

# 2024 SPONSORSHIP AND EXHIBITOR GUIDE

Updated: 9/12/2023



**the outcomes  
conference**

*therefore* ►

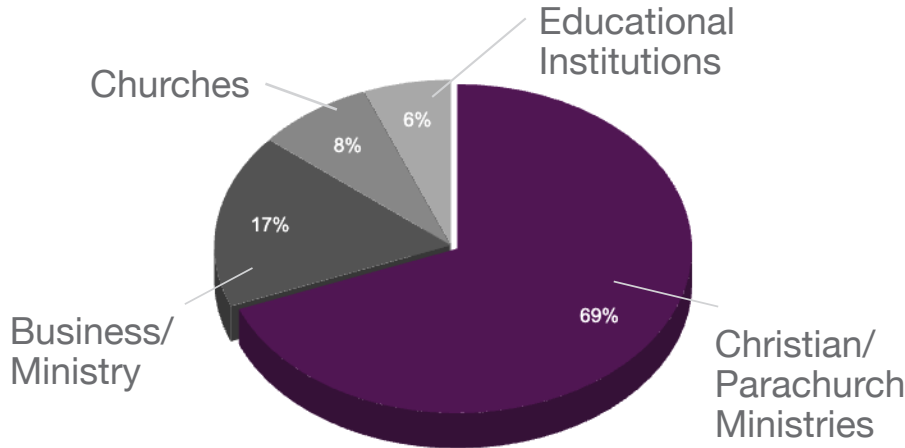
JACKSONVILLE, FLORIDA — APRIL 9–11, 2024

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# 2023 HIGHLIGHTS

Participants areas of focus



100+ Learning Experiences across nine core educational tracks!

60 Exhibitors  
40+ Sponsors



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

## 2023 EXHIBITORS

America's Christian Credit Union  
APS Payroll  
Arbor Research Group  
Arrowhead Conferences & Events  
Aspire Leadership  
Awana  
Barnabas Foundation  
Best Christian Workplaces  
Christian Care Ministry  
Christian Employers Alliance  
Christian Financial Resources  
Cornerstone Management  
Columbia International University  
Computers in Ministry  
Cru  
Dickerson Bakker & Associates  
Douglas Shaw & Associates  
ECFA  
Edith Institute  
Fabey Insights  
Fellowship Development  
Fervor  
FreshTech Integrated  
Funraise  
Gallagher  
Gloo  
Harvest Hosts  
Holy Land Travel Center  
iDonate  
IT Summit  
Johnson University  
Kerux Group  
Lead Like Jesus  
Marketplace Chaplains  
Masterworks  
Ministry By Text  
Mission:Leadership  
Money for Ministry  
Movaci  
Olive Technology, Inc.  
PhilanthroCorp  
Project Broadcast  
Remodel Health  
Ridgecrest Conference Center  
Rooted Software  
Social Impact Solutions  
Slavic Gospel Association  
Synergy DMS  
The Ministry Fund  
The Salvation Army  
The Timothy Group  
Thunder Hearing & Sound  
Thrivent  
Virtuous  
Visionworks Consulting  
Xledger  
York University  
Wegner CPAs  
Zulu Nyala Game Lodge

#Outcomes2023

# 2023 Conference Sponsors

Christian Leadership Alliance salutes our major sponsors

Premier

gloo

Presidential



Executive



Advocate



Supporting



Thanks to our  
Session Sponsors

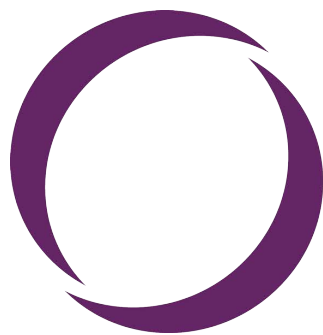
**CEO Forum:**  
The Navigators  
Masterworks  
**IT Summit:**  
Computers in Ministry  
Virtuous

**Workshop Tracks:**

*Executive Leadership:* Mission:Leadership  
*Financial Management:* CapinCrouse  
*Internet and Technology:* Virtuous  
*Legal and Risk:* ECAP  
*People Management and Care:* Edith Institute  
*Personal Leadership:* Arrow Leadership  
*Resource Development:* BDI Agency

**Trends and Hot Topics Roundtables:**

*Financial Management:*  
Innovest  
*Marketing and Communications:*  
Joni & Friends  
*People Management and Care:*  
Voices to Connect  
*Resource Development:*  
Douglas Shaw & Associates



# the outcomes conference

## Strategic Sponsorships

**Sponsor the  
largest  
gathering  
of Christian of  
Nonprofit of  
professionals  
in the country!**

**We invite you to partner with  
us as a sponsor/exhibitor of  
the 2024 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.**

*It was refreshing to see the  
Outcomes Conference as a  
higher level of leadership  
training than any I have  
previously attended.*

*~ 2023 Conference Attendee*

### PREMIER

**\$35,000**

#### Package Benefits

##### Exhibiting Experience

- ▶ Receive one Grand Foyer Sponsored Booth located in the Grand Hall just outside the Grand Ballroom
- ▶ 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
- ▶ Connection Central Host
  - ▷ Tuesday Coffee Break plus Exhibit Hall Grand Opening
- ▶ General Session - Opening or Closing
- ▶ General Session - Lunch-and-Learn - Tuesday or Wednesday

##### 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 20, 2024)
- ▶ 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\*
  - ▷ 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\*
  - ▷ Banner ad included and promoted to CLA Subscribers.
- ▶ *Higher Thinking Blog* Sponsorship — banner ad and copy for 3 months
  - Feature at least one post from Sponsor each of these months.

*\* Sponsor to schedule advertising with Christian Leadership Alliance*

## Strategic Sponsorships Continued

### PRESIDENTIAL

\$20,000

#### Package Benefits

##### *Exhibiting Experience*

- ▶ Receive one Grand Foyer Sponsored Booth in the Grand Hall just outside the Grand Ballroom
- ▶ 4 complimentary booth personnel registrations

##### *Conference Access*

- ▶ 2 complimentary full-pass conference registration

##### *Conference Sponsorship — Additional Marketing Provided*

Select only one:

- ▶ Conference Name Badge and Lanyard
- ▶ Wednesday or Thursday A.M. General Session
- ▶ Tuesday or Wednesday Noon General Session
- ▶ Full-Day Intensive Sessions (2 days)
- ▶ General Session - Opening or Closing
- ▶ 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 20, 2024)
- ▶ 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 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 Access*

- ▶ 1 complimentary full-pass conference registration

##### *Conference Sponsorship — Additional Marketing Provided*

Select only one:

- ▶ Tuesday Lunch Sponsor
- ▶ Wednesday Lunch Sponsor
- ▶ General Session — Wednesday A.M.
- ▶ General Session — Thursday A.M.
- ▶ 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 20, 2024)
- ▶ 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

##### *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

*I love everything about the conference! It was spiritually refreshing and encouraging, and the workshops were quality!*

*~ 2023 Conference Attendee*

## Conference Sponsorships

### ADVOCATE

\$12,000

#### 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
  - ▷ Marketing and Communications - Marketing Trends
  - ▷ Personal Leadership - Emerging Leaders
  - ▷ Financial Management - Finance Trends
  - ▷ People Management and Care - HR Trends
  - ▷ Information & Technology
- ▶ Connection Central Coffee Break available Tuesday | Wednesday | Thursday
- ▶ Workshop Track Sponsor:
  - ▷ Executive Leadership
  - ▷ Personal Leadership
  - ▷ Board Governance
  - ▷ Resource Development
  - ▷ Marketing and Communications
  - ▷ Internet and Technology
  - ▷ Financial Management
  - ▷ People Management and Care
  - ▷ Legal and Risk Management

##### *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 20, 2024)
- ▶ 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

### SUPPORTING

\$6,000

#### Package Benefits

##### *Conference Sponsorship — Additional Marketing Provided*

Select only one:

- ▶ Leadership Roundtable Sponsor:
  - ▷ Resource Development - Fundraising Trends
  - ▷ Marketing and Communications - Marketing Trends
  - ▷ Personal Leadership - Emerging Leaders
  - ▷ Financial Management - Finance Trends
  - ▷ People Management and Care - HR Trends
  - ▷ Information & Technology
- ▶ Connection Central Coffee Break available Tuesday | Wednesday | Thursday
- ▶ Workshop Track Sponsor:
  - ▷ Executive Leadership
  - ▷ Personal Leadership
  - ▷ Board Governance
  - ▷ Resource Development
  - ▷ Marketing and Communications
  - ▷ Internet and Technology
  - ▷ Financial Management
  - ▷ People Management and Care
  - ▷ Legal and Risk Management

##### *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 20, 2024)
- ▶ 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 (GDE) Sponsorship

### GLOBAL CHAMPION

\$5,000

#### Package Benefits

##### *Global Digital Experience Sponsorship*

Your sponsorship to support the Outcomes Global Digital Experience advances our mission to convene and equip Christian leaders worldwide.

We recognize that the global need for Christ-centered leadership training is immense. The depth of resources in this country runs deep. The need in other parts of the world is great and every Christian leader, called to serve, has much to give and receive.

In the Fall of 2022, we convened and trained 957 leaders from 78 countries. We witnessed over 6,500 points of engagement. Engagement happened through shared devotions, recorded sessions, downloaded resources, watch parties, and live broadcasts from the US and around the world.

You have an opportunity to join us on this mission to strengthen the mission-critical competencies of Christian nonprofit leaders, worldwide, in 2023.

*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 2024 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

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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 April.

#### STRATEGIC SPONSORS

- ▶ Premier \$35,000
- ▶ Presidential \$20,000
- ▶ Executive \$15,000

#### CONFERENCE SPONSORS

- ▶ Advocate \$12,000
- ▶ Supporting \$6,000



# SPONSORSHIPS

## A LA CARTE

### Conference WI-FI Sponsorship

**\$10,000**

*Be everyone's hero by supplying the very important WI-FI for the conference attendees.*

- ▶ Extensive name and logo recognition on signage throughout the conference event (registration, exhibit hall, etc.)
- ▶ Opportunity to include one piece of company literature in conference tote bag
- ▶ Full page program ad
- ▶ Additional recognition as an Advocate Level Sponsor on the website, event signage, mobile App and on-site program

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### Conference Lanyard and Name Badge

**\$10,000**

*Place your logo on the most visible sponsorship at The Outcomes Conference!*

- ▶ Worn by all conference attendees throughout the event
- ▶ Lanyards and badges will prominently feature your name and logo
- ▶ Additional recognition as an Advocate Level Sponsor on the website, event signage, mobile App and on-site program

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### Opening General Session (Tues. A.M.) *Showcase your organization to all attendees in these well-attended sessions.*

**\$10,000**

- ▶ 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)
- ▶ Opportunity to include one piece of company literature in every attendee's conference tote bag
- ▶ Additional recognition as an Advocate Level Sponsor on the website, event signage, mobile App and on-site program

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### Hotel Keys

**\$10,000**

*Put your company's brand right into the hands of each attendee with this exclusive sponsorship.*

- ▶ Receive prominent logo recognition on all Outcomes Conference guest hotel keys
- ▶ Additional recognition as a Advocate Level Sponsor on the website, event signage, mobile App and on-site program

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### General Sessions (Wed. A.M. Thurs. A.M., or Thurs. P.M. )

**\$8,000 each**

*Present your message to all attendees in one convenient location ahead of our high impact keynote speakers.*

- ▶ 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)
- ▶ Opportunity to include one piece of company literature in every attendee's conference tote bag
- ▶ Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

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### Mainstage Lunch-and-Learn General Sessions (Tues. and Wed.)

**\$8,000 each**

*Connect with exhibit hall attendees as they enjoy lunch in this exclusive sponsorship.*

- ▶ 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)
- ▶ Opportunity to include one piece of company literature in every attendee's conference tote bag
- ▶ Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

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### Intensive Sessions (6 hrs, spread over Two days)

**\$4,000**

*Be the exclusive sponsor of the in-depth Full Day Intensive Sessions*

- ▶ Recognition by moderator for each Intensives
- ▶ Receive logo recognition in the signage for the sessions, conference program, conference APP and on the website
- ▶ Opportunity to provide blog post ahead of the conference
- ▶ Opportunity to provide collateral/gift to everyone in attendance for each of these Intensives
- ▶ Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and on-site program

[www.outcomesconference.org](http://www.outcomesconference.org)



# SPONSORSHIPS — A LA CARTE continue

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Thank you so much. Excellent experience. These are my people.

~ 2023 Conference Attendee

## Conference Tote Bags

**\$8,000**

*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, or Afternoon Break)

**\$6,500 each**

*Engage one of the most influential groups of the conference at this exclusive, private event.*

- ▶ Opportunity to speak for 1 – 2 minutes (Breakfast, Lunch, Afternoon Break)
- ▶ Opportunity to provide one 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

## Grand Foyer Featured Sponsor

**\$5,500 each**

*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 Monday during Open Registration and Tuesday morning at the start of conference.)

- ▶ 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

**\$5,500**

*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)
- ▶ Includes a MMS text notification to all attendees with your message
- ▶ 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

**\$6,500**

*Connect 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
- ▶ Includes a MMS text notification to all attendees with your message
- ▶ 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

**\$5,000**

*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).
- ▶ Includes a MMS text notification to all attendees with your message
- ▶ 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 continued

therefore ▲

*I loved being able to talk to others around the table about practical things regarding the subject matter. Also getting to know others from around the country.*

*~2023 Conference Attendee*

## Connection Central Coffee Break (A.M. and P.M. available)

**\$5,000 each**

*Provide the all-important coffee and tea service! Connect 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
- ▶ Includes a MMS text notification to all attendees with your message
- ▶ Opportunity to include one piece of company literature in each attendee tote bag
- ▶ Opportunity to include marketing material at a table located at the coffee break area and greet and engage with attendees
- ▶ Recognition in conference program, Mobile app and social media recognition
- ▶ Receive the pre and post-conference attendee list for one-time communication each

## Leadership Roundtables

**\$4,000 each**

*Choose to be the exclusive sponsor of one of these highly targeted groups at our conference + a Speaking Opportunity*

### Resource Development

#### People Management and Care

#### Financial Management

### Marketing and Communications

#### Personal Leadership - Emerging Leaders

#### Information & Technology

- ▶ 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!*

### Executive Leadership | Personal Leadership | Resource Dev

**\$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)

## 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 Swag / Inserts

**\$950 per insert**

*Reach each and every conference attendee. Promote your organization or service in every attendee's tote bag at the conference. Everyone loves swag!*

- ▶ Promotional piece of literature, small logo branded gift / swag, 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 and costs (*Christian Leadership Alliance will not be responsible for shipping overages back to sponsor*)

# PROGRAM ADVERTISING



# the outcomes conference

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JACKSONVILLE, FLORIDA — APRIL 9–11, 2024

*I really appreciate how the focus of CLA is Christ centered leadership. All the speakers that I encountered spoke from the position as servants of Christ not from a political agenda or anything else that doesn't reflect Christ. I appreciate that and it is what made me want to bring some of our leaders with me to future conferences. So far in my years attending I have found it to be a "safe space" for Christ led leaders to learn, grow and receive.*

~ 2023 Conference Attendee



CHRISTIAN LEADERSHIP  
ALLIANCE

### 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.*

Full-page Ad — Inside Front Cover	\$2,500
Full-page Ad — Inside Back Cover	\$2,000
Two-page Spread	\$2,400
Full-page Ad	\$1,800

**Reservation deadline is February 9, 2024.**

**Art is due on or before February 20, 2024.**

**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](mailto: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:

[CLA@ChristianLeadershipAlliance.org](mailto:CLA@ChristianLeadershipAlliance.org)

Ph: (949) 487-0900

[www.outcomesconference.org](http://www.outcomesconference.org)



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JACKSONVILLE, FLORIDA — APRIL 9–11, 2024

## ► Reserve Your Booth Today!

For exhibit inquiries contact:

[CLA@ChristianLeadershipAlliance.org](mailto:CLA@ChristianLeadershipAlliance.org)

Ph: (949) 487-0900

## ► Advertising and Sponsorship Opportunities:

Looking for ways to further market or advertise your brand/organization to our influential attendees? For advertising/sponsorship opportunities contact:

[CLA@ChristianLeadershipAlliance.org](mailto:CLA@ChristianLeadershipAlliance.org)

Ph: (949) 487-0900



CHRISTIAN LEADERSHIP  
ALLIANCE

## Exhibit Booth Pricing

Rate prior to March  
30, 2023  
\$1,750

Early Bird Rate through  
August 31, 2023  
\$1,850

Discounted Rate prior to  
January 31, 2024  
\$1,950

Standard Rate after  
February 1, 2024  
\$2,100

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 listing, 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. (Complimentary registration can not be used for already secured registrations.)

## 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, April 9, 2024

Exhibitor Load-In	8:00 a.m. – 11:00 a.m.
Open	12:00 p.m. – 7:00 p.m.
Exhibit Hall Grand Opening Reception	5:30 – 7:00 p.m.

### Wednesday, April 10, 2024

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, April 11, 2024

Open	7:30 a.m. – 2:00 p.m.
Networking breaks	7:30 a.m., 10:00 a.m.
Lunch	12:00 – 2:00 p.m.
Exhibitor Tear-Down	4:00 – 6:00 p.m.

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

[www.outcomesconference.org](http://www.outcomesconference.org)





## 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. (Complimentary registration can not be used for already secured registrations.)
- ▶ Promotion of special booth announcements and giveaways in on-site mobile App and text notifications
- ▶ Exhibitor recognition ribbons

#### Pre/Post Conference

- ▶ Free posting on conference website, September 2023 through April 2024 (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)

### Installation

Installation begins at 8:00 a.m. on April 9, 2024. All exhibits must be show-ready and aisles cleared no later than 11:00 a.m. No exceptions. Boxed lunch will be served inside Exhibit Hall starting Tuesday.

### Dismantling

Exhibits may be dismantled starting no earlier than 4:00 p.m. on April 11, 2024. 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.

# [www.OutcomesConference.org](http://www.OutcomesConference.org)

# 2024 EXHIBITOR APPLICATION AND CONTRACT



## Exhibit Hall Booth (10'x10')

101 Roper Creek Drive  
Greenville, SC 296155  
Ph: (949) 487-0900

Rate prior to March 31, 2023	Early-Bird Rate prior to August 31, 2023	Discounted Rate prior to January 31, 2024	Standard Rate after February 1, 2024	
\$1,750	\$1,850	\$1,950	\$2,100	\$
Corner Booth Placement Fee: <b>\$150</b>				+ \$
Featured Exhibitor Listing - Mobile App: <b>\$150</b>				+ \$
Subtotal				= \$
Christian Leadership Alliance Member Discount: Discount varies according to your organizational membership level - Silver = \$200; Gold = \$350; Platinum = \$500				- \$
Join Now! <a href="http://www.christianleadershipalliance.org">www.christianleadershipalliance.org</a> and click on <b>How You Belong</b> .				
<b>Total</b>				= \$

Online registration for booth representatives will begin after January 31, 2024. Each 10' x 10' exhibit booth purchased includes two booth personnel registrations. Registrations for use by staff of exhibiting company only. Any exhibitor purchasing two booths is limited to a maximum of four complimentary exhibit booth personnel passes and four booth purchase is limited to a maximum of six 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: VP, Member Engagement & Experience

Signature: Date:

## Return Form

You may also call 949-487-0900 to make a payment

Please complete these three steps:

1. Email Application and Contract to [CLA@ChristianLeadershipAlliance.org](mailto:CLA@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 [CLA@ChristianLeadershipAlliance.org](mailto:CLA@ChristianLeadershipAlliance.org).
3. Mail check to the Christian Leadership Alliance Office, Attn: Accounting.

## 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:	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	Credit Card #
Expiration Date /	CW2 Code	(3 digit code found on the back of your card / 4 digit code on front of AMEX)
Name on Credit Card	Signature	
Billing Zip		
<input type="checkbox"/> Check Please make check payable to Christian Leadership Alliance.		

**By signing, we understand: All reserved booth space must be paid for in full by December 1, 2023.** 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, herein-after stated, comprises the legally binding terms and agreements between the exhibitor/sponsor and Christian Leadership Alliance. By signing and submitting the Application and Contract, you agree to honor and abide by the terms of this agreement as hereinafter stated and as applies to **The Outcomes Conference, April 9 - 11, 2024, Hyatt Regency Jacksonville, Florida.**

**1. Convention Exhibition Sponsorship.** The Exhibition is sponsored and managed by 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 1, 2024.

**3. Exhibition Dates.** The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, April 9, 2024; exhibit hours Wednesday, April 10, 2024; exhibit hours and tear-down Thursday, April 11, 2024.

**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 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 roundtables may upgrade their exhibit booth personnel registration to the full conference, 3-Day Leadership Experience registration for the discounted rate of \$499.

Note: Name badges must be worn by exhibitor representatives during all set-up/tear-down periods and during all official Exhibit Hall hours.

**7. Cancellation of Space.** In the event CLA has assigned space and the exhibitor desires to cancel the contract, CLA will refund the deposit and exhibitor fees paid to CLA if written notification is received by CLA on or before September 1, 2023. If written or emailed notification is received by CLA after September 1, 2023, but before December 31, 2023, CLA will refund 50% of the total exhibitor fees. If written or emailed notification is received after December 31, 2023, there is no refund. [Click here](#) to review refund policy.

**8. Default of Occupancy.** Any exhibitor failing to occupy any space contracted by 4:00 p.m., Tuesday, April 9, 2024, defaults their exhibit space. In the event of default, all obligations of CLA to 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 use contracted space for lawful purposes 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 decorator 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 nor to CLA. Neither the hotel/Exhibit Hall nor CLA assumes any responsibility for display materials shipped erroneously to them. Refer to the official decorator's service kit for shipping deadlines and instructions, or call the decorator directly.

**14. Exhibit Space.** Exhibitor must return, in the same condition as was found/delivered, all host facility property and space used during the exhibition. Exhibitor assumes entire responsibility and hereby 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 attorney's fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hyatt Regency 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 Florida sales taxes. The exhibitor hereby indemnifies CLA from any and all liability related to the State of Florida 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 watch before and after the exhibition, neither CLA (nor the security company personnel) shall be liable for any damage or theft to the exhibitor's display or property. Any security that CLA contracts is for CLA is providing is for CLA and its guests and not for the protection of exhibitor, exhibitor's property, or exhibitor's workers. The exhibitor should not rely on CLA provided security for any reason.

**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 18 years of age 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 duly authorized or 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 confined to the actual dimensions of the booth space contracted for and be in compliance with IAEE Guidelines for Display Rules & Regulations. Height of display should not be such that it could be objectionable to other 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 alcoholic beverages are not permitted on the exhibit floor.

**23. Insurance.** It shall be the responsibility of the exhibitor to provide 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 person or property of exhibitor, its employees, agents, and invitees except to the extent that such injury, loss, or damage is caused directly and proximately by substantial negligence on the part of CLA or its employees. Exhibitor by its execution of this contract expressly waives the right to claim any such excluded liabilities against CLA and its respective employees, officers, agents, directors, volunteers, or affiliates and acknowledges 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 directly and proximately 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 agents, employees, officers, volunteers, or directors 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 there from.

**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](http://www.OutcomesConference.org) for the official discounted conference room rate and cut-off date. The discounted 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](http://www.outcomesconference.org)) for information on other travel arrangements.

**27. Booth Selection Process.** Space will be assigned beginning in September 2023, 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, 2023, 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 Florida, 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.