



The Indiana, Michigan, and Ohio Districts in partnership
with Lutheran Education Association (LEA)

EXHIBITOR PROSPECTUS

November 24–26, 2024

Grand Wayne Convention Center | Fort Wayne, IN

Who We Are



Indiana District

The Indiana District of The Lutheran Church—Missouri Synod serves 222 churches, 3 high schools, 48 elementary schools, and 83 preschools in the State of Indiana and part of Kentucky.



Michigan District

The Michigan District of The Lutheran Church—Missouri Synod serves 346 churches, 5 high schools, 68 elementary schools, and 131 preschools in the State of Michigan.



Ohio District

The Ohio District of The Lutheran Church—Missouri Synod serves 154 churches, 2 high schools, 18 elementary schools, and 35 preschools in the State of Ohio, part of Kentucky, and West Virginia.

Each district provides extensive professional and spiritual development sessions for all those serving in churches and schools throughout the state.



Lutheran Education Association (LEA)

As blessed by God, Lutheran Education Association is the global collaborative community of choice, welcoming all educators and workers in ministry. Lutheran Education Association links, equips, and affirms educators and workers in ministry for the purpose of building up the body of Christ.

Conference Details

The Indiana, Michigan, and Ohio Districts in partnership with Lutheran Education Association are joining together for the 2024 Connections Conference at the Grand Wayne Convention Center in Fort Wayne, Indiana. We hope to have close to 1,300 educators from across our three Districts gathered for a time of fellowship, worship, professional development, and maybe even some hugs/handshakes!

The program includes large group gatherings, keynote and featured speakers, a servant event, a wide variety of specialized sectionals, and entertainment. At this unique event, attendees join together while renewing their commitments to serve their community.

Contributing sponsors and exhibitors will share product ideas and enjoy networking opportunities. Our attendees regard the exhibits as a highlight of the conference. The Connections 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 Connections Conference can be a potent, cost-effective marketing tool for both school and education-related companies, worship-based ministries, and non-profit organizations.

Venue

Grand Wayne Convention Center
120 W Jefferson Blvd
Fort Wayne, IN 46802

Target Audience

The Connections Conference will bring together close to 1,300 educators and decision makers from Midwest Lutheran schools, including: superintendents, school administrators, early childhood teachers, elementary teachers, middle school teachers, and secondary teachers.

Exhibitors can

- Enjoy immediate access to the community of educators 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

Exhibitor Information & Fees

Price Per Booth

\$500 Standard Booth

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

\$250 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
- Two (2) complimentary conference representative registrations per organization. Additional representatives will cost \$100/representative.
- Extra tables, a/v and other special needs will be purchased directly from Grand Wayne and will be addressed in the exhibitor kit.
- Lunch on Monday and Tuesday Mid Morning Break is included.

*Non-profit tables will include one (1) 6' table, two (2) chairs, one (1) sign, one (1) wastebasket, and two (2) conference representative registrations.

Booth Set-up

Sunday, November 24, 2024 - 3-5 p.m.

Exhibit Hall Open

Monday, November 25, 2024 - 7:30 a.m.-6:30 p.m.

Tuesday, November 26, 2024 - 7:30 a.m.-1:30 p.m.

Booth Dismantle

Tuesday, November 26, 2024 - 1:30-3 p.m.

** Dismantling prior to 1:30 p.m. is not allowed

Lodging Information

Four hotels are available in our block for your use during the conference.

Hilton Fort Wayne at the Grand Wayne Convention Center

1020 S Calhoun St, Fort Wayne, IN 46802 | Rate of \$119

Connected to convention center; complimentary wi-fi; special \$8/day parking rate

Call 1.800.HILTONS or 260.420.1100 and reference the group code LEA or 2024 Connections Conference

Courtyard Fort Wayne Downtown at the Grand Wayne Convention Center

1150 S Harrison St, Fort Wayne, IN 46802 | 260.490.3629 | Rate of \$110

Connected to convention center via walkway; complimentary wi-fi; complimentary parking; complimentary breakfast

Hampton Inn and Suites Fort Wayne Downtown

223 W Jefferson Blvd, Fort Wayne, IN 46802 | 260.247.6915 | Rate of \$110

Connected to convention center via walkway; complimentary wi-fi; complimentary parking; complimentary breakfast

The Bradley

204 W. Main Street, Ft Wayne 46803 | 260.428.4018 Rate of \$134

Cut-off date for all rooms is November 3, 2024.

Visit <https://sites.google.com/view/connectionsconference/home> 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 and exhibitor kit will be sent October 1.

Register online at www.michigandistrict.org/connections2024

Sponsorship Package Opportunities

Extend your connection with Connections Conference attendees by becoming a sponsor. The Connections 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.

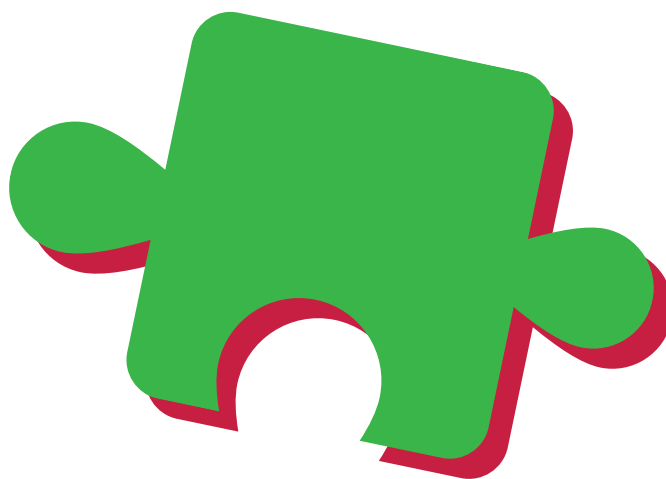
	Sterling \$5,000.00	Connections \$3,000.00
10 x 10 Exhibit Booth Space	√	√
Exhibit Booth Space	Premium	Standard
Complimentary Registrations	5	3
Video at General Session	30 seconds	
General Session Acknowledgment	√	√
Listing including URL on mobile app	√	√
Sponsorship Opportunity *details on following pages	1 Sterling Opportunity	1 Connections Opportunity
Discount on second booth	50%	30%
Room Sponsor	√	√
Logo in top 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 need.

Conference Contact

Debbie Cameron, CMP
 Michigan District, LCMS
debra.cameron@michigandistrict.org
 734.665.3791 ext. 234



Sterling 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



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

Sunday Reception Sponsor

Attendees will be invited to attend a reception on Sunday Evening

1 available

- Signage with company logo located by the bar
- Opportunity to hand out literature to attendees
- Acknowledgment as reception sponsor on mobile app

Monday Reception Sponsor

Attendees will be invited to attend a reception on Monday Evening

1 available

- Signage with company logo located by the bar
- Opportunity to hand out literature to attendees
- Acknowledgment as reception sponsor on mobile app

Connections Sponsorship Opportunities

Featured Speaker Sponsor

8 available

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

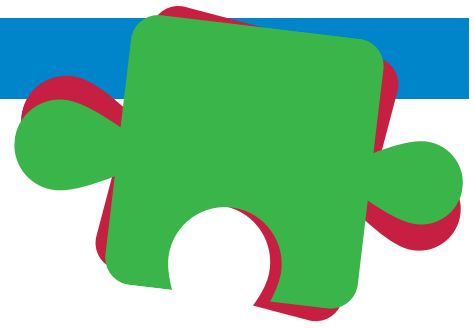
Beverage and Snack Stations

4 available

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



À La Carte Sponsorship Opportunities



Room Sponsor (15)

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

Signage Sponsor (1)

Price: \$2,500 (Approx.)

Sponsor will cover the cost of conference signage which will have their logo imprinted on it.

- Two complimentary representative registrations

Name Tag Sponsor (1)

Price: \$4,000 (Approx.)

Sponsor will cover cost of the name tag which will have their logo imprinted.

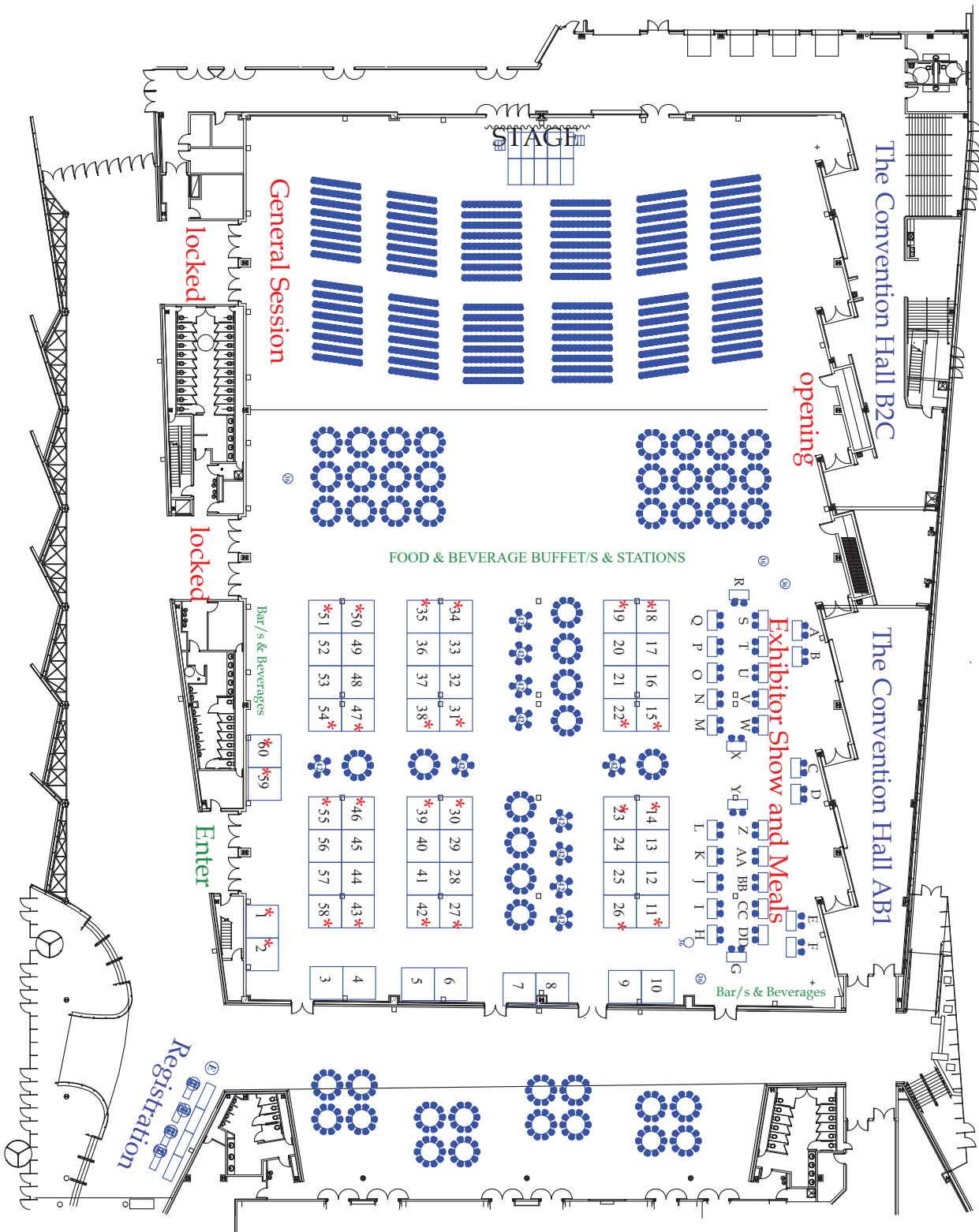
- Four complimentary representative registrations



Exhibitor Floor Plan

GRAND WAYNE CONVENTION CENTER

Beyond convention. Beyond expectation.™



- *# = Premium Booth
- # = Standard Booth
- A = Non-profit Booth

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 24, 2024 will be obligated to pay 50% of the total booth rental fee as liquidated damages. Exhibitors who cancel after September 24, 2024 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 5 pm on Sunday, November 24, 2024, 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 7:30 a.m.–6:30 p.m., Monday, November 25, and from 7:30 a.m. to 1:30 p.m. Tuesday, November 26. These hours are subject to change.

INSTALLATION – Booth spaces and exhibit tables will be available for installation from 3 to 5 p.m. on Sunday, November 24. The installation of exhibits and removal of all boxes and crating must be completed by 5 p.m. Absolutely no exceptions will be made.

DISMANTLING – Exhibitors agree not to dismantle the booth or to do any packing before 1:30 p.m. on Tuesday, November 26, and agree to have all materials removed by 3 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 – Peripheral security guard service is provided by Exhibit Management. However, 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 2024 Connections Conference will be by official exhibitor badge only, which entitles the owner to unlimited attendance. Each booth is entitled to two free badges, which do not include meals or special Conference activities. Exhibitor personnel shall be limited to two people per booth at any one time. 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 Indiana Department of Revenue, 100 N Senate Ave, Indianapolis, 46204, phone: 317.232.2289.

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. 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 Grand Wayne 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 LEA 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 LEA, LCMS Districts (Indiana District, LCMS, Michigan District, LCMS, Ohio 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 LEA, LCMS Districts, the Decorator, the Center, and others associated with the Conference and Exhibits Management from all liability that might result from any cause whatsoever. LEA, LCMS Districts, 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.