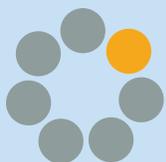


NATIONAL CONFERENCE

# EXHIBITOR'S PROSPECTUS

& Marketing Opportunities



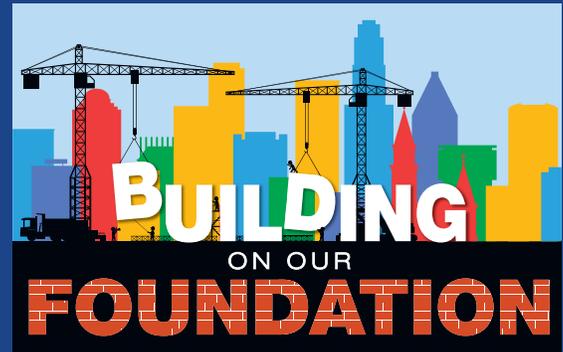
**THE CHURCH NETWORK**™

*Don't Go It Alone.*

100 North Central Expressway | Suite 706 | Richardson, Texas 75080-5324  
www.thechurchnetwork.com | 800.898.8085 | 972.699.7555 | 972.699.7617 fax

# 63RD NATIONAL CONFERENCE | CHARLOTTE 2019

**IN 2019**, hundreds of church administrative leaders from across America will convene to experience The Church Network's 63rd National Conference to be held in the Charlotte Convention Center in Charlotte, North Carolina. The trade show will be July 11-13.



## 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 5). Also, you can sponsor workshops (see page 7).

## 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—2019 Trade Show, conference app, notebook, sponsorships—is a big advertising opportunity.



## 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, 2019. 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. See next page to see what your booth fee includes.

### 2019 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.

## 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 Thursday opening dinner, Friday lunch and Saturday lunch. Deadline for registering the individuals working in your booth is June 19, 2019. 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

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, 2019. 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.

## YOUR BOOTH FEE INCLUDES:

Registration for (2) individuals per booth including two sets of meal tickets for the meals taking place during the show: the Thursday opening dinner, Friday lunch, and Saturday lunch

(Please note: We must have the names of the person working in your booth by June 19, 2019. Name badges created prior to the show are complimentary, but there will be a fee of \$10 for each name badge we much 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 20, 2018)

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 17" x 11" 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.**



## 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.

## 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, 2019, or you may access via [www.ges.com](http://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 SERVICE CENTER

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

## ADVANCED SHIPPING ADDRESS

GES  
NACBA The Church Network  
Your Company Name and Booth #  
C/O UPS Freight  
5204 N Graham St  
Charlotte, NC 28269 USA  
Exhibitors should ship to the advance warehouse address starting up to 30 days in advance of our trade show.

## INSTALLATION

Installation begins at 8:00 a.m. on Thursday, July 11, 2019. 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 Saturday, July 13, 2019. **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. Exhibitors should schedule outgoing flights to accommodate this imperative.

## CANCELLATION POLICY

All booth cancellations must be received in writing (email acceptable); no telephone cancellations will be honored. Cancellations received by April 1, 2019, 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, 2019, 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 19, 2019. Cancellations after June 19 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 PARTNERS

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



## EXHIBITORS WORKSHOP

As a growing commitment to our members and exhibitors TCN will again offer an opportunity for exhibitor workshops to be presented at the 63rd 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 2019 Trade Show by **October 31, 2018.**
- You must submit a **COMPLETED Call for Presentation Application form and proposal by October 31, 2018.**

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.



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

# 63RD NATIONAL CONFERENCE | CHARLOTTE 2019



## WESTIN CHARLOTTE

(TCN Headquarters)

**Room Rate: \$185/night single/double**

The Westin Charlotte is located across the street from the Convention Center.

Experience The Westin Charlotte which offers an ideal location for anyone looking for a spectacular Charlotte experience. During your stay, savor a moment of peaceful reflection with a soothing massage treatment, or embark on a culinary journey, rich in style and taste at JP Charlotte Restaurant. Whether your visit is business or leisure, you will find total relaxation here.

### NOTE

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



## CONFERENCE NOTEBOOK

Advertising in the conference notebook 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 ads.

- 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 20, 2018.
- Due date: Ads must be received by May 15, 2019.
- 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

## TWO PAGE SPREAD

Finished ad size:

10.5" x 8" h

Important Note: Must leave a 1.275" gutter in center for binding purposes.

## DIVIDER PAGE

Finished ad size:

4.625" x 8" h

## FULL PAGE

Finished ad size:

4.625" x 8" h

## HALF PAGE HORIZONTAL

Finished ad size:

4.625" x 3.875" h



# SPONSORSHIPS | CHARLOTTE 2019

## 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 (200 words, 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 5)

Thur.	\$14,000
Fri.	\$14,000
Sat.	\$13,500
Sun.	\$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
- Acknowledgment sign in break area

Fri.	\$6,000
Sat.	\$6,000
Sun.	\$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**

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

## SILVER

**HOTEL ROOM DROP INSERT: 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

# IMPORTANT DATES

<b>October 31, 2018</b>	Deadline to apply for Exhibitor Workshop
<b>March 1, 2019</b>	Booth assignment process begins
<b>May 1, 2019</b>	100% cancellation fees apply to cancellations received after this date
<b>May 15, 2019</b>	Deadline for submission of ads for conference notebook
<b>June 1, 2019</b>	Deadline for submission of company description for conference mobile app
<b>June 19, 2019</b>	Deadline for registering the individuals working in your booth
<b>July 11, 2019</b>	8:00 a.m.—5:00 p.m. Exhibitor Registration and Setup
<b>Dedicated Attendee Hours</b>	6:30 p.m.—8:30 p.m. Trade Show Opening Celebration and Dinner
<b>July 12, 2019</b>	10:15 a.m.—4:00 p.m. Exhibit Hall Open
<b>Dedicated Attendee Hours</b>	10:15 a.m.—1:00 p.m. Dedicated Exhibit Hall Time for Attendees and Lunch
<b>Dedicated Attendee Hours</b>	2:45 p.m.—3:45 p.m. Dedicated Exhibit Hall Time with Refreshment Break
<b>July 13, 2019</b>	10:15 a.m.—3:45 p.m. Exhibit Hall Open
<b>Dedicated Attendee Hours</b>	10:15 a.m.—1:00 p.m. Dedicated Exhibit Hall Time for Attendees and Lunch
<b>Dedicated Attendee Hours</b>	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

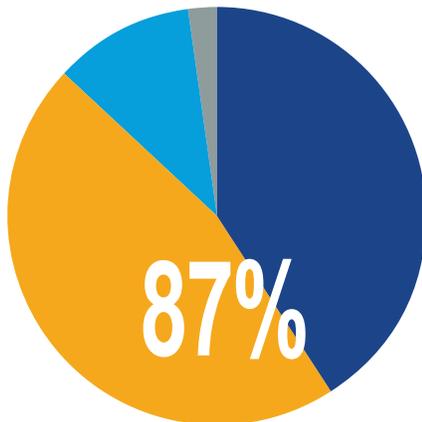
## BUILDING RELATIONSHIPS WITH CHURCH PURCHASERS

**41% ARE PRIMARY PURCHASING DECISION-MAKERS**

**46% ARE STRONG INFLUENCERS OF PURCHASING DECISIONS**

**11% SUGGEST/RECOMMEND ONLY**

**2% HAVE NO ROLE IN PURCHASING**



Data obtained from 2018 attendee survey

If you attended the DC 2017 conference, did you make a purchase as a result of attending TRADE SHOW 2017?  
**37% of our attendees said YES!**

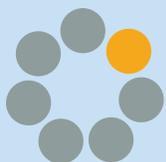
While attending the New Orleans 2018 conference, did you make a purchase as a result of attending TRADE SHOW 2018?

**26% 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 2018?

**36% of our attendees said YES!**



**THE CHURCH NETWORK™**

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BROCHURE UPDATED 10/31/18

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