



encourage

• equip •

engage

2018 CPE Media Kit

A TRADESHOW AND SO MUCH MORE!

- Encouragement from God's Word
- Training and workshops
- Tradeshow floor
- Inspiration
- Entertainment from the best authors and artists in the industry
- Exclusive movie premieres



Why CPE?

Significant changes to our economy and industry have provided **new opportunities** for you to connect to the independent Christian market. The Munce Group has been faithfully serving the independent Christian retailer for over 25 years. Over a decade ago, the Munce Group launched Christian Product Expo (CPE) with the simple goal: to **encourage, equip** and **engage** independent Christian retailers and the suppliers and vendors who serve this segment of business.

CPE has always been known as the most effective tradeshow for motivating independent Christian retailers to write orders and discover product information. And while we realize that has been the main reason you have participated as an exhibitor, you may not realize that **CPE contributes to the overall health and vitality of the independent** throughout the year.

We have found that the retailers who attend CPE choose to spend their time out of the store at CPE and no other tradeshows. In fact, retailers have told us that if it were not for CPE, they would not attend any tradeshow. We provide many incentives for retailers to attend CPE, including reimbursement for travel, hotel expenses and meals.

As we interact with the independent Christian retailers, we recognize their need to have an experience that takes them out of their store and places them in an environment that encourages them in their ministry, equips them in their business and engages them with suppliers and other retailers. We have seen that **retailers who attend CPE are more successful, more profitable, more optimistic, more connected to their community, and more likely to continue in business** than stores who do not participate.

We are asking that you continue to place an emphasis on your exhibit space and dedication to writing purchase orders at the CPE event but also view CPE as a way for your company to **invest in the independent**. Because at CPE, these independents are able to access valuable training, product awareness and best practices interchange throughout the event. You may have viewed CPE as a great way to sell your products to the retailers who attend. Today, we want you to join us by viewing CPE as an **overall solution** that strengthens the independent and benefits your business not only during the show but also throughout the year.

Booth Opportunities

CPE is an independent Christian store tradeshow that is designed to encourage, equip and engage retailers as well as vendor partners. Retailers will be reimbursed for expenses (related to travel, lodging and meals) when specific requirements are met.

Sponsor Package	Amount
Platinum Sponsor	\$6,000
Gold Sponsor	\$4,000
Silver Sponsor	\$2,500



Package Options	Platinum Sponsor	Gold Sponsor	Silver Sponsor
2 - 8x8 Booths with Priority Placement	•		
1 - 8x8 Booth		•	•
3 - Store Scholarships to Give Away	•		
1 - Store Scholarship to Give Away		•	
2 - Monday Dinner Banquet Tickets	•	•	•
Buyer Bag Insert	•	•	•
Promotional Video or Slide	•	•	
Full Page Ad in the CPE Program	•	•	
Program Ad Showing Logo as Platinum Sponsor	•		
Banner Placement Showing Logo as Platinum Sponsor	•		
Pre-promotion Logo Placement on All Materials	•		
Pre-show Meeting with Munce Group Advisory Board	•		
First Right of Refusal for Meal Sponsorship	•		
First Right of Refusal for Author/Artist Placement	•		

8'x8' Booth Includes:
 carpet, pipe and drape
 1 - 8' table draped
 1 - 4' classroom table draped
 3 - side chairs
 1 - wastebasket
 1 - 7"x 44" ID sign

Hotel:
 Eden Resort
 222 Eden Road
 Lancaster, PA 17601
 866-801-6430
www.edenresort.com
 Reserve your room by January 9
 \$105.95 per night + tax (Sun-Thurs)
 \$139.95 per night + tax (Fri-Sat)

Sponsorship Opportunities

Sunday Dinner

This dinner is for retailers and special guests to attend. To sponsor this meal, you will be given 30 minutes to speak directly to retailers. This time slot has been used to launch new Bible translations or new product lines. Some vendors have used this time to introduce authors through an informal interview with our president Kirk Blank or pitch their new selling cycle to the retailers. It is your time with the retailers to use as you see fit. It is appropriate to provide product samples for all the retailers.

Cost is \$3,500

Monday and Tuesday Devotional

This time is for retailers and special guests to attend. Sponsors have 30 minutes. We do ask that you bring a short devotional, whether it is from an author/artist or a sales rep, to begin the day. The remaining time is yours to present the lines you represent to retailers.

Cost is \$2,500

Movie Premieres

Movie premieres take place after the worship service on Sunday night and after the Monday night banquet. We offer this spot for upcoming theatrical movies. The purpose is to receive feedback from retail, to build retailer excitement in pushing consumers to the theaters and/or to sell physical product when it is available.

Cost is \$1,500

All costs are to offset room fees, AV needs and food.



Schedule of Events

Sunday

9:00am-12:00pm

Retail Refresh Boot Camp

12:00pm-4:30pm

General Training Session

2:00pm-4:00pm

Bookstore Manager Training (Optional)

4:30pm-5:30pm

Personality Party

Meet and greet authors/artists who bring a minimum of 100 products to give to retailers

6:00pm-7:00pm

Family Style Dinner—**Sponsorship opportunity**

7:00pm-8:00pm

Night of Worship—**Speaker and Worship Leader needed**

8:30pm-10:00pm

Movie Premiere—**Sponsorship opportunity**

Monday*

7:00am-8:15am

Devotion & Product Presentation—**Sponsorship opportunity**

8:30am-10:00am

General Training Sessions

10:00am-6:00pm

Show Floor Open

6:30pm-8:30pm

Evening Banquet & Showcase—**Speaker/Artist needed**

8:30pm-10:00pm

Movie Premiere—**Sponsorship opportunity**

Tuesday*

7:00am-8:15am

Devotion & Product Presentation—**Sponsorship opportunity**

8:30am-12:00pm

Show Floor Open

12:00pm

Cash Prize & Product Giveaway

*author signings in exhibit booths are permitted

À la Carte Opportunities

Additional Booths	\$1,500
Store Scholarships	\$1,000
Promotional Video	\$250

Program Ad	\$100
Meal Tickets	\$50
Welcome Bag Stuffer	No Charge

- Store Scholarships - allows us the opportunity to ask a new store that has never attended CPE to be your guest.
- Promotional Video - 2 to 3 minute video to promote your company; shown during meals at CPE.
- Meal Tickets - Sunday night meal tickets or extra Monday banquet meal tickets.
- Welcome Bags Stuffers - product you would like added into the retailers welcome bags.

Program Advertising

Ad Size, Specs
Full Page

Bleed Area = 8.75" x 11.25"

Trim Area = 8.5" x 11"

Live Area = 8.25" x 10.75"

Artwork Specifications:

Press-quality .pdf or QuarkXPress or Adobe InDesign document with: all fonts and images: gathered for output/"packaged" in a folder then archived (.zip or .sit) and emailed. If we do not receive full-resolution, print-ready images and all fonts along with the layout file, we CANNOT include the ad for publication.

Email or Dropbox Final B & W Ads to:

Andrea Stock
andrea.stock@munce.com

Author & Artist Opportunities

Personality Party Sunday 4:00PM – Limited number of authors and artists to meet and greet our retailers. We do request you have product to sign and give to the retailer. (100 products)

Worship Service Sunday 7:00PM

- Key note speaker – A word of encouragement to our store owners. (preach not pitch)
- Worship leader – Lead us into a time of worship

Monday Dinner*

- Key note speaker
- Comedian
- Music artist or group

Morning Devotions – sponsored event

Join us for worship, movies, training and meals.

**Meals will have an added fee.*



Contact Us

Sue Brewer - Vendors, Authors, Entertainment
sue.brewer@munce.com

Phone: 727-596-7625
Fax: 727-593-3523



Help Us Spread the Word!

We can provide you with all CPE information and an email to send to retailers that you work with!



TWO GREAT SHOWS:

Lancaster, PA
February 11-13, 2018
Eden Resort

Fall Show
Dates TBD
Location TBD