

2021 Exhibitor's Prospectus & Marketing Opportunities



198th BGAV Annual Meeting

November 9-10, 2021

VIRTUAL EVENT

<http://Meeting.BGAV.org>

REVISED AUGUST 30, 2021

On August 17, the BGAV Executive Board voted to transition the 2021 annual meeting to an online-only format. This revised document reflects that change for exhibitors.

BGAV

A network of churches
for missions & ministry

BAPTIST GENERAL ASSOCIATION OF VIRGINIA

2828 Emerywood Parkway | Henrico, VA 23294 | BGAV.org | 800.255.2428

The BGAV is a cooperative missions and ministry organization that consists of over 1,300 autonomous churches in the Commonwealth of Virginia, as well as churches from Seoul, South Korea, Toronto, Ontario, the District of Columbia, and the states of California, Colorado, Florida, Georgia, Hawaii, Indiana, Kentucky, Maryland, Minnesota, New York, North Carolina, South Carolina, Tennessee, Texas, Washington, and West Virginia.

Our Mission Statement

The BGAV is a missionary movement unleashing the power of the resurrected Christ through the local church for the renewal of all things.

Event & Experience

The annual meeting is a time of renewal and reunion for attendees during which we conduct organizational business in sessions, learn from inspirational preachers, engage with teachers in breakout session opportunities, worship together, and network with each other to share and collaborate on challenges and ideas in local church ministry. Typical attendance at the event averages between 900–1,000.

In November 2021, many pastors, ministerial staff members, lay leaders, and guests from across Virginia and beyond will convene for the 198th annual meeting of the Baptist General Association of Virginia (BGAV), to be held online again this year due to Covid-19 concerns. Messengers will be required to register as we still plan to conduct essential business during designated times on Tuesday and Wednesday, November 9-10.

While we regret that we cannot meet in person for fellowship, networking, and learning opportunities that we all enjoy, we are still planning an excellent event full of relevant speakers and content that will leave you feeling supported and encouraged—no matter where you are in the world.

2021 Ministry Fair

“Ministry Fair” is what we call our exhibit hall/trade show. If you’ve exhibited with us in the past, you are guaranteed registration. If you are a new exhibitor, we ask you to complete an application to show your organization’s interest in BGAV and relevance to our mission. We reserve the right to deny any exhibitor registration at our event for any reason.

In a typical year with in-person interaction, about 50 exhibitors participate in our Ministry Fair. These include suppliers of church products and services as well as our statewide and national ministry partners. Both non-profit and for-profit organizations and companies are invited to attend.

Due to the nature of this year’s event being a virtual-only meeting, we have created virtual exhibitor package options as well as several add-on opportunities to promote your organization before and during the event. Having a virtual ministry fair provides us with the ability to promote your organization on our website for a longer time, and we hope you see the value of this alternative exhibitor setup because of that. View details about our exhibitor options beginning on page 3.

VIRTUAL MINISTRY FAIR PACKAGES

Bronze Package Includes:

- Organization logo (200 pixels wide) on the meeting website
- Inclusion of organization's name in the sponsor listing on the meeting website and in the Annual Meeting edition of the *BGAV Express* magazine

Silver Package Includes:

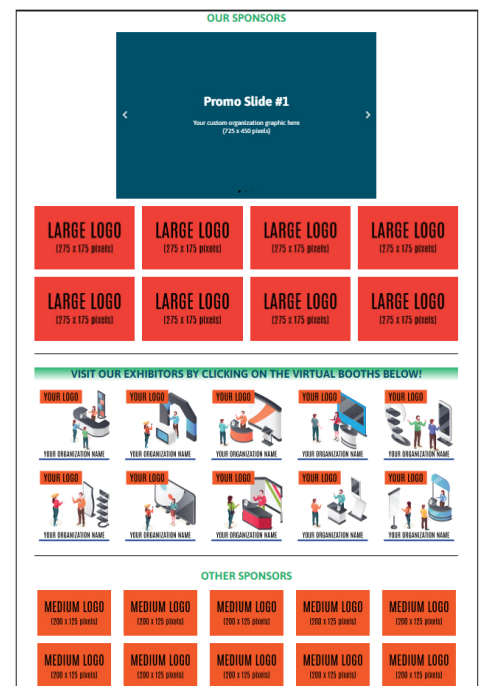
- Large organization logo (275 pixels wide) on meeting website
- Dedicated block on the meeting website's virtual ministry fair page, to include the content and links of your choice to fit into 400x800 pixel box
- Promotional slide to be displayed on meeting website and during intermission times within virtual main sessions (see specifications on page 4)
- Inclusion of organization's name in the sponsor listing on the meeting website and in the Annual Meeting edition of the *BGAV Express* magazine

Visit Meeting.BGAV.org/Virtual to see a sample virtual exhibitor space.

Gold Package Includes:

- Large organization logo (275 pixels wide) on meeting website
- Dedicated block on the meeting website's virtual ministry fair page, to include the content and links of your choice to fit into 400x800 pixel box
- Promotional slide to be displayed on meeting website and during intermission times within virtual main sessions (see specifications on page 4)
- Inclusion of organization's name in the sponsor listing on the meeting website and in the Annual Meeting edition of the *BGAV Express* magazine
- Quarter-page ad in the Annual Meeting edition of the *BGAV Express* magazine (see specifications on page 4)
- Public recognition during the livestream event on Tuesday evening, November 9

Visit Meeting.BGAV.org/Virtual to see a sample virtual exhibitor space.



Virtual Exhibit Space Specifications

300-word limit and/or graphics - to fit into 400x800 pixel box

Please submit virtual exhibit space content no later than Friday, October 1 to annualmeeting@bgav.org

ADD-ONS FOR ALL EXHIBITORS

Promotional Slide

A promotional slide may be purchased as part of a package or a la carte to be displayed on the virtual ministry fair page of the meeting website as well as during intermission times throughout the meeting's main session times. See pricing details on the exhibitor pricing sheet.

Slide Specifications

16:9 ratio (13.33" W x 7.5" H)
JPG or PNG format

Please submit slide file no later than Friday, October 15 to annualmeeting@bgav.org

Ads in Annual Meeting Edition of *BGAV Express Magazine*

Although this year's meeting will be virtual, BGAV will still be able to conduct some essential business with messengers as part of our time together. For this reason, meeting-specific materials for messengers and attendees will be included as part of the fall issue of the *BGAV Express* magazine. This edition of the publication will be sent to all churches, partner and affiliate groups, BGAV committee members, individual subscribers, and all registered attendees—an overall mailing of approximately 2,000 copies plus an online version that will be uploaded to the meeting website.

All exhibitors will be included in the sponsor listing in this issue of the magazine and on the event website, but ads may be purchased separately or upgraded from the quarter-page size included with the Gold exhibitor package. See pricing details on the exhibitor pricing sheet.

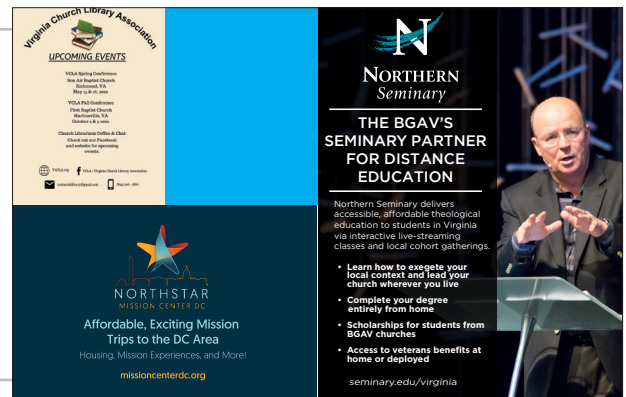
Full page:
8.5" W x 11" H

All ads should be full-color CMYK, JPG or PDF format, with 1/8" bleeds on all sides.

Half page:
8.5" W x 5.5" H

Please submit artwork no later than Friday, September 24 to annualmeeting@bgav.org.

Quarter page:
4.25" W x 5.5" H



sample ad sizes from Spring 2020 issue

Promotional Video

For an additional cost, any exhibitor may provide a one-minute video to be shown at the beginning of one of the virtual main session or breakout session times.

BGAV Marketing can provide video production/editing services on a limited basis. To inquire about this service, please contact Jennifer Law at jennifer.law@bgav.org by September 10, 2021. This will incur a separate production fee.

Video Specifications

16:9 ratio, MP4 format

Please submit video file no later than Friday, October 15 to annualmeeting@bgav.org

Breakout Session Sponsorship

This year, we have one type of sponsorship opportunity that can be purchased separately or added on to a virtual exhibitor package.

Breakout Session Sponsorship

Exhibitors are able to sponsor one of the breakout sessions available to attendees.

The Breakout Sessions Sponsorship fee includes:

- A one-minute video to be shown at the beginning of the breakout session (see page 4 for information on video production/editing assistance)
- A slide to be shown at the start of the breakout session containing your organization's logo displayed as the session sponsor

For a list of breakout session topics, visit **Meeting.BGAV.org**.



Video Specifications

16:9 ratio, MP4 format

Please submit video file no later than Friday, October 15 to annualmeeting@bgav.org