

# You Are a Crucial Part of the Children's Ministry Community

This conference, organized by the International Network of Children's Ministry, is the largest independent event uniquely designed to help children's ministry leaders thrive in their calling.

We gather around the magnificent things we have in common: a deep love for the gospel, for the Lord, for His Word, and for the flourishing discipleship of children.

INCM has existed for 40 years to connect children's ministry leaders to what they need to do what God has called them to do — high quality, holistic training, transformative resources, and a community that celebrates and supports one another.

At CPC22, we have the opportunity to reconnect with leaders from all over the world who are influencing the discipleship of this generation.

You have the opportunity to connect them to the valuable and unique ways you support their calling. You have the opportunity to be a part of a community that embraces you as a crucial member of what the Church needs to serve children and families. We invite you to consider being a part of this incredible conference and this global community this year. We look forward to the ways He will use CPC22 to bless your ministry and support the children's ministry leadership community. We're grateful for your interest in serving His people together!

> Michayla White INCM Executive Director

Michayla



**TRAINING** 



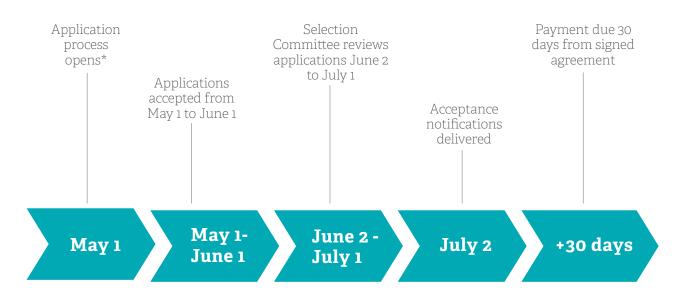
**RESOURCES** 



COMMUNITY



### CPC22 APPLICATION PROCESS



## Application available May 1 at:

childrenspastorsconference.com/opportunities/#resourceproviders

### OUR PROCESS -

At CPC, we are interested in much more than just filling the Resource Center booth spaces. We are dedicated to looking for organizations that support the children's ministry community with useful and effective resources, events, and opportunities. INCM believes there is great value in understanding your organization's goals and your heart for serving the Children's Ministry Leader. This is why we put every application through a careful review

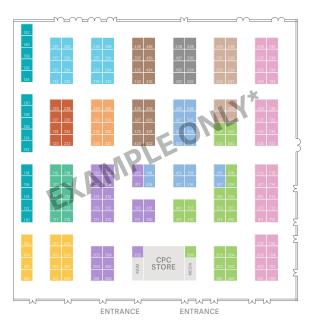
process. Every decision is made with both you and the CPC attendees in mind. Your application is extremely important to us, so please take your time in answering all of the questions.

\*Booth space will likely sell out, so make sure your application is in on time. NOTE: Space is limited, so not every application is accepted.

It was a fantastic conference. In all seriousness, the first day was the best 3 hours of exhibit hall that we believe we have been a part of in the last 20 years, doing 10-15 conferences each year.

Scott Timmons, President, Extreme Inflatables Inc.

### CPC21 RESOURCE CENTER



- Authors & Artists
- Book & Media Distributors
- Craft, Apparel & Promo Items
- Curriculum, Weekly Programming & Vbs
- Events, Camps & Special Programming
- Environments, Furniture & Playgrounds
- Missions & Outreach
- Personal Leadership Development
- Higher Education
- Safety & Security
- Software & Technology Solutions
- Special Needs Ministries
- Worship & Music

\* Not the final CPC22 map. Actual placement of categories and booths is determined as Resource Providers are approved.

### RESOURCE CATEGORIES

#### **NEW AUTHORS & ARTISTS**

Independent authors and artists.

### **BOOK & MEDIA DISTRIBUTORS**

You represent an author, or your organization is a distributor of books, media (including VBS, curriculum, and programing not published by you.)

#### **CRAFT, APPAREL & PROMO ITEMS**

Any organization specializing in children's crafts, apparel, and promotional items.

#### CURRICULUM, WEEKLY PROGRAMMING & VBS

Your organization produces and owns curriculum, weekly programming (including camps under curriculum brand), or VBS.

### **EVENTS, CAMPS & SPECIAL PROGRAMMING**

You or your organization represent stand-alone opportunities (entertainment, camps, clubs, games.)

#### **ENVIRONMENTS, FURNITURE & PLAYGROUNDS**

Organizations that specialize in ministry environments, indoor/outdoor equipment, classroom needs including audio and visual.

#### MISSIONS & OUTREACH

Organizations focused solely on partnering with Leaders to bring missions and outreach to their churches for the benefit of serving the kids and families around the world.

#### NEW PERSONAL LEADERSHIP DEVELOPMENT

Organizations focused on coaching, career advancement, and personal development in leadership roles.

#### **NEW** HIGHER EDUCATION

Universities or academic institutions focused on educational advancement.

#### NEW SAFETY & SECURITY

Organizations with the primary focus of equipping leaders and ministries in safety and security practices and procedures.

#### **NEW SOFTWARE & TECHNOLOGY SOLUTIONS**

Organizations that create and support check-in software, and online tools.

#### SPECIAL NEEDS MINISTRIES

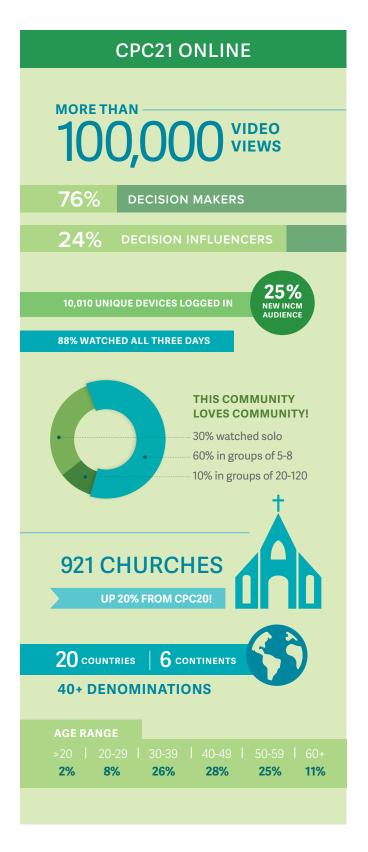
Organizations with the primary focus of equipping and supporting special needs in the local church.

### WORSHIP & MUSIC

Organizations that produce music and worship resources.

### CPC20/21 REGISTRANT DEMOGRAPHICS

### **CPC20 IN-PERSON** of attendees are DECISION MAKERS! INFLUENCERS! 27% Pastors Leaders 13% 37% Directors Volunteers 4% 7% Coordinators Other 12% **DENOMINATIONS REPRESENTED** NORTH 10% SOUTHWEST INTERNATIONAL ATTENDEES DIFFERENT COUNTRIES **CHURCH SIZE** 1k-5k 501-1k 200-500 >200 3% 26% 21% 31% 19% **AGE RANGE** 2% 12% 27% 26% 24% 9%



### CPC22 CONFERENCE SCHEDULE







Resource Providers will be able to enter the Resource Center 30 minutes before the scheduled Resource Center hours and may remain in the Resource Center 30 minutes after the Resource Center closes each day.

### MONDAY | JAN 10

3pm – 8pm .....Resource Provider Move-in 6pm – 7pm .....Early Check-in Parade

### **TUESDAY I JAN 11**

8:30am – 9pm .....Check-in Open

8:30am – 7pm .....Resource Provider Move-in (cont.)

9am – 10:30am ............General Session ONE

Including Prayer Experience

10:45am – 11:35am...... Breakout 1

11:35am – 2pm....Lunch Break (Coaching Appt. 1

at 11:50am-12:20pm)

2pm - 2:50pm .....Breakout 2

3pm......Grand Opening Resource Center

3pm – 5:30pm .....Resource Center Open

5pm – 7:30pm ......Dinner Break

7:30pm – 9pm.....General Session TWO

9pm – 10:30pm .....Resource Center NightLife!

### WEDNESDAY | JAN 12

8:30am - 5:30pm ...... Check-in Open

9am – 10:15am ......General Session THREE

10:15am – 3:45pm ...... Resource Center Open All Day!

10:30am - 11:20am ..... Breakout 3

11:35am - 12:25pm ...... Breakout 4

12:25pm – 2:45pm ......Lunch Break (Coaching Appt. 2

at 12:40pm-1:10pm)

2:45pm - 3:35pm.....Breakout 5

3:50pm – 5:20pm......General Session FOUR

NIGHT OFF!

### THURSDAY | JAN 13

8:30am – 6:30pm ...... Check-in Open

9am - 10:15am ......General Session FIVE

10:15am – 4:30pm......Resource Center Open All Day!

10:30am - 11:20am ..... Breakout 6

11:35am – 12:25pm ...... Breakout 7

12:25pm - 2:45pm.....Lunch Break (Coaching Appt. 3

at 12:40pm-1:10pm)

2:45pm – 3:35pm.....Breakout 8

3:30pm – 4:30pm ....... Resource Center - Final Hour

4:45pm – 6:15pm ..........General Session SIX

NOTE: This shedule is subject to change and is intended to give exhibitors an idea of what to expect in terms of Resource Center hours.

### **NEW THIS YEAR**



With our NEW CPC22 App you have access to potential business right on your personal device. Take notes, view answers to custom questions, and prioritize leads for easy post-event follow up. Because each attendee has a unique QR Code, a quick scan from your phone within your booth allows instant acquisition and real-time engagement. Depending on your sponsorship level, you'll also gain leads directly from the app when attendees simply visit your organization's profile.



#### **APP ENGAGEMENT:**

(available to all levels of sponsorship)

**Instantly see** who is interested in your Organization when they view your Organization's profile.

**Connect directly** with attendees via one-to-one messaging. Attendees are then able to schedule a meet-up right from the app.

**Scan attendee badges** as they visit your booth.

- Qualify leads by marking them Hot, Warm or Cold
- Take notes for each individual attendee
- Real-time reporting
- QR code lead capture
- Easy and quick scanning from your phone

#### ADVANCED LEVEL ENGAGEMENT:

Diamond, Platinum and Gold sponsorship levels receive attendee email addresses via the app which allows organizations to connect directly with attendees for one-to-one messaging or to schedule a meet-up from the organization's side.



The Resource Center is the best experience we have at any event. The attendees really enjoy learning about the products and everyone is friendly and nice.

Mindy Rausch, Go! Curriculum

### CPC22 SPONSOR PACKAGES

# **DIAMOND** \$25,000 • 2 available

This package is only available through our Organizational Membership path.

Please reach out to our Resource Manager for more information on this package.

#### CPC22

6 Premium Booth Spaces (ISLAND)	\$12,000
1 Full Page Handbook Ad	\$1000
2 Pre-Show Product Feature Email Listings Pre-event catalog style email sent to CPC22 regis	
2 Post show Offer Listing Post-event catalog-style email sent to CPC22 regi	
2 General Session SlidesPlayed on a loop before and after each general se	
General Session Video  1- 3 min video during assigned general session.	\$3500
1 Meter Board	\$1000
1 Goodie Bag Insert 2000 items needed	\$1000
1 Chair Drop	\$2000
1 Logo on Back of Goodie Bag	\$500
Advanced Lead Retrieval (full access)	\$2000
1 Dedicated Post Show Emails to Attendees	\$2000

Includes 10 complimentary Resource Provider Passes

### CPC+

- 1 Premium Booth Page.......\$6500
  2 video features
  Chat feature
  Downloadable resources
  GA number accessible (for access to analytics website)
  - Each Diamond Partner will receive exclusive promotion for one whole day of CPC+ on February 8th and 9th. The CPC+ Emcee will highlight and promote that partner throughout the day and drive traffic to partner's page.
- 4 Complimentary Digital Passes
- 1 Yr Organizational Membership Partner Level ......\$5000

A value of over \$52,000 at a 52% savings PLUS receive 20% off add-ons!

This was an incredible experience and more than I thought possible for an online event!! So well done, organized, and prepared

CPC21 Attendee

### CPC22 SPONSOR PACKAGES

### PLATINUM | \$15,500 • 3 available

4 Premium Booth Spaces (ISLAND)	\$6000
1 Full Page Handbook Ad	\$1000
2 Pre-show Product Feature Email Listings	\$500
2 Post-show Offer Listing	\$1000
2 General Session Slides	\$2400
1 General Session Video	\$3500
1 Meter Board	\$1000
1 Goodie Bag Insert	\$1000
1 Chair Drop	\$2000
1 Logo on Back of Goodie Bag	\$500
Advanced Lead Retrieval (full access)	\$2000
1 Dedicated Post Show Email to Attendees	\$2000
Includes 10 complimentary Resource Provider	Passes

Total Value \$23,900. That's 35% savings.

### **GOLD** | \$10,500 • 12 available

4 Premium Booth Spaces	\$6000
1 Full Page Handbook Ad	\$1000
2 Pre-show Product Feature Email Listings	\$500
2 Post-show Offer Listing	\$1000
1 General Session Slide	.\$1200
1 Goodie Bag Insert	\$1000
Advanced Lead Retrieval (full access)	.\$2000
Includes 8 complimentary Resource Provider Passes	





### **SILVER** | \$6300 • 14 available

2 Premium Booth Spaces	\$3000
1 Half Page Handbook Ad	\$700
2 Pre-show Product Feature Email Listings	\$500
1 Post-show Offer Listing	\$500
1 General Session Slide	\$1200
1 Goodie Bag Insert	\$1000
App Engagement	\$1000
Includes 4 complimentary Resource Provider Passes	

### Total Value \$7000. PLUS receive 15% off add-ons!

EXHIBITOR   \$1,200 • 53 available	
1 Booth Space\$120	0
1 Pre-show Product Feature Listing\$50	0
Includes 2 complimentary Resource Provider Passes	

### BRONZE | \$2500 • 42 available

1 Booth Space	\$1200
1 Quarter Page Handbook Ad	\$500
1 Pre-show Product Feature Listing	\$250
1 Post-show Offer Listing	\$500
App Engagement	\$1000
Includes 2 complimentary Resource Provider Passes	
PLUS receive 5% off add-ons.	

The providers were so helpful and informative without being pushy to buy. They were very conversational and encouraging.

CPC21 Attendee

## CPC22 SPONSOR ADD-ONS

GENERAL SESSION EXPOSURE

**BOOTH SPACE** 

BOOTH SPACE	GENERAL SESSION EXPOSURE
Additional Premium Booth Space\$1500  Premium location 10x10 Booth Space (limited number available to Platinum, Gold, and Silver levels only)	General Session Slide\$1200 Shown in a loop before and after General Sessions (10 available)
Additional Booth Space\$1200 Standard 10x10 Booth Space (limited number available to Bronze and Exhibitor levels only)	Chair Drop\$2000 Item placed on chairs in 1 General Session (4 available)
Island Option	DIGITAL PROMOS  Product Feature Listing
	App Sponsor\$2000 (1 available)
PRINT	
Meter Board\$1000 Advertising board in conference hallway (10 available)	App Push Notification\$500 1 message send via App to all Attendees (4 available)
Conference Bag Insert\$1000 One item in attendee goodie bag (20 available)	Post-CPC Catalog Offer Listing\$500 Catalog-style insert promoting a product or special post- event deal. (26 available)
Conference Handbook Print Ad	
Full \$1000	
Half\$700 Quarter\$500	HOSPITALITY
(3 each available)	Early Check-in Parade Giveaway\$500
Logo on Attendee Conference Bag\$500 (5 available)	One item passed out during the Check-in Parade (500 item Minimum, 3 available)
Conference Lanyard Sponsor\$2500 Your logo on attendee conference lanyard (1 available)	Early Check-in Character Sponsor\$1400  Hire a character to represent your organization and pass out an exclusive giveaway during our Early Check-in Parade. (2 available)

Each year we meet new people and get the opportunity to share resources for their churches. We see a lot of "ah-ha" moments with people. We make new friends and see old ones.

Lena Wooten, Director of Marketing, D6

### NEW OPPORTUNITIES

Many organizations work with the INCM Team to arrange unique gatherings that work around the scheduled conference events. Make the most of your time while the Children's Ministry Community is gathered together at CPC22!

### Exclusive Coffee Station Sponsor.....\$5000 per station

Capture the attention of attendees first thing in the morning with a coffee station sponsorship. Your organization will have exclusive exposure to attendees during their trip to one coffee station during a morning coffee break. Each station comes with dedicated signage highlighting your organization. Additionally, the CPC emcee will mention your sponsorship of the coffee from the main stage and encourage attendees to visit your booth. Use the CPC22 app to gain leads as you offer coffee. (Someone from your organization is responsible to hand out the item.)

#### Coffee Marketing Options

Want to see your logo all over the general session room? Add logoed cup sleeves!

View details on more marketing opportunities here.

#### Sponsor a Mickey & Minnie Break ......\$16,000

Enhance your presences during a break or resource hour with a sponsored Disney treat. Sponsoring one of these breaks can drive attention to your booth and heighten the awareness of your organization among the crowd and add a unique marketing opportunity using the CPC22 app to gain leads.

- First 500 attendees
- Time & Location determined by INCM
- Options included in this price:
   Mickey crisped rice treats
   Mickey premium ice cream bars
   Minnie's house-made chips
   Warm Mickey-shaped soft pretzels.

#### Exclusive Attendee Lunch Sponsor

Sponsor a lunch program and get your message in the hands of a guaranteed audience. No other organization will be competing for the attendee's attention for the duration of the lunch.

With 425 attendees locked in to our lunch program for three days, you have the opportunity to customize and present your program during the 2.5 hour lunch. INCM will provide stage and sound. One available per day. Availability subject to change. Contact our Resource Manager for more details.

Opportunities included in sponsorship:

- Logo centerpieces on tables.
- Printed materials on each table. (Sponsor is responsible to place/replace materials as needed.)
- Slideshow with your organization's products and services highlighted to be played between your program segments
- Provide the attendees a giveaway item as they enter or leave the room. (Sponsor is responsible for distributing items.)

### Organization Lunch......Approx. \$5700

INCM has negotiated menus, time and space so you can have the undivided attention of specific attendees that you want to reach. This is a great option for focus groups, VBS reveals, curriculum training and more! (\$75/guest, for 75-100 guests)

INCM determines room & availability. Your organization works directly with Disney to coordinate details.

Schedule a call with our Resource Manager today!

### ADDITIONAL OPPORTUNITIES







INCM exists to connect children's ministry leaders to the training, resources, and community they need to champion the discipleship of children and shape the future of the Church. At CPC, we have the opportunity together to come alongside leaders in a powerful way and advance the Kingdom vision we share. Here are some additional ways we can serve the community at CPC:

#### **BREAKOUT TRAINING**

CPC breakouts are selected with the ministry leader in mind. Breakout Training is led by ministry practitioners, children's and family ministry advocates, and expert trainers like you, who offer in-depth and compelling learning experiences. Breakouts cover a wide variety of relevant topics that will strengthen the leadership skills and knowledge of the ministry leaders we serve.

To apply visit: <a href="mailto:childrenspastorsconference.com">childrenspastorsconference.com</a>

Note: Acceptance to the Resource Center does not guarantee a spot on the Breakout Team.

#### **CPC ONSITE COACHING**

As a resource provider, you may be eligible to participate as a coach! During CPC, our attendees have the opportunity to schedule a free, 30-minute appointment in which they connect one-on-one with a ministry expert who will coach them through a specific question or issue. If you are interested in becoming a coach, you'll find additional information and a link to the coaching application here.

Note: Involvement in Breakout Training and Coaching at CPC overlaps Resource Center hours. As a resource provider, it is your responsibility to have booth coverage during all open Resource Center hours.

We understand that our resource providers are so much more than the products they sell. You have valuable experience and know-how that can benefit the Children's Ministry community far beyond the walls of CPC22! We invite and encourage you to apply to be a Breakout Speaker or a CPC Coach.

CPC has continued to be our primary way of recruiting ministry partners for our children's missions project.

Paul McIntyre Owner, Swordsmith

### CPC+ VIRTUAL EXPERIENCE

In addition to the in-person event, INCM is offering CPC+ on February 9-10, 2022. CPC+ is a new and exciting virtual experience hosted by INCM's Executive Director, Michayla White, and CPC's Emcee, Drew Powell. The event will highlight our favorite parts of CPC22, including four general sessions and a selection of the most popular breakout sessions. CPC+ is a unique opportunity to continue engagement with those who attended CPC21 Online and expand your reach to INCM's international audience.

### CPC+ Sponsor....\$3000

(8 available to those participating in CPC22 Live Event)

• 1 Booth Page

l Video Feature

Chat Feature

Downloadable Documents

Website Link

GA Number Accessible (for access to analytics) Real Time Page Updates

- Early Access to Attendees Before the Event
- Full Page Ad in Digital Resource Guide
- 1 Pre-show Email Listing to Registered Attendees Pre-event catalog-style email sent two weeks before the event
- 1 Post-show Email Listing to Registered Attendees Post-event catalog-style email sent two weeks after the event

### **ADD-ONS**

Pre-show Slide
General Session Slide\$1200 A looped slideshow played before and after General Sessions, Lunch & Breaks.
Quarter Page Handbook Ad\$500
Pre-show Product Feature Listing\$250 Catalog style insert sent out to attendees two weeks before the event. (20 available)
Post-show Offer Feature Listing\$500 Catalog style inserts sent out to attendees two weeks after the event. (10 available)

One item included in our digital goodie bag. Must be a

product or sample, e.g. e-book, digital sample, or resource.

Digital Goodie Bag Insert



# Thank you!

(14 available)

First, I thank my God through Jesus Christ for all of you  $\dots$  Romans 1:8 NIV

We are so thankful for your willingness to consider a partnership with us as we serve alongside the Children's Ministry community. We look forward to another amazing event!

If you have any questions or need more information please contact us at : resource.center@incm.org



International Network of Children's Ministry

incm.org