

TIERED STRUCTURE!
PLEASE READ CAREFULLY

2025 Exhibitor Prospectus & Marketing Opportunities



202nd BGAV Annual Meeting

November 10-12, 2025

IN-PERSON EVENT

Highlands Fellowship, Abingdon, VA

VIRTUAL EVENT

<http://Meeting.BGAV.org>



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 1,200 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?

- Nestled in the picturesque landscape of southwest Virginia, this year's meeting will highlight ministries and worship styles from that area of the Commonwealth
- Inspirational speakers, specialized track options, relevant "Learning Lab" sessions, engaging worship gatherings, networking for church leaders, and organizational business sessions
- Totally hybrid event with a fully engaging live-streamed option

2025 Ministry Fair

Please note the following options for this year's ministry fair participants:

- Streamlined packages including many built-in features
- Simple pricing structure based on booth location
- Creative opportunities for exhibits and sponsorships
- Livestream Interview: a chance to introduce your product or ministry personally in real time to virtual attendees

Each year our Ministry Fair showcases a variety of exhibitors, including 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.

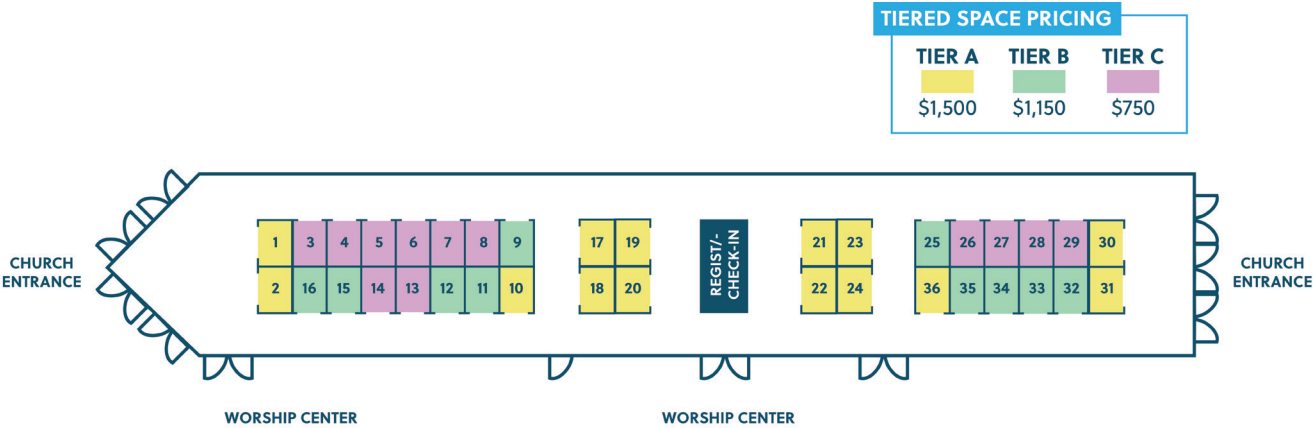
Exhibit Guidelines

Register and pay online (full payment due at registration time):
Meeting.BGAV.org/MinistryFair2025

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 Julie Lukas, 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 Julie Lukas at 800.255.2428 or *ministryfair@bgav.org*. Most exhibitors for this event are within driving distance and do not require shipping arrangements. If you need shipping and storage assistance, you must contact us no later than October 1 to discuss your needs.

Installation & Dismantling

Installation begins at 10:00 a.m. Monday morning, November 10, 2025. All in-person exhibits must be show ready and aisles cleared no later than 11:30 a.m.

All exhibits may be dismantled beginning at 10:30 a.m. on Wednesday, November 12, 2025. All exhibits must be cleared out entirely by 12:00 p.m. that day.

Tentative Ministry Fair Schedule

This year’s ministry fair location will be in the main hallway of the church without the possibility of dedicated “open” times, so please use your best discretion with staffing your booth area during periods of high traffic. Using the main meeting schedule as a guide, anticipated peak times are indicated below:

Monday, November 10

- Installation: 10:00 a.m.
- Peak Times: 1:00-3:30 p.m.
5:00–7:00 p.m.

Tuesday, November 11

- Peak Times: 8:30–9:00 a.m.
12:00–1:00 p.m.
5:00–7:00 p.m.

Wednesday, November 12

- Peak Times: 8:30–9:00 a.m.
- Dismantling: 10:30 a.m.

Cancellation Policy

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

Before September 22.....	100% refund
September 22–October 13.....	50% refund
After October 13.....	no refund

Important Dates

Monday, August 4

Registration open for all exhibitors at Meeting.BGAV.org/MinistryFair2025

Monday, September 15

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

Monday, September 22 (12 a.m. midnight)

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

Friday, September 26

Deadline for all program guide ads

Monday, October 13 (12 a.m. midnight)

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

Friday, October 10

Deadline to submit promotional slides and videos

Friday, October 31

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

Monday, November 10 (10:00 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
- 6' x 8' Draped Booth Space
- 1 High Top Table
- 2 Tall Chairs/Stools
- 1 Trash Can
- Guest WiFi
- Electricity Hookup (guaranteed only in Tiers A and B)
- 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)



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 10. **If you are attending as both an exhibitor and a messenger from a BGAV-participating church, you must notify Julie Lukas of this at ministryfair@bgav.org before October 13, 2025.**

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, September 15 in order to be registered properly and receive a name badge for event admission.

ADD-ONS

Livestream Interview

Exhibitors may purchase a slot for a real-time interview with our livestream event hosts during the meeting, 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 26 to ministryfair@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 Julie Lukas, BGAV, 2828 Emerywood Pkwy, Henrico, VA, 23294 **no later than Friday, October 31** 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 10 to ministryfair@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.

Video Specifications

16:9 ratio, MP4 format

Please submit video file no later than Friday, October 10 to ministryfair@bgav.org

Sponsorships

This year, we have one 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 Julie Lukas at 800.255.2428 or ministryfair@bgav.org.

Exhibitor Package Pricing

Packages	Tier A	Tier B	Tier C
Designated Display Space with high top table + chairs	✓	✓	✓
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	✓	✓	✓
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 (dependent on space availability).....	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

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
Livestream Interview.....	\$400

Questions? Contact Julie Lukas at 800.255.2428 or ministryfair@bgav.org.