

CPC18

Made
for this



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.

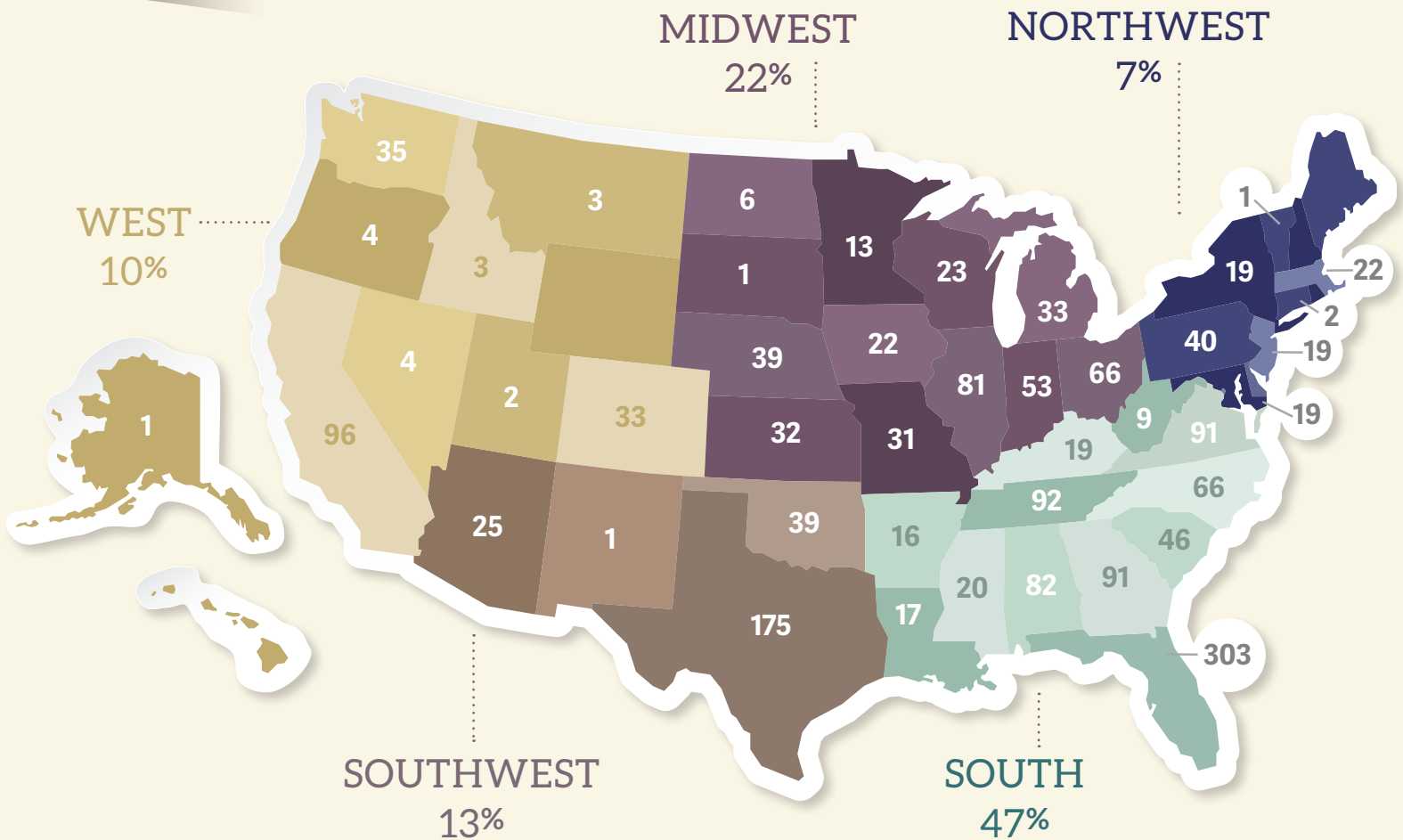
The incredible thing about INCM is how we have fulfilled our mission alongside countless other ministries like yours. And as we look to the future, we invite you to participate, to bring your voice alongside ours, to invest in this community with us. We look forward to how God will move in the lives 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 cursive "att".

Matt Guevara
Executive Director, INCM

Distribution of U.S. Registrations



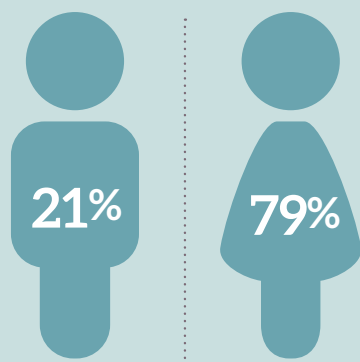
+ 94 international registrations from 8 different countries.

“ 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. ”

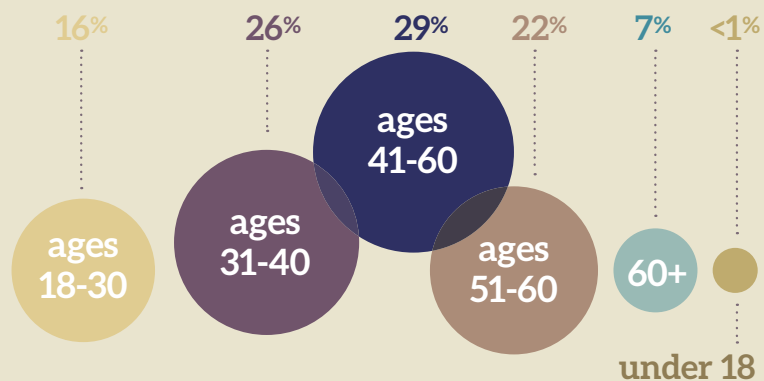
— Don Johnson, Filter of Hope

Registrant Demographics

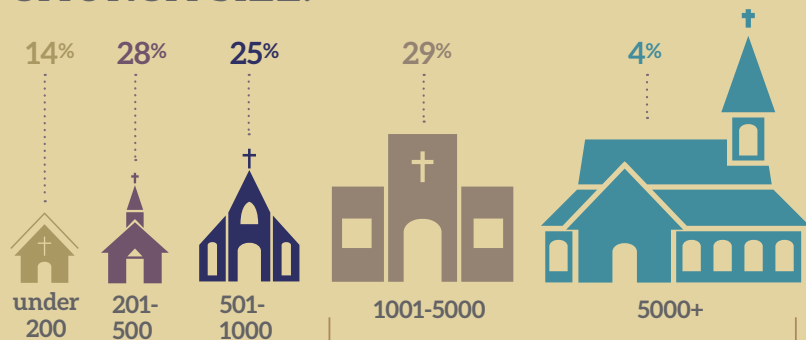
GENDER:



AGE:



CHURCH SIZE:



TITLE:

55% Pastor or Director

14% Volunteer

13% Coordinator/Administrator

8% Assistant | 10% Other

33%

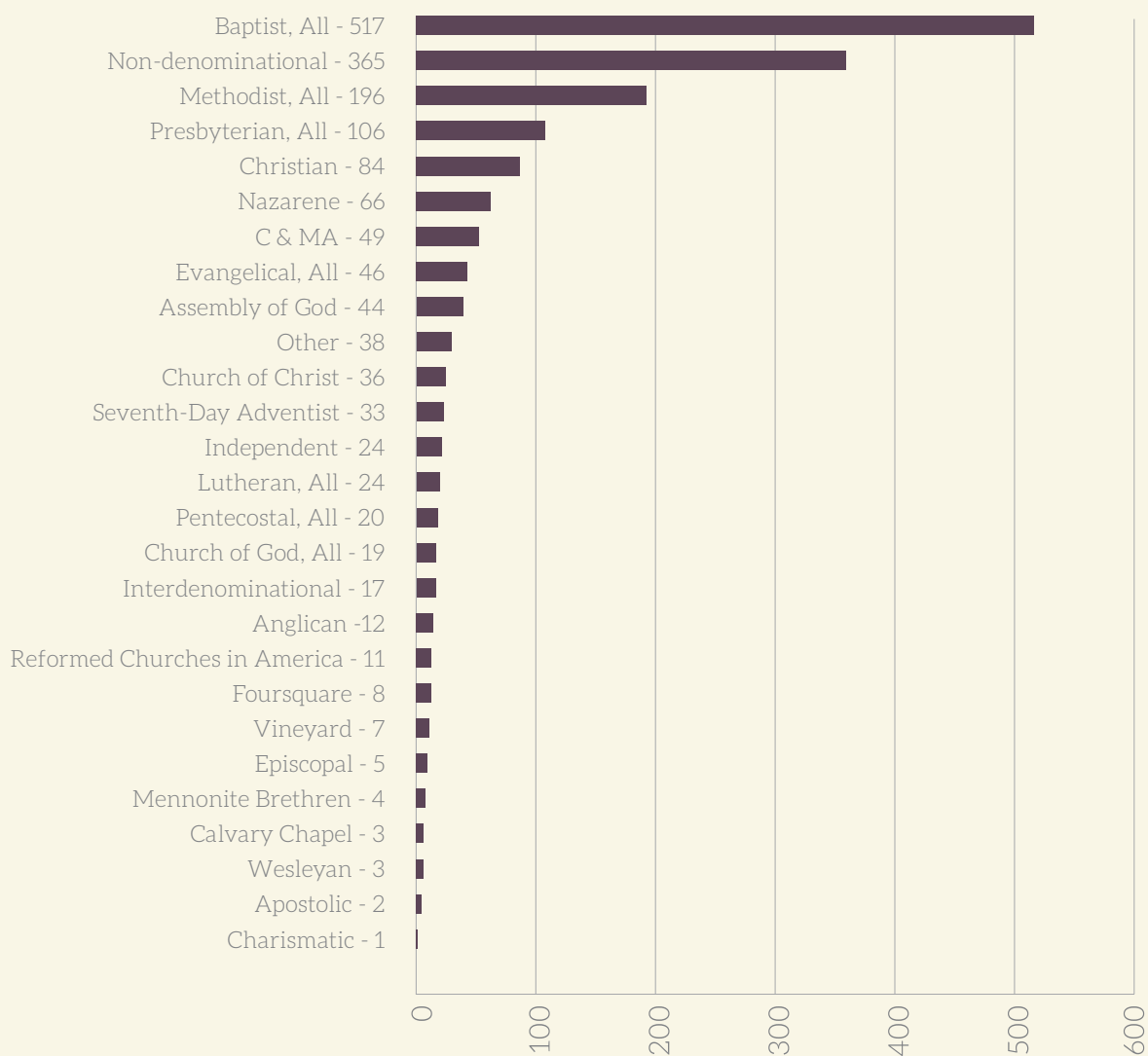
of churches represented at CPC17
have over 1,000 attendees

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



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

CPC18 Schedule

January 16-18, 2018

MONDAY | JANUARY 15

3pm-6pm Provider Move-in/Setup

7pm-9pm Early Registration Open

TUESDAY | JANUARY 16

8am-1pm Provider setup

9am-9:45am Morning Worship

10am-12pm Prayer stations/quiet time
/walking path

10am-10:30am Coaching 1

10:45am-11:15pm Coaching 2

11:30am-12pm Coaching 3

12pm-2pm Lunch break

2pm RC grand opening

2pm-5pm RC open (3 hrs)

5pm-6:30pm Dinner break

7pm-9pm General Session 1

9pm-10:30pm RC night-life (1.5 hrs)

WEDNESDAY | JANUARY 17

8:30am-9:45am General Session 2

9:45am-12:30pm RC open (2.75 hrs)

10am-11am Breakout 1

11:30am-12:30pm Breakout 2

12:30pm-2pm Lunch break
RC closed 12:30pm-1:30pm

1:30pm-4pm RC open (2.5 hrs)

2pm-3pm Breakout 3

4:15pm-5:30pm General Session 3

5:30pm Night off

THURSDAY | JANUARY 18

8:30am-9:45am General Session 4

9:45am-12:30pm RC open (2.75 hrs)

10am-11am Breakout 4

11:30am-12:30pm Breakout 5

12:30pm-2pm Lunch break
RC closed 12:30pm-1:30pm

1:30pm-4pm RC open (2.5 hrs)

2pm-3pm Breakout 6

3pm-4pm RC last chance blowout

4pm-6pm Provider Tear-down/Move-out

4:15pm-5:30pm General Session 5

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 placed in a high traffic location in the conference center.

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

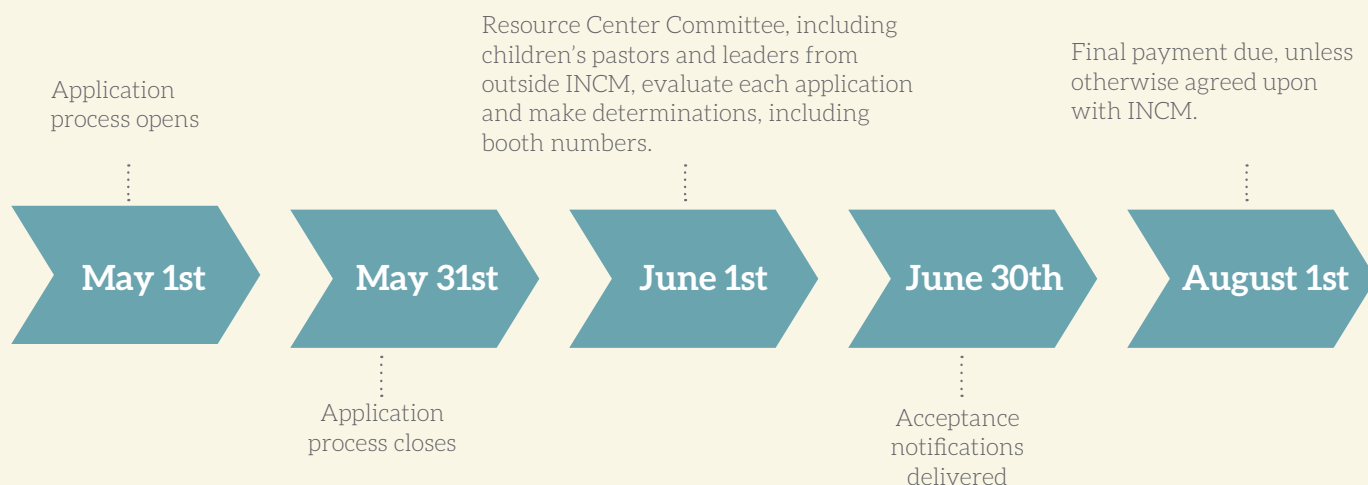
\$2,500

*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

“ 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

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