



## SPONSOR, EXHIBITOR AND ADVERTISER PROSPECTUS

[www.americanbaptists2023.com](http://www.americanbaptists2023.com)

#abcusa2023

#ABCMissionSummit



## WHO ARE THE AMERICAN BAPTISTS?

The American Baptist Churches USA is a diverse protestant denomination comprised of local congregations and covenanting regional and national mission-focused entities throughout the United States and Puerto Rico, many of whom engage in mission globally thus expanding an American Baptist witness across the world.

American Baptist Churches are missional congregations that nurture devoted disciples of Jesus Christ who live their lives in mission and ministry for the healing of the world through the love of God.

The American Baptist Churches USA Office of the General Secretary is the national entity that serves as the central connecting organization for the denomination, maintaining an infrastructure for American Baptists to network and pursue shared mission with one another by gathering the denomination; supporting congregations, regions, and national organizations; and creating space for local and global issues.

## WHAT IS THE BIENNIAL MISSION SUMMIT?

The Biennial Mission Summit is the American Baptist Churches USA (ABCUSA) national gathering held every two years (Biennium). The ABCUSA Biennial Mission Summit has three main purposes.

The first purpose is the “Mission Summit,” which is the opportunity that the event provides to American Baptists to come together, share ideas, and learn from one another what is working in the growth and vitality of our churches today. This occurs in a variety of ways, through workshops, hallway conversations, meal sessions and more. American Baptists can take away new information to their home churches, and try new tactics to be successful as churches within their community.

Second, the Biennial Mission Summit is a time of celebration. We gather to celebrate God’s work among us as an ABCUSA family, and this time together serves as a reunion where sisters and brothers in the faith reconnect, worship and learn together. These moments of celebration take place at the worship sessions throughout the event, and at the pre- and post-Biennial events of various ABCUSA related groups and organizations.

We also need to do the necessary business of our denomination which is the third purpose for gathering together. We elect the denomination’s officers (President, Vice President, Budget Review Officer) for the coming Biennium.

The next Biennial Mission Summit will be held at the Puerto Rico Convention Center in **San Juan, Puerto Rico from Friday, June 23 – Sunday, June 25, 2023**. Additional activities occurring at the Biennial Mission Summit begin Thursday, June 22, 2023 at the Convention Center.

## ABOUT THIS YEAR'S THEME

*For Such a Time as This*, inspired by the Hebrew Bible story of Esther, invites event participants into an active engagement with the needs, concerns, and God-presented opportunities in our current time that would lead to deeper and fuller pursuit of our shared mission as American Baptists.

## WHAT CAN SPONSORS, EXHIBITORS AND ADVERTISERS EXPECT?

As a sponsor, exhibitor, or advertiser you will have the opportunity to reach American Baptist leaders, pastors, local church members from our close to 5,000 congregations, and a broad network of regional, national, and international partners with a message of how your organization connects with the event theme and/or to the broad mission of American Baptists.

Those who will be onsite at the event can expect to experience the uniqueness of being with and interacting with American Baptists—individuals from a wide variety of ministry contexts, mission perspectives, and human populations—who choose to come together for a common purpose and shared mission.

## EXHIBITOR AT THE EVENT

Exhibitors experience a cost-effective onsite opportunity to interact in-person with event participants in the Hall of Ministries, a popular element of all Biennial Mission Summits for networking, resourcing and fellowship.

### Exhibitor Categories:

There are two exhibitor categories.

1. ABC-related Exhibitors: Organizations with a direct institutional connection to the American Baptist denomination.
2. Guest Exhibitors: Other organizations who network with American Baptists or serve the purpose of the Biennial Mission Summit.

Your organization's category is noted in your invitation to exhibit. Any new exhibitors or persons with a question about your organization's category, may contact the exhibitor contact noted in this prospectus. *All exhibitors and categories are subject to approval by the American Baptist Churches USA to avoid conflict with our ministry values and programs.*

Exhibitor Category	Exhibitor Fee Per Booth Space
ABC-related Exhibitor	\$495
Guest Exhibitor	\$895

**What the Exhibitor Fee Includes:**

- Carpeted Booth – 3 meters by 3 meters (10 ft x 10 ft) with perimeter pipe & draping
- One 8-foot skirted table, two chairs, and one trashcan
- One identification sign, provided and hung by decorator
- Access to metered WiFi in the Exhibit Hall
- One complimentary event registration, with option to buy additional discounted registrations
- Listing in Biennial Mission Summit Program Book
- Exhibitor may place one item in the attendee Welcome Packet

**Exhibit Hall Schedule:**

THURSDAY, JUNE 22:	11:00 am – 4:30 pm (Setup)
FRIDAY, JUNE 23:	8:00 am – 10:00 am (Setup); 10:00 am – 7:00 pm (Open)
SATURDAY, JUNE 24:	9:00 am – 7:00 pm (Open)
SUNDAY, JUNE 25:	11:00 am – 5:00 pm (Open); 5:00 pm – 10:00 pm (Move-Out)

**What else an Exhibitor should know:**

1. BOOTH ASSIGNMENTS: ABCUSA reserves the right to assign placement of exhibitor booths.
2. BOOTH UPGRADES/DECORATOR PACKET: Exhibitors will receive a Decorator Packet sent via email with information about renting additional items for exhibit booths.
3. MATERIAL PREPARATION: We are anticipating 1,000-1,500 participants.
4. MATERIAL SHIPPING: Information about shipping exhibit booth materials will be included in the Decorator Packet. This will include shipping address and deadlines.
5. FOOD/BEVERAGE ITEMS: No outside food may be brought in and served at the convention center. All food and beverages served in the exhibit booth must be purchased through the convention center. Organizations are permitted to place individually wrapped pieces of candy on the display tables.
6. CANCELLATION REQUESTS: Requests for cancellation prior to March 1 will receive a full refund minus \$25 processing fee. Requests for cancellation between March 2 and March 31 will receive a 50% refund minus \$25 processing fee. Refund requests will not be accepted after March 31, 2023.
7. DEADLINE: Requests and payment for exhibit space must be received by March 1, 2023.

**Exhibitor Registration Steps:**

Complete the application form at the back of this prospectus and return to contact information found on the form to register your organization as an exhibitor. Once the registration form is received, a special link to register your staff for the event will be sent to you via email. Payment must accompany all registration forms.

## ADVERTISE WITH THE EVENT

Advertisers can reach thousands with your message through the Biennial Mission Summit Program Book, which will be available electronically to all event registrants as well as to a much wider audience via the American Baptist Churches USA website for minimally one-year following the 2023 event. Event registrants will also have the option to pay a nominal fee for a printed Program Book. Exhibitors can enhance their presence with an advertisement available at a discounted rate of 10% off.

Full Color Ad Size	Cost for ABC-Related Organizations	Cost for Guest Organizations	Bonus
<b>Full Page</b> 7.5"x10.5" non-bleed or 8.75"x11.25" with bleed	\$2,000	\$3,250	Ad shown in at least 2 plenary session pre-rolls
<b>Half Page</b> Landscape format only 7.5"x10.5" non-bleed or 8.75"x11.25" with bleed	\$1,250	\$1,750	Ad shown in at least 1 plenary session pre-roll
<b>Quarter Page</b> Portrait format only 3.65"x4.9" non-bleed only	\$700	\$1,250	

Please note that all Cover ads are reserved for Sponsor levels.

### Ad Design Guidelines:

- Full-color files only
- JPG, EPS, AI, PSD with embedded fonts or high-resolution PDF format only
- Minimum resolution of 300 dpi

### Ad Submission Instructions:

- A complete submission includes a completed application form, final ad copy in alignment with specifications and guidelines listed above, and confirmed payment. **Deadline: Wednesday, March 1, 2023**
- Submissions will not be included until full payment is received. Any incomplete submissions on or after March 2, 2023 will not be included.
- Email ad submissions to [communications@abc-usa.org](mailto:communications@abc-usa.org)
- Cancellation requests: Requests for cancellation prior to March 1 will receive a full refund minus \$25 processing fee. Requests for cancellation between March 2 and March 31 will receive a 50% refund minus \$25 processing fee. Refund requests will not be accepted after March 31.
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## SPONSOR THE EVENT

Consider having a significant presence at the Biennial Mission Summit and enhancing the experience of all event participants through one of the following sponsorship opportunities:

## LIMITED SPONSOR CATEGORIES

	<b>CONNECTIVITY SPONSOR</b> <i>A Time to Fellowship</i>	<b>REGISTRATION SPONSOR</b> <i>A Time to Be Present</i>	<b>WORSHIP EXPERIENCE SPONSOR</b> <i>A Time to Worship</i>	<b>BADGE/ LANYARD SPONSOR</b> <i>A Time to Identify</i>	<b>YOUTH PROGRAMS SPONSOR</b> <i>A Time to Grow</i>
Description	Help provide ways for people to network and stay connected through internet availability while at the event	Every registrant takes home a reusable grocery bag with your organization's name and logo along with the event logo	Help make it possible to incorporate translation elements that enhance the worship services	Every registrant takes home a reusable lanyard with your organization name	Support the various event activities that will foster spiritual health and practical learning for all ages
Sponsorship Investment	\$25,000	\$10,000	\$5,000	\$5,000	\$1,000
# of Sponsor Opportunities	1	1	4	1	3
2 minute speaking spot prior to a worship service	x				
Hyperlinked logo and up to 3 sentences in event promotional email*	2 times	1 time	1 time	1 time	1 time
15 sec of recorded material included in one worship service pre-roll**	x	x	x	x	
1 slide included in one worship service pre-roll**					x
Hyperlinked Logo on sponsor page & electronic Program Book	x	x	x	x	x
Exhibitor package, if desired	Up to 2 booths incl.	1 booth	1 booth	1 booth	
Advertiser package**	1 full-page, choice of placement	1 full-page, choice of placement	1/2 page	1/2 page	
Item allowed in registration bag***	1	1	1	1	1
Specials:	Identified as sponsor with logo and hyperlink on <a href="http://www.abc-usa.org">www.abc-usa.org</a> home page through 2023	Logo on reusable grocery bag and organization name on registration area banner signage	Organization recognized during the worship service where translation services are used	Organization name on a high quality reusable lanyard	Recognition on Youth Programs registration webpage and event website

\* Must be provided by the sponsor no later than January 16, 2023

\*\* Must be provided by the sponsor no later than March 31, 2023

\*\*\*1,500 pieces must be provided by the sponsor and received at specified location by May 16, 2023

Preference will be given to ABC-related organizations.

## **Booster Sponsor:**

Becoming a Biennial Mission Summit Booster is an excellent way for any individual, church or organization to show interest in celebrating the work of God across the American Baptist family and in supporting the goal of the event, which is to discern and articulate broad priorities for American Baptists for the upcoming biennium and beyond and to inspire and equip participants to pursue those priorities.

Become a booster with any financial gift from \$100 to \$4,999. Unless otherwise specified, boosters will be appreciated by name in the Biennial Program Book for all gifts received by May 1, 2023.

## **INCLUDE AN ITEM IN THE WELCOME BAG**

For a fee of \$175, organizations are permitted to provide one item to be included in attendee's Welcome Bags. A detailed description of the item to be included must be provided on the application form. A sample of any printed literature must be approved prior to inclusion. All exhibitors are able to include one item in the Welcome Bags as part of their exhibit fee.

ABCUSA reserves the right to refuse inclusion of any material which is not in alignment of our mission and values.

ABCUSA must receive a request to include an item in the Welcome Bag by March 31, 2023. Shipping information, including the date materials must be received, will be provided at the beginning of April.

## **FREQUENTLY ASKED QUESTIONS**

### **Who should I contact if I have questions?**

Inquiries should be addressed to Evon Moody, who can be reached by phone at 610-768-2108 or via email at [Evon.Moody@abc-usa.org](mailto:Evon.Moody@abc-usa.org).

### **Can I pay by check?**

Yes, checks should be made payable to ABCUSA and mailed along with the application form to:  
Evon Moody  
American Baptist Churches USA  
PO Box 851  
Valley Forge PA 19482-0851

### **I want to be an exhibitor. Can I have more than one person staff our exhibit booth?**

Yes. Each exhibitor receives one complimentary registration with each booth purchased. If additional staff need to provide assistance in the exhibit booth, they may register for a discounted fee.

NOTE: All persons must be registered and wear their name badge to enter the Exhibit Hall. Exhibitors may not "share" a name badge onsite.

## IMPORTANT DATES

The Biennial Mission Summit will be held at the Puerto Rico Convention Center in San Juan, Puerto Rico from Friday, June 23 – Sunday, June 25, 2023. There are additional events occurring at the Biennial Mission Summit which begin on Thursday, June 22, 2023.

### **Advertisements**

Completed application form, payment, and print-ready advertisement in electronic format must be received by Wednesday, March 1, 2023.

Submissions will not be included until full payment is received. Any incomplete submissions on or after March 2, 2023 will not be included.

Requests for cancellation prior to March 1 will receive a full refund minus \$25 processing fee. Requests for cancellation between March 2 and March 31 will receive a 50% refund minus \$25 processing fee. No refund requests will be accepted after March 31.

### **Exhibitors**

Requests for cancellation prior to March 1 will receive a full refund minus \$25 processing fee. Requests for cancellation between March 2 and March 31 will receive a 50% refund minus \$25 processing fee. No refund requests will be accepted after March 31.

Requests and payment for exhibit space must be received by Wednesday, March 1, 2023.

### **Sponsors**

Sponsor opportunities are only available until March 31, 2023.

Organizational Logo and up to 3 sentences to be included in promotional email must be provided no later than January 16, 2023.

Material included in sponsor level to be shown in worship service pre-roll as well as the Advertisement included in sponsor package must be provided no later than March 31, 2023.

If desired, giveaway item to be included in the Welcome Bag must be received at specified location by May 16, 2023.



**2023 Biennial Mission Summit  
SPONSOR, EXHIBITOR, AND ADVERTISER  
RESERVATION FORM**



**Instructions:**

1. Complete in full and submit pages 9-10
2. Include payment in full to "ABCUSA"
3. Mail or email completed forms and payment to:

Evon Moody  
ABCUSA  
PO Box 851  
Valley Forge PA 19482-0851

[Evon.Moody@abc-usa.org](mailto:Evon.Moody@abc-usa.org)

Organization Name\*: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Preferred Contact Phone: \_\_\_\_\_

Website: \_\_\_\_\_

\*Name used in Program Book and exhibit signage unless otherwise specified.

**SPONSOR LEVELS**

Connectivity Sponsor	<input type="checkbox"/> \$25,000	\$ _____
Registration Sponsor	<input type="checkbox"/> \$10,000	\$ _____
Worship Experience Sponsor	<input type="checkbox"/> \$5,000	\$ _____
Badge/Lanyard Sponsor	<input type="checkbox"/> \$5,000	\$ _____
Youth Programs Sponsor	<input type="checkbox"/> \$1,000	\$ _____

**EXHIBIT BOOTHS**

ABC-Related Exhibitor	<input type="checkbox"/> \$495 x # of Booths _____ =	\$ _____
Guest Exhibitor	<input type="checkbox"/> \$950 x # of Booths _____ =	\$ _____

**ADVERTISEMENT**

Organizations:	ABC-Related	Guest	
Full Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,250	\$ _____
Half Page	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,750	\$ _____
Quarter Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,250	\$ _____

**INCLUDE AN ITEM IN THE WELCOME BAG**

\$175 per item \$ \_\_\_\_\_

Description of item to be included: \_\_\_\_\_

## PAYMENT INFORMATION

### PAYMENT METHOD

☐ Mastercard      ☐ VISA      ☐ American Express      ☐ Check (payable to ABCUSA)

Total Amount: \$ \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Each reservation for an exhibit booth includes one complimentary Biennial Mission Summit Participant Registration. Exhibitors may purchase additional participant registrations for booth staff at a discounted rate of \$99. Complimentary registration is not valid for Delegate registrations.

Please type the name and email address of the person who will receive complimentary registration:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

If more than one exhibit booth is purchased, please list additional name(s) and email address(es) of the person(s) who will receive complimentary registration:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Please list additional persons who would like to purchase discounted booth staff registration from your organization:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_