

CPC18

Made  
for this  
L



January 16-18 | Orlando, FL

MEDIA KIT

Invest in this  
**COMMUNITY**  
with us

For nearly 40 years, the International Network of Children's Ministry has served the field of children's and family ministry as a connecting platform. Our developmental focus has led the ministry to gather this community for training, resourcing, and spiritual formation. This journey has not been without highs and lows, but through it all our mission has remained the same - to disciple the next generation.

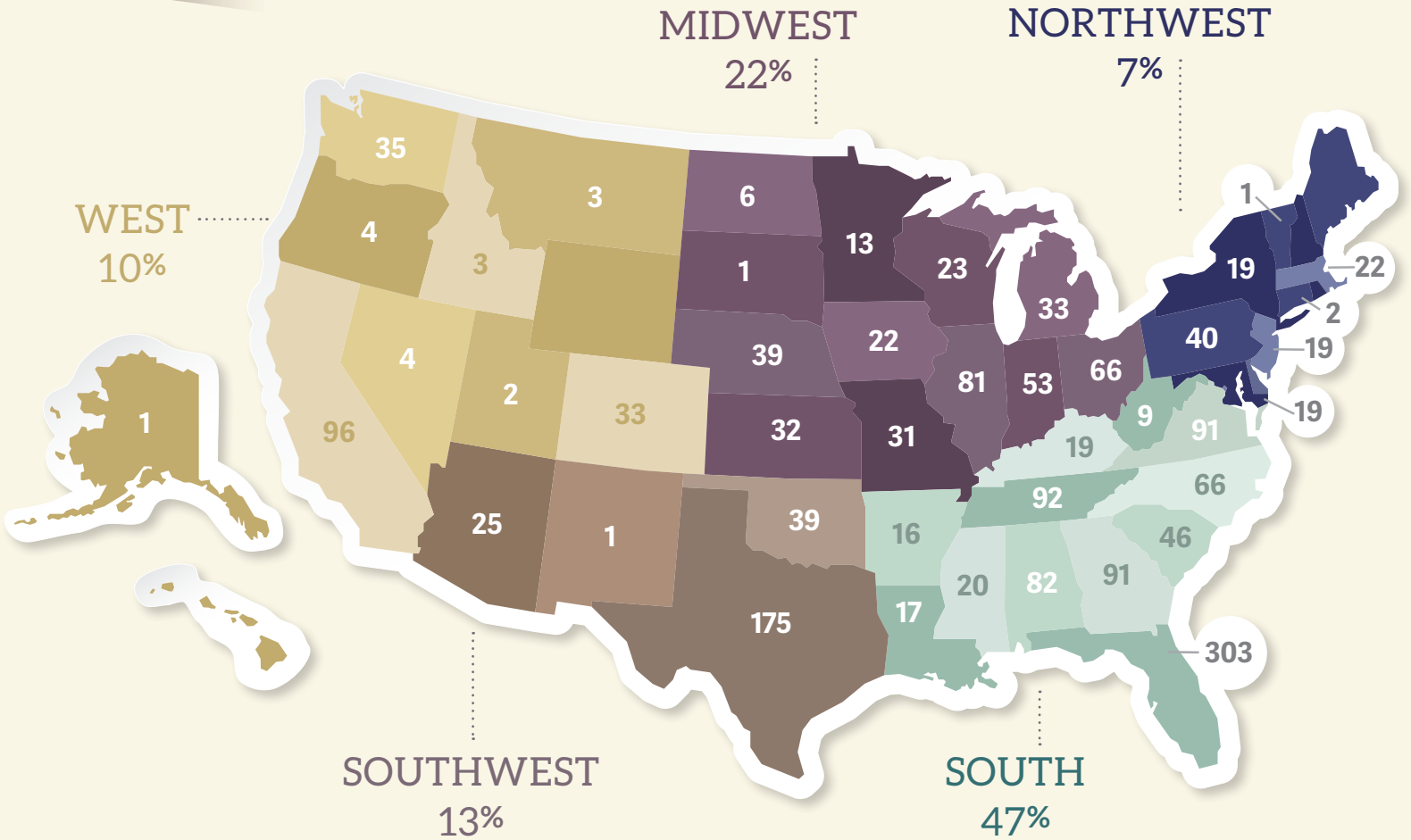
The incredible thing about INCM is how we have fulfilled our mission alongside countless other ministries like yours. And as we look to the future, we invite you to participate, to bring your voice alongside ours, to invest in this community with us. We look forward to how God will move in the lives of children's and family ministry leaders as a result.

With you for HIM,

A handwritten signature in black ink that reads "Matt". The signature is stylized with a large, looped "M" and a long horizontal stroke extending to the right.

Matt Guevara  
Executive Director, INCM

Distribution of U.S. Registrations



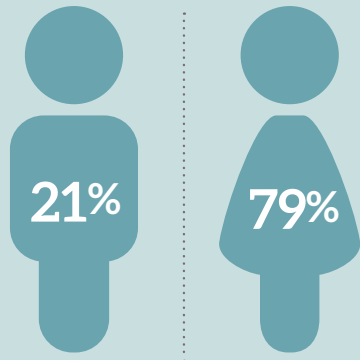
+ 94 international registrations from 8 different countries.

“ It was our first time at CPC and it went **beyond all our expectations**. In fact, it was one of the best run conferences we’ve ever been a part of. Our ministry is new to this market and we were **blown away at the response from the attendees**. We can’t wait to be back next year. ”

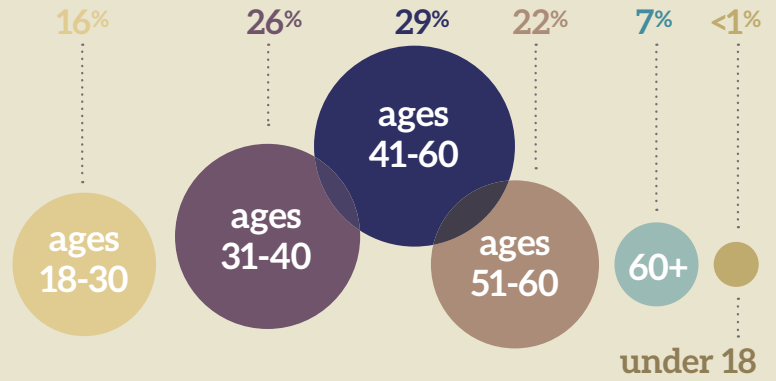
— Don Johnson, Filter of Hope

Registrant Demographics

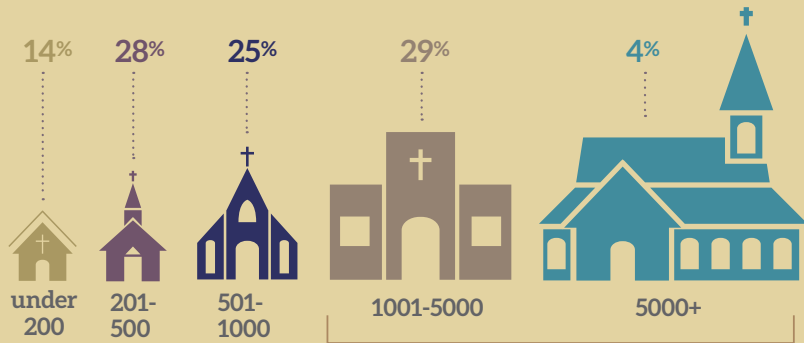
GENDER:



AGE:



CHURCH SIZE:



TITLE:



33%

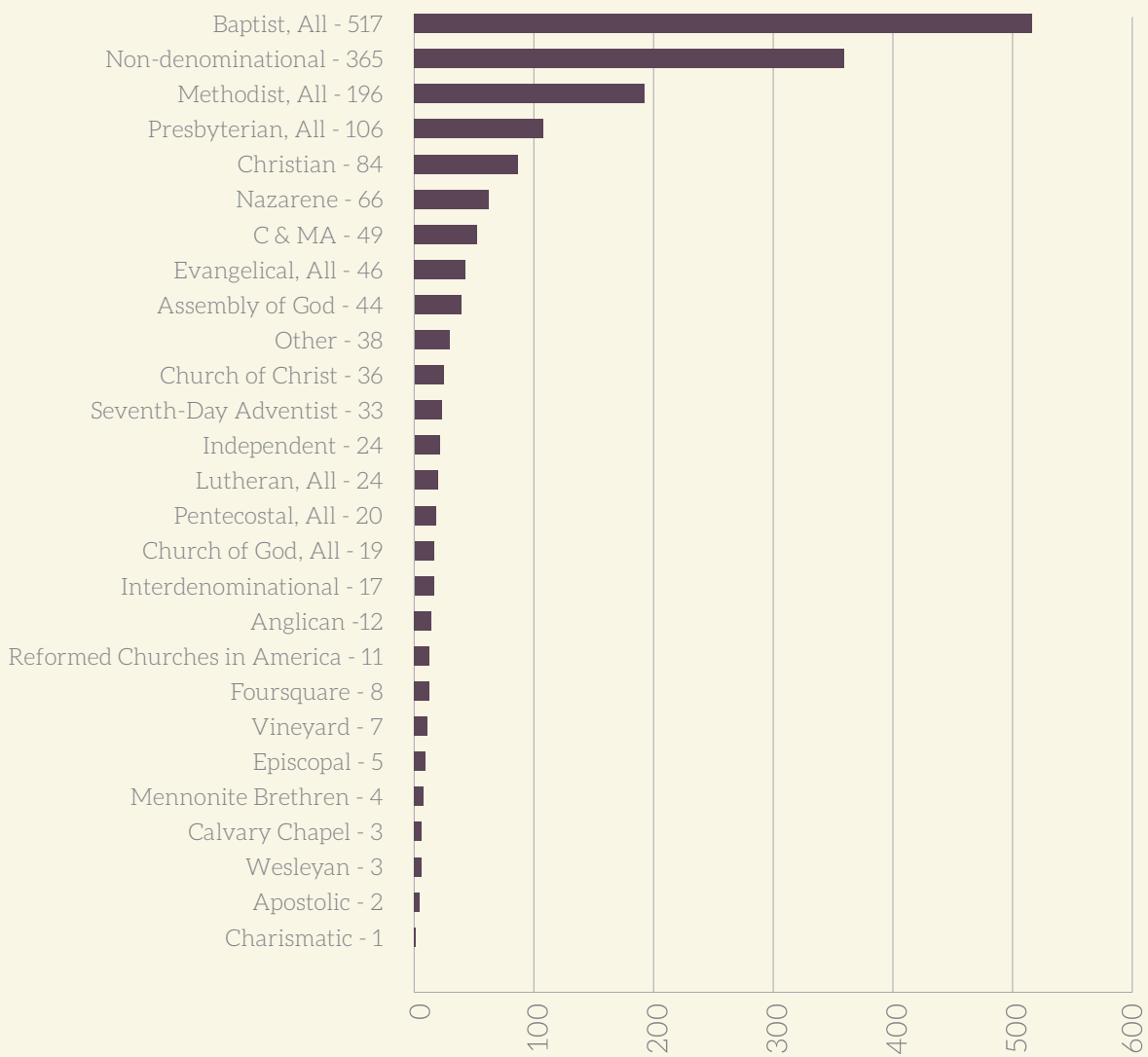
of churches represented at CPC17 have over 1,000 attendees

86% of CPC17 attendees are on staff at a church



Registrant Demographics

## DENOMINATION



“CPC continues to be one of the best conferences of the year! We have been attending for years and **everything just keeps getting better**. If you can only do one event in 2018, make it the Children's Pastors Conference.”

-Ryan Carter, Protect My Ministry

# Made for this



January 16-18 | Orlando, FL



Louie  
Giglio



Matt  
Guevara



Beth  
Guckenberger



Lisa  
Harper



C. McNair  
Wilson



John  
Ortberg



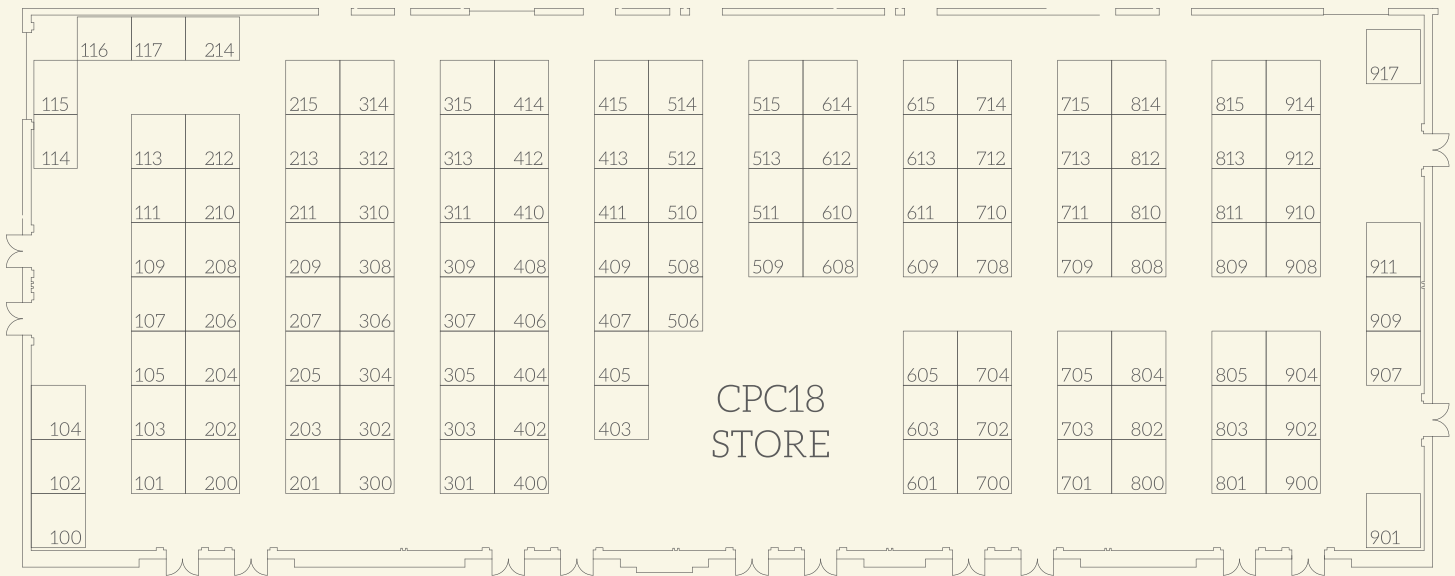
Christine  
Yount Jones

[childrenspastorsconference.com](http://childrenspastorsconference.com)



# Caribe Royale

## Orlando, FL



The CPC18 Resource Center will be housed in the Caribbean Ballroom, which allows for a maximum of 120 spaces. The Resource Center will be laid out according to the following areas:

- Security, Software and Web Tools
- Personal Education, Leadership & Career Development
- Worship & Music
- Camps, Event Programming & Games
- Church Curriculum, VBS & Weekly Programming
- Crafts, Apparel and Promotional Items
- Books, Magazines & Media
- Missions & Outreach
- Environment, Furniture & Playgrounds
- Special Needs Ministry





Sponsor Packages

**PLATINUM** | 3 available  
\$25,000

- 6 Premium Booth Spaces ..... \$9,000 value
- 3 Meter Boards..... \$3,000 value
- 2 Full Page Ads..... \$2,000 value
- 8 Items in Pre-Show
- Product Feature Email..... \$2,000 value
- 2 Bag Inserts ..... \$3,000 value
- 3 Priority Pitches for Breakouts
- 1 Chair Drop ..... \$2,000 value
- 2 Post-show Email to attendees..... \$1,000 value
- 3 General Session Slides ..... \$4,500 value
- 2 General Session Videos..... \$7,000 value
- Logo placement ..... \$2,000 value

**Total Sponsorship Value..... \$35,500**  
30% savings, plus 25% off any add-ons

**GOLD** | 5 available  
\$12,000

- 4 Premium Booth Spaces ..... \$6,000 value
- 2 Meter Boards..... \$2,000 value
- 1 Full Page Ad ..... \$1,000 value
- 4 Items in Pre-Show
- Product Feature Email..... \$1,000 value
- 1 Bag Insert..... \$1,500 value
- 2 Priority Pitches for Breakouts
- 1 Chair Drop ..... \$1,000 value
- 1 Post-show Email to attendees ..... \$500 value
- 1 General Session Slide ..... \$1,500 value

**Total Sponsorship Value..... \$15,500**  
23% savings, plus 15% off any add-ons

**SILVER**

10 available  
\$6,000

- 2 Premium Booth Spaces \$3,000
- 1 Meter Board..... \$1,000
- 1 Full Page Ad ..... \$1,000
- 2 Items in Pre-Show
- Product Feature Email..... \$500
- 1 Bag Insert..... \$1,500
- 1 Priority Pitch for Breakouts

**Total Sponsorship Value: \$7,000**  
14% savings + 10% off add-ons

**BRONZE**

16 available  
\$2,200

- 1 Premium Booth Space \$1,500
- 1 Half-page Ad..... \$700
- 1 Item in Pre-Show
- Product Feature Email.. \$250

**Total Sponsorship Value: \$2,450**  
10% savings + 5% off add-ons

**EXHIBITOR**

47 available  
\$1,200

**1 Booth Space.....\$1,200**

Sponsor Add-ons

**Maximize your exposure at CPC18!**

**Additional Booth Space**

10'x10' booth  
Limited availability

**\$1,200**

**Additional Premium Booth Space**

10'x10' booth in prime location  
Limited availability

**\$1,500**

NOTE: Premium space is assigned before regular booth space

**Meter Board**

Advertising board (39" x 90.75")  
29 available

**\$1,000**

**Pre-show Product Feature Email**

1 product listing in a Pre-Show Feature email sent to all registered CPC attendees

4 available  
**\$250**

**Post-show Email to Attendees**

1 Post conference email to all registered CPC attendees. Email will be scheduled and sent

11 available  
**\$500**

**Print Ads**

Full or half-page ad in the Conference Handbook  
3 available

**\$1,000/\$700**

**General Session Slide\***

1 slide to be played on the main stage screens before and after each General Session

11 available  
**\$1,200**

**Chair Drop\***

1 promotional piece left on each chair before one general session

4 available  
**\$2,000**

**General Session Video\***

2 minute video to be played during one General Session  
Videos may play only once.

6 available  
**\$3,500**

**Bag Insert\***

1 item inserted into the attendee Goodie Bag handed out to each attendee at the Resource Center

Grand Opening  
14 available  
**\$1,000**

**Conference Bag\***

Sponsor's logo on the first 2000 attendee Conference goodie bags which are handed to each attendee at the Resource Center Grand Opening.

1 available  
**\$3,500**

**Conference Lanyard\***

Sponsor's logo on 50% of conference lanyards

2 available  
**\$2,000**

**Logo on Room Key Cards\***

Sponsor's logo on 1000 Caribe Hotel & Resort key cards

2 available  
**\$2,500**

**App Sponsor\***

Sponsor's logo displayed on app splash screen/3 push notifications from sponsor (1 during CPC18 and 1 within a month afterward) /main stage still image of sponsor's logo/main stage mention of app sponsorship

1 available  
**\$2,500**

\*First right to purchase goes to sponsors in order of pkg size

Sponsor Application Process

join us as we  
**INVEST**  
in this community

In the past, registration for the CPC Resource Center opened at CPC and remained open until a few weeks before the event. Starting this year, participation in the the CPC Resource Center will require an online application and deposit. Ministries will provide all of the necessary information and select the items they need for the event.



[childrenspastorsconference.com/resource18](http://childrenspastorsconference.com/resource18)

“ I have always appreciated the spirit of CPC. **The leadership is ready to serve** and equip, the presenters are eager to exchange with conference goers and I always leave with encouragement and ideas to chase after God for another season! ”  
— Beth Guckenberger

INCM Web Week

extend your  
**REACH**

during INCM Web Week!

March 6 - 8, 2018

INCM brings the General Sessions from CPC18 and other unique content in a three-day, virtual event!

- Reach those who did not attend the physical conference ●
- Connect with larger groups of leaders and existing networks who stream the content together ●
- In 2017, INCM reached over 500 leaders through INCM Web Week! ●

**PLATINUM** | Limit 1  
\$5,000 (\$6500 VALUE)

- 2 General Session Video
- 2 Breakout Opportunity
- 1 Online Offer during the event
- Logo Placement in Pre-Post Email Communication
- 1 Follow Up Webinar

**GOLD** | limit 2  
\$3,000 (\$4000 VALUE)

- 1 General Session Video
- 1 Breakout Opportunity
- 1 Online Offer during the event
- Logo Placement in Pre-Post Email Communication
- 1 Follow Up Webinar

[incm.org/webweek](http://incm.org/webweek)

Customized Webinars

partner with us to  
**CREATE**  
a unique online event!

Engage an increasing audience of children's ministry leaders  
who get their training online.

in 2016-2017:

- Average webinar registration over 150 and growing ●
- 50% of all webinar views happened after the live event ●

**DEDICATED WEBINAR**  
\$1,500 VALUE

Work with our team to create a special online event that targets our audience with email and social media messaging before and after the event, while providing them critical content and thought leadership from your ministry.

“

Thank you so much. **The webinar was great.** It provided tremendous information and guidance to help us reach kids for Jesus. Thank you for investing your time and resources to help others.

— Aimee Boor, Calvary Chapel, Roswell, NM

I missed the live stream but went back and watch. **This was a great webinar.** I was blessed by everything that was shared.

”

— Mark Hinds,  
Cornerstone Community Church, Manteca, CA

Customized Webinars

get your  
**CLICKS**  
with INCM eblasts!

.....

Reach our engaged audience where they look for resources – in their inbox!

- Average open rate: 22%. Average click rate: 4.5% ●

**DEDICATED EBLAST**  
\$2,000 VALUE

In 2017-2018, INCM will be offering one dedicated partner eblast every week. Get your message in front of 40,000+ children's and family ministry leaders who are waiting for it. Assets submitted one week ahead of time.

*We were delighted with the results. We got over 200 downloads of the curriculum we offered – **GREAT result. It was so good!***  
– Shelley Leith - Church Source, Harper Collins

INCM Staff and Board

## INCM Staff



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## INCM Board

- Brodie Swanson ● Dr. Chris Corbett ● Scott Larsen ● Todd Leidali ● Melissa MacDonald ●

“ For the last several years we have attended the CPC conference. I can honestly say out of the 30+ conferences a year that we do this is **by far my favorite** one to exhibit at. The 2017 conference was such an amazing event. The staff and leadership are wonderful to work with and **very supportive and helpful** throughout the conference. Most importantly, they are very appreciative of you being there and supporting them as well. We are looking forward to partnering with them for many years to come! ”

— Andy Cox, Stickersandmore.com