

2022 Exhibitor's Prospectus & Marketing Opportunities



199th BGAV Annual Meeting

November 14–16, 2022

IN-PERSON EVENT

Hampton Roads Convention Center, Hampton, 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, Minnesota, New York, North Carolina, 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

In November 2022, many pastors, ministerial staff members, lay leaders, and guests from across Virginia and beyond will convene for the 199th annual meeting of the Baptist General Association of Virginia (BGAV). 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.

This year's meeting will be the first-ever simultaneous in-person and virtual event with the ability to connect with those gathering in Hampton as well as tuning in virtually from around the world. So, while this year's in-person attendance may be lower than our average events have been, we may still have at- or above-average attendance overall.

2022 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, though our limited space requires us to assign booths on a first-come, first-served basis. 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, 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.

View more details about exhibitor offerings beginning on page 5.

Exhibit Guidelines

Please refer to the pricing sheet of this document for exhibit pricing and other marketing options. Exhibitor registration will go live for previous exhibitors on Monday, August 15, and will open for new exhibitors on Monday, August 29. You may register and pay online at **Meeting.BGAV.org/MinistryFair2022**. Full payment is due at time of registration.

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 by Friday, September 16, in order to receive confirmation). 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

The reservation of booth space is on a first-come, first-served basis; however, we will make all specific booth assignments based on configuration and availability. You are welcome to make requests regarding your booth location, and we will do our best to accommodate; however, we will attempt to give preferential treatment to those exhibitors/advertisers who purchase the largest exhibit packages. 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

If you need to ship any items to arrive at the meeting site before 9:00 am Monday, November 14, you must contract separately with our exhibits vendor, Exhibits, Inc. The same is true if you cannot have all your items removed from the meeting site by the noon deadline on Wednesday, November 16.

To arrange advance shipping or post-event temporary storage, contact Sydney Walaski, Exhibits, Inc., at 804-788-4400 or info@xhibits.com.

Installation & Dismantling

Installation begins at 10:30 a.m. Monday morning, November 14, 2022. 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 16, 2022. 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 14

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

Tuesday, November 15

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

Wednesday, November 16

- 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 19	100% refund
September 19–October 10.....	50% refund
After October 10.....	no refund

Important Dates

Monday, August 15

Registration open for previous exhibitors at Meeting.BGAV.org/MinistryFair2022

Monday, August 29

Registration open for new exhibitors

Friday, September 16

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

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

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

Friday, September 30

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 14

Deadline to submit promotional slides and videos

Friday, November 4

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

Monday, November 14 (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
- Draped Booth Space
- 1 Skirted Table
- 2 Chairs
- 1 Trash Can
- Electricity Hookup
- Logo on BGAV Annual Meeting website linked to URL of your choice
- Booth must be staffed by exhibitor during event
- Additional booth furniture may be rented separately from the Ministry Fair Decorator (see below)



Please note that Wi-Fi internet is provided in the main areas outside of the Ministry Fair but not guaranteed inside the exhibit area. However, cell service is good and using a phone as a hotspot or securing a hotspot from a phone provider are workable solutions for all exhibitors.

Ministry Fair Decorator

The official meeting contractor is Exhibits, Inc. The contact person for our event is Sydney Walaski, and you may email her at info@xhibitsinc.com or call 804-788-4400 with any additional needs including booth furniture rental or early/late shipping and/or storage.

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 Tuesday, November 15. **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, 2022.**

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 Friday, September 16 in order to be registered properly and receive a name badge for event admission.

ADD-ONS

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.

Bronze–Platinum packages include printed ads in the Program Guide. Ads for the Program Guide may also be purchased a la carte (without booth rental). Contact annualmeeting@bgav.org for pricing.

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

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 30 to
annualmeeting@bgav.org.



sample ad sizes from 2019

Promotional Items in Messenger Bag

Each meeting attendee receives a messenger bag at registration. Exhibitors who choose the Silver-level package or higher 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 (1,000 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 4 in order to be inserted into the bags.

Promotional Slide

All exhibitors are entitled to submit one promotional slide to be displayed during intermission times throughout the meeting's main session times. Slide space may also be purchased a la carte. Contact annualmeeting@bgav.org for pricing.

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 14 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. Contact annualmeeting@bgav.org for pricing.

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 29, 2022.

Video Specifications

16:9 ratio, MP4 format

Please submit video file no later than Friday, October 14 to annualmeeting@bgav.org

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.

