

# infusion

November 5-6, 2010  
Calgary, AB

## Official Sponsorship and Advertising Guide

**KIDMERGENT**  
...where leaders meet

### brings you an extraordinary conference...

Infusion 2010 is your opportunity to connect your ministry, products and services with church leaders in one of Canada's most vibrant cities, Calgary, Alberta. Your organization can be a key presence in this significant Children's & Family Ministry conference. Please check out the details outlined in this media kit and don't hesitate to contact Kidmergent for more information.

### Conference Details

- Over 200 registrants attended year one and we are aiming to double our attendance to 400 in 2010.
- Infusion is designed to inspire, encourage, challenge and resource children's & family ministry pastors, lay leaders and volunteers
- 15 workshops, 3 main sessions
- 5-7 top calibre speakers from across North America

### Why should you sponsor or advertise?

- To have your company represented and visible at this incredible and uplifting training experience
- Exposure to decision makers from an anticipated 100+ churches
- Excellent opportunity to make connections for your products and services in one of Canada's most vibrant economies
- To connect your ministry with Kidmergent, a dynamic new organization providing high quality training and encouragement for those who minister to kids and families
- Because this is your chance for **INFUSION INCLUSION**... a chance to be included in an event that will be talked about for years to come

### About Kidmergent

- Kidmergent is a dynamic new organization providing high quality training and encouragement for those who minister to kids and families. Kidmergent is directed by Todd Brand, a Children's Ministry leader for over twenty years. Previously, Todd launched the Upswing Conference (Edmonton) in 1999 and helped lead the International Network of Children's Ministry Children's Pastor's Conferences in the US. Todd has also been a children's pastor in three churches.

**Reserve your space today!**  
[www.kidmergent.org](http://www.kidmergent.org)

Contact Todd Brand at 403-980-9033 or email at [toddbrand@kidmergent.org](mailto:toddbrand@kidmergent.org)

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### Sponsorship Presence

#### Signature Level Sponsor

\$1500 (three organizations selected)

- Complimentary exhibit space package, prime location, includes one complimentary conference registration
- Full page (full color) advertisement (premium location) in the official Infusion event guide
- Logo in official Infusion event guide designating your company as a Signature Sponsor
- **One additional conference registration**
- **Two brochures and/or two promotional items in registrants' welcome bag**
- **Option to provide one give away door prize (minimum retail value of \$20)**
- **Logo in conference brochure and notation as Signature Sponsor**
- **Sponsorship recognition and web link on official Infusion web site**
- **General session video and/or live speaking promotional spot - 4 minutes**
- **Company logo on banner near registration tables**

#### Partner Level Sponsor

\$1000 (four organizations selected)

- Complimentary exhibit space package, next to prime location, includes one complimentary conference registration
- Full page (full color) advertisement in the official Infusion event guide
- Logo in official Infusion event guide designating your company as a Partner Level Sponsor
- **One additional conference registration**
- **One brochure and/or one promotional item in registrants' welcome bag**
- **Option to provide one give away door prize (minimum retail value of \$20)**
- **Mention from stage as sponsor with logo appearing on screen**
- **Company logo on banner near registration tables**

#### Supporter Level Sponsor

\$700 (five organizations selected)

- Complimentary exhibit space package, includes one complimentary conference registration
- Half page (full color) advertisement in the official Infusion event guide
- Logo in official Infusion Event Guide designating your company as a Supporter Level Sponsor
- **One brochure in registrants' welcome bag**
- **Option to provide one give away door prize (minimum retail value of \$20)**
- **Company logo on banner near registration tables**

#### Definitions

**Official Infusion Event Guide** - Full color booklet or binder containing speaker profiles, workshop descriptions, schedule, floor plan and other pertinent information. The event guide will also contain a maximum of 10 pages (double sided) of full color advertisements (not including back cover and inside cover ads).

**Conference Brochure** - Full color, professionally designed brochure that will be mailed to an estimated 500 churches.

**Registration Banner** - large professional stand up banner placed near the conference registration.

**Registrant's Welcome Bag** - A bag containing any last minute conference updates plus promotional items and brochures from our sponsors. Only sponsors (not general exhibitors) will be allowed to include items.

**Door Prizes** - will be distributed throughout the conference from the stage by the emcee. Only sponsors (not general exhibitors) will be allowed to include items.

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### Exhibitor Presence

- Only 20 organizations (including sponsors) will be chosen to exhibit at Infusion Calgary
- \$350 provides you with a full conference exhibit space package
- Each **Exhibit Space Package** includes
  - o 8' x 10' pipe and drape exhibit booth
  - o one 8' skirted table
  - o two chairs
  - o electrical hook up (all power and extension cords plus media equipment provided by the exhibitor)
  - o one complimentary conference registration (see note below)
  - o access to the Infusion hospitality room with complimentary refreshments
  - o listing in the exhibitor guide section of the official Infusion Event Guide with organization name, web address, phone number, and contact person

Note: All sponsors and exhibitors receive one complimentary non transferable registration. (Signature and Partner level sponsors receive one additional registration). Additional exhibit staff require a purchased registration to participate in conference activities such as workshops, refreshments and main sessions. Registration is not required if not attending the above listed activities. Exhibitors are limited to a total of two non registered staff per exhibit space package purchased.

### Infusion Quality Commitment to Sponsors & Exhibitors

Exhibitors are an important part of the financial viability of Infusion and are a valuable resource to our registrants. To provide your organization with a rewarding experience we will provide you with:

- traffic flow into the exhibit area
- sufficient break times to allow registrants to get to the exhibit area
- advertisement that the exhibit area is open during workshops (staffing your space during workshops is optional)
- a designated conference team member to assist you on site with questions and concerns

### Advertising Presence

**Official Infusion Event Guide advertisements** - the event guide will be capped at 10 pages (double sided) of advertising (not including back cover and inside cover ads).

**Full Page, Colour (7.5" W X 10" H) - \$200**  
**Half Page, Colour (7.5" W X 4.875" H) - \$150**  
**Quarter Page, Colour (3.625" W X 4.875" H) - \$100**

Digital files (300 dpi) may be formatted to uncompressed jpg, pdf, tif or eps (all fonts converted to paths). Digital files (clearly marked INFUSION) may be sent via CD, DVD or may be emailed to e.stein@telus.net (up to 10 MB). They may also be uploaded to an ftp site. Please email for upload information. Deadline for submissions: October 8, 2010.

**All sponsorship, exhibitor and advertising presence is subject to the approval of Kidmergent.**

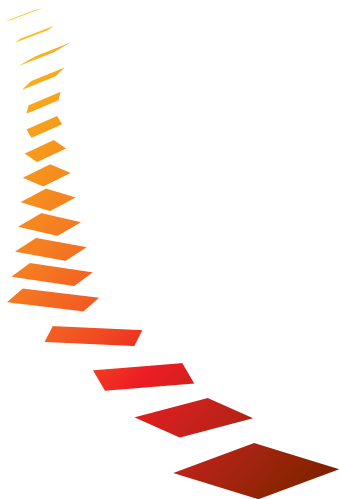
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### Other Information

Conference Schedule (tentative, subject to change)

#### Friday, November 5

5:00	Registration Opens
	Exhibits Open
6:30	Main Session & Kick Off
8:00	Break and Exhibits
8:30	Workshop One
9:45	Workshop Ends
10:00	Conference Day Ends

#### Saturday, November 6

9:00	Main Session Two
10:15	Break, Exhibits
10:45	Workshop Two
12:00	Lunch, Exhibits
1:00	Workshop Three
2:15	Break, Exhibits
2:45	Main Session Three
4:15	Exhibits
4:45	Conference Ends

### Exhibitor Set Up and Tear Down Schedule

(tentative, subject to change)

#### Friday, November 5

11:30	Exhibitor Move In
4:30	Exhibit Hall Opens
10:00	Exhibit Hall Closes

#### Saturday, November 6

10:15	Exhibit Hall Opens
4:45	Exhibit Hall Closes
	Pack up
6:30	Exhibit Hall strike completed

### Conference Location

**Brentview Baptist Church**  
3512 Charleswood Drive NW  
Calgary, AB

### Kidmergent Contact Information

Todd Brand . 403-980-9033  
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