

GA18



77th INTERNATIONAL
GENERAL ASSEMBLY
SPONSOR GUIDE

ORLANDO, FLORIDA
ORANGE COUNTY CONVENTION CENTER
JULY 30 - AUGUST 3, 2018

CONFERENCE OVERVIEW

The Church of God International General Assembly is the biennial conference of the Church of God—Cleveland, TN. This year's conference marks the 77th gathering of the ministers and laity of the organization. Founded in 1886, the Church of God is one of the oldest continuing Pentecostal denominations in the world and currently has a membership of more than 7 million members with over 15 million adherents across 184 nations of the world.

The biennial conference of the Church of God provides a time for church business to be adopted, leaders to be elected, as well as a time of training and enrichment for those in attendance. Delegates, both ministerial and laity, will attend this convention, with an average of 12,000-15,000 in attendance.

Past conventions have been held in Dallas, TX; Fort Worth, TX; San Antonio, TX; Indianapolis, IN; Orlando, FL and most recently Nashville, TN. The 2018 convention will once again be in the beautiful city of Orlando, FL at the Orange County Convention Center—West.

The Church of God International General Assembly is the premier event of the denomination and attracts delegates from around the world. Exhibitors and sponsors will have an opportunity to reach hundreds of pastors and church leaders during this five-day conference. The exhibit area will feature more than 60,000 square feet of exhibits and displays with over 40+ hours of exhibitor-delegate interface.

GA18 will provide both sponsors and exhibitors with the ability to reach thousands of delegates ranging from Mega-Church Pastors, Associate Pastors, Youth and Children's ministers, music directors, as well as local church leadership.

There are two available opportunities to reach the 12,000 plus delegates.

Sponsorship Option

The sponsorship level has several available options of partnership with varying delegate engagement opportunities. Please refer to page 4 of this guidebook for details on the various sponsorship availabilities and corresponding details.

Exhibitor Option

While this level does not feature some of the direct delegate engagement opportunities of the Sponsor Level, it does provide the ability for smaller vendors to have exhibit floor access to our delegates. Like the Sponsor Level option, the Exhibitor Level option features a variety of available options and price points. Please see page 4 of this guidebook for more details.

DEMOGRAPHICS

Projected Registered Ministers

8,000

Projected Delegate Attendance

12,000 - 15,000

Age		Gender	
0 - 15	15%	Male	47%
16 - 25	4%	Female	38%
26 - 35	6%	Children	15%
36 - 48	19%		
49 - 62	32%		
63 - 70	13%		
70+	11%		

SEGMENT BREAKDOWN

Ordained Bishops	36% (male only)
Ordained Ministers	9% (male & female)
Exhorters	5% (male & female)
Laity	30% (male & female)
Youth/Children	20% (male & female)

WHAT PEOPLE ARE SAYING

"The International General Assembly of the Church of God attracts some of the brightest and most promising up and coming leaders in the modern Pentecostal movement."

"Participating in a Church of God General Assembly is a highlight for our company. Each Assembly affords us the opportunity to engage with hundreds of pastors and church leaders and the ability to share our ministry products to the entire denomination in one gathering."

"We look forward to partnering with the Church of God General Assembly every two years. They are like family and each year we get the opportunity to reconnect to hundreds of pastors and church leaders we have grown to know and value."

EVENT SCHEDULE

SATURDAY, JULY 28, 2018

1:00 p.m. – 6:00 p.m.



Sponsor Move-In/Setup

SUNDAY, JULY 29, 2018

8:00 a.m. – 6:00 p.m.



Exhibitor Move-In/Setup

SUNDAY, JULY 29, 2018

2:00 p.m. – 6:00 p.m.



Registration of Delegates

MONDAY, JULY 30, 2018

1:00 p.m. – 5:00 p.m.



LEAD Conference

TUESDAY, JULY 31, 2018

8:30 a.m. – 7:00 p.m.



Exhibits/Business/Worship

WEDNESDAY, AUGUST 1, 2018

8:30 a.m. – 7:00 p.m.



Exhibits/Business/Worship

THURSDAY, AUGUST 2, 2018

8:30 a.m. – 7:00 p.m.



Exhibits/Business/Worship

FRIDAY, AUGUST 3, 2018

8:30 a.m. – 7:00 p.m.



Exhibits/Business/Worship

BUSINESS SESSIONS

Tuesday, July 31	8:30 a.m. – 11:30 a.m. 1:30 p.m. – 4:30 p.m.
Wednesday, August 1	8:30 a.m. – 11:30 a.m. 1:30 p.m. – 4:30 p.m.
Thursday, August 2	8:30 a.m. – 11:30 a.m. 1:30 p.m. – 4:30 p.m.
Friday, August 3	8:30 a.m. – 11:30 a.m. <i>General Assembly Session</i> 1:30 p.m. – 4:30 p.m.

WORSHIP SERVICES

Tuesday, July 31	7:00 p.m.
Wednesday, August 1	7:00 p.m.
Thursday, August 2	7:00 p.m.
Friday, August 3	7:00 p.m.

EXHIBIT HALL HOURS

Monday, July 30	9:00 a.m. – 7:00 p.m.
Tuesday, July 31	9:00 a.m. – 7:00 p.m.
Wednesday, August 1	9:00 a.m. – 7:00 p.m.
Thursday, August 2	9:00 a.m. – 7:00 p.m.
Friday, August 3	9:00 a.m. – 7:00 p.m.

SPONSORSHIP PACKAGES

PARTNERING SPONSOR **\$25,000**

- 20' x 40' Premium booth w/electricity & Internet provided
- Five 60-second promotional videos (provided by sponsor) to be played prior to the main evening event
- Five full-page/full color ads in GA TODAY
- Five Slides to be shown daily from screens or video during main events, breaks or pre-service
- Five Facebook posts (100,000 views)
- Ten Twitter posts (10,000 views)
- One Instagram post
- LEAD Conference Access (Two 8' tables) (1000 Leaders in Attendance)
- Delegate Bag Insert (insert provided by sponsor)
- Logo on Sponsorship Signage (Digital & Print)

HERITAGE SPONSOR **\$15,000**

- 20' x 30' Premium booth w/electricity & internet provided
- Three 60-second promotional videos (provided by sponsor) to be played prior to the main evening event
- Three full-page/full color ads in GA TODAY
- Three Slides to be shown from screens or video during main events, breaks or pre-service
- Three Facebook posts (100,000 views)
- Five Twitter posts (10,000 views)
- One Instagram post
- LEAD Conference Access (One 8' table)
- Delegate Bag Insert (insert provided by sponsor)

GA18 LIVE SPONSOR **\$10,000**

- 20' x 20' Premium booth w/electricity & internet provided
- Two 60-second promotional videos (provided by sponsor) to be played prior to the main evening event
- Two full-page/full color ads in GA TODAY
- Two Slides to be shown from screens or video during main events, breaks or pre-service
- Two Facebook posts (100,000 views)
- Three Twitter posts (10,000 views)

INFLUENCE SPONSOR **\$5,000**

- One 10x20 Premium booth w/electricity provided
- One full-page/full color ad in GA TODAY
- One Slide to be shown from screens or video during main events, breaks or pre-service
- Two Twitter posts (10,000 views)

STANDARD SPONSOR **\$2,500**

- One 10 x 10 standard booth w/electricity
- One half-page/full color ad in GA TODAY
- One Twitter post (10,000 views)

EXHIBITOR OPTIONS


20 x 20 Standard Booth \$4,500

- 4-Tables with Show Color Drape
- 8-Chairs
- Electricity Provided

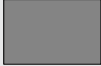
10 x 20 Standard Booth \$2,500

- 2-Tables with Show Color Drape
- 4-Chairs
- Electricity Provided


10 x 10 Standard Booth \$1,450

- 1-Table with Show Color Drape 
- 2-Chairs
- Electricity Additional Cost

10 x 10 General Booth \$1,250

- General Location 
- 1-Table with Show Color Drape
- 2-Chairs
- No Electricity

10 x 10 Economy Booth \$1,000

- Economy Location 
- 1-Table with Show Color Drape
- 2-Chairs
- No Electricity

ADD-ONS

LEAD Conference Sponsorship

- LEAD Conference Partner \$5000
- LEAD Conference Sponsor \$2500

Live-Stream Ads

(Call for Details)

- Business Session Ads
- Worship Service Ads (Pre-Message)

Business Session Sponsorship

(Call for Details)

- Announced Sponsor
- On Stage Give-a-ways
- Logo/Slide on Screens

Pre/Post Session

(Call for Details)

- Online Engagement

Additional sponsorship options available upon request.

* While every request will be considered, all requests are at the discretion of conference leadership.

* All sponsors will receive one 8' table per 10x10 section.

* All booth assignments will be issued 10 days prior to event.

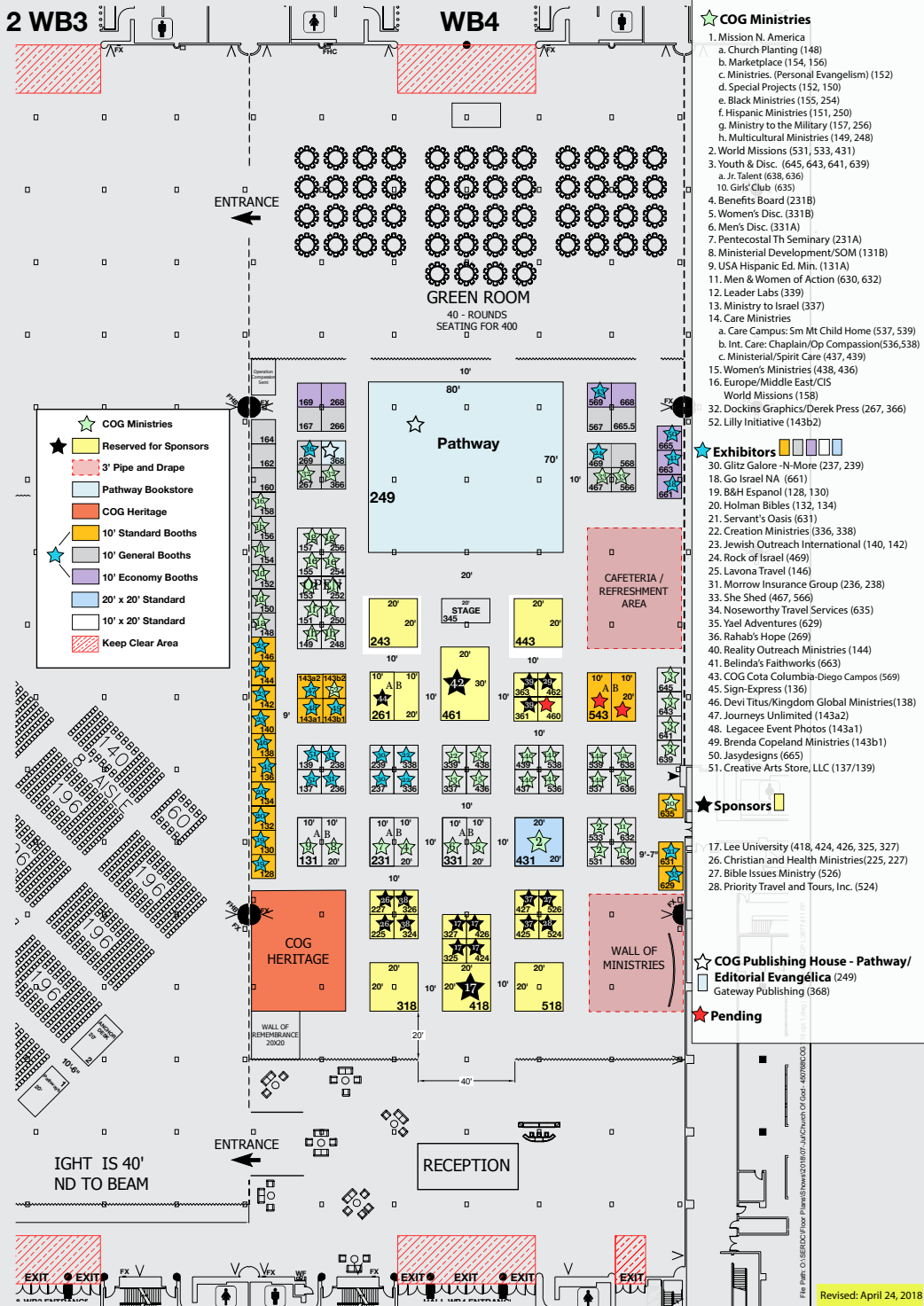
EXHIBIT HALL & SPONSOR LOCATIONS

CHURCH OF GOD INTL OFFICE BIENNIAL GENERAL ASSEMBLY

JULY 30 - AUGUST 3, 2018

ORANGE COUNTY CONVENTION CENTER - HALLS WA & WB - ORLANDO, FL

SUBJECT TO CHANGE PER FIRE MARSHAL APPROVAL



TOP 20 MOST AFFORDABLE CITIES FOR FAMILY TRAVEL

Forbes Magazine

BEST VACATION VALUE IN THE NATION

Smartasset

NAMED THE #1 MEETING DESTINATION IN THE UNITED STATES

Cvent

ACCOMODATONS AND DINING ARE SOME OF THE MOST AFFORDABLE

WORLD CLASS THEME PARKS

WALK TO OVER 40 RESTAURANTS AND ENTERTAINMENT OFFERINGS

GA18ORLANDO

ENJOY THE SUNSHINE STATE

Great for family fun and attractions

Easily accessible and boasting a wide variety of experiences, Orlando offers a vacation for every taste and every budget.

With seven of the world's top theme parks, Orlando continues to remain a favorite for traveling families.

World-class accommodations at a price you can afford

Compared to other major U.S. destinations, rates for Orlando's accommodations and dining are some of the most affordable, while Orlando airfares are always among the lowest of the 50 largest U.S. airports.

There are 15 Hotels with special Church of God discounts located within a few short blocks from the OCCC West Halls. There are 4 conveniently located Hotels with immediate direct skywalk access to the venue.

Whether heading to a meeting or venturing out at the end of a productive day, getting around is a breeze. Walk to and from the convention center with ease via 4 covered walkway bridges from 5,192 connected hotel rooms. Attendees will enjoy a vibrant convention district with an array of after-hours activities within walking distance to more than 40 restaurants and exciting entertainment offerings.

Food and fun for the whole family

Orlando is a virtual food paradise, with award-winning restaurants, a growing farm-to-table movement, and renowned celebrity chefs who consistently surprise guests with innovative tastes from around the world that are sure to impress.

Whether your attendees are searching for a swanky outdoor setting, high-energy meal, live music, or innovative theatrical performance, Orlando offers endless entertainment options to rejuvenate your group after-hours. You can choose from 4 retail, dining and entertainment complexes. There is an offering for everyone.

- Pointe Orlando
- I-Drive 360
- Universal's CityWalk
- Downtown Disney

*To register for General Assembly 2018 and lock in your discounted hotel rates, visit ga18.org or churchofgod.org, and click on the General Assembly graphic. (Note: A limited number of rooms are available at each hotel, so act quickly to reserve your room.)

TOP10 FAMILY FRIENDLY ATTRACTIONS

Walt Disney World

Orlando Eye

SeaWorld Orlando

Universal Orlando

LegoLand

Kennedy Space Center Visitor Complex

Walt Disney World Golf

Holy Land Experience

Volcano Bay

Orlando Science Center

SPONSORSHIP/EXHIBITOR REGISTRATION FORM

COMPANY NAME

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

SECONDARY PHONE

BRIEFLY DESCRIBE THE TYPE OF PRODUCT OR SERVICE YOU WILL BE PROMOTING

SPONSOR OPPORTUNITIES

Please check all that apply

Partnering Sponsor / \$25,000

Heritage Sponsor / \$15,000

GA18 Live Sponsor / \$10,000

Influence Sponsor / \$5,000

Standard Sponsor / \$2,500

EXHIBITOR OPPORTUNITIES

Please check all that apply

20 x 20 Standard Booth / \$4500

10 x 20 Standard Booth / \$2,500

10 x 10 Standard Booth / \$1,450

10 x 10 General Booth / \$1,250

10 x 10 Economy Booth / \$1000

PLEASE NOTE

See page 4 for detailed explanation regarding each sponsor/exhibitor opportunity. Church of God International General Assembly reserves the right to deny sponsor/exhibitor participation. This application does not guarantee a spot at GA18. Once we have received this completed application, you will receive a contract, at which time payment will be due.

Completed applications may be submitted to partners@churchofgod.org.