

NEW STRUCTURE!
PLEASE READ CAREFULLY

2023 Exhibitor's Prospectus & Marketing Opportunities



200th BGAV Annual Meeting

November 13-15, 2023

IN-PERSON EVENT

Bon Air Baptist Church, Richmond, VA

VIRTUAL EVENT

<http://Meeting.BGAV.org>

BGAV

A network of churches
for missions & ministry

BAPTIST GENERAL ASSOCIATION OF VIRGINIA

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

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, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas, Washington, and West Virginia.

Our Mission Statement

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

Event & Experience

Who'll be there?

600-800 in-person attendees and 100-300 online participants, including pastors, ministerial staff members, lay leaders, and guests from across Virginia and beyond

What are the event highlights?

- 200th anniversary celebration with special events
- Inspirational speakers, relevant breakout sessions, engaging worship gatherings, networking for church leaders, organizational business sessions
- Totally hybrid event with a fully engaging live-streamed option

2023 Ministry Fair

NOTE TO RETURNING EXHIBITORS: Read all this information carefully; options, packages, and opportunities are very different this year!

New this year:

- Streamlined packages including more built-in features
- Simpler pricing structure based on booth location
- Creative opportunities for online exhibits/sponsorships including tie-ins with optional in-absentia table displays
- Product Stage: an opportunity to spend real time introducing your product or ministry to a live audience in person
- Livestream Interview: a chance to introduce your product or ministry personally in real time to virtual attendees

In a typical year, about 45 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. Space is very limited, and booth spaces are assigned on a first-come, first-served basis.

View more details about exhibitor offerings beginning on page 5.

Exhibit Guidelines

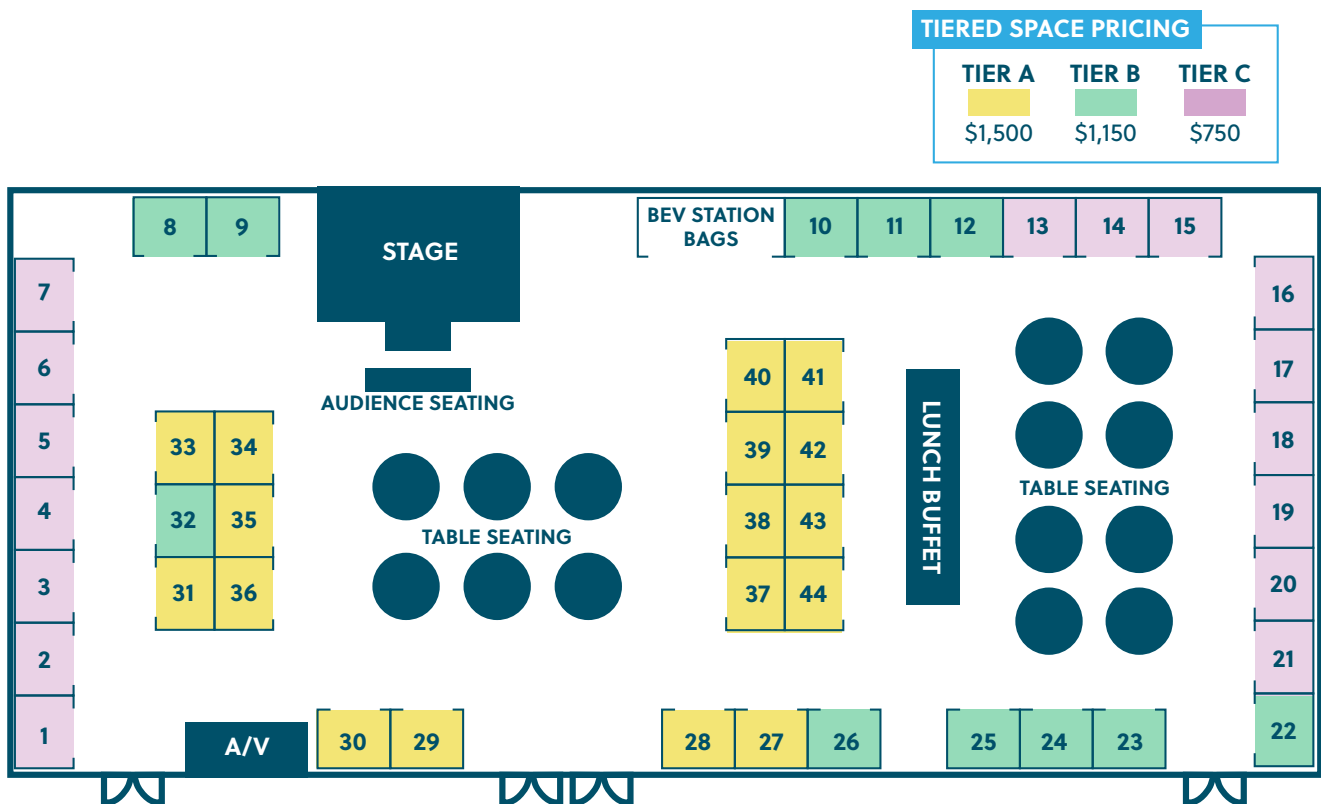
Register and pay online (full payment due at registration time):

Meeting.BGAV.org/MinistryFair2023

Booths will be assigned once we've received your payment and signed Rules and Regulations contract (this contract is part of the online registration and must be completed immediately). If you prefer to send a check, complete only the registration portion online and mail your payment to Jennifer Law, BGAV, 2828 Emerywood Pkwy, Henrico, VA 23294. Please carefully note the cancellation policy on page 4.

Space Allocations

This year's pricing structure is based on booth location, with Tier A booths being in higher traffic areas, Tier B booths being in mid-level areas, and Tier C along the outskirts of the main thoroughfare. See the diagram below for our tentative layout with designated booth/tier locations. The reservation of booth space is on a first-come, first-served basis. BGAV reserves the right to make modifications to the published floor plan as may be necessary. BGAV has the final say in the assignment of booth space.



Shipping

To arrange advance shipping or post-event temporary storage of any exhibit items, please contact Jennifer Law at 800.255.2428 or annualmeeting@bgav.org.

Installation & Dismantling

Installation begins at 10:30 a.m. Monday morning, November 13, 2023. All in-person exhibits must be show ready and aisles cleared no later than 12:30 p.m.

All exhibits may be dismantled beginning at 10:30 a.m. on Wednesday, November 15, 2023. All exhibits must be cleared out entirely by 12:00 p.m. that day.

Tentative Ministry Fair Schedule

Exhibitors are required to staff their booth areas only during these designated times as schedules allow.

Monday, November 13

- 10:30 a.m. – 12:30 p.m Installation
- 12:45–4:45 p.m..... Ministry Fair Open

Tuesday, November 14

- 8:30 a.m. – 5:00 p.m..... Ministry Fair Open

Wednesday, November 15

- 8:30–10:30 a.m. Ministry Fair Open
- 10:30 a.m..... Dismantling

Cancellation Policy

All booth cancellations must be received in writing (email acceptable) and will be refunded according to the following schedule:

- Before September 19100% refund
- September 19–October 10..... 50% refund
- After October 10..... no refund

Important Dates

Monday, July 10

Registration open for all exhibitors at **Meeting.BGAV.org/MinistryFair2023**

Monday, August 14

All payments and signed Rules and Regulations contracts due; names and information about all exhibit workers due

Monday, August 28

Deadline for request of video production services assistance by Ascent Marketing Group

Monday, September 19 (12 a.m. midnight)

Cancellation deadline for 100% refund (must be in writing/emailed)

Friday, September 22

Deadline for all program guide ads

Monday, October 10 (12 a.m. midnight)

Cancellation deadline for 50% refund (no refunds after this date)

Friday, October 6

Deadline to submit promotional slides and videos

Friday, November 3

All items for bag insertion due at BGAV office (2828 Emerywood Pkwy, Henrico, VA, 23294)

Monday, November 13 (10:30 a.m.)

Arrival of in-person exhibitors for booth installation — see you there!

IN-PERSON EXHIBITORS

Traditional Exhibit Space Includes:

- Guest Registration* for all individuals who work in your booth
- Two Event Bags which include program guide, lanyard, and marketing collaterals
- 8' x 10' Draped Booth Space
- 1 6' Skirted Table OR High Top
- 2 Chairs
- 1 Trash Can
- Guest WiFi
- Electricity Hookup (guaranteed only in Tiers A and B)
- Product Stage opportunity (time depends on Tier)
- Logo on BGAV Annual Meeting website linked to URL of your choice
- Ad in printed program guide (size depends on Tier)
- One item inserted in messenger bags
- Booth must be staffed by exhibitor during event
- Additional booth furniture may be rented separately from the Ministry Fair Decorator (see below)



Ministry Fair Decorator

The official meeting contractor is Premier Exhibit and Event Services, LLC. They have a limited supply of additional booth furniture rental. We will connect vendors with additional needs with local resources; please express your shipping and additional furnishing needs to Jennifer Law at 800.255.2428 or annualmeeting@bgav.org.

Registration of Exhibitors

In-person exhibitors will be automatically registered as guests at the event and must check in at the event registration area anytime after noon on Monday, November 13. **If you are attending as both an exhibitor and a messenger from a BGAV-participating church, you must notify Jennifer Law of this at annualmeeting@bgav.org before October 31, 2023.**

Hotel Accommodations

For your convenience, BGAV has negotiated event rates with several local hotels (you are not required to stay at one of these hotels). If you'd like to view hotel options, visit the annual meeting website at **Meeting.BGAV.org**.

* You must provide us each person's name, city of residence, and email address by Monday, August 14 in order to be registered properly and receive a name badge for event admission.

ADD-ONS

Product Stage Time

NEW THIS YEAR: Our venue this year includes a built-in stage in the Ministry Fair area, so we're offering our first-ever Product Stage time to all package purchasers! Each Tier includes a time for exhibitors to present your product or ministry live on stage during the ministry fair (times vary by Tier—available as an add-on or a la carte for those who don't purchase a package). Please note that having stage time does not guarantee a live audience will be present, but all stage time presentations will be livestreamed for our virtual attendees and a copy of this recording will also be made available to the exhibitor for future use.



Livestream Interview

NEW THIS YEAR: Inspired by our success with last year's livestream event, we've added an option for exhibitors to purchase a slot for a real-time interview with our livestream hosts during the event, so you can be in the spotlight and reach a wider audience. This opportunity is included at no extra charge for Tier A exhibitors.

Ads in Program Guide

The Program Guide is our conference notebook. Every attendee receives a copy at registration and refers to it constantly throughout the event for maps, schedules, and other critical information. All exhibitor package levels include a listing in the Program Guide and on the event website.

All packages include printed ads in the Program Guide. Ads for the Program Guide may also be purchased a la carte (without booth rental). See pricing details on page 8.

Full page:
5.5" W x 8.5" H

Half page:
5.5" W x 4.25" H

Quarter page:
2.75" W x 4.25" H

Eighth page:
2.75" W x 2.125" H

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

Please submit artwork no later than Friday, September 22 to annualmeeting@bgav.org.



sample ad sizes from 2019

Promotional Items in Registration Bag

Each meeting attendee receives a registration bag. All exhibit package purchasers are entitled to send us one or more items to include in each participant's bag (see package pricing for details). Items for bag insertion can also be purchased a la carte at a higher cost. Items (850 each) must be insertion-ready (no assembly required) and received by Jennifer Law, BGAV, 2828 Emerywood Pkwy, Henrico, VA, 23294 no later than Friday, November 3 in order to be inserted into the bags. Additional or oversized items will incur an additional fee. See pricing details on page 8.

Promotional Slide

Promotional slides are available as an add-on to a package purchase and will be displayed during intermission times throughout the meeting's main session times. Slide space may also be purchased a la carte. See pricing details on page 8.

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 6 to annualmeeting@bgav.org

Promotional Video

For an additional cost, any exhibitor may provide a 30-second video to be shown at the beginning of a large group gathering or breakout session time. See pricing details on page 8.

Ascent Marketing Group can provide video production/editing services on a limited basis. Production cost starts at \$1,900. To inquire about this service and receive a quote, please contact Jennifer Law at jennifer.law@bgav.org by August 28, 2023.

Video Specifications

16:9 ratio, MP4 format

Please submit video file no later than Friday, October 6 to annualmeeting@bgav.org

In-absentia Table Display

Offered as an a la carte item this year, exhibitors may choose to purchase a small table space and send in materials to be displayed and replenished throughout the annual meeting. No physical presence is required of exhibitors at these in-absentia tables, but they will be placed in main traffic areas for attendees to see and take any promotional items from the display. See pricing details on page 8.

Sponsorships

This year, we have one type of sponsorship opportunity that can be added on to any of our exhibitor packages.

Virtual Livestream Sponsorship

Sponsorship opportunities are available for our livestream event. For more details, please contact Jennifer Law at 800.255.2428 or annualmeeting@bgav.org.

2023 Exhibitor Package Pricing

Packages	Tier A	Tier B	Tier C
Designated Display Space with skirted or high top table	✓	✓	✓
Electricity in display space	✓	✓	
Guest Wifi in display space	✓	✓	✓
Sponsor Listing in program guide	✓	✓	✓
Sponsor Logo on meeting website	✓	✓	✓
Quarter-page ad in program guide			✓
Half-page ad in program guide		✓	
Full-page ad in program guide	✓		
1 Item Inserted in registration bags	✓	✓	✓
Product Stage Time in Ministry Fair area	20 min	15 min	10 min
Livestream Interview during meeting broadcast	✓		
TIERED PRICING	\$1,500	\$1,150	\$750

Package Add-ons

available with purchase of a package above

Additional display space.....	A:\$750 / B:\$575 / C:\$325
Quarter-page ad in program guide.....	\$115
Half-page ad in program guide.....	\$230
Full-page ad in program guide.....	\$350
Promo slide rotated on venue screens.....	\$250
Promo video shown once during meeting.....	\$575
Additional/oversized item inserted in registration bags.....	\$145
Electrical connection for Tier C.....	\$75
Livestream Interview.....	\$400
Video production services	\$1900+

A La Carte Items

available without a package above

Quarter-page ad in program guide.....	\$275
Half-page ad in program guide.....	\$450
Full-page ad in program guide.....	\$850
Promo slide rotated on venue screens.....	\$350
Promo video shown once during meeting.....	\$875
1 item inserted in registration bags	\$175 each
Table display in absentia, refreshed.....	\$300
20 minutes of Product Stage Time	\$400
Livestream Interview.....	\$400
Video production services	\$1900+

Questions? Contact Jennifer Law at 800.255.2428, ext. 1223, or annualmeeting@bgav.org.