



Welcome, Exhibitors and Sponsors!

The National Youth Workers Convention has championed youth ministry for more than 45 years. We invite you to join your mission with ours and partner with us! This four-day event draws youth workers from around the world and from a number of denominations. NYWC is attended by youth ministry pastors, volunteers, students, workers and their spouses—and anyone interested in helping teenagers find and follow Jesus.

While at NYWC, attendees will choose from more than 80 seminars, attend worship, get entertained and gain wisdom from inspiring speakers. When they need resources to continue this inspiration at home, these attendees will visit you in the exhibit hall in Memphis' Cook Convention Center.

We invite you to partner with us as we work together to equip, resource and encourage youth workers. The 2017 NYWC exhibit hall will feature some exciting new things this year to draw attendees back time and time again. Our Beats and Eats stage will feature the best food and music Memphis has to offer. Seating near the stage will encourage attendees to gather, the Idea Lab will host bloggers and speakers and, of course, the YS Store will continue to offer books and other resources for youth workers.

This packet features multiple opportunities to help you maximize your exposure and budget. If you have questions, please contact Tamara Harris at 612-746-6499 or exhibit@youthspecialties.com. We look forward to partnering with you!

Memphis, Tenn. • Cook Convention Center • Nov. 16-19, 2017

NYWC.com/exhibit • exhibit@youthspecialties.com



**NATIONAL
YOUTH WORKERS
CONVENTION**

HERE'S A LOOK AT NYWC ATTENDEES:

3,200+

attendees projected to join us in Memphis.

95%

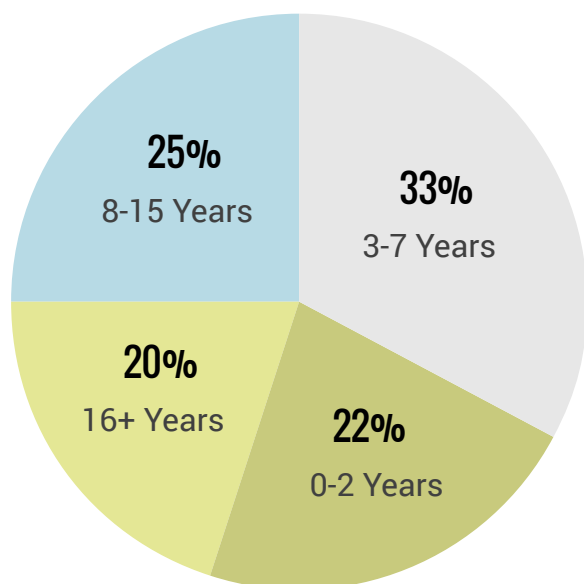
of 2016 attendees would recommend NYWC to their friends in ministry.

89%

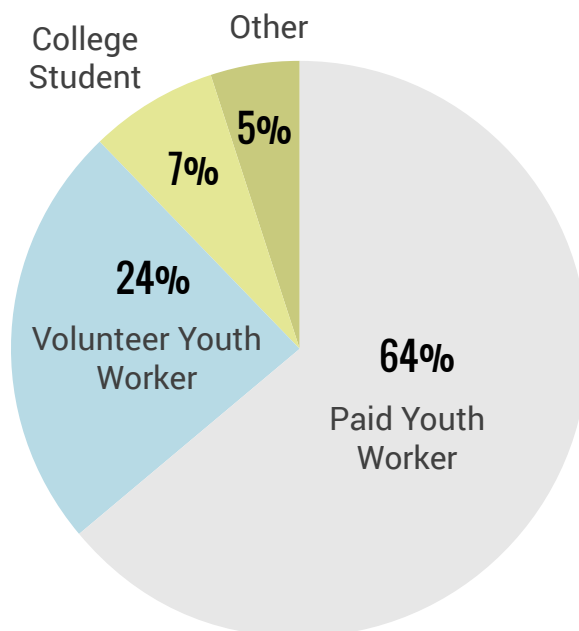
of 2016 attendees visited the Exhibit Hall two or more times.



TIME IN YOUTH MINISTRY



ROLE IN YOUTH MINISTRY



Exhibiting at NYWC

The exhibit hall plays an important role at NYWC, and it's something attendees look forward to every year. The exhibit hall is one of the largest of its kind, and its sole purpose is to provide attendees with great resources for youth ministry. Exhibiting at NYWC is a full and rewarding experience.

Here is what some of our exhibitors have told us about their experiences:

"Several people came up to me and said they were involved with our organization because of NYWC last year."

"YS consistently is the best exhibit convention for us!"

"This is my favorite convention every year!"

"You guys rock. We love you and are huge fans of this conference, its mission, and the people putting it on."

"Connected with other ministries that encouraged us and prayed with us. Loved that!"

"Appreciated the YS staff coming around and checking on us daily. They were great!"



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EXHIBITOR Packages

As an exhibitor at NYWC, it pays to register early—you get to choose your booth size and location online! We have many booth packages, a la carte options and sponsorship opportunities available for every budget, so you can maximize your presence at NYWC.

Platinum Booth Package

\$2,610 through July 31; \$2,710 starting Aug. 1

- 10x20 prime endcap includes drape, wastebasket and sign featuring organization name*
- Four exhibitor registrations are included. Organization may purchase up to four additional registrations at \$99 each with proof of booth purchase (\$1,200 value).
- Listing in exhibitor section of NYWC.com and the NYWC handbook. This includes full company name, email address, website address, Facebook and/or Twitter handle and a 15- to 20-word company description.
- One-year featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources (\$799 value).

Gold Booth Package

\$2,250 through July 31; \$2,350 starting Aug. 1

- 10x20 booth includes drape, wastebasket and sign featuring organization name*
- Four exhibitor registrations are included. Organization may purchase up to four additional registrations at \$99 each with proof of booth purchase (\$1,200 value).
- Listing in exhibitor section of NYWC.com and the NYWC handbook. This includes full company name, email address, website address, Facebook and/or Twitter handle and a 15- to 20-word company description.
- Six-month featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources, followed by a six-month basic listing (\$498 value).

Silver Booth Package

\$1,280 through July 31; \$1,380 starting Aug. 1

- 10x10 prime booth includes drape, wastebasket and sign featuring organization name*
- Two exhibitor registrations are included. Organization may purchase up to four additional registrations at \$99 each with proof of booth purchase (\$600 value).
- Listing in exhibitor section of NYWC.com and the NYWC handbook. This includes full company name, email address, website address, Facebook and/or Twitter handle and a 15- to 20-word company description.
- Three-month featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources, followed by a nine-month basic listing (\$249 value).

Bronze Booth Package

\$980 through July 31; \$1,080 starting Aug. 1

- 10x10 booth includes drape, wastebasket and sign featuring organization name*
- Two exhibitor registrations are included. Organization may purchase up to four additional registrations at \$99 each with proof of booth purchase (\$600 value).
- Listing in exhibitor section of NYWC.com and the NYWC handbook. This includes full company name, email address, website address, Facebook and/or Twitter handle and a 15- to 20-word company description.
- One-month featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources, followed by an 11-month basic listing (\$99 value).

** Booth packages do not include a table or chairs, which must be rented through the decorator.*

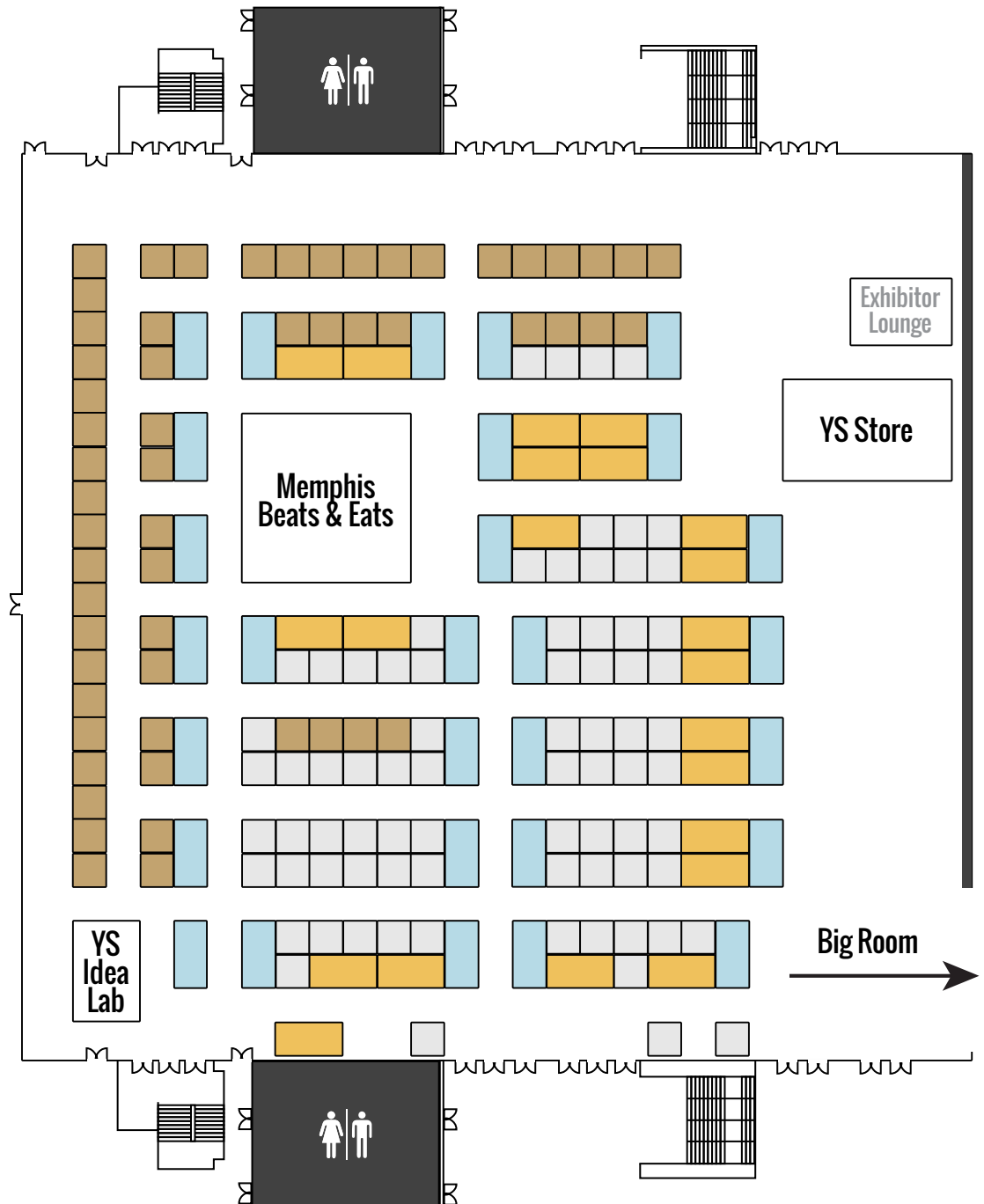
EXHIBIT HALL Map

LEGEND

- Platinum Booth
- Gold Booth
- Silver Booth
- Bronze Booth

Memphis Beats and Eats

The best food and music Memphis has to offer.



SPONSOR Packages

NYWC provides an array of sponsorship options so you can get your message in front of the right audience, at the right time and in the most authentic way. Space is limited, so register today!

Big Room Presenting Sponsor

\$15,000

- One 3- to 5-minute onstage presentation in a Big Room general session by sponsor
- One announcement in a Big Room general session by emcee
- Projection of organization's image or logo on side wall of Big Room prior to and after sponsored session
- One chair drop for sponsored Big Room session attendees. Items should be valued at \$5 or more each (e.g., book, product sample, download card or merchandise). A total of 4,000 items must be provided.**
- A one-page, full-color ad in the NYWC handbook
- Four exhibitor registrations are included (\$1,200 value). Additional registrations are available for the going price at time of purchase.
- One 10x10 booth includes drape, wastebasket and sign featuring organization name*
- Listing as primary sponsor on NYWC.com, with a link to the sponsor's website
- One-year featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources (\$799 value)
- Full access to the exhibitor lounge

Big Room Sponsor

5 available: \$10,000

- 60- to 90-second promo video to be shown prior to a Big Room general session. YS approval is required.
- 60- to 90-second promo video posted on NYWC.com for 30 days and within 90 days prior to the event. YS approval is required.
- Projection of organization's image or logo on side wall of Big Room prior to and after sponsored session
- Two, 8-foot-tall pillar wrap banners in convention center featuring sponsor-supplied artwork.
- One chair drop for sponsored Big Room session attendees. Items should be valued at \$5 or more each (e.g., book, product sample, download card or merchandise). A total of 4,000 items must be provided.**
- A one-page, full-color ad in the NYWC handbook
- Four exhibitor registrations are included (\$1,200 value). Additional registrations are available for the going price at time of purchase.
- One 10x10 booth includes drape, wastebasket and sign featuring organization name*
- Listing as primary sponsor on NYWC.com, with a link to the sponsor's website
- One-year featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources (\$799 value)
- Full access to the exhibitor lounge

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SPONSOR Packages

Movie Screening Sponsor

2 Available: \$10,000

- 60- to 90-second promo video to be shown during a Big Room general session. YS approval is required.
- Two, 8-foot-tall pillar wrap banners in convention center featuring sponsor-supplied artwork.
- One screening of the film during an NYWC seminar session. Room capacity of 300-500
- One 10x10 booth includes drape, wastebasket and sign featuring organization name*
- Four exhibitor registrations are included (\$1,200 value). Additional registrations are available for the going price at time of purchase.
- Promotion of the film through inclusion in two emails to NYWC attendees prior to the event
- Listing as a primary sponsor on NYWC.com, with a link to the film's website
- A one-page, full-color ad in the NYWC handbook
- Sponsor can display two signs near the seminar room to promote the film's screening.
- Thank-you-to-our-sponsor mention in the YS blog, including organization's name and web address.
- Full access to the exhibitor lounge

Late Night Sponsor

2 available: \$5,000

- 60- to 90-second promo video to be shown prior to a Late Night session. YS approval is required.
- 60- to 90-second promo video posted on NYWC.com for 30 days and within 90 days prior to the event. YS approval is required.
- One chair drop for sponsored Late Night session attendees. Items should be valued at \$5 or more each (e.g., book, product sample, download card or merchandise). A total of 1,000 items must be provided.**
- A one-page, full-color ad in the NYWC handbook
- Four exhibitor registrations are included (\$1,200 value). Additional registrations are available for the going price at time of purchase.
- One 10x10 booth includes drape, wastebasket and sign featuring organization name*
- Listing as primary sponsor on NYWC.com, with a link to the sponsor website
- One-year featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources (\$799 value)
- Full access to the exhibitor lounge

Memphis Beats and Eats Sponsor

NEW THIS YEAR!

1 available: \$5,000

- Ceiling-hung banner at Beats and Eats stage in exhibit hall featuring sponsor name
- Two teardrop banners on either side of Beats and Eats stage in exhibit hall
- A one-page, full-color ad in the NYWC handbook
- Two exhibitor registrations are included (\$600 value). Additional registrations are available for the going price at time of purchase.
- Listing as the Memphis Beats and Eats sponsor on NYWC.com, with a link to the sponsor's website
- Daily Memphis Beats and Eats sponsorship announcement from the stage
- One-month featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources, plus an 11-month basic listing (\$99 value)
- Full access to the exhibitor lounge

YS Idea Lab Stage Sponsor

1 available: \$3,500

- Signage at Idea Lab stage featuring sponsor name
- A one-page, full-color ad in the NYWC handbook
- Two exhibitor registrations are included (\$600 value). Additional registrations are available for the going price at time of purchase.
- Listing as the YS Idea Lab stage sponsor on NYWC.com, with a link to the sponsor's website
- Daily YS Idea Lab sponsorship announcement from the YS Idea Lab stage
- One 15-minute interview from the YS Idea Lab stage
- One-month featured listing in Youth Specialties' YS Directory, a comprehensive database of youth ministry resources, plus an 11-month basic listing (\$99 value)
- Full access to the exhibitor lounge

**Booth packages do not include a table or chairs, which must be rented through the decorator.*

***If exhibitor or sponsor deadlines are not met, YS will not be able to fulfill requirements.*



A La Carte Options

These individual items may also be added to an existing exhibitor or sponsorship package.

Social Media Mention

Five available: \$500

- One social media mention advertising your NYWC booth number on Youth Specialties' Facebook and Twitter accounts within 10 days prior to the event
- One feature on Youth Specialties' Instagram Story during NYWC

Email Banner Ad, Blog and Social Media Mention

Five available: \$750

- One 600x200 banner ad included in one YS email, sent to a list of 45,000-plus addresses. One ad available per month from June-October.
- One feature on Youth Specialties' Instagram Story during NYWC
- One 350x200 blog sidebar ad featured for one month on the YS blog home page and blog post pages. One ad available per month from June-October.
- One social media mention advertising your NYWC booth number on Youth Specialties' Facebook and Twitter accounts within 10 days prior to the event

Package Inserts

Six available: \$500

- Have one branded print piece, up to 8x10 final size, included in every shipment ordered online through the YS Store and shipped from the YS Warehouse for three months. Two slots available for every three-month period. You are responsible for shipping 300 pieces to the YS warehouse.
- Pieces will ship in: May, June and July; August, September and October; November, December and January; or February, March and April.

Floor Stickers

Six sponsorships available: \$500

- Six, 3-foot-by-3-foot floor stickers will be placed on the floor of the exhibit hall or in convention center hallways for the duration of the event.**

Elevator Wraps

Three sponsorships available: \$750

- Four elevator door wraps will be placed on elevator doors in the Sheraton Hotel or convention center for the duration of the event.**

Ads

- Full-page, full-color NYWC handbook ad (43 available): \$995
- Half-page, full-color NYWC handbook ad (12 available): \$645
- Two-page, full-color handbook ad: \$1,645

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Important Exhibitor and Sponsor Information

Any design sizes and/or specifications needed will be communicated after exhibitor or sponsorship booking. If exhibitor or sponsor deadlines are not met, YS will not be able to fulfill requirements.

All videos must be approved by YS according to the deadlines provided after booking.

All booth packages include drape, wastebasket and organization name sign. They do NOT include a table or chairs, which must be rented through the decorator.



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