MISSION LEADERS CONFERENCE
September 21–23, 2017 | Dallas, Texas

FOUNDATIONS
Evangelism, Discipleship & Planting Churches

MissioNexus.org/foundations
2017 SPONSORSHIP OPPORTUNITIES

FOUNDATIONS
Evangelism, Discipleship & Planting Churches
Sept. 21–23, 2017 Dallas, Texas

A Sampling of 2016 Sponsorship Benefits

ANTHOLOGY
A curated collection of writings by some of the world’s foremost authors, speakers and thought leaders
Print edition, October issue: 1,000 distribution
Digital edition, each issue: 2700 issue views, 1200 unique visitors

BROADCAST EMAIL
6 broadcast emails promoting the conference
• 10,000 recipients; 63,000 total messages delivered
• 30% average open rate
• 3% average click-through rate

5 broadcast emails to conference attenders
• 780 recipients; 3,900 total impressions
• 65% average open rate
• 22% average click-through rate

CONFERENCE APP
Interactive mobile app available free for download to all conference attenders
More than 700 downloads by conference attenders. Logo, description, contact information, and exhibit location included for each sponsor.
CONFERENCE PROGRAM
Printed program for attenders that contains the conference schedule, maps, speaker bios plus sponsor and exhibitor listings. Distributed to 800 attenders. Logo, description, contact information, and exhibit location included for each sponsor.

SPONSOR SLIDES
Sponsor slide with logo in rotation before General Sessions and Breakouts. 800 attenders—7,200 total impressions.

CONFERENCE WEB PAGE
Web page for conference registration and up-to-date conference information. 8,000 unique visitors during conference promotion.

CONNECT THROUGH SPONSORSHIP OPPORTUNITIES AND EXHIBIT VISIBILITY:
• Questions? Call 630.682.9270 or email Peggy: Events@MissioNexus.org
## SPONSOR & EXHIBITOR BENEFITS

<table>
<thead>
<tr>
<th>Opportunities Available</th>
<th>Prime Sponsor</th>
<th>Wi-Fi/App Sponsor</th>
<th>Partnership Sponsor</th>
<th>Networking Sponsor</th>
<th>Learning Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,500</td>
<td>$8,000</td>
<td>$7,000</td>
<td>$6,000</td>
<td>$4,500</td>
<td>$1,600</td>
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<td>Sold out</td>
<td>Sold out</td>
<td>x(\times) 2 left</td>
<td>Sold Out</td>
<td>$\times) 6</td>
<td></td>
</tr>
</tbody>
</table>

### Conference Guest Bag, Mobile App, Program

- Value-added promotional gift, sample product, or promo piece in guest bag*:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- One push notification to conference attenders through the mobile app:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Two-page ad spread in program:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Full-page ad in program:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Exclusive sponsor logo on splash page of mobile app:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Exclusive sponsor logo displayed on email, website and program promotions of mobile app download:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Logo displayed on rotating banner in mobile app:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Listing with logo, 40-word description and exhibit location in program and mobile app:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Listing with 40-word description and exhibit location in program and mobile app:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor

### Registration & Hospitality

- Logo displayed at conference registration area:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Provide on-site prize* ($100 minimum value). Drawing and winner announced in Exhibit Hall on Saturday. Email of “opt-in” registered attenders will be provided to the sponsor:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Sponsor logo on name badges:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Acknowledgement and thank you at Thursday Opening Session for sponsorship of the conference WiFi:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Standing banner with logo* at a charging station for mobile phones and tablets at your booth, giving opportunity for sponsor representative to interact with guests:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor

### Sessions, Workshops & Resources

- Sponsor slide with logo in rotation before two (2) selected General Sessions*:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Opportunity to present a 2-minute video at one (1) selected General Session, including a thank-you mention by Session host*:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor
- Sponsor slide with logo at Thursday Opening Session*:  
  - Prime Sponsor
  - Wi-Fi/App Sponsor
  - Partnership Sponsor
  - Networking Sponsor
  - Learning Sponsor
  - Exhibitor

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**Questions? Call 630.682.9270 or email Peggy, Events@MissioNexus.org**
<table>
<thead>
<tr>
<th>Sessions, Workshops &amp; Resources (cont.)</th>
<th>Prime Sponsor</th>
<th>App Sponsor</th>
<th>Partnership Sponsor</th>
<th>Networking Sponsor</th>
<th>Learning Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities Available</td>
<td>$12,500</td>
<td>$8,000</td>
<td>$7,000</td>
<td>$6,000</td>
<td>$4,500</td>
<td>$1,600</td>
</tr>
<tr>
<td></td>
<td>Sold out</td>
<td>1</td>
<td>Sold out</td>
<td>2 x 2</td>
<td>Sold Out</td>
<td>2 x 6</td>
</tr>
<tr>
<td>Exclusive recognition associated with one (1) of the following networking events for specialty groups: CEO Luncheon, or Church Mission Leader Luncheon, SIW</td>
<td></td>
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<tr>
<td>Standing banner with logo at sponsored activity*</td>
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<tr>
<td>Exclusive recognition associated with one (1) of the following Workshop Tracks: Executive Leadership, Globally Engaged Churches, Mission Finance &amp; Administration, Personnel, Short-Term Mission</td>
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<tr>
<td>Logo on sponsored event or track web page with link to sponsor home page</td>
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<tr>
<td>Thank-you announcement during sponsored activity</td>
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<tr>
<td>Sponsor slide with logo* at sponsored activity</td>
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<tr>
<td>Opportunity to place collateral on chairs or tables before sponsored activity*</td>
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<tr>
<td>Anthology</td>
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<tr>
<td>Full-color, full-page ad in Oct 2017 issue distributed at conference; email to full membership thanking sponsors and announcing new issue</td>
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<tr>
<td>20% discount on ad in Oct 2017 issue (full or half page)</td>
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<td>Online, Direct Mail &amp; Social Media</td>
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<td>Logo on conference home page with link to sponsor home page (March-September)</td>
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<td>Listing as Service Provider in Member Directory</td>
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<tr>
<td>Logo in broadcast email promotions before conference</td>
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<tr>
<td>Name in broadcast email promotions before conference</td>
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<tr>
<td>Post-event broadcast email to attendees to include sponsor logo with link to sponsor’s homepage</td>
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<tr>
<td>Pre- or post-conference direct mailer to Missio Nexus member list*</td>
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<td>Mention on Facebook and Twitter</td>
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<tr>
<td>Exhibit</td>
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<tr>
<td>First choice of booth location in exhibit hall</td>
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<tr>
<td>Second choice booth location in exhibit hall</td>
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<tr>
<td>8’ x 10’ exhibit booth with 6’ skirted table</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td>1</td>
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<tr>
<td>Complimentary conference registration</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td>1</td>
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<tr>
<td>$100 off one (1) additional conference registration</td>
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<td>Missio Nexus Membership</td>
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<td>1 year Organizational membership with Missio Nexus</td>
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</table>

*Indicates item provided and paid for by sponsor; subject to Missio Nexus approval of graphics/content. Special: Any conference sponsorship may be enhanced to receive greater annual exposure by purchasing an ad in the May 2017 issue of Anthology at a 20% discount.
ANNUAL OPPORTUNITIES TO ENHANCE YOUR CONFERENCE SPONSORSHIP

A limited number of annual opportunities are available to enhance your 2017 Mission Leaders Conference sponsorship. Ask about an annual package that will provide opportunity for exposure throughout 2017 to our membership of nearly 6,000 Great Commission influencers — representing North American agencies and churches with a mission force of more than 35,000 individuals serving at home and throughout the world.

Other add-on options include the Anthology Enhancement Bundle or selection of your favorite from the A La Carte menu.

### Annual Enhancement Bundle +
- Logo on MissioNexus.org homepage with link to your home page
- Banner ad rotation on MissioNexus.org website (1 month)
- Logo with link in weekly email digest promoting Missio Nexus services (1 per week for 6 months after purchase)
- Top banner ad in weekly email digest (1 week)
- Dedicated e-Blast to the full Missio Nexus member list

Total: $6,900  
Bundle Discount: $4,900

+ Three annual enhancement bundle opportunities available on a first come basis.

### Anthology Enhancement Bundle ++
- Full-color, full-page ad in the May 2017 digital issue of Anthology
- Logo with link in email announcing Anthology to all members (1 per issue: May and October)
- Banner ad rotation on MissioNexus.org website (1 month)

Total: $4,200  
Bundle Discount: $3,500

++ Three Anthology enhancement bundle opportunities available on a first come basis.

### A La Carte Mission Leaders Conference Advertising Opportunities**
- Sponsor logo on hotel room keys (1 opportunity) $2,000
- Pre- or post-conference direct mailer (hard copy) with one time use of Missio Nexus member list (3 opportunities), $850  
  NOT AVAILABLE
- Value-added promotional gift or sample product in Mission Leaders Conference bag (5 opportunities) $750
- Banner ad in one Missio Nexus weekly email digest (3 opportunities) $700
- Exclusive recognition and opportunity to place collateral on chairs or tables before sponsored activity* at one (1) of the following pre-conference events: Diaspora Roundtable, CFO Roundtable, Basics of Compliance, What Your Missions Needs to Know About Internal Employment Investigations  
  $500  
  Available: CIO Roundtable, CDO Roundtable, Basics of Compliance, What Your Missions Needs to Know About Internal Employment Investigations
- Exclusive recognition at all conference coffee breaks by providing your logo-imprinted beverage napkins* and up to two (2) floor banners or table signs* at the serving tables (1 opportunity) $500
- Floor cling/decal* in exhibit hall pointing toward your booth (5 opportunities). Position determined by staff. (4 remaining) $150

* Indicates item provided and paid for by sponsor; subject to Missio Nexus approval of graphics/content.  
** A la carte advertising opportunities available on a first come basis.

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