

#AbideInJesus

ABIDE *In Jesus.*
John 15:4-5

EXHIBITOR PROSPECTUS

Professional Church Worker Conference

November 19-21, 2023

DeVos Place Convention Center | Grand Rapids, MI

Who We Are



Michigan District

The Michigan District of The Lutheran Church—Missouri Synod serves 348 churches, 5 high schools, 68 elementary schools, and 133 preschools in the State of Michigan. We provide extensive professional and spiritual development sessions for all those serving in churches and schools throughout the state.

Conference Details

We hope to have over 1,000 church workers from across the state gathered for a time of fellowship, worship, and professional development.

Our conference experience includes two worship services, two keynote speakers, a wide variety of specialized sectionals, and inspiring entertainment all focused on assisting those in attendance to connect more deeply with Jesus and be encouraged in their lives, relationships, and ministry contexts.

Contributing sponsors and exhibitors will share product ideas and enjoy networking opportunities. Our attendees regard the exhibits as a highlight of the conference. The Professional Church Workers (PCW) Conference provides an extraordinary marketplace for increasing sales and making valuable connections that will surely benefit your organization for years to come. With its targeted audience, the PCW Conference can be a potent, cost-effective marketing tool for church, school, and education-related companies, worship-based ministries, and non-profit organizations.

Venue

DeVos Place Convention Center
303 Monroe Ave NW
Grand Rapids, MI 49503

Target Audience

The PCW Conference will bring together more than 1,000 pastors, superintendents, school administrators, early childhood teachers, elementary teachers, middle school teachers, and secondary teachers, Directors of Christian Education, Directors of Family Life, and other church workers from throughout the state.

Exhibitors can

- Enjoy immediate access to the community of pastors, educators, and church and school personnel
- Highlight goods and services to specific interest groups
- Demonstrate new products to a targeted audience
- Take advantage of face-to-face contact with potential consumers
- Receive valuable feedback from experienced professionals
- Build in the excitement of the conference and showcase environment
- Interact with attendees who look forward to visiting exhibits

Abide in me, and I in you. As the branch cannot bear fruit by itself, unless it abides in the vine, neither can you, unless you abide in me. I am the vine; you are the branches. Whoever abides in me and I in him, he it is that bears much fruit, for apart from me you can do nothing.

John 15:4-5

Exhibitor Information & Fees

Price Per Booth

\$500 Standard Booth

\$600 Premium Booth (indicated with * on floor plan)

\$300 Non-profit Tables**

Deadline to register is Oct. 1 - \$50 late fee if there is room.

Your exhibitor fee includes

- One (1) 10'x10' exhibit booth space
 - One (1) 6' skirted table, two (2) chairs, one (1) wastebasket
 - One (1) identification sign
 - 8' high back drape; 3' high side drapes
 - One (1) complimentary conference representative registration per organization. Additional representatives will cost \$200/representative.
 - Extra tables, a/v, and other special needs will be purchased directly from DeVos and will be addressed in the exhibitor kit.
 - Lunch and dinner on Monday is included.
- **Non-profit tables will include one (1) 6' table, two (2) chairs, one (1) sign, one (1) wastebasket, and one (1) conference representative registration.

Booth Set-up

Sunday, November 19, 2023 - 1-3 p.m.

Exhibit Hall Open

Sunday, November 19, 2023 - 3-7 p.m.

Monday, November 20, 2023 - 7 a.m.-6 p.m.

Tuesday, November 21, 2023 - 8 a.m.-12 p.m.

Booth Dismantle

Tuesday, November 21, 2023 - 12-2 p.m.

** Dismantling prior to 12 p.m. is not allowed

Lodging Information

Amway Grand Plaza

187 Monroe Ave NW; Grand Rapids, MI 49503

Connected to convention center; complimentary wi-fi; Parking: \$15 self, \$20 Valet

Check-in 4 p.m. | Check Out 11 a.m.

Call 800.253.3590 and mention Michigan District, LCMS in order to get the discounted rate of \$139++ (subject to state & local taxes)

Cut-off date for all rooms is November 2, 2023.

Visit michigandistrict.org/pcw23 for hotel links and information.

Registration Information

Booths are reserved upon receipt of a completed online registration form, and payment of the full amount due. Registrations will not be accepted without full payment. Confirmation of the booth reservation will be sent once payment is received. A complete Exhibitor Kit will be sent in October.

Register online at www.michigandistrict.org/pcw23

Sponsorship Opportunities

Exhibitor Presentations

Price: \$500

Exhibitors are invited to make 30-minute presentations. Presentations will take place in a portion of the Exhibit Hall. Conference staff makes no guarantees regarding attendance at vendor presentations. You may register for a presentation while registering as an exhibitor.

After registering and paying for the presentation, you will be contacted by conference staff with further details on scheduled date, time, and location of the presentation. Spaces are limited. Payment required in order to be placed on the schedule. **Payment Deadline: October 1, 2023.**

Floor Decals

Price: \$500

Direct attendees to your booth with floor decals. This colorful signage will grab attendees' attention. Placed in high traffic areas of the conference, they will include your company logo and booth number. The fee will include four full-color stickers.

Room Sponsor (20)

Price: \$1,000

Sponsor a breakout room throughout the conference and connect with attendees outside the expo hall.

- Opportunity to introduce speakers for two days
- Opportunity to have handouts and promotional items on the table
- Signage outside the room with company logo
- One complimentary representative registration

Name Tag Partner (1)

Price: \$3,000 (Approx.)

- Sponsor will cover cost of the name tags which will have their logo imprinted.
- Three complimentary representative registrations

Lanyard Partner (1)

Price: \$2,000 (Approx.)

- Sponsor will cover cost of the lanyards which will have their logo imprinted.
- Two complimentary representative registrations

Sponsorship Package Opportunities

Extend your connection with PCW Conference attendees by becoming a sponsor. The PCW Conference offers companies many opportunities to connect with their targeted audiences. The sponsorship packages below offer an opportunity to reach attendees beyond the exhibit hall. Interested in extending your sponsorship for the entire year? Take a look at the Business Partnership opportunities to connect with attendees for an entire year.

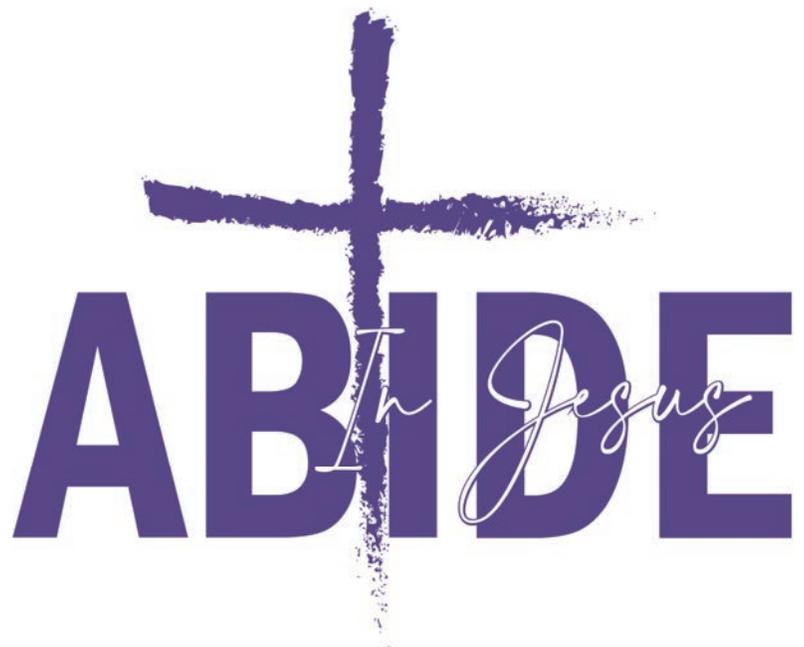
| | Gold \$5,000.00 | Silver \$3,000.00 |
|--|--------------------|----------------------|
| 10 x 10 Exhibit Booth Space | √ | √ |
| Exhibit Booth Space | Premium | Standard |
| Complimentary Registrations | 5 | 3 |
| Video at General Session | 30 seconds | |
| General Session Acknowledgment | √ | √ |
| Listing including URL on mobile app | √ | √ |
| Sponsorship Opportunity *details on following pages | 1 Gold Opportunity | 1 Silver Opportunity |
| Exhibitor Presentation | √ | √ |
| Discount on second booth | 50% | 10% |
| Room Sponsor | √ | √ |
| Logo in scrolling banner on mobile app home screen | √ | √ |

Customized Sponsorship

Not seeing a sponsorship opportunity that fits your company's needs or budget? Let us know and we would be happy to work with you to create a sponsorship that will help you meet your needs.

Conference Contact

Debbie Hughes, CMP
Michigan District, LCMS
debra.hughes@michigandistrict.org
734.665.3791 ext. 234



Gold Sponsorship Opportunities

Keynote Sponsor

2 available

- Logo displayed on screen during keynote acknowledgment
- Logo and URL listed on mobile app for sponsored keynote session
- Opportunity to hand out literature and promotional items as attendees enter your sponsored keynote session
- Acknowledgment on signage outside the room



Entertainment Sponsor

1 available

- Logo displayed on screen during keynote acknowledgment
- Logo and URL listed on mobile app for sponsored keynote session
- Opportunity to hand out literature and promotional items as attendees enter your sponsored keynote session
- Acknowledgment on signage outside the room

Mobile App Sponsor

1 available

- Recognition of sponsorship on mobile app home screen
- Recognition of sponsorship on the mobile app introductory guide – sent to all attendees
- Acknowledgment as mobile app sponsor on mobile app

Silver Sponsorship Opportunities

WiFi Sponsor

1 available

- Company logo to appear on WiFi landing page
- Acknowledgment as WiFi sponsor on mobile app
- Recognition of sponsorship on the WiFi directions/password information

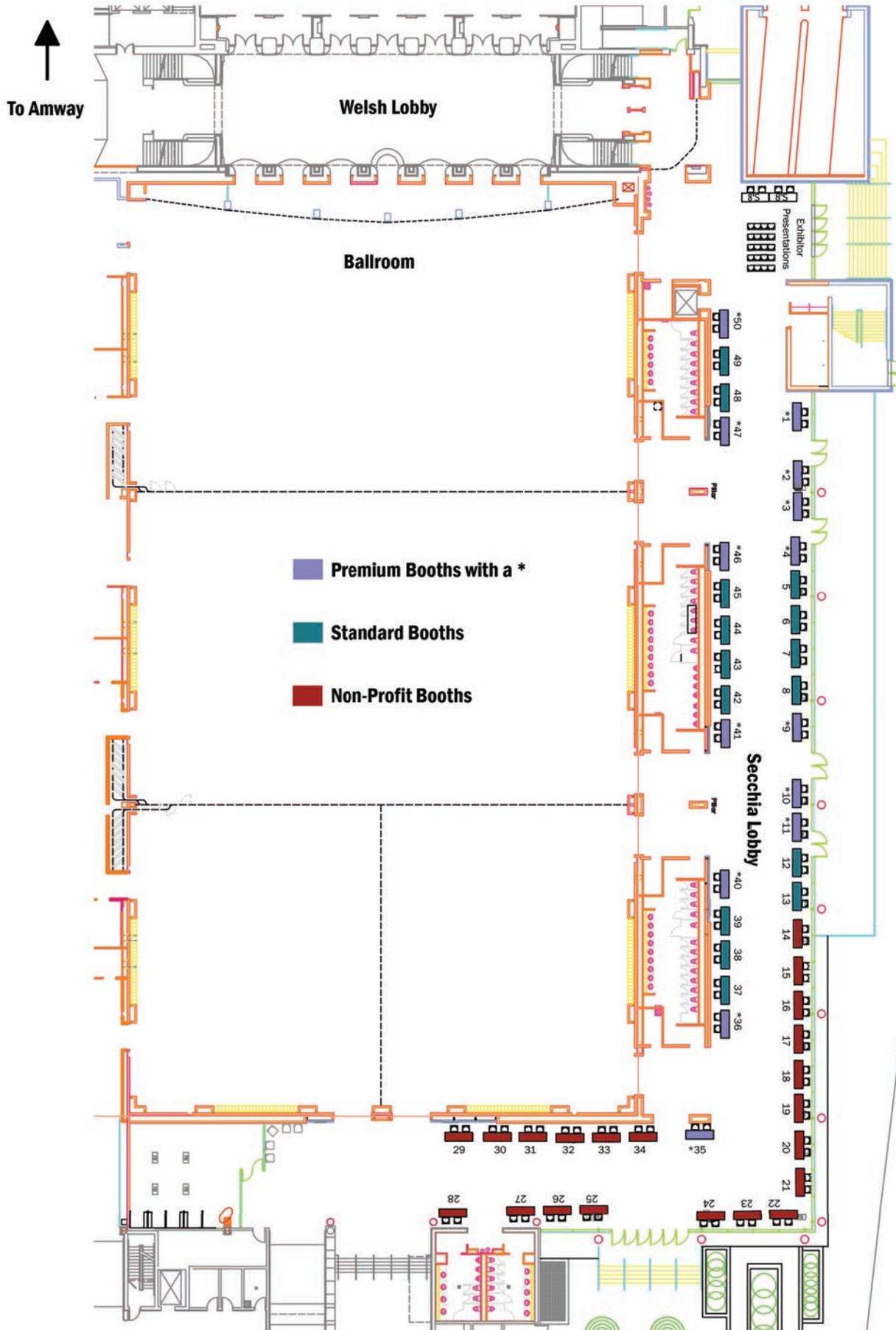


Beverage and Snack Stations

2 available

- Beverage and snack station located in exhibit hall
- Signage available around break station
- Opportunity to distribute literature and/or promotional items

Exhibitor Floor Plan



Exhibitor Rules and Regulations

CONTRACT FOR SPACE – The signed official application for exhibit space constitutes a contract for the right to use space only when an acceptance is confirmed by the Exhibits Manager. All contracts are expressly subject to the terms of the Conference lease relating to the Exhibition Premises.

PAYMENTS AND CANCELLATIONS – The charge is \$500 per 10' x 10' Standard exhibit booth, \$600 per 10' x 10' Premium exhibit booth. When applying for space, the Exhibitor must submit full payment with the application. Exhibitors who cancel on or before September 12, 2023 will be obligated to pay 50% of the total booth rental fee as liquidated damages. Exhibitors who cancel after September 12, 2023 will be obligated to make full payment as liquidated damages. Failure to occupy booth space does not release the Exhibitor from obligation to pay the full cost of rental. If booth space is not occupied by 4 p.m. on Sunday, November 19, 2023, the Exhibits Manager reserves the right to use the space as he/she sees fit to eliminate empty space in the Exhibit Hall.

SPACE ASSIGNMENT – The Exhibits Manager will assign space on a first-come, first-served basis, according to the date received. In the absence of a legible postmark, the Conference will assign space according to the date the application and payment are received. We reserve the right to shift space assignment after the contract is completed if it is found necessary to do so. No changes in assigned spaces will be made without prior notice. Exhibitors may not sublease, reassign, or apportion all or any part of the space assigned without prior written permission from the Exhibits Manager. The Exhibits Manager reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable or not consistent with the character of the Exhibition.

EXHIBIT PLAN – The rental plan for space, as shown on the enclosed layout, is subject to change. In the event a change to the plan is necessary, any affected Exhibitor will be notified and given the option of selecting an alternative available space.

EXHIBIT HOURS – The Exhibition will be open from 3–7 p.m., Sunday, November 19; 7 a.m.–6 p.m., Monday, November 20; and from 8 a.m. to 12 p.m., Tuesday, November 21. These hours are subject to change.

INSTALLATION – Booth spaces and exhibit tables will be available for installation from 1 to 3 p.m. on Sunday, November 19. The installation of exhibits and removal of all boxes and crating must be completed by 3 p.m. Absolutely no exceptions will be made.

DISMANTLING – Exhibitors agree not to dismantle the booth or to do any packing before 12 p.m. on Tuesday, November 21, and agree to have all materials removed by 2 p.m. Tuesday. Additionally, breach of this provision may result in the loss of the Exhibitor's space in future shows. Any material left on the floor after this time will be packed and stored, with charges at the prevailing rates billed to the Exhibitor. Greater than average amounts of refuse (large crates, etc.) will be discarded with cartage rates applied.

BOOTH FURNISHINGS AND DECORATIONS – Each booth includes a) a standard 8' high by 10' wide back wall drape (*see exception below); b) side rail drapes 3' high and 10' long; c) a standard 7" x 44" booth ID sign; d) one 2'x6' covered and skirted table and e) two chairs.

ARRANGEMENT OF EXHIBITS – Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor interfere with other exhibits. Regular and specially built back walls may not exceed an overall height of 8', including signs. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it cannot exceed 8' in height nor extend from the back wall more than one-half the depth of the space. *Peninsula or End Cap booths must limit the length of the back wall to one-half the width of the space, centered, and the back wall of any other display item must not be more than 8' in height. No displays or obstructions may be placed in the normal aisle area. Booths not in compliance with regulations will need to be adjusted onsite or dismantled at the Exhibits Manager's request if they cannot be brought into compliance.

BOOTH EXCLUSIONS – The booth rental fee does not include such items as carpet, settees, telephones, or electrical service. All such materials are available on a rental basis from the Decorator. All costs related to the above-listed booth exclusions are borne by the Exhibitor.

SHIPPING AND STORAGE – The Center does not provide space for storing Exhibitor equipment; receipt of such items will be refused. The official Exhibitor's Kit includes shipping and drayage information.

ADVERTISING MATTER – The Exhibits Manager reserves the right to refuse the distribution of souvenirs, advertising, printing material, or any other items considered objectionable. Distribution of allowed materials from any location

other than the Exhibitor's space is prohibited.

SECURITY – It is the responsibility of each Exhibitor to protect materials from loss or damage. Any Exhibitor wishing additional security must contract individually with the security vendor selected by the Conference; all charges will be billed to the Exhibitor directly by the vendor.

ADMISSION – Admission to the 2023 PCW Conference will be by official exhibitor badge only, which entitles the owner to unlimited attendance. Each booth is entitled to one free badge, which does include 2 meals and special Conference activities. Exhibitors and their representatives must wear their official badges at all times while on the display floor. Badges are not transferable and must not be loaned to any other person; violators will be barred from the Exhibit premises. The Exhibits Manager shall have sole control of admission policy at all times. An Exhibitor is permitted to enter the Exhibit Premises one hour before the scheduled opening time.

EXHIBITOR CONDUCT – The Exhibitor shall refrain from any action that distracts participants from attendance at the Conference during open hours. If an Exhibitor is rejected for violation of these rules or for any stated reason, no return of rental shall be made.

SOLICITATION OF BUSINESS – Only Exhibitors may solicit business in or near the Exhibit Premises. Sales and order taking are permitted on Exhibit Premises. The Exhibitor shall be responsible for any state or local taxes that may be applicable. Sales receipts must accompany all merchandise sold and delivered on the Exhibition Premises. Exhibitors shall obtain information on regulations from the State of Michigan.

FILM, SOUND DEVICES, AND LIGHTING – Moving pictures, loud speakers, or sound devices will only be permitted if tuned to a conversational level and are not objectionable to neighboring Exhibitors. Any demonstrations or presentations must be at a volume so that nearby Exhibitors are not bothered. The Exhibits Manager reserves the right to reject the Exhibitor from the Exhibit Hall without refund or any other appeal if Exhibitor refuses to comply with these requirements. The Exhibits Manager also has the ability to restrict the use of glaring lights or objectionable lighting effects.

FIRE HAZARDS – Fire-hose cabinets must be left accessible and in full view at all times. Bottled gas or other type of open flame is not permitted. Flammable and related materials that conflict with the underwriting, Center, or Fire Department rules are prohibited. The use of paper in any form for decoration is prohibited. All decorations, drapers, table covers, etc., must be flame proof. All flammable materials and fluids are to be kept in safety containers. All packing containers, excelsior, and wrapping paper are to be removed from the floor and must be stored under tables or behind displays. The DeVos Convention Center is a tobacco-free facility. Use of tobacco on site is prohibited.

INSURANCE – Exhibitors wishing to insure their goods must do so at their own expense.

CARE OF BUILDING – Acceptance of exhibit space obligates the Exhibitor and its employees to not deface, injure, or mar the Exhibit Premises. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles, or other flammable or explosive substance will be permitted in the Center. Any damage done shall be made good by the Exhibitor to Michigan District, LCMS or the owners of the Center as their interests may appear. In addition, this contract shall include all rules and regulations set forth by Grand Wayne Convention Center.

LIABILITY – Neither Michigan District, LCMS, the Exhibits Manager, the Center, the Decorator, nor others associated with the management of the Conference will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft or damage by fire, accident, or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless Michigan District, LCMS, the Decorator, the Center, and others associated with the Conference and Exhibits Management from all liability that might result from acts and negligence of exhibitor. Michigan District, LCMS, the Decorator, and others associated with the management of the Conference and the Center shall not be liable for non-fulfillment or commitment for delivery of space by reason of the Center premise being damaged, destroyed, or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law, or any other cause. In the event that the Conference cannot be held or space delivered to that purpose, exhibitors and sponsors will be provided an equivalent value of virtual exposure as determined by conference management.

These rules and regulations are subject to revision by the Conference and all points not covered herein are subject to the decision of the Conference. These rules have been formulated for the best interests of the Exhibitors, the Conference, the Decorator, and the Center. Exhibitors are respectfully requested to observe all rules. The Exhibits Manager shall be the final authority on any question regarding the interpretation of these rules and regulations.