-bound show shipping and receive a 10% discount on material handling charges. Get a quote at logisticsquote.ges.com

ADVANCE SHIPPING ADDRESS

Your Company Name and Booth #
C/O GES Advanced Receiving
45 Teledyne Pl
LaVergne, TN 37086 USA
Shipping company for GES is GES Logistics. Exhibitors should ship to the advance warehouse address starting up to 30 days in advance of our trade show.



Bobby Hancock (left) of CORD, Inc. receives the **Distinguished Exhibitor Service Award** in 2012 from TCN's CEO Simeon May.

CONFERENCE NOTEBOOK

Advertising in the conference notebook is available. This is another way to keep your service or product before the conferees long after the conference ends. The notebook is distributed to all registered attendees. If you do not handle advertising for your company, please give this information to the person responsible for advertising.

- Rates: The advertising rates are given on the exhibit contract.
- There is a 10% discount on advertising in the conference notebook if \$200 deposit paid by July 5, 2017.
- Due date: Ads must be received by May 15, 2018.
- Production notes: Digital files are required for all ads and can be delivered on disk or via Internet.

Please see the Exhibit Booth and Advertising Contract for more information.

AD MEASUREMENTS

DIVIDER PAGE

Bleed: 5-3/4" x 8-3/4"
 Trim: 5-1/2" x 8-1/2"
 Live Area: 4-1/2" x 7-3/4"

FULL PAGE

Bleed: 5-3/4" x 8-3/4"
 Trim: 5-1/2" x 8-1/2"
 Live Area: 4-1/2" x 7-3/4"

FULL PAGE NON-BLEED

Trim: 5-1/2" x 8-1/2"
 Live Area: 4-1/2" x 7-3/4"

HALF PAGE HORIZONTAL

4-1/2" x 3-13/16"

SPONSORSHIPS

PLATINUM—GENERAL SESSION \$9,000—\$14,000

- ⇒ Two Exhibit Booths
- ⇒ Up to Six Exhibitors (Individuals)
- ⇒ Recognition as sponsor in general session
- ⇒ Platform time to address attendees
- ⇒ Advertisement in tote bag (provided by exhibitor)
- ⇒ Advertisement on notebook tabbed divider
- ⇒ Recognition as major sponsor in promotions & on website
- ⇒ Recognition as sponsor in daily conference newsletter
- ⇒ Article in daily conference newsletter (provided by exhibitor)
- ⇒ Logo displayed on screen in general session
- ⇒ One Exhibitor Workshop (provided that exhibitor meets all qualifications and deadlines as outlined on page 3)

Thur.	\$14,000
Fri.	\$13,500
Sat.	\$9,000

GOLD—REFRESHMENT BREAK/BRUNCH \$6,000

- ⇒ One Exhibit Booth
- ⇒ Up to Two Exhibitors (Individuals)
- ⇒ Printed advertisement in tote bag
- ⇒ Announced as sponsor in general session
- ⇒ Recognition as sponsor in daily conference newsletter
- ⇒ Recognition as major sponsor in promotions & on website
- ⇒ Acknowledgement sign in break area

Thur. p.m.	\$6,000
Fri. p.m.	\$6,000
Sat. a.m.	\$6,000

GOLD—TOTE BAG SPONSOR \$7,000

- ⇒ Recognition as sponsor in promotions & on website
- ⇒ Printed advertisement in tote bag (exhibitor provided)

GOLD—ROOMS SIGNAGE SPONSOR \$6,000

- ⇒ Recognition as sponsor in promotions & on website
- ⇒ Printed advertisement in tote bag (exhibitor provided)

GOLD—HOTEL KEY CARDS \$6,000

- ⇒ Recognition as sponsor in promotions & on website
- ⇒ Printed advertisement in tote bag (exhibitor provided)

GOLD—NAME BADGE SPONSOR \$5,000

- ⇒ Recognition as sponsor in promotions & on website
- ⇒ Printed advertisement in tote bag (exhibitor provided)

OTHER OPPORTUNITIES FOR INCREASED VISIBILITY \$99—\$4,000

SILVER—SPONSOR THE CHAPTER LEADERS' BREAKFAST **\$4,000**

- ⇒ Recognition as sponsor in promotions & on website
- ⇒ Brief time to address chapter leaders

SILVER—AD ON BACK OF NOTEBOOK **\$3,500**

- ⇒ Recognition as sponsor in promotions & on website

SILVER—CERTIFIED CHURCH ADMINISTRATORS SPONSORSHIP **\$2,000**

- ⇒ Acknowledgement sign in CCA reception area & CCA Lounge
- ⇒ Recognition as sponsor in daily conference newsletter

SILVER—HOTEL ROOM DROP INSERT **COST + \$1,500**

SILVER—HOTEL IN-ROOM VIDEO **COST + \$1,500**

OTHER SPONSORSHIP OPPORTUNITIES

ADVERTISEMENT IN TOTE BAG (exhibitor provided) **\$800**

WORKSHOP SESSION **\$300 PER WORKSHOP**

- ⇒ Introduce workshop speaker
- ⇒ Distribute advertisements in workshop

MOBILE APP SPONSORSHIP OPPORTUNITIES

LEAD RETRIEVAL SERVICE **\$200**

PROMOTED POSTS **\$199**

PUSH NOTIFICATIONS **\$99**



CONFERENCE HOTEL

HILTON RIVERSIDE

New Orleans

Room Rate: \$176/night Standard room

\$186 View room

(65% of inventory are View rooms)

[Click here](#) to reserve rooms

It's all about location in New Orleans and the Hilton New Orleans Riverside places you at the center of it all. Nestled against the banks of the Mississippi, guests can watch the ships come sailing in or dive into the city life just steps away. Grab a beignet, listen to live jazz, ride a streetcar, or hop into a parade, you never know what you'll experience in the vibrant culture and excitement of New Orleans just outside the Hilton's front door.

Connected to the Hilton Riverside is the Outlet Collection at Riverwalk. Take a short stroll through the cool comfort of the mall and you will be at the Ernest N. Morial Convention Center, the site for our national conference and trade show.

You also can walk to the French Quarter, Audubon Aquarium, and Butterfly Garden and Zoo, as well as countless restaurants, art galleries and more.

From breakfast at Le Croissant to dinner at Drago's, Hilton New Orleans Riverside serves authentic New Orleans dishes to guests and locals alike. Savor favorites such as Charbroiled Oysters and Mama Ruth's Gumbo here.

** It is critically important for all participants in our conference, including exhibitors, to stay at the Hilton Riverside and fill our room block.*

IMPORTANT DATES

October 31, 2017	Deadline to apply for Exhibitor Workshop
March 1, 2018	Booth assignment process begins
May 1, 2018	100% cancellation fees apply to cancellations received after this date
June 1, 2018	Deadline for submission of ads for conference notebook
June 1, 2018	Deadline for submission of company description for conference mobile app
June 20, 2018	Deadline for registering the individuals working in your booth
July 18, 2018	8:00 a.m.—5:00 p.m. Exhibitor Registration and Setup
Dedicated Attendee Hours	6:30 p.m.—8:30 p.m. Trade Show Opening Celebration and Dinner
July 19, 2018	10:15 a.m.—4:00 p.m. Exhibit Hall Open
Dedicated Attendee Hours	10:15 a.m.—1:00 p.m. Dedicated Exhibit Hall Time for Attendees and Lunch
Dedicated Attendee Hours	2:45 p.m.—3:45 p.m. Dedicated Exhibit Hall Time with Refreshment Break
July 20, 2018	10:15 a.m.—3:45 p.m. Exhibit Hall Open
Dedicated Attendee Hours	10:15 a.m.—1:00 p.m. Dedicated Exhibit Hall Time for Attendees and Lunch
Dedicated Attendee Hours	2:45 p.m.—3:45 p.m. Dedicated Exhibit Hall Time with Refreshment Break
	3:45 p.m.—10:00 p.m. Exhibitor Move-Out



THE CHURCH NETWORK™

Don't Go It Alone.

The Church Network

formerly the National Association of Church Business Administration

New Orleans, Louisiana 2018

Exhibit Booth and Advertising Contract

July 18 - 20, 2018 - Morial Convention Center

Company/Organization Name: _____

Contact person for all show info (print): _____ Title: _____

email: _____ Phone: _____

Address: _____ Fax: _____

City: _____ State: _____ Zip: _____

Primary contact on-site in NOLA (print): _____ Title: _____

email: _____ Phone: _____

Other representatives attending NOLA 2018 (Names due June 20, 2018. Each name badge that must be created on-site will cost \$10.)

1) _____ email _____

2) _____ email _____

3) _____ email _____

4) _____ email _____

Information to be published in conference mobile app. (Please print or type.)

Name of Sales Contact (print): _____ Title: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

email: _____ Website: _____

Description of business service or product for conference app: _____

Exhibitor Product/Service Category - Designate no more than two product/service categories

<input type="checkbox"/> Accounting/Auditing	<input type="checkbox"/> Facility Mgmt/Maintenance	<input type="checkbox"/> Office Equip/Supplies
<input type="checkbox"/> Advt. Specialties/Promo. Products	<input type="checkbox"/> Financial Institutions/Services	<input type="checkbox"/> Playground/Recreation
<input type="checkbox"/> Architects	<input type="checkbox"/> Food Service	<input type="checkbox"/> Printing/Publications
<input type="checkbox"/> Audio/Visual Services/Products	<input type="checkbox"/> Fundraising/Stewardship	<input type="checkbox"/> Risk Management
<input type="checkbox"/> Background Checks	<input type="checkbox"/> Furniture/ Flooring/Roofing	<input type="checkbox"/> Stained Glass
<input type="checkbox"/> Church Management Systems	<input type="checkbox"/> Group Purchasing/Co-Op	<input type="checkbox"/> Technology (all types)
<input type="checkbox"/> Columbariums/Urns	<input type="checkbox"/> Human Resources/Staffing	<input type="checkbox"/> Transportation
<input type="checkbox"/> Construction/Restoration/Buildings	<input type="checkbox"/> Insurance	<input type="checkbox"/> Web/Internet Services
<input type="checkbox"/> Consulting/Counseling/Coaching	<input type="checkbox"/> Legal Services	<input type="checkbox"/> Other _____
<input type="checkbox"/> Educational Services/Distance Learning	<input type="checkbox"/> Marketing	
<input type="checkbox"/> Employee Benefit Programs	<input type="checkbox"/> Offering Envelopes	

Booth numbers requested (subject to point system): _____

Exhibit Booth Selection: The reservation and assignment of booth space is on a first-come, first-served basis; however, TCN will attempt to provide preferential treatment to those companies that provide the greatest amount of support to the ministry of TCN. TCN reserves the right to shift space at any time if, in TCN's sole judgment, it becomes necessary to do so. TCN reserves the right to make modifications to the published floor plan as may be necessary. TCN has the final say in the assignment of booth space.

	Deposit Paid on or before 7/5/17	Deposit Paid Post- marked by 2/28/18	Deposit Paid Post- marked after 2/28/18	Fill in dollar amounts and number of booths
First Booth				
TCN Business Member *	\$1,450	\$1,500	\$1,550	\$ _____ (1)
Regular Rate	\$1,750	\$1,800	\$1,850	
Additional Booths	\$1,325	\$1,375	\$1,425	\$ _____ x _____ booth(s) = \$ _____ (2)
Prime Spaces (additional cost for spaces near the entrance or food service)				\$125 x _____ booth(s) = \$ _____ (3)
Additional Personnel Registrations (fee per person for over two people per booth)				\$190 x _____ person(s) = \$ _____ (4)
Lead Scanning and Retrieval with conference mobile app				\$200 per company \$ _____ (5)
Sponsorships (see listing in brochure)				\$ _____ (6)
Conference Notebook Advertising (Ten percent discount if \$200 deposit paid at conference)				
Inside Front Cover	\$1,125	\$1,250	\$1,250	
Front Side of First Tabbed Divider Page	\$1,125	\$1,250	\$1,250	
Inside Back Cover	\$1,035	\$1,150	\$1,150	\$ _____ (7)
Tabbed Divider Page	\$945	\$1,050	\$1,050	
Full Page	\$720	\$800	\$800	
Half Page	\$585	\$650	\$650	
Please note that all ads will be black & white (except back cover) unless color below is purchased				
Four Color additional	\$585	\$650	\$650	\$ _____ (8)
				Total conference fees (add lines 1-8) \$ _____ (9)
Deposits (due with signed contract):				
Booth Deposit - \$600 x _____ booth(s) = \$ _____ (10)				
Advertising Deposit - \$200 \$ _____ (11)				
Total deposits (add lines 10+11) \$ _____ (12)				
Business Member Dues _____				
* If someone in your company holds a Business Membership in TCN, your company is eligible for the reduced rates.				\$285 for first member = \$ _____ (13)
Names: _____				\$140 x _____ additional member(s) = \$ _____ (14)
_____				Total dues (add lines 13+14) \$ _____ (15)

Subtotal of conference fees and dues (line 9 plus line 15) \$ _____ (16)				
Subtotal of all deposits and dues. THIS AMOUNT DUE WITH CONTRACT. (line 12 plus line 15) \$ _____ (17)				
(If registering after April 30, pay full amount due, not just the deposit.)				
Remaining Balance Due by April 30, 2018 (line 16 minus line 17) \$ _____				

Agreement

In making application, exhibitor agrees to exhibit under, and comply with, those rules and regulations as written in this contract and in the accompanying exhibit show brochure which are hereby made a part of this contract. This application shall constitute a non-revocable offer by exhibitor until such time as TCN has returned to exhibitor notification of space assigned. Any withdrawal of this application by exhibitor prior to the dates herein indicated will result in the respective forfeiture of monies, and neither party shall thereafter have any further responsibility to the other with respect to this contract. I have read the Terms and Conditions. Agreed to:

_____ Date _____
Signature of Authorized Representative of Company Requesting Exhibit Space

Amount from either line 15 or 16 \$ _____ Check Enc. Visa MasterCard Discover American Express

Card # _____ CVC code _____ Exp. Date _____

Exact Name(s) on Card _____

Credit card billing address _____

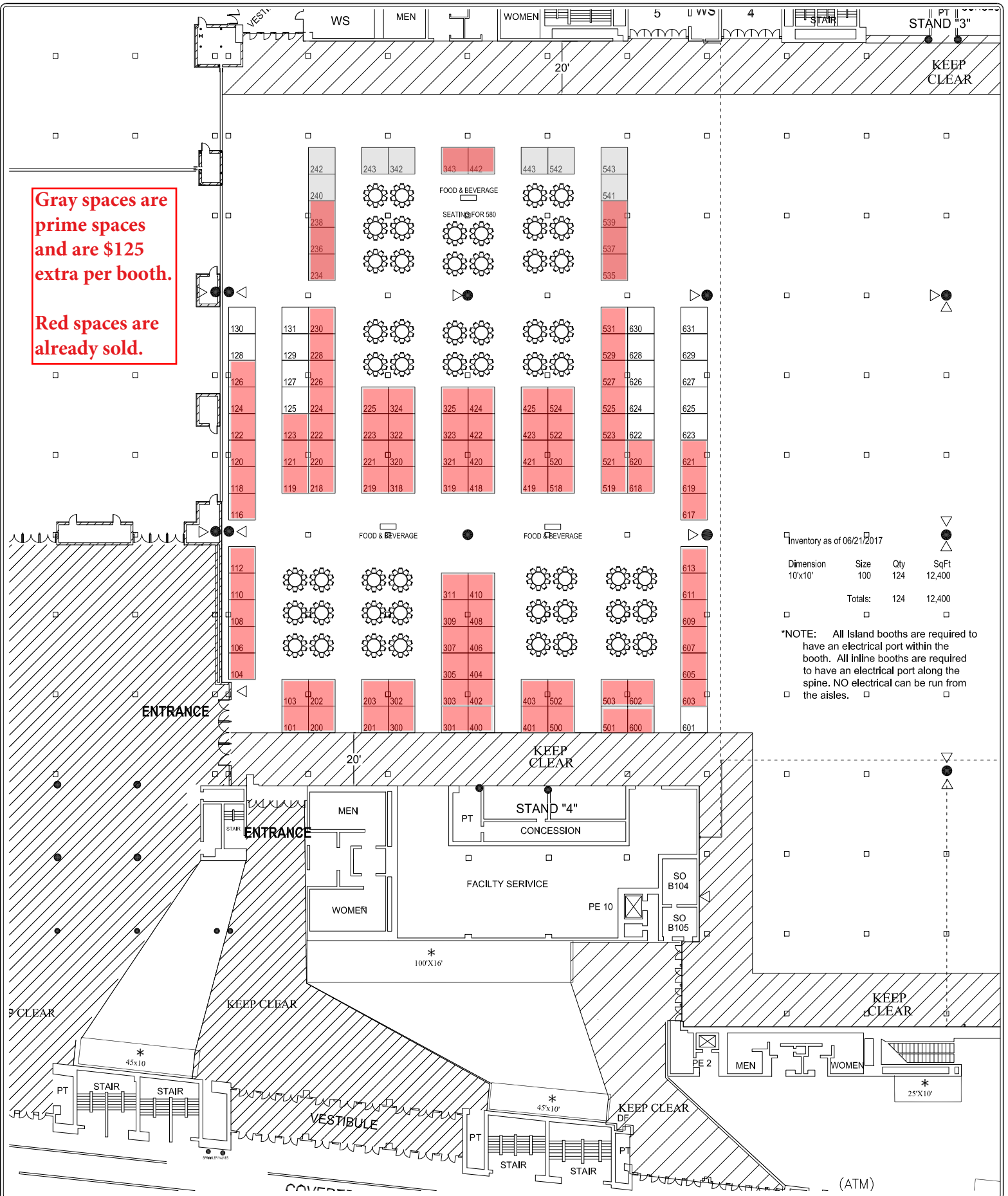
Return to:

The Church Network
100 N Central Expy Ste 706
Richardson TX 75080-5324

TEL: (972) 699-7555
FAX: (972) 699-7617
www.thechurchnetwork.com

Gray spaces are prime spaces and are \$125 extra per booth.

Red spaces are already sold.



Inventory as of 06/21/2017

Dimension	Size	Qty	SqFt
10'x10'	100	124	12,400
Totals:			124 12,400

*NOTE: All Island booths are required to have an electrical port within the booth. All inline booths are required to have an electrical port along the spine. NO electrical can be run from the aisles.



The Church Network

July 19-21, 2018

Morial New Orleans Convention Center • Hall B1
900 Convention Center Blvd. - New Orleans, LA

CONFIDENTIAL PROPERTY OF GES
 File: mcnb-1807-mccc.dwg
 Printed: Aug 21, 2017
 By: CGS

EVERY EFFORT HAS BEEN MADE TO INSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESSED OR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOOR PLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES, OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

Terms and Conditions

Rules and Regulations

The terms "Exposition," "Expo," "Trade Show," and "Exhibit Show" are interchangeable and refer to the 62nd TCN National Conference scheduled to be held in New Orleans, Louisiana, from July 18 - 21, 2018 at the Ernest N. Morial Convention Center. The Exposition is owned, produced, and managed by The National Association of Church Business Administration (NACBA), doing business as The Church Network (TCN). The term "Exhibitor" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives that applied for exhibit space rental and agreed to enter into this agreement. The Exhibit Booth and Advertising Contract and the payment of exhibit space fees together will constitute a contract for the right to use exhibit space. TCN reserves the right to reject any applications for space.

Space Rental

All booths are 10' deep and 10' wide. Each exhibiting company shall receive 8' high pipe and drape back wall, 3' high pipe and drape side wall; 7" x 44" identification sign; one 6' draped table; two side chairs; one wastebasket; a standard (not enhanced) listing in The Church Network Ultimate Guide to Church Suppliers, a company listing and 25-word description in the conference notebook; pre-registered attendee list (no email addresses), post-show attendee list on request, and registrations for two (2) individuals per booth including two (2) sets of meal tickets for the meals taking place during the show: the Wednesday opening, Thursday lunch, and Friday lunch. **(Please note: The names of the persons working in your booth are due to TCN by June 20, 2018. Name badges created prior to the show are complimentary, but there will be a fee of \$10 for each name badge that we must create on site.)**

Space Assignments

The reservation and assignment of booth space is on a first-come, first-served basis; however, we will attempt to provide preferential treatment to those companies that provide the greatest amount of support to the ministry of TCN. The assignment of booth space will begin starting on March 1, 2018. TCN will use its best efforts to assign the Exhibitor's booth in the location requested by Exhibitor and to provide physical separation of the booth from the booths of the Exhibitor's competitors. Notwithstanding the above, TCN reserves the right to change the floor plan or to change the location assigned to Exhibitor at any time, as it may, in its sole discretion, deem necessary for the best interest of the Exposition. TCN has the final say in the assignment of booth space. Exhibitor shall not sublet all or any part of the booth or any equipment provided by TCN, nor shall Exhibitor assign this Agreement in whole or in part without written notice to and approval from TCN.

Exhibitor Representation

Each booth includes the complimentary registration of two exhibitors (individuals). There is a registration fee of \$190 for each additional person over two people per booth. Each registration includes a set of meal tickets for the Wednesday opening, Thursday lunch, and Friday lunch. The deadline for registering the individuals working in your booth is June 20, 2018. Each Exhibitor representative must be registered to participate in the Exposition. Name badges created prior to the show are complimentary, but there will be a fee of \$10 for each name badge that we must create on site. The additional registrations of individuals at \$190 per person are transferable at no charge. There will be a \$80 cancellation charge if received in writing by June 20, 2018. Cancellations after June 20 will forfeit the full payment.

Exhibit Space Occupancy

ANY EXHIBITOR THAT FAILS TO OCCUPY ITS EXHIBIT SPACE BY THE END OF PUBLISHED SET-UP HOURS, LEAVES THE EXHIBIT SPACE UNATTENDED DURING EXPOSITION HOURS, OR BEGINS DISMANTLING OF EXHIBIT SPACE PRIOR TO THE CLOSE OF THE EXPOSITION BY TCN, MAY FORFEIT ITS RIGHT TO THE EXHIBIT SPACE AND ITS ELIGIBILITY TO EXHIBIT AT FUTURE TCN EVENTS.

Cancellation Policy

All booth cancellations must be received in writing (email acceptable); no telephone cancellations will be honored. For cancellations received by April 1, 2018, the booth fee less \$300 per booth nonrefundable charge will be returned; from April 2 to May 1, booth fees less \$600 deposit per booth will be returned. Cancellations received after May 1, 2018, will forfeit full payment. TCN retains the right to resell any booth space cancelled by Exhibitors and retain the proceeds for TCN's own account.

Downsizing of Space by Exhibitor

All requests for reduction of exhibit space must be in writing and shall become effective upon receipt by TCN. A fee of 20% of the difference in the cost between the originally assigned exhibit space and the cost of the reduced exhibit space requested will be charged through April 1, 2018. From April 2 through May 1 a fee of 50% of the difference in cost between the originally assigned exhibit space and the cost of the reduced exhibit space requested will be charged. Commencing May 2, 2018, exhibitors requesting reduction in space will receive no refund for any difference in cost. Furthermore, show management has full authority to relocate any exhibitor after downsizing of space.

Cancellation or Postponement of Exposition

In the event that the Exposition is postponed for any reason, the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this Agreement shall be automatically terminated and all payments made by Exhibitor under this Agreement shall be refunded to Exhibitor, less a pro-rata share of expenses actually incurred by TCN in connection with the Exposition.

Payment of Debts

Exhibitors are required to make all payments for exhibit space as outlined in the Exhibit Booth and Advertising Contract. Exhibitors are further responsible for ensuring that there are no outstanding debts owed by them to TCN. If all payments and outstanding debts are not paid in full by April 30, 2018, TCN retains the right to cancel the Exhibitor's space without further notice and without obligation to refund moneys previously paid and to re-sell any exhibit space assigned.

Exhibitor Services Kit

An Exhibitor Services Kit will be sent to the Exhibitor. The Exhibitor Services Kit will include pertinent information regarding the Exposition including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, registration information, Official Contractor order forms and pricing, shipping and drayage, utilities and building services, audio/visual, and additional visibility opportunities.

Arrangements of Exhibits

Exhibitor agrees to abide by all exhibit display guidelines published in the Exhibitor Services Kit. The Gaylord National Convention Center exhibit hall is not carpeted and carpeting is not included in the booth fee. In the area five feet forward from the rear of the booth, display material may be placed up to a height not exceeding eight feet from the floor. All exhibitors must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors. TCN shall have the right to demand modification of the appearance of dress of persons or mannequins used in conjunction with displays or demonstrations. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by TCN in its sole discretion, will be prohibited.

Handling and Storage

TCN and the owners or managers of the facility where the exposition is to be held will not accept nor store display materials or empty crates and Exhibitor shall make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates. Such arrangements may be made through the Official Drayer, and Exhibitor shall in any event provide the Official Drayer with copies of all bills of lading. All shipments and deliveries to the Exposition shall be prepaid. Exhibitor shall not incur any obligation to the Official Drayer merely by reason of providing copies of any bills of lading hereunder.

Exhibitor Operation and Conduct

(A) EXHIBITORS MAY NOT SCHEDULE PRIVATE FUNCTIONS OR EVENTS WHICH CONFLICT WITH OFFICIALLY SCHEDULED TCN EVENTS; (B) The use of live animals is prohibited in the Exposition; (C) The use of objectionable amplifying or lighting equipment is prohibited; (D) Exhibitors may not use strolling entertainment, nor distribute samples, magazines, or advertising materials in any area outside of their booth; (E) It is the Exhibitor's responsibility to ensure that models' and/or artisans' appearance and dress will not be offensive to modest tastes. Furthermore, artisans and models are not permitted to perform or appear outside of the contracted booth space during show hours; (F) Food and beverage may be dispensed from Exhibitor's booth within the following guidelines: (i) Exhibitor must obtain written approval from TCN; (ii) Distribution area must be kept clean and attractive; (iii) All attendees must have the opportunity to sample; (iv) Cooking may not take place in the booth without prior written approval from TCN; (vi) Any food and beverage distributed must be arranged through the facility where the Exposition is held.

Exhibitors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or libel fellow exhibiting companies, member companies, TCN, or the employees of aforementioned organizations (and Exhibitor expressly waives any, if any, First Amendment right of free speech to the contrary), or engage in other activities detrimental to the event. If exhibitors do engage in such conduct, TCN reserves the right to cancel the Exhibitor's space without further notice and without obligation to refund moneys previously paid and to re-sell exhibit space assigned. TCN further reserves the right to reject Exhibitor's application to exhibit in future shows of TCN.

Protection of Exhibit Facility and Liability

Exhibitor shall, at its expense, promptly pay for or repair any and all damage to the exhibit facility, booth equipment, or the property of others caused by the Exhibitor or any of its employees, agents, contractors, or representatives. This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between TCN and Exhibitor. EXHIBITOR HEREBY AGREES TO, SHALL AND DOES **INDEMNIFY, RELEASE, HOLD HARMLESS, AND DEFEND** TCN AND ITS AGENTS AND EMPLOYEES (collectively, "TCN" for this provision) FROM AND AGAINST ANY AND ALL LIABILITY, RESPONSIBILITY, LOSS, DAMAGE, COST, OR EXPENSE OF ANY KIND WHATSOEVER (INCLUDING INTEREST AND ATTORNEY'S FEES) WHICH TCN MAY INCUR, SUFFER, BE PUT TO, PAY, OR BE REQUIRED TO PAY, RELATING TO OR ARISING FROM ANY INTENTIONAL OR NEGLIGENT ACT OR OMISSION BY EXHIBITOR OR ANY OF ITS EMPLOYEES, REPRESENTATIVES, OR AGENTS (collectively, "EXHIBITOR" for this provision). TO THE FULLEST EXTENT PERMITTED BY LAW, EXHIBITOR RELEASES TCN FROM ALL LIABILITY, DAMAGES, CLAIMS, CAUSES OF ACTION, AND EXPENSES (INCLUDING ATTORNEY'S FEES) THAT MAY BE INCURRED BY EXHIBITOR AND THAT ARISE FROM OR RELATE TO EXHIBITOR'S PARTICIPATION IN THE TRADE SHOW ACTIVITIES AND/OR ANY ACT, OMISSION, NEGLIGENCE OR COMPARATIVE FAULT OF TCN. IN NO EVENT SHALL TCN BE LIABLE TO EXHIBITOR FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR LOST PROFIT DAMAGES.

Security

TCN will provide limited guard service over the days of the Exposition (normally after hours) and will exercise reasonable care with respect to the protection of the Exhibitor's materials and display. Beyond this, TCN, the Exposition facility, or any officer or employee thereof will not be responsible for the safety of the property or the Exhibitor or its agents and employees from theft, damage by fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all booth contents.

Exhibiting Codes and Agreements

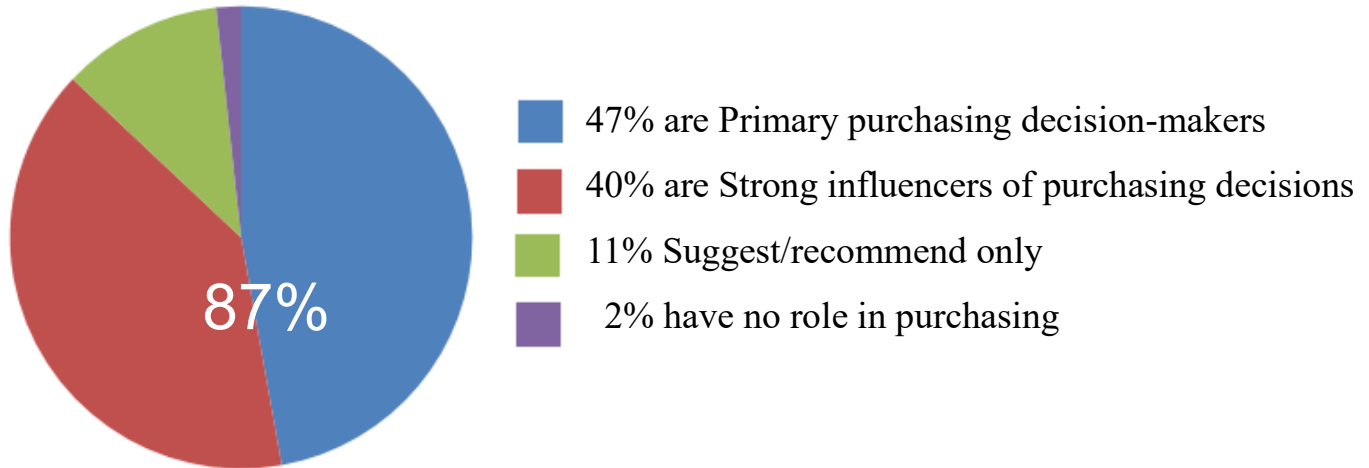
Exhibitor hereby agrees to be bound by all exposition rules and regulations outlined here, in the exhibit show brochure, and in the Exhibitor Service Kit, and any additional rules, regulations, and information as may be adopted by TCN. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the facility where the exposition is held; (ii) any rules or regulations of said facility; (iii) the terms of all leases and agreements between TCN and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between TCN and any other party relating to the Exposition; and (v) all Federal, State, and local laws, codes, ordinances and rules. If any provision in these Terms and Conditions or the rules and regulations referred to herein is held to be invalid, illegal, or unenforceable in any respect, the invalidity, illegality, or unenforceability shall not affect any other provision, rule or regulation and the Terms and Conditions shall be construed as if the invalid, illegal, or unenforceable provision had not been included.

Governing Law; Venue

These Terms and Conditions shall be governed by the laws of the state of Texas without regard to conflicts of law provisions. All disputes between Exhibitor and TCN and relating to or arising from these Terms and Conditions shall be decided by a state or federal court located in Dallas, Dallas County, Texas and all parties consent to the jurisdiction of such courts; provided, however, that, as a condition to filing any judicial proceeding, the dispute shall first be submitted to one-half day of mediation in Dallas, Dallas County, Texas with a third-party mediator and party representatives present in person.

BUILD RELATIONSHIPS WITH CHURCHES' PURCHASERS

Data obtained from 2017 attendee survey



If you attended the DFW 2016 conference, did you make a purchase as a result of attending TRADE SHOW 2016?

33% of our attendees said YES!

While attending the DC 2017 conference, did you make a purchase as a result of attending TRADE SHOW 2017?

19% of our attendees said YES! They made purchases on the trade show floor.

Do you expect your church to make any purchases as a result of attending TRADE SHOW 2017?

40% of our attendees said YES!