

A CHRISTIAN MINISTRY CONFERENCE

THE PURSUIT

'17

May 3-5, 2017 | The Shaw Centre, Edmonton, AB
WWW.THE-PURSUIT.CA/SPONSORSHIP

Exhibitor Opportunities

ACT NOW!

Opportunities available on a
first-come, first-served basis



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DISCLAIMERS:

- › *The Pursuit reserves the right to decline any exhibitor application at its own discretion and without providing reason for same.*
- › *The Pursuit does not guarantee any kind of exclusivity with respect to sector representation. A successful exhibitor application will not prevent a sector competitor from being selected as an exhibitor for the conference as well.*

WHY EXHIBIT AT *THE PURSUIT*

- **NETWORK WITH LEADERS FROM ACROSS CANADA**
- **TWO FREE CONFERENCE REGISTRATIONS**
- **OPPORTUNITY FOR PRODUCT/SERVICE DEMO**

What is *The Pursuit*?

The Pursuit is a gathering of Christian leaders who want to be equipped to build highly effective ministries.

The Pursuit consists of a 2.5-day conference and a full year of access to an online community packed with relevant content and forums. Participants have the flexibility to choose their mode of learning and networking: online, in-person, or both!

The live conference will take place at the Shaw Centre in Edmonton, AB on May 3-5, 2017. Registration will open online in January 2017.

Who Will Be Attending?

We estimate that there will be over 300 Christian ministry leaders, pastors, administrators, fundraisers, and financial officers in attendance.

Why Exhibit at *The Pursuit*?

- **You'll be at the centre of an exciting ministry event!** Our coffee breaks, meals, snacks, lounge, photo booth, and games will take place in the exhibit hall, so our exhibitors will be at the very centre of the action during all breaks.
- **You'll have the opportunity to reach a wide audience.** This conference is being promoted by partners across Canada. This is a great opportunity to reach a diverse group of potential clients.
- **You can demonstrate your product or service in front of a live audience.** Our Premium Exhibitor Package includes the opportunity to demonstrate a product or service in a 30-minute timeslot during one of our breaks.



What's New for Exhibitors?

- › **More breaks**, which means extended time for attendees to network with exhibitors.
- › **Complimentary conference registrations.** Both packages come with two complimentary conference registrations.
- › **Chair drop before keynote sessions.** Premium Exhibitors can arrange to leave promotional material on each chair before the morning keynote sessions.
- › **Draws announced at banquet.** If you choose to conduct a draw from your booth, you can arrange to have the winner announced at the Thursday night banquet.

HOW DOES IT WORK?

*Once you have chosen an exhibitor package, go to **THE-PURSUIT.CA/EXHIBITORS** to make your selection and your payment. Sponsorship packages are also available from this website. Exhibitor booths and sponsorship opportunities are available on a first-come, first-served basis. Please check **THE-PURSUIT.CA/EXHIBITORS** for availability.*

STANDARD EXHIBITOR BOOTH PACKAGE

\$1,200 | Quantity: 18

Securing an exhibit booth at *The Pursuit* conference gives you the opportunity to shake hands with our attendees and have face-to-face conversations. The Standard Exhibitor Package includes everything you need for booth set up.

STANDARD EXHIBITOR BOOTH PACKAGE:

- 10' x 10' booth area
- 6' x 2' x 29" high skirted table
- Two padded chairs
- Electrical outlet (2000 W, 120 V, 20 amps)
- Wireless internet
- **NEW!** Two complimentary conference registrations

SAMPLE EXHIBITOR BOOTH:



Sample exhibitor area from The Pursuit 2016. The venue for The Pursuit 2017 will look different.

PREMIUM EXHIBITOR BOOTH PACKAGE

\$1,700 | **Quantity: 11**

Our Premium Exhibitor Booth Package includes all the benefits of the Standard Exhibitor Booth Package plus a 30-min presentation timeslot for you to demonstrate your product or service during one of our breaks. As a BONUS, Premium Exhibitors also have the opportunity to share their expertise in a workshop format during a one-hour timeslot. These workshops will be listed in the conference program.

PREMIUM EXHIBITOR BOOTH PACKAGE:

- 10' x 10' booth area
- 6' x 2' x 29" high skirted table
- Two padded chairs
- Electrical outlet (2000 W, 120 V, 20 amps)
- Wireless internet
- **NEW! Two complimentary conference registrations**
- **NEW! Optional: Chair drop before keynote session (either Wednesday or Thursday morning)**
- **One 30-minute timeslot for a product/service demo**

BONUS:

- **Optional one hour-long timeslot to present a workshop to demonstrate your expertise (not a sales presentation).** Includes the opportunity to create a 20-minute content video that will be posted to the conference online community. If you would like to present, please let us know by Dec. 20, 2016.



TIPS FOR SUCCESS

How can you make your exhibit booth a success? Here are a few tips to get you started:

1) COLOUR, LIGHTS, AND BRANDING

Your booth will stand out when you put in a little extra effort into its design. Order some pop-up floor displays, tablecloths, or banners with your company's colours and logo. You may also want to experiment with some special lighting.

2) ACCESSIBLE INFO

Not all attendees will feel comfortable chatting about your product or service. Some of them will want some reading material to take back to their staff or board. You may want to provide brochures, business cards with your contact info and website, or printed content that shows off your expertise. You may also want to have a tablet handy for attendees to browse your website or watch a demo.

3) GAMES, GIVEAWAYS, AND DRAWS

Games, giveaways, and draws are a fun and informal way to attract and engage attendees.

Here are some ideas to get you started:

- Invite attendees to drop their business cards in a box at your booth for a chance to win a prize. You may arrange to have your draw winners announced at our Thursday night banquet.
- Offer a small giveaway with your company name, logo, or website printed onto it. If you are a Premium Exhibitor, you may leave your item on the attendees' chairs before the morning keynote sessions. Remember: most attendees need to be able to fit giveaways into their suitcase
- Run a game at your booth! Plinko and prize wheels are fun ideas to try.

4) CANDY

This is a simple and cost-effective way to attract people to your booth. You may want to rent a candy machine or provide an old-fashioned bowl of goodies. As per conference centre policy, all distributed candy must be "bite-sized" and individually wrapped.

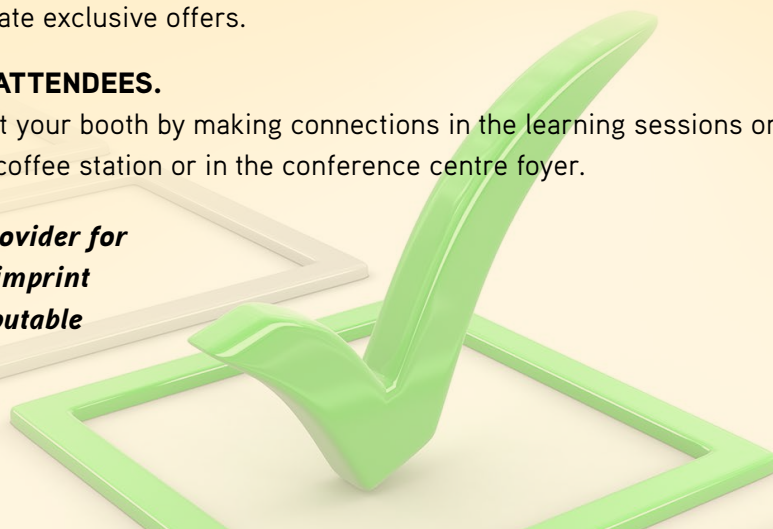
5) DISCOUNTS AND SPECIAL OFFERS

Your exhibit booth is an excellent opportunity to distribute coupon codes or flyers with special offers. Attendees will appreciate exclusive offers.

6) NETWORK WITH ATTENDEES.

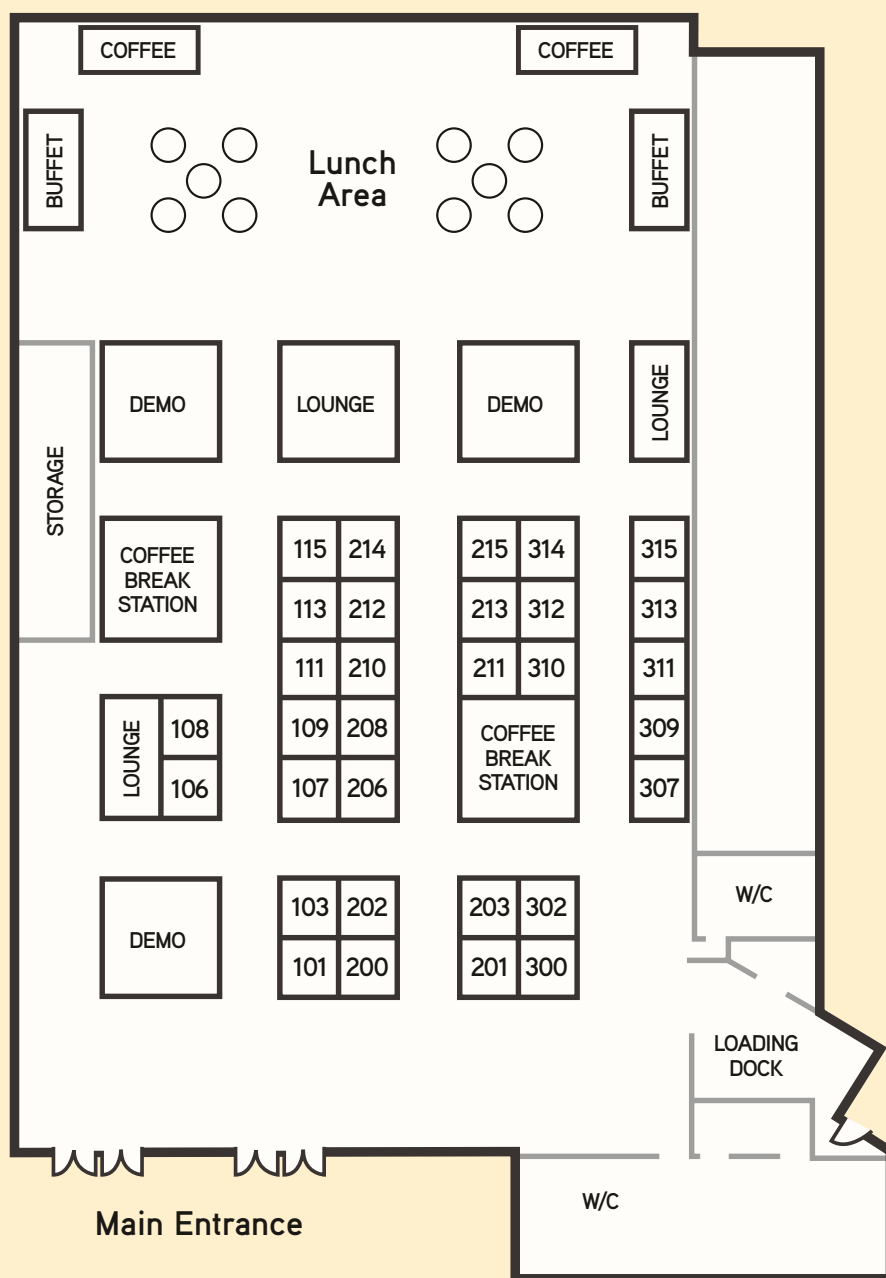
Invite attendees to visit your booth by making connections in the learning sessions or by networking with attendees by the coffee station or in the conference centre foyer.

If you don't have a provider for promotional items, 4imprint (4imprint.ca) is a reputable national provider.



FLOOR PLAN

Note: Booth location will be determined on a first-come, first-served basis.



Questions? Contact Us!

We're here to help you make the process smooth and successful. We want to make sure that you are receiving maximum value and satisfaction from your exhibitor booth.

› Please contact **Michele Hirsch** with any questions or comments at 519.669.5137 or mail@ccccc.org



CANADIAN COUNCIL of CHRISTIAN CHARITIES
ADVANCING MINISTRY TOGETHER