

# 2025 SPONSORSHIP AND EXHIBITOR GUIDE



Dallas, Texas — April 29 – May 1, 2025



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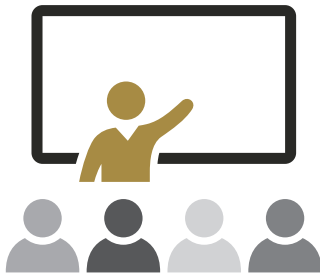
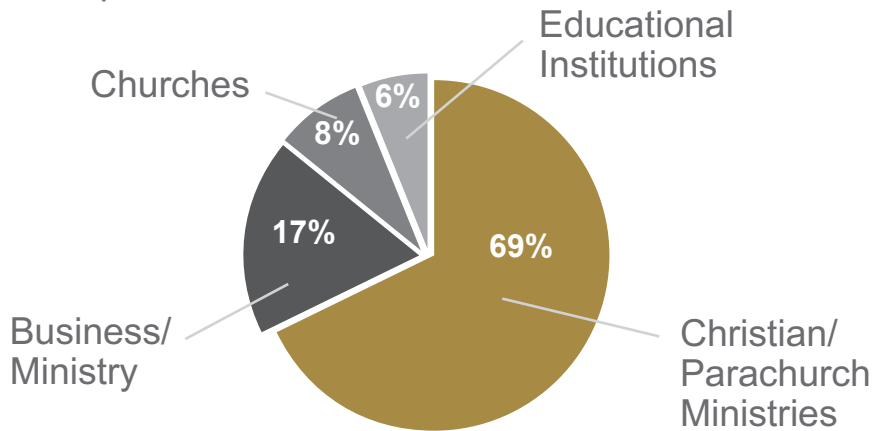
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[www.outcomesconference.org](http://www.outcomesconference.org)

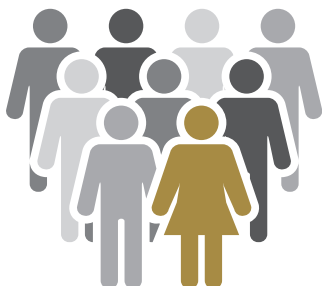
## 2023 HIGHLIGHTS

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!

## 2024 EXHIBITORS

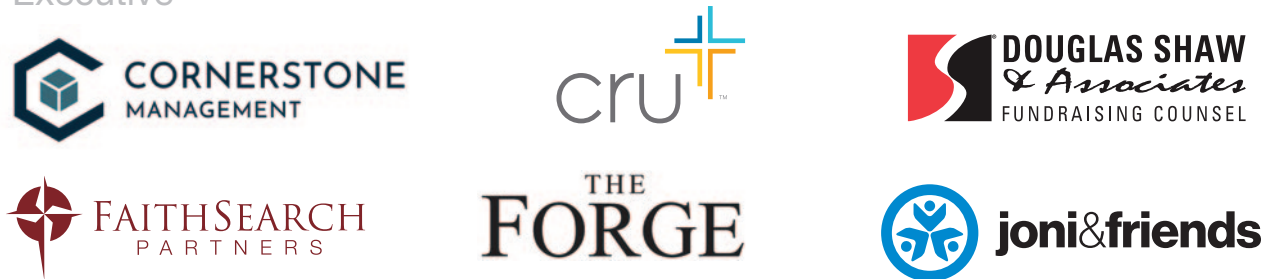
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 Arbor Research Group  
 Arrowhead Conference and Events  
 Arthur Alley  
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 BILL  
 CapinCrouse, LLP  
 Christian Employers Alliance (CEA)  
 Christian Financial Resources (CFR)  
 Columbia International University  
 Cornerstone Management  
 Cru  
 DickersonBakker  
 ECFA  
 Faith and Law Around the Globe (FLAG)  
 Feathr  
 Fellowship Development  
 Fervor  
 Fortify Foundation  
 Gallagher  
 Her PLAN  
 HighGround Advisors  
 John K. Jenkins Ministries  
 Johnson University  
 Lead Like Jesus  
 Marketplace Chaplains  
 MDM Fundraising  
 MISSION:LEADERSHIP  
 Money for Ministry  
 Moody Theological Seminary  
 Movaci  
 NextAfter  
 Nonprofit Bookkeeping  
 Olive Technology  
 PhilanthroCorp  
 Powered by Text  
 Premiere Speakers Bureau  
 Remodel Health  
 Ridgecrest Conference Center  
 Ronald Blue & Co CPAs  
 The FOCUS Group  
 The Mid-State Group  
 The Ministry Fund  
 The Southern Baptist Theological Seminary  
 The Timothy Group  
 Thrivent  
 True Charity  
 Virtuous  
 Visionworks Consulting Inc.  
 Voices to Connect  
 WeGive  
 York University

## 2024 SPONSORS

### Presidential



### Executive



### Advocate



### Supporting





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

We invite you to partner with us as a sponsor/exhibitor of The Outcomes Conference 2025. 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.



CHRISTIAN LEADERSHIP  
ALLIANCE

## Strategic Sponsorships

### PREMIER

\$35,000

#### Package Benefits

##### Exhibiting Experience

- ▶ Receive one Grand Foyer Sponsored Booth in Grand Hall
- ▶ 4 complimentary Booth Personnel Registrations
- ▶ Prime location on the main floor of the conference

##### Conference Access

- ▶ 4 complimentary full-conference registrations

##### Conference Sponsorship — Additional Marketing Provided

###### Select only one:

- ▶ Wi-Fi Sponsor
- ▶ Hotel Keys
- ▶ Connection Central Host
  - ▶ Tuesday Coffee Break and Exhibit Hall Grand Opening
- ▶ General Session — Opening or Closing
- ▶ General Session — Lunch and Learn (Tuesday or Wednesday)

##### Onsite 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 21, 2025)
- ▶ 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
- ▶ Provide blog post (due by February 1, 2025)

##### Strategic Marketing — Ongoing Engagement

- ▶ *Outcomes Magazine* — a 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.

##### 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

## Strategic Sponsorships Continued

### PRESIDENTIAL

\$20,000

#### Package Benefits

##### Exhibiting Experience

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

##### Conference Access

- ▶ 2 complimentary full-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
- ▶ Intensive Sessions (2 days)
- ▶ General Session - Opening or Closing
- ▶ Connection Central Grand Opening Host

##### Onsite 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 21, 2025)
- ▶ 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
- ▶ Provide blog post (due by February 1, 2025)

##### 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 Online* newsletter sponsorship — 2 issues\*

##### 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

- ▶ 2 complimentary full-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.
- ▶ Intensive Sessions (2 days)

##### Onsite 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 21, 2025)
- ▶ 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
- ▶ Provide blog post (due by February 1, 2025)

##### 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
  - ▷ People Management and Care — HR Trends
  - ▷ Financial Management — Finance Trends
  - ▷ Marketing and Communications
  - ▷ Personal Leadership — Emerging Leaders
  - ▷ Information and Technology
- ▶ Connection Central Coffee Break available Tuesday, Wednesday or 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

#### Onsite 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 21, 2025)
- ▶ 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
- ▶ Provide blog post (due by February 1, 2025)

#### 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
  - ▷ People Management and Care — HR Trends
  - ▷ Financial Management — Finance Trends
  - ▷ Marketing and Communications
  - ▷ Personal Leadership — Emerging Leaders
  - ▷ Information and Technology
- ▶ Connection Central Coffee Break available Tuesday, Wednesday or 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

#### Onsite 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 21, 2025)
- ▶ 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
- ▶ Provide blog post (due by April 1, 2025)

#### 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

### Event Overview

The Outcomes Conference Global Digital Experience has convened and trained over 9,000 leaders from over 80 countries since its launch in 2020. We recognize the immense global need for Christ-like leadership and stewardship training. The depth of these types of resources runs deep in the United States. The Alliance community is committed to sharing what we have been blessed to receive with leaders worldwide.

Your Sponsorship support for the **2024** experience fuels momentum and advances our mission to equip and unite the leaders who are called to transform the world for Christ. With your sponsorship, **you also receive 100 registrations that will give your employees, in the U.S. and abroad, access to this experience.**

### Package Benefits

#### Pre-Conference

- ▶ Logo recognition on the landing page of the conference website as a Global Champion.
- ▶ Logo recognition on the landing page of the digital event.
- ▶ Logo recognition and ministry overview in a CLA Higher Thinking Blog Post

#### During the event, September 1 – October 31, 2024

- ▶ Logo recognition in The Outcomes Conference Global Digital Experience program
- ▶ A Full-page promotion inside the Global Champion Track
- ▶ Opportunity to host one or two live 60- to 90-minute events that will be recorded for on-demand access to all attendees.

#### Pre- and Post-Event Marketing

All page promotion pages will be transferred to the 2024–2025 Global community site, active until June 1, 2025.

Your sponsorship will also count toward recognition at the Outcomes Conference 2025 Live event.

#### 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



## 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

### CONFERENCE SPONSORS

- ▶ Executive \$15,000
- ▶ Advocate \$12,000
- ▶ Supporting \$6,000

# SPONSORSHIPS A LA CARTE

“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



## 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.)
- ▶ Provide 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 onsite program

## 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 onsite program

## Opening General Sessions (Tues. A.M. or Wed. A.M.) \$10,000 each

*Showcase your organization to all attendees in these well-attended sessions.*

- ▶ A 60- to 90-second pre-recorded promotional video.  
(All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Provide 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 onsite program

## General Sessions (Thurs. A.M. and 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 pre-recorded promotional video.  
(All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Provide 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 onsite program

## 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 pre-recorded promotional video.  
(All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Provide 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 onsite program

## 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 onsite program

## Intensive Sessions (six hours, spread over two days) \$6,500

*Be the exclusive sponsor of the in-depth 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
- ▶ Provide one piece 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 onsite program
- ▶ *Outcomes Online* Monthly eNewsletter Banner Ad (3 issues)



# SPONSORSHIPS — A LA CARTE continued

## **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- to 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 onsite program

## **Connection Central Grand Opening Reception \$6,500**

*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
- ▶ 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 onsite program

## **Grand Foyer Featured Sponsor \$6,000 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 company literature
- ▶ Additional recognition as a Supporting Level Sponsor on the website, event signage, mobile App and onsite program
- ▶ 4 complimentary exhibit hall registrations
- ▶ Full-page program ad

## **Women's Luncheon (Thursday) \$6,000**

*Engage the women of the conference in this sell-out event.*

- ▶ 1- to 2-minute introduction from podium before 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 onsite program
- ▶ 1/4 page program ad (must receive artwork by February 21, 2025)

## **Men's Breakfast (Thursday morning) \$6,000**

*Interact with a room full of kingdom-focused men as the exclusive sponsor of this event.*

- ▶ 1- to 2-minute introduction from the podium before 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 onsite program
- ▶ 1/4 page program ad (must receive artwork by February 21, 2025)

## **Connections Central 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
- ▶ Provide one piece of company literature in each attendee tote bag
- ▶ Provide 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
- ▶ Provide one blog post prior to conference (due by February 1, 2025)
- ▶ 1/2 page program ad (must receive artwork by February 21, 2025)

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

—2023 Conference Attendee



# SPONSORSHIPS — A LA CARTE continued

“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

## Leadership Roundtables

**\$4,000 each**

*Choose to be the exclusive sponsor of one of these highly targeted groups at our conference, plus a speaking opportunity*

### Resource Development

**People Management and Care — HR Trends**

**Financial Management — Finance Trends**

**Marketing and Communications**

**Personal Leadership — Emerging Leaders**

**Information and Technology**

- ▶ Gain excellent exposure to these pre-qualified prospects attending these roundtables
- ▶ 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 (due by April 1, 2025)

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## Workshop Tracks (Tuesday, Wednesday and Thursday)

*Choose to sponsor a multi-day, multi-session education workshop tracks at The Outcomes Conference 2023!*

**Executive Leadership / Personal Leadership / Resource Development**

**\$3,500 each**

**Financial Management / People Management and Care**

**\$2,500 each**

**Marketing and 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
- ▶ *Outcomes Online* Monthly eNewsletter Banner Ad — (1 ad for every \$1,000 investment)

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## Private Event (2 hours)

**\$2,000**

*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.

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## 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)



# ONSITE PROGRAM ADVERTISING



Dallas, Texas — April 29 – May 1, 2025

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



## Advertising in Conference Program

*The onsite 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.*

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

**Reservation deadline is February 10, 2025**

**Art is due on or before February 21, 2025**

**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).

**Ad Delivery:** 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 Onsite Program Ad" in the subject line. Contact Mike Hames for upload information for ads over 20 MBs.

**For sponsorship and advertising inquiries contact:**

**Donna Bostick**, *Conference Engagement Coordinator*

[Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)

Ph: (949) 487-0900, ext. 219



# 2025 THE OUTCOMES CONFERENCE SPONSORSHIP ORDER FORM



101 Roper Creek Drive, Greenville, SC 29615 • Ph: (949) 487-0900

## Sponsorship Pricing

<b>Sponsorship Type:</b>	<b>\$</b>
Add-on: <b>MMS Message</b> (One-time to all conference attendees) — Advertising Fee: <b>\$150</b>	<b>+ \$</b>
Add-on: <b>Printed Conference Program Ad</b> (one full-page ad) — Advertising Fee: <b>\$1,400</b>	<b>+ \$</b>
Subtotal	<b>= \$</b>
Discount	<b>- \$</b> <small>(Include minus sign to calculate discount)</small>
<b>Total</b>	<b>= \$</b>

## 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.

Company

*Exactly as you wish it to appear in the onsite conference program and on exhibit ID sign.*

Name of Contact Person	Title		
Address	City	St/Prov	ZIP/PC
Mobile Phone (    )	Website		
Email			

## Application 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 contained in the Advertisement Policies.

Your Name	Title	Date
Company	Signature	
Christian Leadership Alliance Authorized Agent:	Title	
Signature:	Date:	

## Return Form

**Please complete these three steps:**

1. Email Application and Contract to [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@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 [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org).
3. Upon receipt of signed application, you will receive an email with an attached invoice which is due upon receipt.  
Mail payment to: Christian Leadership Alliance, 101 Roper Creek Drive, Greenville, SC 29615

**By signing, we understand: All reserved booth space must be paid for in full by December 31, 2024.** 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.

**SPONSORSHIP  
DETAILS**



CHRISTIAN LEADERSHIP  
**ALLIANCE**



**the outcomes  
conference**

Dallas, Texas — April 29 – May 1, 2025

Hyatt Regency, DFW Airport



# EXHIBITOR OPPORTUNITIES



CHRISTIAN LEADERSHIP  
**ALLIANCE**



Dallas, Texas — April 29 – May 1, 2025

Hyatt Regency, DFW Airport



## Reserve Your Booth Today!

For exhibit inquiries contact:

### Donna Bostick

Conference Engagement  
Coordinator

[Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)

Ph: (816) 686-7387

## Advertising and Sponsorship Opportunities

Looking for ways to further market or advertise your brand/organization to our influential attendees?

For advertising/sponsorship opportunities contact:

### Donna Bostick

Conference Engagement  
Coordinator

[Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)

Ph: (816) 686-7387

## Exhibit Booth Pricing

Lowest Rate expires April 30, 2024	Early-Bird Rate expires Aug. 31, 2024	Discounted Rate expires Jan. 31, 2025	Standard Rate after Jan. 31, 2025
<b>\$1,750</b>	<b>\$1,850</b>	<b>\$1,950</b>	<b>\$2,100</b>

Corner Booth Placement Fee: **\$150**  
Exhibit Hall booth fee is per 100 square feet (10' x 8').

Featured Exhibitor Listing — Mobile App: **\$150**

All booth options include space rental, mobile app listing, standard furnishings (see page 4), listings in conference promotion on The Outcomes Conference website and in onsite conference program. Two complimentary booth personnel registrations are included with each 10' x 8' space. Four complimentary booth personnel with 2 booth purchases. Six booth personnel max with 3 or more booth spaces purchased. (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 29, 2025

Exhibitor Load-In	8:00 a.m. – 4:00 p.m.
Open	12:00 p.m. – 7:00 p.m.
Exhibit Hall Grand Opening and Reception	5:30 – 7:00 p.m.

### Wednesday, April 30, 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, May 1, 2025

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	4:00 – 6:00 p.m.

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



# 2025 EXHIBITOR APPLICATION AND CONTRACT



101 Roper Creek Drive, Greenville, SC 29615 • Ph: (949) 487-0900

## Exhibit Hall Booth (10' x 8')

<i>Lowest Rate</i> expires April 30, 2024	<i>Early-Bird Rate</i> expires Aug. 31, 2024	<i>Discounted Rate</i> expires Jan. 31, 2025	<i>Standard Rate</i> after Jan. 31, 2025	
<b>\$1,750</b>	<b>\$1,850</b>	<b>\$1,950</b>	<b>\$2,100</b>	<b>\$</b>
Corner Booth Placement Fee: <b>\$150</b>				<b>+ \$</b>
Featured Exhibitor Listing — Mobile App: <b>\$150</b>				<b>+ \$</b>
Subtotal				<b>= \$</b>
<b>Christian Leadership Alliance Member Discount:</b>				
Discount varies according to your organizational membership level. (Silver: -\$200; Gold: -\$350; Platinum: -\$500)				(Include minus sign to calculate discount)
Join Christian Leadership Alliance now! Visit <a href="http://www.christianleadershipalliance.org">www.christianleadershipalliance.org</a> and click on <b>How You Belong</b> .				<b>- \$</b>
<b>Total</b>				<b>= \$</b>

Online registration for booth representatives will begin after January 31, 2025. Each 10' x 8' exhibit booth purchased includes two booth personnel registrations. Registrations for use by staff of exhibiting company only. Any exhibitor purchasing 2 booths is limited to a maximum of 4 complimentary exhibit booth personnel passes. Exhibitors purchasing 3 or more booths are limited to a maximum of 6 complimentary 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 onsite conference program and on exhibit ID sign.*

Name of Contact Person	Title		
Address	City	St/Prov	ZIP/PC
Mobile Phone ( )	Website		
Email			

## 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: Conference Engagement Coordinator

Signature: Donna Bostick Date:

## Return Form

**Please complete these three steps:**

- Email Application and Contract to [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org).
- Email a high-resolution logo (preferably EPS format, please note if logo has changed recently) and 100 word description of organization to [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org).
- Upon receipt of signed application, you will receive an email with an attached invoice which is due upon receipt.  
Mail payment to: Christian Leadership Alliance, 101 Roper Creek Drive, Greenville, SC 29615

**By signing, we understand: All reserved booth space must be paid for in full by December 31, 2024.** 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.

April 29 – May 1, 2025  
 Hyatt Regency, DFW Airport  
 Dallas, Texas

## Exhibit Hall Details

### You Receive

#### At The Conference

- ▶ 10' x 8' 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 8' 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 onsite mobile App and text notifications

#### Pre/Post Conference

- ▶ Free posting on conference website, September 2024 through March 2025 (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 29, 2025. All exhibits must be show-ready and aisles cleared no later than 11:00 a.m. No exceptions.

### Dismantling

Exhibits may be dismantled starting no earlier than 4:00 p.m. on May 1, 2025. 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.

# GENERAL INFORMATION, RULES AND REGULATIONS



The General Information, Rules and Regulations, herein-after stated, comprises the legally binding terms and agreements between the exhibitor 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 29 – May 1, 2025, Hyatt Regency, DFW Airport, Dallas, Texas.**

**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, 2025.

**3. Exhibition Dates.** The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, April 29, 2025; exhibit hours Wednesday, March 30, 2025; exhibit hours and tear-down Thursday, May 1, 2025.

**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 8' exhibit booth purchased includes two booth personnel registrations. Any exhibitor purchasing 2 booths is limited to 4 complimentary booth personnel passes. Any exhibitor purchasing 4 booths is limited to 6 complimentary booth personnel passes. Registrations are for use by staff of exhibiting company only. 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 booth personnel beyond the complimentary allotment is \$249 per exhibitor booth personnel. 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, 2024. If written or emailed notification is received by CLA after September 1, 2024 but before December 31, 2024, CLA will refund 50% of the total exhibitor fees. If written or emailed notification is received after December 31, 2024, 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 29, 2025, 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 exhibition'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 O'Hare Chicago, Illinois, 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 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 Texas 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 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 2024, 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, 2024, 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.