2023 SPONSORSHIP AND EXHIBITOR GUIDE

Updated: 1/31/2023

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HYATT REGENCY O’HARE CHICAGO — MARCH 28–30, 2023

www.outcomesconference.org
#Outcomes2022

2022 HIGHLIGHTS

Participants areas of focus

- Educational Institutions: 68%
- Churches: 8%
- Christian/Parachurch Ministries: 18%
- Business/Ministry: 6%

100+ Learning Experiences across nine core educational tracks!

50+ Exhibitors
30+ Sponsors

Influencing the thinking and behavior of over 180,000 leaders each year!

2022 EXHIBITORS

- APS Payroll
- Arbor Research Group
- Arrowhead Conferencing
- Barnabas Foundation
- Belay Solutions
- Best Christian Workplaces Institute
- Biblical HR
- C.A.R.E. Africa
- Christian Expedition
- Christian Financial Resources
- Christian Healthcare Ministries
- City Vision University
- Classic Bible Art
- Community Development Professionals
- Computers in Ministry
- Cornerstone Management
- Dickerson Bakker & Associates
- DonorDirect
- Douglas Shaw & Associates
- easyTithe
- ECFA
- Envoy Financial
- Fervor
- Friends of the Great Commission
- Gallagher
- GivingDNA
- Goff Companies
- GuideOne Insurance
- iDonate
- Kerux Group
- Leadership Books
- Marketplace Chaplains
- Masterworks
- Medi-Share
- Ministry By Text
- Mission:Leadership
- Money for Ministry
- Newport ONE
- New Horizons Foundation
- PHOS Creative
- Prison Fellowship
- ProLove Ministries
- Ridgecrest Conference Center
- Rooted Software
- Samaritan’s Purse
- SMCo Thrift
- Speak It To Book
- The Flexmethod
- The Timothy Group
- Thrivent
- Virtuous
- Xledger
- York College
2022 SPONSORS

Presidential

America’s Christian Credit Union

Executive

CORNERSTONE MANAGEMENT
DOUGLAS SHAW & ASSOCIATES
FAITH SEARCH PARTNERS

MASTERWORKS
Navigators

Supporting

BARNABAS FOUNDATION
BELAY

CAPINCROUSE
CRISTA - A FAMILY OF MINISTRIES
dickersonbakker
iDonate

ivp
joni&friends

kerux group

mbt ministry by text

PHOS

THE SALVATION ARMY

Session Sponsors

Roundtables:
Financial Management
Innovest
Resource Development
Douglas Shaw & Associates
People Management and Care
Belay Solutions

Workshop Tracks:
Financial Management
CapinCrouse
Legal and Risk Management
America’s Christian Credit Union
Resource Development
American Philanthropic
Board Governance
The FOCUS Group

Intensives:
Full-day Intensive
iDonate
Sponsor the largest gathering of Christian Nonprofit professionals in the country!

We invite you to partner with us as a sponsor/exhibitor of the 2023 Outcomes Conference. Come join us and discover many opportunities to connect with Christ-centered leaders looking to learn and advance their ministry’s mission for greater kingdom impact.

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**PREMIER**

**$35,000**

**Package Benefits**

**Exhibiting Experience**
- Receive one Corner Exhibit Booth located in the Exhibit Hall
- 4 complimentary Booth Personnel Registrations
- Prime location on the main floor of the conference event

**Conference Access**
- 4 complimentary full-pass conference registrations

**Conference Sponsorship — Additional Marketing Provided**

Select only one:
- Wi-Fi Sponsor
- Hotel Keys **SOLD**
- Connection Central Host
  - Wednesday Coffee Break plus Exhibit Hall Grand Opening
- General Session - Opening or Closing **SOLD**
- General Session - Tuesday Noon **SOLD**

**On-site Marketing**
- Receive prominent logo and name recognition in multiple locations:
  - Premier Level on conference website
  - Sponsor thank you page in the program
  - Transition slides shown multiple times throughout the conference
    - Inside the mobile-app as a “Featured Sponsor”
  - Full-page program ad (must receive artwork by February 6, 2023)
  - Opportunity to have one promotional gift or brochure in attendee tote bag

**Pre- and Post-Event Marketing**
- Prominent logo and name recognition on main conference website
- Social Media posts prior to event
- Receive the conference attendee list for one-time usage prior and following event
- Opportunity to provide blog post ahead of the conference

**Strategic Marketing — Ongoing Engagement**
- Outcomes Magazine — banner ad included in 2 issues* (Spring 2023 & Summer 2023 issues)
  - Issue is live for 3 months then continues to be promoted on Christian Leadership Alliance members-only community
- Outcomes Online Monthly eNewsletter Sponsorship — 3 issues* (March | April | May 2023)
  - Banner ad included and promoted to Christian Leadership Alliance subscribers, over 12k.
- Higher Thinking Blog Sponsorship — banner ad and copy for 3 months (March | April | May | June 2023) Feature at least one post from Sponsor each of these months.
- All Conference Attendees given access to the Sponsor’s community network

* Sponsor to schedule advertising with Christian Leadership Alliance
### PRESIDENTIAL $20,000

**Package Benefits**

**Exhibiting Experience**
- Receive one Corner Exhibit Booth in the Exhibit Hall
- 4 complimentary booth personnel registrations

**Conference Access**
- 1 complimentary full-pass conference registration

**Conference Sponsorship — Additional Marketing Provided**
Select only one:
- Conference Name Badge and Lanyard **SOLD**
- Wednesday / Thursday A.M. General Session **SOLD**
- Tuesday or Wednesday Noon General Session **SOLD**
- Full-Day Intensive Sessions (2 days)
- General Session - Opening or Closing **SOLD**
- Women’s Leadership Forum
- Connection Central Grand Opening Host

**On-site Marketing**
- Receive prominent logo and name recognition in multiple locations:
  - Presidential Level on the main conference website
  - Sponsor thank you page in the program
  - Transition slides shown multiple times throughout the conference
  - Inside the mobile-app as a “Featured Sponsor”
- Full-page program ad (must receive artwork by February 6, 2023)
- Opportunity to have one promotional item or brochure in attendee tote bag

**Pre- and Post-Event Marketing**
- Prominent logo and name recognition on main conference website
- Social Media posts prior to event
- Receive the conference attendee list for one-time usage prior and following event
- Opportunity to provide blog post ahead of the conference

**Strategic Marketing — Ongoing Engagement**
- Outcomes Magazine — a banner ad and link included in 1 issue*
  - Issue is live for 3 months then continues to be promoted on Christian Leadership Alliance members-only community
- Outcomes Webcast sponsorship — 1 webcast, promoted by Christian Leadership Alliance and facilitated by you*
  - Live Webcast then continues to be promoted on Christian Leadership Alliance members-only community
- **Higher Thinking Blog** sponsorship — 1 month
- Outcomes Online newsletter sponsorship — 1 issue*

**Message Reach**
- Over 4,000 sessions monthly on the Outcomes Conference website
- Over 10,000 sessions monthly on the Christian Leadership Alliance main website
- Over 11,000 subscribers reached through promotional e-blasts and Outcomes Online newsletter
- On average over 3,000 Outcomes Magazine views per month
- On average over 24,300 blog views per month

* Sponsor to schedule advertising with Christian Leadership Alliance

### EXECUTIVE $15,000

**Package Benefits**

**Exhibit Hall Experience**
- Receive one Corner Exhibit Booth in the Exhibit Hall
- 2 complimentary booth personnel registrations

**Conference Sponsorship — Additional Marketing Provided**
Select only one:
- Tuesday Lunch Sponsor
- Wednesday Lunch Sponsor
- General Session — Wednesday A.M. **SOLD**
- General Session — Thursday A.M. **SOLD**
- Full-Day Intensive Sessions (2 days)

**On-site Marketing**
- Receive prominent logo and name recognition in multiple locations:
  - Executive Level on the main conference website
  - Sponsor thank you page in the program
  - Transition slides shown multiple times throughout the conference
  - Inside the mobile-app as a “Featured Sponsor”
- Full-page program ad (must receive artwork by February 6, 2023)
- Opportunity to have one promotional item or brochure in attendee tote bag

**Pre- and Post-Event Marketing**
- Prominent logo and name recognition on main conference website
- Social Media posts prior to event
- Receive the conference attendee list for one-time usage prior and following event
- Opportunity to provide blog post ahead of the conference

**Message Reach**
- Over 4,000 sessions monthly on the Outcomes Conference website
- Over 10,000 sessions monthly on the Christian Leadership Alliance main website
- Over 11,000 subscribers reached through promotional e-blasts and Outcomes Online newsletter
- On average over 24,300 blog views per month
**ADVOCATE $10,000**

**Package Benefits**

**Exhibit Hall Experience**
- Receive one Corner Exhibit Booth in the Exhibit Hall
- 2 complimentary booth personnel registrations

**Conference Sponsorship — Additional Marketing Provided**
Select only one:
- Leadership Roundtable Sponsor:
  - Resource Development - Fundraising Trends SOLD
  - Marketing and Communications - Marketing Trends SOLD
  - Personal Leadership - Emerging Leaders - cohort of "under 30" leaders
- Financial Management - Finance Trends SOLD
- People Management and Care - HR Trends SOLD
- Connection Central Coffee and Tea Break available Tuesday SOLD | Wednesday | Thursday
- Workshop Track Sponsor:
  - Executive Leadership SOLD
  - Personal Leadership
  - Board Governance
  - Resource Development SOLD
  - Marketing and Communications
  - Internet and Technology
- Financial Management SOLD
- People Management and Care

**On-site Marketing**
- Receive prominent logo and name recognition in multiple locations:
  - Advocate Level on the main conference website
  - Sponsor thank you page in the program
  - Transition slides shown multiple times throughout the conference inside the mobile-app as a "Featured Sponsor"
- Full-page program ad (must receive artwork by February 6, 2023)
- Opportunity to have one promotional item or brochure in attendee tote bag

**Pre- and Post-Event Marketing**
- Prominent logo and name recognition on main conference website
- Social Media posts prior to event
- Receive the conference attendee list for one-time usage prior and following event
- Opportunity to provide blog post ahead of the conference

**Message Reach**
- Over 4,000 sessions monthly on the Outcomes Conference website
- Over 10,000 sessions monthly on the Christian Leadership Alliance main website
- Over 11,000 subscribers reached through promotional e-blasts and Outcomes Online newsletter
- On average 24,300 blog views per month

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**SUPPORTING $5,000**

**Package Benefits**

**Conference Sponsorship — Additional Marketing Provided**
Select only one:
- Leadership Roundtable Sponsor:
  - Resource Development - Fundraising Trends SOLD
  - Marketing and Communications - Marketing Trends SOLD
  - Personal Leadership - Emerging Leaders - cohort of "under 30" leaders
- Financial Management - Finance Trends SOLD
- People Management and Care - HR Trends SOLD
- Connection Central Coffee and Tea Break available Wednesday SOLD or Thursday
- Workshop Track Sponsor:
  - Executive Leadership SOLD
  - Personal Leadership
  - Board Governance
  - Resource Development SOLD
  - Marketing and Communications
  - Internet and Technology
  - Financial Management SOLD
  - People Management and Care
  - Legal and Risk Management SOLD

**On-site Marketing**
- Receive prominent logo and name recognition in multiple locations:
  - Supporting Level on the main conference website
  - Sponsor thank you page in the program
  - Transition slides shown multiple times throughout the conference inside the mobile-app as a "Featured Sponsor"
- Full-page program ad (must receive artwork by February 6, 2023)
- Opportunity to have one promotional item or brochure in attendee tote bag

**Pre- and Post-Event Marketing**
- Prominent logo and name recognition on main conference website
- Social Media posts prior to event
- Receive the conference attendee list for one-time usage prior and following event
- Opportunity to provide blog post ahead of the conference

**Message Reach**
- Over 4,000 sessions monthly on the Outcomes Conference website
- Over 10,000 sessions monthly on the Christian Leadership Alliance main website
- Over 11,000 subscribers reached through promotional e-blasts and Outcomes Online newsletter
- On average 24,300 blog views per month
# Global Digital Experience Sponsorships

## Global Champion $6,000

**Package Benefits**

**Global Digital Experience Sponsorship**

Your sponsorship to support the Outcomes Global Digital Experience represents a significant stand to equip and unite Christian leaders around the world.

The event builds on the digital content captured from the in-person conference and enhances it with Global content and additional live event experiences.

This sponsorship supports the cost of the digital platform and production that enables International leaders from 100 countries outside of the U.S., Canada, the UK, and Australia to attend for FREE.

Your support provides global leaders access to experiences that will transform their thinking, behavior and development as a Christian leader.

*With your sponsorship, you receive 100 registrations for employees of your ministry to attend the Global Digital Experience.*

**Pre- and Post-Event Marketing**

Conference sponsors receive significant exposure and engagement before and during the actual conference event window. Because this is a Global Digital Experience, the recognition will happen at registration launch and continue through the entire event.

Your Sponsorship goes towards your sponsor recognition level at the 2023 LIVE event, too.

**Messaging Reach**

- Over 4,000 sessions monthly on the Outcomes Conference website
- Over 10,000 sessions monthly on the Christian Leadership Alliance main website
- Over 11,000 subscribers reached through promotional e-blasts and Outcomes Online newsletter
- On average 24,300 blog views per month

## Global Contributor $2,500

**Package Benefits**

**Global Digital Experience Sponsorship**

This sponsorship supports the Outcomes Global Digital Experience. The event builds on the digital content captured from the in-person conference and enhances it with Global content and additional live event experiences.

This sponsorship supports the cost of the digital platform and production that enables International leaders from 100 countries outside of the U.S., Canada, the UK, and Australia to attend for FREE.

This combination of training and community are designed to accelerate professional growth and enables leaders to sharpen and be sharpened.

**Pre- and Post-Event Marketing**

Conference sponsors receive significant exposure and engagement before and during the actual conference event window. Because this is a Global Digital Experience, the recognition will happen at registration launch and continue through the entire event.

Your Sponsorship goes towards your sponsor recognition level at the 2023 LIVE event, too.

**Messaging Reach**

- Over 4,000 sessions monthly on the Outcomes Conference website
- Over 10,000 sessions monthly on the Christian Leadership Alliance main website
- Over 11,000 subscribers reached through promotional e-blasts and Outcomes Online newsletter
- On average 24,300 blog views a month

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**Sponsor impact!**

Strategic and Conference Sponsors will be recognized at this level at the annual conference and conference website.

Any additional sponsorships or advertising done in the fiscal year, prior to the conference, counts towards your overall level of sponsorship recognized at the Conference in March.

**Strategic Sponsors**

- Premier $35,000
- Presidential $20,000

**Conference Sponsors**

- Executive $15,000
- Advocate $10,000
- Supporting $5,000
<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference WI-FI Sponsorship</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Be everyone’s hero by supplying the very important WI-FI for the conference attendees.</strong></td>
<td></td>
</tr>
<tr>
<td>- Extensive name and logo recognition on signage throughout the conference event (registration, exhibit hall, etc.)</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to include one piece of company literature in conference tote bag</td>
<td></td>
</tr>
<tr>
<td>- Full page program ad</td>
<td></td>
</tr>
<tr>
<td>- Additional recognition as an Advocate Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
<tr>
<td>Conference Lanyard and Name Badge</td>
<td>$10,500</td>
</tr>
<tr>
<td><strong>Place your logo on the most visible sponsorship at The Outcomes Conference!</strong></td>
<td></td>
</tr>
<tr>
<td>- Worn by all conference attendees throughout the event</td>
<td></td>
</tr>
<tr>
<td>- Lanyards and badges will prominently feature your name and logo</td>
<td></td>
</tr>
<tr>
<td>- Additional recognition as an Advocate Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
<tr>
<td>Opening and Closing General Sessions</td>
<td>$10,000 each</td>
</tr>
<tr>
<td><strong>Showcase your organization to all attendees in these well-attended sessions.</strong></td>
<td></td>
</tr>
<tr>
<td>- A 60 to 90 second introduction from podium by CLA host and/or 60 to 90 second pre-recorded promotional video. (All material must be approved by Alliance marketing 60 days prior to the conference)</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to include one piece of company literature in every attendee’s conference tote bag</td>
<td></td>
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<tr>
<td>- Additional recognition as an Advocate Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
<tr>
<td>Hotel Keys</td>
<td>$8,000</td>
</tr>
<tr>
<td><strong>Put your company’s brand right into the hands of each attendee with this exclusive sponsorship.</strong></td>
<td></td>
</tr>
<tr>
<td>- Receive prominent logo recognition on all Outcomes Conference guest hotel keys</td>
<td></td>
</tr>
<tr>
<td>- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
<tr>
<td>General Sessions (Wed. A.M. or Thurs. A.M.)</td>
<td>$8,000 each</td>
</tr>
<tr>
<td><strong>Present your message to all attendees in one convenient location ahead of our high impact keynote speakers.</strong></td>
<td></td>
</tr>
<tr>
<td>- A 60 to 90 second introduction from podium by CLA host and/or 60 to 90 second pre-recorded promotional video. (All material must be approved by Alliance marketing 60 days prior to the conference)</td>
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<tr>
<td>- Opportunity to include one piece of company literature in every attendee’s conference tote bag</td>
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<tr>
<td>- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
<tr>
<td>Noon General Session with Speakers (Tues. and Wed.)</td>
<td>$8,000 each</td>
</tr>
<tr>
<td><strong>Mingle with exhibit hall attendees as they enjoy lunch in this exclusive sponsorship.</strong></td>
<td></td>
</tr>
<tr>
<td>- A 60 to 90 second introduction from podium by CLA host and/or 60 to 90 second pre-recorded promotional video. (All material must be approved by Alliance marketing 60 days prior to the conference)</td>
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<td>- Opportunity to include one piece of company literature in every attendee’s conference tote bag</td>
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<td>- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
<tr>
<td>Intensive Sessions (6 hrs, spread over Two days)</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Be the exclusive sponsor of the in-depth Full Day Intensive Sessions</strong></td>
<td></td>
</tr>
<tr>
<td>- Recognition by moderator for each Intensive</td>
<td></td>
</tr>
<tr>
<td>- Receive logo recognition in the signage for the sessions, conference program, conference APP and on the website</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to provide blog post ahead of the conference</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to provide collateral/gift to everyone in attendance for each of these Intensives</td>
<td></td>
</tr>
<tr>
<td>- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program</td>
<td></td>
</tr>
</tbody>
</table>
Conference Tote Bags **SOLD**
Everyone needs a bag! Promote your company logo with this excellent high-profile opportunity.
Your logo will be walking through the entire conference and into offices around the country!
- The attendee bag is a **must-have** sponsorship — every attendee looks forward to the gifts and surprises that they find in the bag and carry it with them throughout the conference
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

CEO Forum (Breakfast, Lunch, Afternoon Break) **SOLD**
Engage one of the most influential groups of the conference at this exclusive, private event.
- 1 – 2 minute acknowledgment from event host (Breakfast, Lunch, Afternoon Break)
- Opportunity to provide gift to each person in attendance
- Recognition by event moderator
- Logo recognition in conference program guide
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

IT Summit (Tues. A.M. **SOLD** and P.M.)
Engage the women of the conference in this special event.
- 1 – 2 minute welcome introduction from the podium by CLA host
- Opportunity to provide one piece of company literature or gift to everyone in attendance

Grand Foyer Featured Sponsor **SOLD OUT**
Showcase your organization in a prime location on the main floor of the conference event.
(SET-up on Monday and be ready to showcase your organization in a prime location on the main floor of the conference event.)
- Receive prominent logo recognition
- Opportunity to provide one piece of company literature in each attendee tote bag
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program
- 4 complimentary exhibit hall registrations
- Full-page program ad

Women’s Luncheon (Thursday)
Engage the women of the conference in this sell-out event.
- 1 – 2 minute introduction from podium following lunch. (All material must be approved by Alliance marketing 60 days prior to the conference)
- Opportunity to provide one piece of company literature or gift to everyone in attendance
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

Christian Women in Leadership Forum (Thursday)
Engage the women of the conference in this special event.
- 1 – 2 minute welcome introduction from the podium by CLA host
- Opportunity to provide one piece of company literature or gift to everyone in attendance
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

Connection Central Grand Opening Reception
Mingle with exhibit hall attendees as they enter the exhibit hall for the first time with this exclusive sponsorship. Appetizers/Dessert and beverages will be served during this time of fellowship and networking.
- Receive prominent logo recognition in the exhibit hall during this catered event
- Opportunity to greet attendees as they enter the exhibit hall with a promotional table during this time
- Opportunity to include one piece of company literature in each attendee tote bag
- Mobile App and social media recognition
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

Men’s Breakfast (Thursday morning) **SOLD**
Interact with a room full of kingdom-focused men as the exclusive sponsor of this event.
- 1 to 2 minute introduction from the podium following breakfast (All materials must be submitted to Christian Leadership Alliance 60 days before event).
- Opportunity to provide collateral or marketing materials to everyone in attendance
- Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program
### Sponsorships — A La Carte

- **Connection Central Break (Tues. A.M. SOLD, Wed. A.M., Thurs. A.M. SOLD)** $4,000 each
  - Be the conference hero by supplying the all-important coffee! Mingle with exhibit hall attendees as they enjoy the refreshment tables in this exclusive sponsorship. (Save on costs if sponsoring multiple days)
  - Receive prominent logo recognition in the exhibit hall during coffee breaks
  - Opportunity to include one piece of company literature in each attendee tote bag
  - Qualify for extra logo exposure on signage, in program and on website
  - Recognition in conference program
  - Mobile app and social media recognition

**Leadership Roundtables** $3,500 each
- Choose to be the exclusive sponsor of one of these highly targeted groups at our conference
- **Resource Development SOLD**
- **People Management and Care SOLD**
- **Personal Leadership (Emerging Leaders - a cohort of "under 30" leaders)**
- **Financial Management SOLD**
- **Marketing and Communications SOLD**
  - Gain excellent exposure to these pre-qualified prospects attending these roundtables
  - Opportunity to lead a 10 minute discussion on trends, or facilitate an exercise with the group
  - Opportunity to leave one piece of marketing collateral for each attendee
  - Recognition by moderator/host
  - Prominent logo recognition on signage, in program and on event app
  - Opportunity to provide blog post ahead of conference (blog averages over 20,000 views per month)

**Workshop Tracks (Tuesday, Wednesday and Thursday)**
- Choose to sponsor a multi-day, multi-session education workshop track at The Outcomes Conference 2023!
  - **Executive Leadership | Personal Leadership | Resource Development** $3,500 each
  - **Financial Management | People Management and Care** $2,500 each
  - **Marketing/Communications | Internet and Technology** $2,500 each
  - **Legal and Risk Management | Board Governance** $1,500 each
  - Excellent exposure among pre-qualified potential business prospects
  - Opportunity to leave one piece of company literature per session for each person in attendance
  - Recognized by moderator
  - Receive prominent logo recognition on meter board
  - Logo recognition in conference program guide
  - Opportunity to provide a blog post ahead of the conference (blog averages over 20,000 views per month)

**Branded Gift/Gadget Tote Bag Insert** $1,000 - 6,000
- Every attendee loves gifts and gadgets and it’s a great way to advertise your company or services!
  - Your name and/or logo placed on pens, notebooks, coffee tumblers, stress balls, hand sanitizers, power banks, webcam privacy cover, etc.
  - Sponsorship must be secured and product ordered by February 1, 2023.

**Private Event (2 hours)** $2,300
- Sponsor your own private event during the conference. Christian Leadership Alliance will provide assistance/discount in support of your event.
- Sponsors receive a pre-conference attendee list which includes attendee name, organization, title, address, and email (if agreed to share).
- Limited events available. Event time and locations are tentative pending final approval from Christian Leadership Alliance. Size and room restrictions apply. Please note: any AV or food orders are not included in price, but the Alliance will offer our venue discount on both.

**Attendee Tote Bag Inserts** $950 per insert
- Reach each and every conference attendee. Promote your organization or service in every attendee’s tote bag at the conference.
  - Promotional piece of literature, small logo branded gift, a book, etc. (literature required size is 8.5” x 11” or smaller, and up to a max of .25” thick; advance approval required for materials)
  - Sponsor responsible for shipping arrangements (Christian Leadership Alliance will not be responsible for shipping overages back to sponsor).
Advertising in On-site Conference Program

The on-site program is a valuable tool for all attendees, as they refer to it often. Sponsorship of the program counts toward your sponsorship level, giving you logo position on conference signs and promotions.

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Ad — Inside Front Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full-page Ad — Inside Back Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Two-page Spread</td>
<td>$2,400</td>
</tr>
<tr>
<td>Full-page Ad</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

Reservation deadline is January 27, 2023.
Art is due on or before February 6, 2023.

Note: Trim size of the program is 8” x 10.75”. Untrimmed full-page size is 8.25” x 11” (includes .125” bleed all sides). Bleed ads should be designed to cover the full untrimmed page size, but any text, logos and illustrations not intended to bleed should be kept .375” inside trim size on all sides.

Ad Materials: Please submit all advertising material as high-resolution PDFs. Images must be high-resolution (300 dpi or greater) at 100% with color saved in CMYK (not RGB).

Email your electronic files to mike@hamescreative.com (Mike Hames), include the ad file name, advertiser name and any other pertinent details. Please include “CLA Conference On-Site Program Ad” in the subject line. Contact Mike Hames for upload information for ads over 20 MBs.

For sponsorship and advertising inquiries contact:

Brenda Long, VP, Member Engagement & Experience
Brenda.Long@ChristianLeadershipAlliance.org
Ph: (949) 487-0900, ext. 219

www.outcomesconference.org
Reserve Your Booth Today!
For exhibit inquiries contact:
Brenda Long
VP, Member Engagement & Experience
Brenda.Long@ChristianLeadershipAlliance.org
Ph: (949) 487-0900, ext. 219

Advertising and Sponsorship Opportunities
Looking for ways to further market or advertise your brand/organization to our influential attendees? For advertising/sponsorship opportunities contact:
Brenda Long
VP, Member Engagement & Experience
Brenda.Long@ChristianLeadershipAlliance.org
Ph: (949) 487-0900, ext. 219

Exhibit Booth Pricing

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Early Bird Rate through August 31, 2022</th>
<th>Discounted Rate prior to January 31, 2023</th>
<th>Standard Rate after February 1, 2023</th>
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<tbody>
<tr>
<td></td>
<td>$1,800</td>
<td>$1,950</td>
<td>$2,100</td>
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Corner Booth Placement Fee: Add $150
Exhibit Hall booth fee is per 100 square feet (10’ x 10’).

Featured Exhibitor Listing — Mobile App: Add $150

All booth options include space rental, mobile app, standard furnishings (see back page), listings in conference promotion on The Outcomes Conference website and in on-site conference program. Two complimentary booth personnel registrations are included with each 10’ x 10’ space.

Features Designed to Attract Attendees
- Exhibit Hall positioned with premium visibility and accessibility
- Exclusive Exhibit Hall hours
- Tuesday Grand Opening event
- Refreshments to be served in the Exhibit Hall
- Special Exhibit Hall Engagement Program encouraging engagement with all vendors

Exhibit Schedule*

**Tuesday, March 28, 2023**
Exhibitor Load-In 8:00 a.m. – 4:00 p.m.
Exhibit Hall Grand Opening and Reception 5:15 – 7:30 p.m.

**Wednesday, March 29, 2023**
Open 7:30 a.m. – 5:30 p.m.
Networking Breaks 7:30 a.m., 10:00 a.m., 3:30 p.m.
Lunch 12:00 – 2:00 p.m.

**Thursday, March 30, 2023**
Open 7:30 a.m. – 2:00 p.m.
Networking Breaks 7:30 a.m, 10:00 a.m., 3:30 p.m.
Lunch 12:00 – 2:00 p.m.
Exhibitor Tear-Down 3:00 – 6:00 p.m.

*Schedule subject to change; visit website to view complete/current schedule.

www.outcomesconference.org
Installation
Installation begins at 8:00 a.m. on March 28, 2023. All exhibits must be show-ready and aisles cleared no later than 4:00 p.m. No exceptions.

Dismantling
Exhibits may be dismantled starting no earlier than 3:00 p.m. on March 30, 2023. All exhibit materials must be removed from hall no later than 6:00 p.m. to avoid additional charges.

Exhibit Hall Decorator
The official show contractor will distribute the Exhibitor Services Kit ahead of the event to all fully-paid exhibitors. This kit will contain order forms and rates for all services and amenities provided by official show contractor and/or the host facility vendors. It is the exhibitor’s responsibility to fully read and understand all materials and deadlines contained in the Exhibitor Services Kit. Exhibitor Kits are made available digitally and will be located in your online dashboard.

Exhibit Hall Details
You Receive
At The Conference
- 10’ x 10’ professionally draped and carpeted booth space, plus the following booth furnishings: one 6’ skirted table, two side chairs, one wastebasket, one sign (booth # and company name)
- Complimentary exhibit booth personnel registrations for up to two company representatives per each 10’ x 10’ exhibit space (limited to a maximum of four). Exhibit booth registrations allow company staff to attend conference General Sessions only; additional fees apply if company staff desire to upgrade to 3-Day Leadership Experience, and to other ticketed events.
- Promotion of special booth announcements and giveaways in on-site mobile App and text notifications
- Exhibitor recognition ribbons

Pre/Post Conference
- Posting on conference website, September 2022 through March 2023 (includes company name and hyperlink to company website)
- Complimentary pre-conference attendee list for one-time usage prior to conference (list does not include phone numbers)
- Complimentary post-conference attendee list for one-time usage following conference (list does not include phone numbers)

www.OutcomesConference.org
2023 EXHIBITOR APPLICATION AND CONTRACT

Exhibit

Exhibit Hall Booth Rates for 10’ x 10’ Booth

<table>
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Corner Booth Placement Fee: $150 + $

Featured Exhibitor Listing - Mobile App: $150 + $

Subtotal = $

Christian Leadership Alliance Member Discount: (Discount varies according to your membership level — Silver = $200; Gold = $350; Platinum = $500). To join Christian Leadership Alliance, please visit www.christianleadershipalliance.org and click on the Membership tab or email Peter.Trumbo@ChristianLeadershipAlliance.org. − $

Total = $

Online registration for booth representatives will begin after December 1, 2022. Each 10’ x 10’ exhibit booth purchased includes two booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of four complimentary exhibit booth personnel passes.

Confirmed Exhibitors will be contacted with booth assignments. Final assignment will be based upon order of reservation and other priority criteria described in the Exhibit General Information, Rules and Regulations.

Contact Information

Complete information below for your company’s contact person. This person will serve as Christian Leadership Alliance’s primary contact in matters pertaining to your exhibit booth. The Exhibitor kit will be emailed to this primary contact person.

Company

Exactly as you wish it to appear in the on-site conference program and on exhibit ID sign

Name of Contact Person

Title

Address

City

St/Prov

ZIP/PC

Mobile Phone (          )

Website

E-mail

Contract Signature

Sign the Application and Contract Form. On behalf of said company or organization, I, as the duly authorized representative of the undersigned company or organization, subscribe and agree to all the terms, conditions, authorizations and covenants contained in the Exhibitor Application and Contract and the General Information, Rules and Regulations. I understand this contract is not valid and confers no rights until it is accepted by Christian Leadership Alliance’s authorized representative and I receive confirmation of that acceptance.

Your Name

Title

Date

Company

Signature

Name and Title of Christian Leadership Alliance Authorized Agent:

Signature:

Date:

Return Form

Please complete these three steps:
1. Email Application and Contract to Brenda.Long@ChristianLeadershipAlliance.org.
2. Email a high-resolution logo (preferably EPS format, please note if logo has changed recently) and 100 word description of organization to Brenda.Long@ChristianLeadershipAlliance.org.

Payment

Total from Step 1 above $ Total to be paid at contract submission. Minimum 50% deposit due upon application submission. You will be invoiced by Christian Leadership Alliance for the balance of your contract.

Select Payment Method: ☐ Visa ☐ MC ☐ AMEX ☐ Discover Credit Card #

Expiration Date / CVV2 Code (3 digit code on the back of your card / 4 digit code on front of AMEX)

Name on Credit Card

Signature

Billing Address

City

St/Prov

ZIP/PC

☐ Check Please make check payable to Christian Leadership Alliance.

By signing below, we understand: All reserved booth space must be paid for in full by December 1, 2022. If assigned space is not paid in full by this date, it may be assigned to another exhibitor at the discretion of Christian Leadership Alliance. Cancellation of reserved booths must be made in writing to Christian Leadership Alliance or its representatives and may result in forfeiture of deposits and exhibitor fees based upon the deadlines outlined in the Cancellation of Space Policy in the Exhibit General Information, Rules and Regulations.
GENERAL INFORMATION, RULES AND REGULATIONS

The General Information, Rules and Regulations, hereinafter referred to as CLA.

1. Convention Exhibit Sponsorship. The Exhibit is sponsored and managed by the Christian Leadership Alliance, herein referred to as CLA.

2. Application and Contract. Each exhibitor is required to sign the Application and Contract. By doing so, he or she subscribes to the General Information, Rules, and Regulations, which are part of the Application and Contract. The terms of the Application and Contract can be revised only upon written agreement of both parties. All booth personnel must register, either online or via mail prior to March 2023.

3. Exhibition Dates. The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, March 28, 2023; exhibit hours Wednesday, March 29, 2023; exhibit hours and tear-down Thursday, March 30, 2023.

4. Admissions. CLA reserves the right to refuse exhibit space to any applicant for any reason. In addition, CLA reserves the right to refuse exhibit space to any exhibitor if, after the acceptance of the Application and Contract, information should come to the attention of CLA, which in the reasonable judgment of CLA, demonstrates that the proposed exhibit would be inconsistent with the principles espoused by CLA or unfavorable to the public reputation of CLA. In the event CLA should exercise this right, any deposit and exhibit fees paid to CLA shall be refunded, except that if the denial of exhibit space shall be for failure or refusal of the exhibitor to comply with the terms set forth elsewhere in this Application and Contract, the denial of exhibit space shall be treated as a cancellation by the exhibitor.

5. Assignment of Space. CLA will assign space to exhibitors on a first come, first served basis according to the CLA Booth Selection Policies. CLA reserves the right to shift space at any time if, in CLA’s judgment, it becomes necessary to do so. CLA reserves the right to make modifications in the published floor plan as may be necessary to meet the needs of the exhibitors and the exhibition as a whole.

6. Exhibitor Personnel Registration. Each 10’ x 10’ exhibit booth purchased includes two booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of four complimentary exhibit booth personnel passes. Exhibit booth registrations admit exhibitors to the Exhibit Hall and to conference General Sessions only. Additional fees and separate registration required for other conference components, if so desired. Please contact CLA for details.

Additional exhibitor personnel fee beyond the complimentary allotment is $245 per extra exhibitor.

Exhibitors desiring to attend workshops, intensives, forums or general sessions for shipment and delivery of materials consigned to the decorator’s warehouse and NOT to the Hyatt Regency O’Hare Chicago, Illinois, nor to CLA, neither the Hotel/Exhibit Hall nor CLA assumes any responsibility unless obviously caused by negligence or otherwise erroneously to them. Refer to the official decorator’s service kit for shipping deadlines and instructions, or call the decorator directly.

8. Default of Occupancy. Any exhibitor failing to occupy any space contracted for by 4:00 p.m., Tuesday, March 28, 2023, defaults their exhibit space. In the event of default, all obligations of CLA to the exhibitor hereunder shall cease and CLA shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor.

9. Visitors. The CLA conference and exhibition is not open to the public. CLA shall have sole control over all admissions. All persons visiting the exhibition area will be admitted according to the rules and regulations of the conference and exhibition as issued or amended by the authorized representatives of CLA.

10. Subletting Space. No exhibitor shall assign, sublet, or share the space allotted without written consent of CLA.

11. Conformance to Laws. Exhibitor agrees for himself or herself and his/her employees to comply with all applicable laws only and will conform to all laws, ordinances, and regulations. The exhibitor must comply with all local and hotel safety, fire, and health ordinances for the installation and operation of equipment.

12. Decorator Rules and Regulations. Exhibitor agrees to conform to all rules and regulations of the exhibitor’s official decor as detailed in the official service kit provided by that company. Where union personnel are required by the decorator and/or hotel, the exhibitor must comply with union requirements. CLA is not responsible for decorator and/or convention center personnel, nor can CLA guarantee that services and/or utilities promised by the decorator and/or convention center shall be available during the exhibition. Contact the decorator directly for specific information relating to your exhibit space requirements, exhibit freight, shipping instructions, labor rules and regulations, deadlines, and other questions.

13. Shipment of Exhibit Materials. Exhibitor shall make arrangements for shipment and delivery of materials consigned to the decorator’s warehouse and NOT to the Hyatt Regency O’Hare Chicago, Illinois, nor to CLA, neither the Hotel/Exhibit Hall nor CLA assumes any responsibility unless obviously caused by negligence or otherwise erroneously to them. Refer to the official decorator’s service kit for shipping deadlines and instructions, or call the decorator directly.

14. Exhibit Space. Exhibitors shall not be responsible to maintain a watch before and after the exhibition, neither exhibitor’s appearance at CLA. Exhibitor agrees to protect, indemnify, defend and save CLA, Hyatt Regency, and their employees and agents harmless against all claims, losses and damages to persons and property, governmental charges or fines, and attorneys’ fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excepting any such liability caused by the sole negligence of the Hyatt Regency O’Hare and its employees and agents. In addition, exhibitor acknowledges that neither CLA nor Hyatt Regency maintain insurance covering exhibitors’ property in that it is the sole responsibility of each exhibitor to obtain business interruption and/or property damage and/or insurance covering such losses by any exhibitor.

15. Order Taking and On-Site Sales. All vendors that sell tangible goods at their booth are required to collect and remit Illinois sales taxes. The exhibitor hereby indemnifies CLA from any and all liability related to the State of Illinois or County sales taxes or required licenses that result from exhibitor’s appearance at CLA.

16. Security. Although CLA may seek to arrange for security personnel to maintain a professional and safe atmosphere, the following shall be performed or played has been duly authorized or licensed by the entity or person performing the activity that could be objectionable to neighboring exhibitors. Firms or organizations not assigned space in the exhibit area shall not be permitted on the exhibit floor.

17. Delivery and Removal. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the Exhibit Hall hours without permission first being secured in writing from CLA.

18. Limitation on Promotion and Demonstrations. During the Conference and Exhibition, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit booth(s) in the Exhibit Hall. The playing of loud music, videos, films, or the like, or any other loud or distracting activity that could be objectionable to neighboring exhibitors is prohibited.

19. Show Floor Restrictions. Access to the show floor during set-up (load-in) and tear-down (load-out) times will be restricted to officially registered exhibitor personnel and/or their designated EACs. Absolutely no one under the age of 18 will be permitted on the show floor during these set-up/tear-down times. In an effort to maintain a professional and safe atmosphere, the following are prohibited from the Exhibit Hall floor during public hours: children younger than 18 years old; infant/toddler strollers; roller bags/suitcases.

20. Copyrights. Exhibitor warrants that all copyrighted material to be performed or played has been properly licensed by the copyright owners or their representatives and agrees to indemnify and hold CLA harmless from any and all claims, losses, expenses, including legal fees, which might arise from questions of use of any such material described above.

21. Use of Space. Exhibitor’s display, equipment, and materials shall be limited to the actual dimensions of the booth space contracted for and be in compliance with IAEE Guidelines for Display Rules & Regulations. Height of display shall not be such that it could be objectionable to neighboring exhibitors. Aisles may not be used by the exhibitor. The exhibitor is responsible for maintaining a neat and clean booth. All tables must be either finished or draped.

22. Exclusions. Firms or organizations not assigned space in the exhibit area will be prohibited from exhibiting or soliciting business within the exhibition or conference area. Smoking and alcohol beverages are not permitted on the exhibit floor.

23. Insurance. It shall be the responsibility of the exhibitor to provide insurance for his or her own insurance needs. CLA shall not provide insurance for the exhibitor.

24. Limitations of Liability. Neither CLA, its employees, officers, agents, directors, volunteers, or affiliates shall be liable for any injury, loss, or damage to the exhibitor’s appearance at CLA. Exhibitor agrees, and inures the exhibitor, its employees, agents, and affiliates shall be liable for the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CLA to prevent. Further, neither CLA, nor its respective agents, employees, officers, directors, volunteers, or affiliates shall be liable for any such exclusionary liabilities against any exhibitor, employees, officers, agents, directors, volunteers, or affiliates and acknowledge that it will neither hold nor attempt to hold the organization or any such person liable for any cause whatsoever other than injuries or damages occasioned, in whole or in part, by the substantial negligence of such persons. Further, neither CLA, nor its respective employees, officers, agents, directors, volunteers, or affiliates shall be liable for failure of the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CLA to prevent. Further, neither CLA, nor its respective employees, officers, directors, volunteers, or affiliates shall be liable for any failure or unavailability of utilities or any hotel or decorator services or personnel. In the event that CLA, or any of its agents, shall receive a claim or complaint, which in part or in whole arises from exhibitor’s actions or failure to act, exhibitor shall indemnify and hold CLA, its respective agents, employees, officers, volunteers, or directors harmless from any claim, loss, or liability resulting therefrom.

25. Accommodations. Exhibitors qualify for the special CLA conference room rates at conference hotel’s terms and conditions. Important! Make your reservations early! Please reserve your room directly with the hotel. Visit the Outcomes Conference website at www.OutcomesConference.org for the official discounted conference room rate and cut-off date. The discount rate will be honored until this date or until the room block is filled. Hotel reservations must be accompanied by the first night’s deposit.

26. Additional Travel Arrangements. Consult the Outcomes Conference website (www.outcomesconference.org) for information on other travel arrangements.

27. Booth Selection Process. Space will be assigned beginning in September 2022, according to the date on which the contract and 50% deposit are received, priority placement criteria, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor’s products with CLA’s aims and purpose.

Paid registrations received on or after October 1, 2022, will be assigned by order of date received.

28. Governing Law. All disputes under this Agreement shall be decided under the laws of the State of Illinois, without regard to conflicts of laws principles.

29. Christian Arbitration. Any claim or dispute arising from or related to this Agreement shall be settled by mediation and, if necessary, legally binding arbitration in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker Ministries. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising out of this Agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.