



Informational Kit
for
Ministry Partners

 **Bethlehem**
Education in Serious Joy

YOU ARE INVITED!

February 3 - 5, 2020 | Minneapolis Convention Center

Dear Ministry Partners,

We warmly invite you to join us for the 33rd Bethlehem Conference for Pastors + Church Leaders. It is our joy to partner with like-minded organizations like yours to provide a robust offering of exhibitors and publishers at this event. The theme this year is ***Gospel Hope: Ministering in the Light of the Second Coming.*** As always, we have John Piper as one of our plenary speakers and he will be joined by others speaking on the theme from various perspectives. Our seminar speakers will provide a breadth of knowledge on very important topics for Pastors, Elders, Worship Leaders, Counselors, Youth Ministry Leaders, Women's Ministry Leaders, Missions Leaders, and Church Planters. We anticipate 2,500 men and women representing churches from the US, Canada, and various other countries around the world to attend.

Please take a moment to review the opportunities listed in this kit. To participate in this event, please fill out the application at the end and return it to us by September 15, 2019.

We look forward to partnering with you!

For his glory,



David Clifford
Director of Outreach Events & Church Partnerships
Bethlehem College & Seminary

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THE 2020 CONFERENCE

Gospel Hope: Ministering in the Light of the Second Coming

It is our prayer that this event would awaken a greater longing for the second coming of Christ and a greater awareness of how that future hope impacts all of our present ministry.

PLENARY SPEAKERS



JOHN PIPER



JASON MEYER



J.D. GREEAR



CRAWFORD LORITTS



JUAN SANCHEZ



PAUL DAVID TRIPP

SEMINAR SPEAKERS

PREACHING

Jason Cook
Tony Merida

DISCIPLESHIP

Jared Wilson
David Mathis

FAMILY MINISTRY

David Helm
Tony Souder

COUNSELING

Rob Green
John Henderson

PRAYER MINISTRY

Paul Miller

CHURCH PLANTING

Dave Harvey
Jonathan Woodyard

UNDERSTANDING SCRIPTURE

Stephen Nichols
Chris Bruno

BI-VOCATIONAL MINISTERS

Tim Challies

MISSIONS

Afshin Ziafat
Andy Johnson

YOUTH MINISTRY

Tony Souder

ELDERS / HEALTHY CHURCHES

Michael Lawrence
Isaac Adams

WOMEN'S MINISTRY

Jen Wilkin
Nancy Guthrie

DISABILITY MINISTRY

John Knight

WORSHIP LEADERS

Matthew Westerholm
Trip Lee

PUBLISHER OPPORTUNITIES

BOOKSTORE SPACE

We have an Assorted Publisher Area in the Conference Bookstore where you may promote and sell your product alongside other quality Christian publishers. This provides you the opportunity to market your product and interact directly with attendees.

GIVEAWAYS

Publishers who want to promote their products at the event through the bookstore are encouraged to also provide a resource for the attendees. This expands your visibility at the event. Please indicate the product you wish to giveaway (minimum 500 copies) on your application and we will be in touch with you. These resources will be given out from your booth (which we highly encourage) or at the publisher giveaway table in the exhibit hall (for publishers only).

FEES FOR PUBLISHERS

Bookstore Space	\$100
Publisher Name Badge (first representative)	Included
Additional Name Badges	\$100

Each name badge provides full access to all the conference sessions. Booths and bookstore tables do not need to be manned during the sessions (though the Bookstore and Exhibitor Area will be open during the sessions). If exhibiting with a booth, name badge fees are waived.

Publishers must submit an application to attend the conference. Once received and approved, we will put you in touch with our conference bookstore vendor, as an approved publisher, to arrange the bookstore table. Table space is limited and will be allocated by the bookstore manager.

MARKETING OPPORTUNITIES

JOURNAL AD

Each attendee will receive a conference journal at registration. You may purchase and design an ad for the journal for:

\$1100 Full Page, Color Ad

\$550 Half Page, Color Ad

All ads must be submitted by **September 15, 2019** according to the specifications found on our exhibitor website.

GIVEAWAYS

We encourage Exhibitors to giveaway quality resources from their booth. If giving away 500 copies or more of a quality resource, we will notify attendees by highlighting your booth number on the Exhibitor Area page of the Conference Journal. (**Flyers, pamphlets, bookmarks, and the like do not qualify.**) You may also highlight booth giveaways by utilizing the app feed to post information or by purchasing a journal ad that describes your giveaway.

PASSPORT PRIZE

All attendees receive a passport to stamp at each exhibitor booth to be qualified for several significant drawings (e.g. an iPad, Kindle, gift certificates, commentaries). This will encourage attendees to make their way to each booth.

Exhibitors or publishers who contribute prizes will receive a complete list of all the names and contact information of the attendees who participate in the program.

Please indicate if you would like to contribute a prize (value must be \$200 or more and prizes are subject to approval). Ship prizes to arrive no later than Tuesday, January 2 to Bethlehem College & Seminary, Attn: David Clifford, 720 13th Ave S, Minneapolis, MN 55415.

SPONSORING OPPORTUNITIES



PREMIER SPONSOR

\$15,000 (1 AVAILABLE)

Your company's name and logo will be posted with "Premier Sponsor" at the bottom of all email blasts regarding the 2020 conference, in the 2020 conference journal, on printed marketing material, on all email registration receipts, and on the events landing page.

- Listed as sponsor on the conference webpage.
- Included in all announcement slides before and after general sessions.
- Placed in premier exhibit space in the Exhibitor Area (40x10 foot space).
- Two complimentary, full-page, journal pages.
- 6 registrations.

PARTNER SPONSOR

\$4,000 (6 AVAILABLE)

Partner with us and receive the full exhibiting and marketing package!

- Included on announcement slides before and after general sessions.
- Complimentary booth rental space (standard 10x10 ft).
- One complimentary half-page journal ad.
- 4 registrations.

LIVESTREAM SPONSOR

\$4,000 (2 AVAILABLE)

While there are roughly 3,000 attendees at the conference, there are on average 3,800 more participating in the conference via The Gospel Coalition livestream webpage.

- Included in all announcement slides before and after general sessions.
- Your company logo, with a link to your website, will appear beneath the 2019 video feed on The Gospel Coalition livestream webpage.
- 2 registrations.

APP SPONSOR

\$2,500 (1 AVAILABLE)

With an average of 1500 downloads each year, our customized conference app is an integral part of the conference and useful resource for the attendees.

- Company logo included within the app graphics and featured on the app page of the conference journal.
- Company logo and link included in the app announcement emails / communications.
- A push notification with company name and link will be sent through the conference app.

WI-FI SPONSOR

\$2,500 (1 AVAILABLE)

In sponsoring the Wi-Fi for the conference, all the attendees, staff, and exhibitors will be able to access internet for free in the lobby, exhibitor area, bookstore, and eating areas.

- Included in all announcement slides before and after general sessions.
- Anyone logging on to the internet will be directed to the landing page of your choice.
- 2 registrations.

SEMINAR SPONSOR

\$1,400 for 1 Session / \$2,800 for 2 Sessions / \$5,000 for 4 Sessions

Different seminar themes have a certain quantity of sessions. Sponsorship of a theme would include all sessions.

Each year we offer a variety of Monday afternoon seminars. This is a great opportunity to invest in a seminar category that represents the work of your organization. Topics are listed on Page 3.

- Included in all announcements given during the sponsored seminar sessions.
- Discounted booth rental space. (We will contact you to discuss discount amount.)
- Your company name, will appear next to your seminar category in the Conference Journal, Conference App, and signage on-site.
- 50% off journal ads purchases.
- 2 registrations.

COFFEE BREAK SPONSOR

\$3,000 (1 AVAILABLE)

During the Tuesday morning 30-minute break, coffee and tea will be served next to the booth of the sponsor.

- Company will be mentioned as the sponsor of the coffee break from the conference emcee before the break.
- A push notification will also be sent through the conference app directing attendees to your booth and the free coffee.
- One free booth rental space (10x10) located beside the coffee break station.
- 2 registrations.

VOLUNTEER SPONSOR

\$2,500 (1 AVAILABLE)

The conference could not be run without our dedicated volunteers. Over 100 volunteers will be involved in ushering, registration, praying with attendees, bookstore check-out, and much more.

- Company logo will prominently appear on the back of each uniform volunteer t-shirt.
- The Volunteer Sponsorship also provides a lounge for the volunteers to refresh themselves with snacks and beverages and an area to rest while on break. You are welcome to provide literature and signage from your company in the lounge.



PASSPORT SPONSOR

\$3,000 (1 AVAILABLE)

All attendees receive a passport that must be stamped at each exhibit booth to be qualified for several significant drawings (e.g. iPad, Kindle, gift certificates). This encourages attendees to make their way to each booth.

- Company name, logo, description, and website printed on the front cover, inside cover, inside pages, and inside back cover of the passport booklet.
- Sponsor receives names, emails, and mailing addresses of all attendees who participated in the program.

SPANISH TRANSLATION SPONSOR

\$2,000 (1 AVAILABLE)

Live Spanish translation is offered for all main auditorium plenary sessions, as well as main auditorium seminar sessions. We have a heart to encourage and serve the Spanish speaking church! These audio files are a highly sought after resource.

- Company will be included in all announcement slides before and after general sessions in the main auditorium.
- Complimentary booth rental space (10x10 feet) in the Exhibitor Area.
- 2 registrations.

SHUTTLE BUS SPONSOR

\$1,000 (1 AVAILABLE)

On Wednesday, multiple buses will shuttle attendees from the Convention Center to the Minneapolis-St. Paul Airport. For four hours, a shuttle will depart every 20 minutes. We serve hundreds of attendees with this free service. This is your opportunity to provide reading material for the 30-minute ride to the airport!

- Your company may provide promotional material to be given to attendees as they board the bus.
- Your company's name will be listed on the sponsors page in the conference journal.

PRAYER ROOM SPONSOR

\$2,000 (1 AVAILABLE)

The prayer room is available for any conference attendee to use for personal quiet time, reflecting on the conference, or praying with a prayer team member. There is also a team praying throughout the conference.

- Company will be included in all announcement slides before and after general sessions in the main auditorium.
- Complimentary booth space (10x10 foot) in the Exhibitor Area.
- Company name will be listed on the sponsors page in the conference journal. Your company will be included in all announcement slides before and after general sessions in the main auditorium.
- 2 registrations.



CONFERENCE APP

Each exhibitor at the event will receive a complimentary listing in our conference app.

RETURNING EXHIBITORS

If you have exhibited with us in the past and wish to use the same information, just check the box on the application.

NEW EXHIBITORS

If you are new or would like to update any of your information, please add that on the application.

LOGO

Each exhibitor logo will be included in the exhibitor section within the app. If you have not already exhibited with us in the past, please send your logo in a color JPEG or PNG file (180x120) when you submit your application.

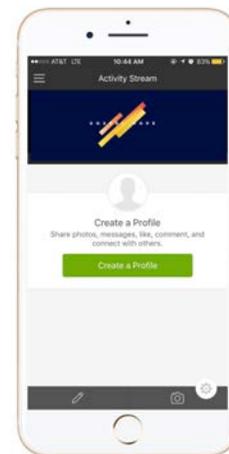
SPONSORED POSTS

Interact directly with attendees! If you wish to purchase a post in the conference app for \$350 there will be sponsored posts sent each day at strategic times. (This purchase is valid for one sponsored post – a maximum of three different posts are sent out daily. All information is subject to approval.) Each post includes:

- An image of your choice (580x256)
- Caption (140 characters)
- A link to your organization’s listing in the Exhibitor section

Posts can be customized to also include one of the following:

- **Banner:** A fully customizable sponsored post with an image and action button.
- **App Download:** Promote a mobile app with an image and direct download links to the Apple Store and Google Play.
- **Document Download:** Share and promote any document with an image and direct download link.
- **Gallery:** Add a set of images promoting a new product with a customized action button.
- **Sponsored Session:** Promote a session that features a speaker from your organization.



SHIPPING SPECIFICATIONS

FOR ALL SHIPMENTS

The Minneapolis Convention Center **does not accept** exhibitor shipments for this event. Please use one of the below options if you need to ship anything for your booth.

SMALL SHIPMENTS

If you are shipping exhibiting materials in individual boxes or cases, please send them through your hotel. Contact your hotel directly to confirm they can receive your items and note any fees they may have. (For reference: Hilton charges a handling fee of \$10-25 for each box under 40 lbs and \$25 for each box 40 lbs and over.)

For return shipments of individual boxes or cases there is a UPS Business Center at the Minneapolis Convention Center, open until 5 PM on Wednesday.

INCOMING FREIGHT SHIPMENTS

If you have a **palletized** freight shipment that cannot be shipped to your hotel, you may ship it directly to the below address for a \$99 (per pallet) fee and the pallet will be placed at your booth when you arrive.

This option is **for pallets only**. All shipments to this address must be on a pallet. **Individual boxes or containers are not accepted** at this location. Please follow the guidelines below to avoid misplaced pallets:

1. Ship freight to arrive between Monday, January 13 – 27, 2020 (**not earlier or later**).
2. Label each pallet with the following information:
*Impact Mailing, South Dock Door 8
Attn: Conf for Pastors + Church Leaders 4600
Lyndale Ave North
Minneapolis, MN 55412*
3. Clearly label each side of the pallet with the shipment receiving labels.
4. Indicate the number of pallets you intend to ship on your application (\$99 per pallet roundtrip).

RETURNING FREIGHT SHIPMENTS

To ship your pallet back after the event please follow these guidelines:

1. Tear down begins at noon on Wednesday and pallets must be packed and wrapped securely by Wednesday at 1 PM for pick up.
2. Print your return shipping labels (included in this kit) and attach it to each side of the pallet.
3. Print your Bill of Lading and attach it to the pallet.
4. At the event, notify the event staff when your pallet is ready (before 1 PM). Our trucks will bring your pallet back to the warehouse to be picked up by your carrier.
5. Schedule the pallet pick up with your carrier for Thursday, February 6, 8 AM – 4 PM:
*Impact Mailing, South Dock Door 8
Attn: Conf for Pastors + Church Leaders
4600 Lyndale Ave North
Minneapolis, MN 55412*
6. Any shipments not picked up on Thursday, February 6 will incur a \$150/day charge.

ACCOMODATIONS

Be sure to book your hotel room as soon as possible as hotel blocks fill up quickly. We have negotiated discounted rates with the hotels on behalf of our guests. **Mention the conference to receive the discounted rates listed below.**

HILTON MINNEAPOLIS 1001 Marquette Ave South
Minneapolis, MN 55403
612-376-1000 / 888-933-5363

\$132 per night – book by January 10, 2020

The Hilton is our main conference hotel, and is connected to the Minneapolis Convention Center by heated skyway.

HYATT REGENCY 1300 Nicollet Mall
Minneapolis, MN 55403
612-370-1234 / 888-421-1442

\$134 per night – book by January 11, 2020

HOLIDAY INN EXPRESS 225 South 11th Street
Minneapolis, MN 55403
612-341-3300 / 888-465-4329

\$127 per night - book by January 1, 2020

TRANSPORTATION

SUPER SHUTTLE Shuttles offered from the airport to hotel vary by hotel but Super Shuttle is \$24 roundtrip. This can be reserved online to receive the discounted rate.

WEDNESDAY SHUTTLE We will have a shuttle scheduled for attendees, exhibitors, and publishers to use on the last day of the event from 9:30 AM – 1:30 PM. Shuttles will run every 20 minutes from the Convention Center to the airport (Terminal 1). There is no fee for this service.

DEADLINES

Please refer to the following list to ensure all paperwork and resources are received on schedule.

- 03/31/2019** Early bird discount deadline. Submit applications on or before this date to receive \$200 off.
- 06/01/2019** Early bird discount deadline. Submit applications on or before this date to receive \$100 off.
- 9/15/2019** Submit application to David Clifford. Notification of approval or decline will be sent by September 16. (Space is limited so apply early to ensure a spot. We are often sold out of exhibitor spaces before the deadline.)
- Email: david.clifford@bcsmn.edu
Fax: 612-338-6901
Mail: Bethlehem College & Seminary, Attention: David Clifford, 720 13th Ave South, Minneapolis, MN 55415
- Submit logos (high-res vector file) and journal ads to amy.guibal@bcsmn.edu
- 01/2/2020** Ship passport prizes to Bethlehem College & Seminary, Attention: David Clifford, 720 13th Ave South, Minneapolis, MN 55415.
- Submit [electrical services form](#) directly to the Minneapolis Convention Center (15 days prior to event for discount).
- 1/13/20 – 1/27/20** Ship exhibitor booth pallets (if you arranged and paid for this in advance) to Impact Mailing. Do not ship earlier or later than these dates.
- Impact Mailing, South Dock Door 8
Attn: Conference for Pastors + Church Leaders
4600 Lyndale Ave N
Minneapolis, MN 55412*

CONTACT

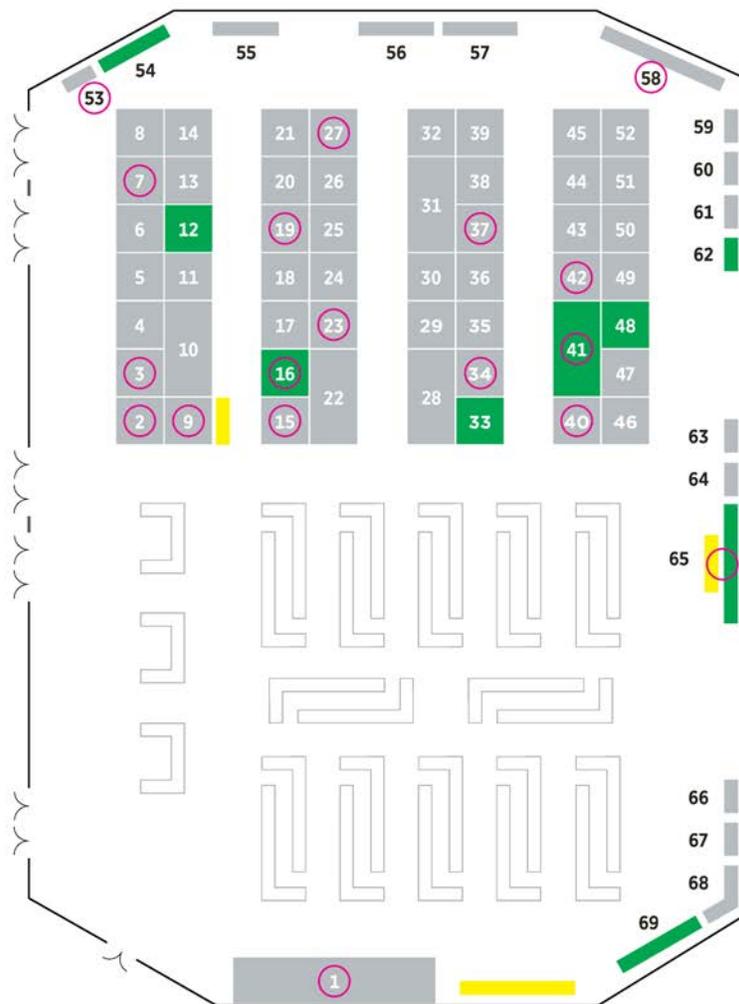
Feel free to contact any of the staff below to answer any questions before, during, or after the conference.

- DAVID CLIFFORD** Director of Outreach Events & Church Partnerships
david.clifford@bcsmn.edu
- AMY GUIBAL** Assistant to the Director of Outreach Events & Church Partnerships
amy.guibal@bcsmn.edu
- KYLE WHITGROVE** Conference Bookstore Manager at Westminster Bookstore
events+bcs@wtsbooks.com

FLOORPLAN



This sample floorplan will be similar to the floorplan for 2020. Actual number of booths will be determined Sept 2019.



BOOTH GIVEAWAYS

The Exhibitors highlighted in green are offering free high quality resources (books, Bibles, etc...) from their booth. Be sure to visit early, as supplies are limited.

SPONSORS

The Exhibitors marked by a magenta circle are sponsoring various aspects of the conference.

SCHEDULE

The schedule below is a sample of the activities each day. This is subject to change.

SATURDAY, FEB 1

1:00 PM Exhibitor Set Up Hours

5:00 PM Set Up Completed

MONDAY, FEB 3

7:00 AM Exhibitor Set Up Hours

9:00 AM Event Opens

10:00 AM Pre-Conference Event

12:00 PM Seminar Group 1

1:15 PM Seminar Group 2

2:30 PM Seminar Group 3

3:45 PM Seminar Group 4

4:30 PM Dinner Break

7:00 PM Plenary Session

8:30 PM Evening Ends

TUESDAY, FEB 4

7:30 AM Event Opens

8:30 AM Plenary Session

10:30 AM Plenary Session

11:30 AM Lunch Break

12:15 PM Workshops

1:30 PM Workshops

1:45 PM Special Panel Session

3:30 PM Plenary Session

4:30 PM Dinner Break

7:00 PM Plenary Session

9:00 PM Evening Session

10:00 PM Evening Ends

WEDNESDAY, FEB 5

7:30 AM Event Opens

8:30 AM Plenary Session

10:00 AM Plenary Session

11:15 AM Plenary Q&A Panel

11:15 AM **Exhibitor Tear Down**

12:00 PM Event Ends

APPLICATION

COMPANY INFORMATION

COMPANY NAME _____

CONTACT _____ POSITION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (_____) _____ EMAIL _____

EXHIBITORS (PAGE 4)

BOOTH RENTAL SPACE

\$750 Standard Booth Rental Space Qty _____ \$ _____
(\$550 Additional Space)

ADDITIONAL BADGES \$100 Per Badge Qty _____ \$ _____
(1st Badge is Free)

SELLING PRODUCT _____ I would like to sell product through the bookstore.
_____ I would like to sell electronic resources from my booth.
(For either option, we will contact you to make arrangements.)

WORKSHOP - **Sold Out** \$175 Tuesday afternoon workshop fee.

PUBLISHERS (PAGE 5)

BOOKSTORE SPACE \$100 \$ _____

ADDITIONAL BADGES \$100 Per Badge Qty _____ \$ _____
(1st Badge is Free)

NOTE: Table space is limited and will be allocated by the bookstore manager.

EXHIBITOR FREIGHT SHIPMENTS (PAGE 11)

PALLETS \$99 per pallet Qty _____ \$ _____

JOURNAL AD (PAGE 6)

FULL PAGE Color (\$1,100) Qty _____ \$ _____

HALF PAGE Color (\$550) Qty _____ \$ _____

APPLICATION

GIVEAWAYS (PAGE 6)

BOOTH GIVEAWAY Yes, I will be giving away a quality resource (minimum 500 copies). Please provide description below. Flyers, pamphlets, bookmarks, etc. do not qualify.

PASSPORT PRIZES Yes, I would like to send a prize for the passport program (minimum \$200+ value). Please provide description below.

SPONSORSHIPS (PAGES 7-9)

PREMIER (\$15,000)

PARTNER (\$4,000)

1 SEMINAR SESSION (\$1,400)

2 SEMINAR SESSIONS (\$2,800)

4 SEMINAR SESSIONS (\$5,000)

LIVE STREAM (\$4,000)

VOLUNTEER (\$2,500)

PASSPORT (\$3,000)

COFFEE BREAK (\$3,000)

WI-FI (\$2,500)

SPANISH (\$2,000)

SHUTTLE BUS (\$1,000)

PRAYER ROOM (\$2,000)

EVENT APP INFORMATION (PAGE 10)

Yes, I would like to purchase a sponsored post for \$350 (limited availability). We will contact you to arrange the details of your post.

Check here if you have exhibited with us before and would like to use the same information provided in the past. If you have new information, please list it below.

EXHIBITOR NAME _____

LOGO Please submit your logo to amy.guibal@bcsmn.edu in a vector file .EPS or .AI

WEBSITE: _____

PHONE: _____

EMAIL: _____

DESCRIPTION: _____

APPLICATION

NAME BADGES

Please print clearly. Names and company will appear on badges exactly as written.

FREE REGISTRATIONS (6) Premier Sponsor
(4) Partner Sponsor
(2) Seminar, Live Stream, Coffee, Wi-Fi, Translation, Prayer Room
(1) First Exhibitor Badge

COMPANY NAME _____
(Must be 30 characters or less to fit on badges.)

FIRST & LAST NAMES _____

PAYMENT

SUBTOTALS	Booth Rental Space	+	\$ _____
	Additional Badges	+	\$ _____
	Publisher Table	+	\$ _____
	Workshop Fee	+	\$ _____
	Shipping	+	\$ _____
	Journal Ad(s)	+	\$ _____
	Sponsored Posts (App)	+	\$ _____
	Sponsorships	+	\$ _____
EARLY BIRD DISCOUNT	\$200 by 3/31 OR \$100 by 6/01	-	\$ _____
TOTAL		=	\$ _____

PAY BY CREDIT Credit Card Number _____
**Only Visa, MasterCard,
or Discover (No Amex)** Expiration Date _____
Billing Address _____

OR PAY BY CHECK Written to: Bethlehem College & Seminary

SUBMIT APPLICATION **On or before September 15, 2019**
By Mail: Bethlehem College & Seminary
Attn: David Clifford
720 13th Ave S
Minneapolis, MN 55415
By Fax: 612-338-6901 (Attn: David Clifford)
By Email: david.clifford@bcmn.edu

BOOTH RENTAL POLICIES

- Booth rental space allocations will be confirmed no later than September 16, 2019.
- All exhibit materials, chairs, and fixtures need to be contained within your assigned space unless otherwise approved by the conference director.
- Organizations cannot share (sublet) their booth(s) with other organizations.
- Booths do not need to be occupied during event plenary sessions.
- Exhibits need to remain in place throughout the entire conference.
- Tear down must not occur before 11:00 AM on Wednesday Feb 5, 2020.
- All display materials must be removed from the exhibit hall area by 2:00 PM on Wednesday, Feb 5, 2020.
- Exhibitors are not permitted to sell product from the booth space. Exhibitors may offer complimentary gifts or products to attendees.
- After submission and processing, application items are non-refundable.