

MISSION CENTRAL CONFERENCE SPONSORSHIP & ADVERTISING PACKAGE

For Exhibitors

Mission Central's long history means that your investment as an Advertiser or Sponsor goes a long way. Get your brand in front of the Christian community of Metro Vancouver and the Fraser Valley. Over the weekend more than 10K people attend the three streams of the conference. They come to talk with 200+ exhibitors, take in a film, participate in one or more of the dozens of seminars, or hear our Plenary Speakers in our General Sessions.

Each stream has a slightly different demographic and slightly different sponsorship opportunities.

- Grow is oriented to Millennials who are infusing meaning and purpose into their vocation.
- Create is oriented to creatives and people passionate about the beauty and the power of art.
- Serve is oriented to people who are filled with hope and who contribute to solutions in the world.

SPONSORSHIP AT GROW

Grow takes place at the Vancouver Convention Centre East Meeting Room level. It includes 4 General Sessions for everybody in attendance and 3 break-out sessions for mentor led conversations in vocational communities. The communities are: Government, Business, Arts, Media, Family, Health Care, Religion, Education. Estimated Attendance: 400 Total

Conference Package Sponsor

\$2000

Each attendee will receive your branded gift.

1 Opportunity Available (Deadline: September 15)

- 1 pre-meeting slide in General Sessions (provided by sponsor)
- Sponsor mention on Mission Central Conference website

Commitment

This sponsor will provide attendees with a pen, notebook, package of sticky notes and a branded material (ie. water bottle) plus the cost of the sponsorship.

Break-out Room Sponsor

\$1500

Your banners will be seen by attendees as they walk to and from General Sessions.

8 Opportunities Available (Deadline: September 15)

- 2 banner stands at left and right of break-out room door (provided by sponsor).
- Promo-material on seats in room.
- Sponsor mention on Mission Central Conference website.

General Session Room Sponsor

\$3000

Your banners will be seen by all attendees as they walk into General Sessions.

1 Opportunity Available (Deadline: September 15)

- 2 banner stands at left and right of room door (provided by sponsor).
- Promo-material on seats in room.
- 1 pre-meeting slide (provided by sponsor).
- Sponsor mention on Mission Central Conference website.

Pre-Meeting Slide

\$500

Slides rotate on main screens prior to Grow General Sessions and will be seen by all attendees.

6 Opportunities Available (Deadline: September 15)

- Slides are presented in rotation prior to all General Sessions (PNG slide provided by sponsor).

Breakfast Sponsor

\$3000

Seating is available for 150 attendees to join you for breakfast.

1 Opportunity Available (Deadline: September 15)

- 2 banner stands at left and right of room entrance (provided by sponsor).
- 2 banner stands on stage (provided by sponsor).
- Promo-material on seats in room.
- 3-minute greeting to attendees.
- Sponsor mention on Mission Central Conference website.

Commitment

This sponsor will pay for the cost of a hot breakfast at the Vancouver Convention Centre including applicable taxes plus the cost of the sponsorship.

SPONSORSHIP AT CREATE

Create, at the Vancouver Convention Centre, opens with the Moving Pictures Festival on Friday and is concurrent with Serve at the Mission Central Conference. Public facing sponsorship may be seen by up to 10K attendees. In-room theatre attendance will be approximately 400 attendees.

Seminar Room Sponsor

\$1500

Your banners will be seen by attendees at the Create and Serve stream seminars – up to 3000 attendees.

1 Opportunity Available (Deadline: September 15)

- 2 banner stands at left and right of seminar room door (provided by sponsor).
- Promo-material on table in room.
- Sponsor mention in program.
- Sponsor mention on Mission Central Conference website.

Theatre Sponsor at VCC

\$3000

Your banners will be seen by attendees at the Create and Serve streams – up to 10,000 attendees

1 Opportunity Available (Deadline: September 15)

- 1 pre-meeting slide prior to all films (provided by sponsor).
- Brochure or postcard on seat in all films (provided by sponsor)
- Sponsor mention in program.
- Sponsor mention on Mission Central Conference website.

Pre-Meeting Slide

\$500

Slides rotate on main screen prior to the films at Create and will be seen by all attendees.

6 Opportunities Available (Deadline: September 15)

- Slides are presented in rotation prior to all films (PNG slide provided by sponsor).

SPONSORSHIP AT SERVE

Serve takes place at the Vancouver Convention Centre East. The festival-like conference includes General Sessions, youth events, events for school age children, over 200 exhibitors and 44 seminars. Public facing sponsorship may be seen by up to 10K attendees.

Conference Bag Sponsor

\$3000

Each attendee will receive your branded gift.

1 Opportunity Available (Deadline: September 15)

- 1 pre-meeting slide in General Sessions (provided by sponsor)
- Sponsor mention on Mission Central Conference website

Commitment

This sponsor will provide 3000 reusable cloth bags printed with sponsor logo, in addition to the cost of the sponsorship, for attendees. The cost of the sponsorship can be reduced to \$2000 if the Mission Central Logo is printed on one side.

Exhibitor Meeting Sponsor

\$1500

This is an exclusive opportunity to make an impact on the conference exhibitors.

1 Opportunity Available (Deadline: September 15)

- 2 banner stands at doorway to venue (provided by sponsor).
- 2 banner stands on stage (provided by sponsor).
- Sponsor mention in program.
- Sponsor mention on Mission Central Conference website.

Commitment

Sponsor will pay for coffee and light snacks for the exhibitor meeting. The cost of food and coffee is approximately \$2500. Mission Central sign-off on menu required.

Seminar Room Sponsor

\$1500

Your banners will be seen by attendees of the Create and Serve stream seminars – up to 3000 attendees.

10 Opportunities Available (Deadline: September 15)

- 2 banner stands at left and right of seminar room door (provided by sponsor).
- Promo-material on table in room.
- Sponsor mention in program.
- Sponsor mention on Mission Central Conference website.

ADVERTISING OPPORTUNITIES

Early Bird Rates: April 1st to July 14th. Regular Rates: July 15th to Conference.

Program Magazine Ads: New Size – 68 pages

| 5000 Copies Printed Artwork Deadline: September 15, 2020 5% GST Added | | | | | |
|---|------|------|-------|-----------------|--------------|
| Description | Page | Size | | Early Bird Rate | Regular Rate |
| Full Page -inside front cover | 2 | 1 | Color | \$ 1,125 | \$ 1,500 |
| Inside Full Page | 6 | 1 | Color | \$ 900 | \$ 1,200 |
| Inside Full Page | 12 | 1 | Color | \$ 900 | \$ 1,200 |
| Inside Full Page | 18 | 1 | Color | \$ 900 | \$ 1,200 |
| Inside Full Page | 24 | 1 | Color | \$ 900 | \$ 1,200 |
| Centre Left | 30 | 1 | Color | \$ 1,035 | \$ 1,380 |
| Centre Right | 31 | 1 | Color | \$ 1,035 | \$ 1,380 |
| Inside Full Page | 36 | 1 | Color | \$ 900 | \$ 1,200 |
| Inside Full Page (can be divided) | 42 | 1 | Color | \$ 900 | \$ 1,200 |
| Inside Full Page (can be divided) | 48 | 1 | Color | \$ 900 | \$ 1,200 |
| Inside Full Page | 54 | 1 | Color | \$ 900 | \$ 1,200 |
| Back Cover (full bleed) | 60 | 1 | Color | \$ 1,275 | \$ 1,700 |
| Inside Half Page | 42 | 1/2 | Color | \$ 495 | \$ 660 |
| Inside Half Page | 42 | 1/2 | Color | \$ 495 | \$ 660 |
| Inside Half Page | 48 | 1/2 | Color | \$ 495 | \$ 660 |
| Inside Half Page | 48 | 1/2 | Color | \$ 495 | \$ 660 |
| | | | | | |

Pillar Wraps

Pillar wraps provide an advertising impression for guests every time they pass through the lobby or delegates concourse. Seven pillars in the main lobby of Canada Place and 5 in the Delegates Concourse can be wrapped (10' high) with your organization's name, images and logo. After the conference the banners are yours to keep. (See map for location. Indicate 1st and 2nd choice on the order form.)

The same artwork cannot be used for more than 3 consecutive years. Pillar selection is on a first-come first-served basis when advertising opens. A maximum of 4 pillars are available to a single exhibitor (maximum 2 in lobby) until December 1st, at which time unsold pillars may be purchased by exhibitors who have reached their maximum. (Wraps can be stored by MC for \$50)

See Pillar Wrap placement in Appendix A

| Description | Location | Re-used wrap | New Pillar Wrap |
|-----------------------------|--------------------|-------------------|---------------------|
| 10' high-artwork | Lobby 1 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Lobby 2 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Lobby 3 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Lobby 4 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Lobby 5 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Lobby 6 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Lobby 7 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Concourse 1 | \$ 750 | \$ 1,200 |

| | | | |
|------------------|-------------|--------|----------|
| 10' high-artwork | Concourse 2 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Concourse 3 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Concourse 4 | \$ 750 | \$ 1,200 |
| 10' high-artwork | Concourse 5 | \$ 750 | \$ 1,200 |

Digital Ads

Ads will be displayed on the Mission Central Conference website from October 1st to March 1st. (at least 750x750 pixel with 9:16 or 16:9 ratio)

| Description | | Early-Bird Price | Regular Price |
|---|--------|------------------|---------------|
| Landing Page – Top Banner | Colour | \$ 2,000.00 | \$ 2,300.00 |
| Landing Page – Bottom Banner | Colour | \$ 1,500.00 | \$ 1,725.00 |
| Schedule Page - Skyscraper | Colour | \$ 1,500.00 | \$ 1,725.00 |
| Article Page – Top Banner (1 per article) | Colour | \$ 500.00 | \$ 575.00 |
| Article Page – Square Inset (2 per article) | Colour | \$ 300.00 | \$ 345.00 |
| Speaker Page - Top Banner | Colour | \$ 1,800.00 | \$ 2,070.00 |
| Exhibitor Page - Top Banner | Colour | \$ 1,800.00 | \$ 2,070.00 |
| Exhibitor Page – Skyscraper x3 | Colour | \$ 300.00 | \$ 345.00 |
| Tickets - Skyscraper | Colour | \$ 1,500.00 | \$ 1,725.00 |
| | | | |

For any advertisers who purchases a Banner ad, please provide a second version of your ad image with the following dimensions, to be displayed on mobile devices:

- width: 320px, or 4.44445 inches at 72dpi
- height: 192px, or 2.66665 inches at 72dpi

"Please be aware that the actual display size of website ads will vary depending on the size of device. Small modifications may need to be made to accommodate the diversity of display sizes.

Delegates Concourse Banner Stand Placement

Increase the exposure of your organization to Mission Central guests through the strategic placement of a banner stand in the Delegates' Concourse between Hall A and Hall B. Thousands of visitors pass through this concourse daily. Twenty opportunities available.

Deadline: January 5, 2021 - Delivery of banners to Mission Central On-site Office on the first morning.

Cost: \$100 per banner stand for the weekend.

Pre-Meeting Promo: Slides & Video

Have your promotional slide included in the General Session pre-meeting roll for the weekend. Slides and video play before every session for 20 minutes providing repeat opportunities to be seen by up to 2000 attendees (excluding youth rally). Slides will show for approximately 5 seconds at a time. Video length should be between 45 seconds to 1 minute. The slides and video will be intermingled with approximately 6 Mission Central (Serve) announcement slides.

Deadline: Slide/video to Mission Central office by December 15, 2020

Slide Cost: Early Bird \$300 / Regular Rate \$325

Video Cost: Early Bird \$700 / Regular Rate \$775

Magazine Size and Specifications: New Size

Full Page: 8.5" x 5.5" (approximate)

Half Page: 4.25" x 5.5" (approximate)

Ads should be created in standard desktop publishing applications such as Adobe In-Design.

Colour Ads: A high quality digital proof must be submitted for all 4-colour ads in PNG or Vector.

Digital Ad Specifications

Banner*:

width: 640px, or 8.88889 inches at 72dpi

height: 96px, or 1.33333 inches at 72dpi

Skyscraper:

width: 160px, or 2.22223 inches at 72dpi

height: 480px, or 6.66667 inches at 72dpi

Square Inset:

width: 240px, or 3.33335 inches at 72dpi

height: 240px, or 3.33335 inches at 72dpi

* For any advertisers who purchase a Banner ad, please provide a second version of your ad image with the following dimensions, to be displayed on mobile devices:

- width: 320px, or 4.44445 inches at 72dpi
- height: 192px, or 2.66665 inches at 72dpi

Please be aware that the actual display size of website ads will vary depending on the size of device. Small display changes may need to be made to accommodate the diversity of display sizes.

(1 liked)

Slide and Video Specifications:

Video: All video should be provided in MP4. Time limit of 30 seconds for pre-meeting roll

Slide: All slides should be submitted in 16:9 ratio and at least 1080 dpi as a PNG

Mission Central will not be responsible for misprints on orders/ads submitted without a proof.

Note:

The above prices are for press-ready digital files for which no further proofs will be sent to the advertiser.

Deadline for magazine ads is **September 15, 2020** to the Mission Central office at: office@missioncentral.ca or mail it along with your cheque to: Mission Central, 7200 Cariboo Road, Burnaby BC Canada V3N 4A7, Phone: 604-524-9944; Fax: 604-524-4690

Refer to Advertising at Mission Central Conference for other deadlines.

ADVERTISING AGREEMENT

Advertisements with Mission Central Christian Society, are subject to the following:

1. The advertising period is for the duration of the conference unless otherwise specified, as in the case of digital ads on the website or with pillar wraps.
2. The publisher will not be liable for errors or omissions except when the signed corrected proof is received by the publisher prior to the deadline date. Thereafter, the publisher's liability, if any, will be limited to the amount paid for the advertisement in which the error or omission occurred and shall be credited to the purchase for further advertising at a future conference.
3. The advertiser will not under any circumstances or for any reason cancel contracted advertising. In the event of a cancellation, no refunds shall be made, and any money paid will be forfeited.
4. The advertiser shall pay all money due and owing for the subject advertising space at the time of purchase, unless previously agreed and arranged in writing with the publisher. Should the advertiser fail to pay as agreed, the publisher may, in his absolute discretion, withhold the subject ad copy from publication and any moneys paid to date shall be forfeited.
5. The advertiser and the publisher agree that the publisher is not bound by any representations, conditions or warranties, expressed or implied, not included in this agreement.
6. The signature at the foot of this agreement warrants that the person signing is the authorized representative or agent of the advertiser and that he is expressly authorized to make such agreement.

Advertiser: _____

Authorized Representative of the Advertiser: _____

Print Name: _____

Mission Central Representative: _____

Date (DD/MM/YYYY): _____

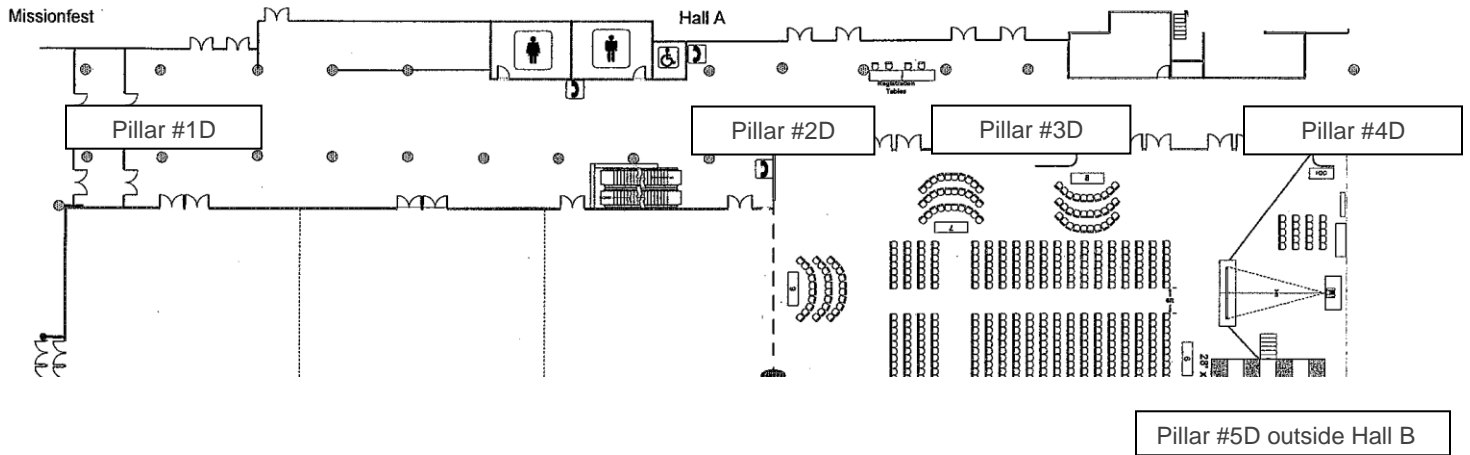
Mission Central Conference Sponsorship & Ad Order Form 2021

(A signed Memorandum of Agreement is required for Sponsorships)

| Name of Organization: | | | | Date: | |
|--|------|-------------|---------------------|--------------|--------------|
| Contact Name: | | | Authorized by: | | |
| Telephone: | | | Fax: | | |
| Cell: | | | Email: | | |
| Address: | | | | | |
| City: | | Prov/State: | | P C/Zip: | |
| See Advertising Rates Sheet for Ad Sizes & Prices | | | | | |
| Description | PG # | Size | Name of Sponsorship | Cost - \$CAD | |
| Magazine Ad | | | | | |
| Pillar Wrap | | | | | |
| Digital Ad | | | | | |
| Banner Stand | | | | | |
| Pre-Meeting Slide or Video | | | | | |
| Sponsorship at Grow | | | | | |
| Sponsorship at Create | | | | | |
| Sponsorship at Serve | | | | | |
| | | | | Sub total | |
| | | | | 5% GST | |
| | | | | Total Amount | |
| (Make cheques payable to Mission Central) | | | | | |
| Name on Card: | | | Card type : | Visa__ | Mastercard__ |
| Card Number: | | | Expiry: | | |
| Signature: | | | | | |

APPENDIX A

Delegates' Concourse - Please indicate pillar number on order form (location approximate)



Lobby - Please indicate pillar number on order form

