



American Baptist Churches USA
BIENNIAL MISSION SUMMIT

An Online Experience | June 24-26, 2021

Exhibitor Prospectus

Revised 03.03.21

In June 2021, we will have the opportunity to experience the vitality of our American Baptist family together from all corners of the United States and world through the 2021 online Biennial Mission Summit event.

Join one of the most diverse Baptist denominations as we *imagine* new possibilities and celebrate together the love of Christ and the joy of being a part of American Baptist Churches USA through plenary worship and gatherings, workshops, mission conversations, informal networking, and more.

As an exhibitor, you will have the opportunity to reach American Baptist leaders, pastors, local church members and more from our 5,000+ congregations and broad network of regional, national, and international partners.

You're invited to share your message and mission within our first ever online denomination-wide event.

www.americanbaptists2021.com

WHAT YOU CAN EXPECT AS AN EXHIBITOR

As a 2021 Biennial Mission Summit Exhibitor, you will be able to interact with event registrants via your own Virtual Exhibit Booth designed and populated by you and integrated into the event's Virtual Attendee Hub.

➤ **Virtual Exhibit Booth Features include:**

- Prominent organizational logo*
- Featured welcome video that booth visitors will see upon entering your booth
- Areas to share video or downloadable print resources and hyperlinks to other online locations
- Exhibitor-managed interactive 1-on-1 or small group video attendee appointment feature
- Ability to designate multiple staff persons to interact with attendees via your booth and to oversee the administrative oversight of your booth
- Built in Zoom video room space for featured sessions that can be used for large group presentations and interaction (and/or option to setup video conferencing capability with your own third-party provider)
- Contact information of attendees that reach out to you via the “Contact Us” feature within the booth
- Reports of attendee engagement with your booth

➤ **Multiple and Expansive opportunities to connect with event attendees:**

- Exhibitors will be listed alphabetically in the Exhibitor tab on the Virtual Attendee Hub.*
- Booths will go live and be available to attendees 24-7 on Monday, June 21 at 9 AM ET.
- You determine how to utilize the designated “Exhibit Hall Hours” during which your booth staff can engage in live attendee interactions.* Hours will be communicated to you by April.
- Static Exhibit Booths will be accessible to attendees and any post-event registrants until September 26, 2021.
- Access to your booth by attendees through desktop and mobile app attendee hub.

➤ **Support leading up to and during the event:**

- Inclusion of the featured session(s) offered through your booth in an event-wide online program schedule. Event titles, dates, and times are due by June 1.
- Organizations that register as an exhibitor will receive an email in April regarding the Exhibitor Portal, where you will set up your booth.
- Within the Exhibitor Portal you will be provided a checklist to guide you through your booth design and set-up, including important deadlines and dates.
- Designated ABCUSA staff are available to address questions not answered through exhibitor email communications and the exhibitor portal.

**Sponsors receive some enhanced exhibitor features. See Sponsor Prospectus for more info.
Please determine your interest **PRIOR** to registering as an exhibitor.*

HOW TO SIGN UP AS AN EXHIBITOR

1.) Determine which exhibitor category applies to your organization:

- a. ABC Affiliate Exhibitors: ABCUSA Organizations, Associated Ministry Organizations (AMOs), and ABC-affiliated organizations.
- b. Guest Exhibitors: All organizations who are not officially affiliated with ABC are subject to approval of American Baptist Churches USA to avoid conflict with our ministry values and programs.

2.) Register via our online Event portal using the link provided on your invitation email.

Be prepared to pay the following applicable fees:

Category	Exhibitor Fee	Exhibitor Fee plus one participant registration
ABC Affiliate Exhibitors	\$295 (with discount code)	\$370 (with discount code)
Guest Exhibitors	\$500	\$575

3.) Await an email in April with instructions on the Exhibitor Portal to begin your process of preparing your Virtual Exhibit Booth. Here is an overview of key deadlines:

May 15	Exhibitor Registration Deadline
June 1	Submit Session Titles to include in Event Program Schedule
June 1	Minimal Booth Features Populated with the Virtual Booth
June 19	Exhibitor Booth Configuration Complete

4.) Contact with any questions:

Exhibitor/Sponsorship Liaison (Benefits and Features):

Marie Onwubuariri | Phone: 610-768-2318 | marie.onwubuariri@abc-usa.org

Mission Summit Registrar (Registration Platform Technical Support):

Sharese Shedrick | Phone: 610-768-2234 | missionsummitregistration@abc-usa.org

THANK YOU

**for your participation in support of the
American Baptist Churches USA
2021 Biennial Mission Summit**

