

# 2018 exhibitor

# kit

Baltimore-Washington  
Conference of The  
United Methodist Church



## About

United Methodists hold a unique place in our culture. Our members cross every aisle, from Bob Dole to Hillary Clinton, our politics are broad. Beyoncé is United Methodist. So, probably, is that older neighbor lady who was so kind to you as a child.

We have a broad tent because we embrace social action and personal holiness. Our members are very well educated and many have substantial disposable income. We love God and neighbor, but most importantly, we believe love is best when put into action.

The Baltimore-Washington Conference is a collection of United Methodists in 631 churches in Washington, Maryland, and the panhandle of West Virginia. We're the birthplace of Methodism in the United States. We're also a shining hope for our shared future.

Each year, clergy and lay people gather to set the vision, budget and plans of the Church in this region for the coming year. We invite you to be our partner at this annual session. There is so much we can do together.

The 234th session of the Baltimore-Washington Conference will be held May 30 – June 1, 2018, at the Marriott Waterfront Hotel in Baltimore, MD.

The theme of this year's conference is "We are One: Beneath the Cross."



**1,500**  
church leaders



**631**  
churches



**50**  
exhibitors

## Packages

Below are various opportunity levels to exhibitors at Platinum, Gold, Silver and Bronze levels. Each package delivers great benefits, such as the promotion of your brand, both in advance of the conference and at the event itself, maximizing the opportunity to build relationships with church stakeholders.

### Platinum *Limit 1*

**\$4,000**

Full page ad in UMConnection monthly newspaper  
 Quarter page ad in 1 issue of daily conference newsletter  
 Business card sized ad in remaining issues of daily conference newsletter  
 1 sponsored Facebook post  
 1 sponsored Twitter post  
 Mention in 1 email blast independent from other sponsors  
 Prominent placement of name/logo in event app and on BWC website  
 90 second video spot during a session  
 Hospitality area for an evening  
 Exhibitor booth with prime location (up to 2 tables)

### Gold *Limit 3*

**\$3,000**

Half page ad in UMConnection monthly newspaper  
 Business card sized ad in 1 issue of daily conference newsletter  
 1 sponsored Facebook *or* Twitter post  
 Advertisement on conference screen between sessions  
 Name/logo on website, event app and email blasts  
 Opportunity to co-sponsor a break or hospitality area  
 Exhibitor booth with prime location (up to 2 tables)

### Silver

**\$1,000**

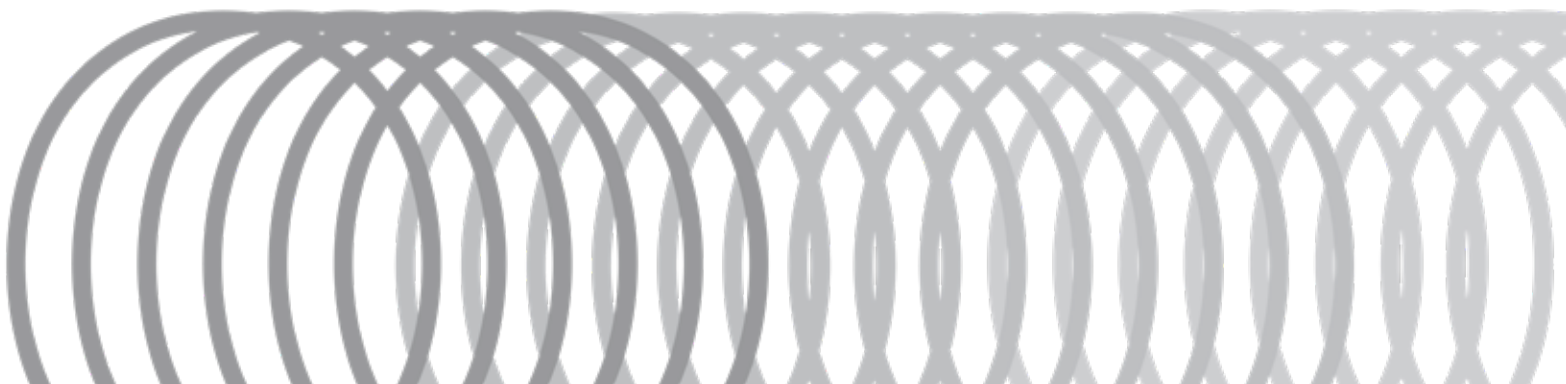
Name/logo on website, event app and email blasts  
 1 sponsored Facebook *or* Twitter post  
 Business card sized ad in 1 issue of daily conference newsletter  
 Exhibitor booth

### Bronze

**Booth cost**

Name/logo on website and app  
 Exhibitor booth

*see page 3*



## Specifications

### Exhibitor Booth options (*Bronze package only*)

- BWC board & agency: \$99
- Non-profit organization: \$250
- Commercial: \$375

Included: 2 chairs, \$10 for each additional

Available for purchase: Electricity is \$180 per outlet power

### Exhibitor booth details

- The exhibit area at the Marriott Waterfront Hotel is on levels 3 and 4 and carpeted.
- All spaces include one 8' x 24" draped table.
- Free-standing displays are allotted 10' maximum for a single exhibit space.
- The staff will determine table locations and under no circumstances are exhibitors to change locations without staff consent.
- The staff will make every effort to accommodate exhibitor's requests with fairness to all as a guiding principle.
- Exhibitors will receive a confirmation/information package by May 18 which will confirm final set-up times, any changes in advance shipping and delivery information, etc.
- On-site copiers are not available for exhibitor use. Please have all required copies prepared prior to arrival. The hotel has a UPS Business Center.

## Print Art Specifications

### *Daily newsletter advertisement*

- Business card size: 2.25 x 3.5 inches
- Quarter page: 5.5 x 4.25 inches
- Grayscale, high resolution
- Acceptable formats: pdf, jpg, tif, eps

### *UMConnection paper advertisement*

- Readership of about 6,000
- Full page: 11 x 17 inches (vertical)
- Half page: 8.5 x 11 inches
- Full color, high resolution
- Acceptable formats: pdf, jpg, tif, eps

## Web Art Specifications

- Your organization's logo
- 300 x 300 pixels
- Full color, 72 dpi

1. BWC may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes be made to the advertising copy or pictures/illustrations.
2. BWC does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

Please direct all inquires regarding Exhibitor registration via email to [AC2018@bwcumc.org](mailto:AC2018@bwcumc.org).

## Fine Print

### Cancellation Policy

- Notices of cancellation received before or on May 8th - full refund of all charges.
- May 9<sup>th</sup> through May 23<sup>rd</sup> – \$50 cancellation fee
- On or after May 24<sup>th</sup> -- No Refund
- Cancellation notifications should be made by email to [AC2018@bwcumc.org](mailto:AC2018@bwcumc.org)

Exhibitor Registration for the BWC Annual Conference closes at noon on April 23, 2018. Payment for Exhibitor Fees and/or BWC Internal Transfer Funds vouchers must be received no later than April 27, 2018. Failure to pay by the deadline will result in the cancellation of the registration.



- Spaces will not be reserved until the completed application and payment have been received. Space will be confirmed according to the following space priorities: Baltimore-Washington Conference Boards and Agencies, Cokesbury (exclusive commercial book exhibitor), Baltimore-Washington Conference related institutions, General Boards and Agencies of the United Methodist Church, United Methodist Conference related institutions, Unofficial United Methodist groups, Non-denominational ministries, and Secular commercial exhibits.
- All checks should be made payable to BWC Treasurer.
- All hard copy checks and BWC Internal Funds Transfer vouchers should be sent to:
 

2018 Annual Conference Exhibit Registration  
Baltimore-Washington Conference  
11711 East Market Place, Fulton, MD 20759
- Displays may not include music or recordings unless headphones are provided.
- All displays must be in good taste. The Arrangements Committee Coordinator for the Annual Conference, Pat Thomas and the BWC Treasurer, Paul Eichelberger, have the right to remove any displays that do not conform to the guidelines.
- Exhibit material/packages/shipments cannot be received at the hotel unless deliveries are made on move-in days. Otherwise deliveries will be returned to the shipper at the exhibitor's expense. Please send email with your contact information to [AC2018@bwcumc.org](mailto:AC2018@bwcumc.org) should you require assistance with pre-delivery arrangements.
- All decorative material must be flameproof. The Fire Marshal will inspect the exhibit prior to the opening and at other times during the exhibits as it is deemed necessary.
- The hours of operation for Annual Conference exhibits and set-up times are listed below and are subject to change. You will be notified of any changes in the schedule.

Tuesday, May 29, 2018	3:00 pm - 10:00 pm	Registration and Set-up
Wednesday, May 30, 2018	7:00 am - 1:00 pm	Registration and Set-up
Wednesday, May 30, 2018	4:00 pm - 10:00 pm	Exhibits Open**
Thursday, May 31, 2018	6:30 am - 10:00 pm	Exhibits Open
Friday, June 1, 2018	6:30 am - 2:00 pm	Exhibits Open
Friday, June 1, 2018	2:00 pm - 11:00 pm	Exhibit Removal (See below)

*\*\*All exhibits must have completed set-up by 1:00 p.m. on Wednesday, May 30. Absolutely no set-ups will be permitted during the time that the exhibit hall is open. If you are not set-up by 1:00 p.m. on Wednesday, May 30, the only other opportunity permitted for set up is after 10:00 p.m. on Wednesday night and before 7:00 a.m. on Thursday morning.*

All general meals will be served in the Exhibit Hall. Pre-registration for meals is required, however, the highest attendance is expected for lunch on Thursday, May 31.

Breakfast – Thursday and Friday, 7:00 a.m. - 8:15 a.m.

Lunch – Thursday and Friday, 12 - 1:45 p.m.

Dinner – Wednesday and Thursday, 5:00 p.m. - 6:45 p.m.

- Conference policy forbids the exhibition or distribution of such items as condoms, graphic depiction of abortion-related materials or anything in direct opposition to The Book of Discipline.
- Maryland Health Department prohibits the distribution of unpackaged and/or cooked food items.
- Every board, agency and/or exhibitor must be pre-registered in order to participate. Shared spaces will only be permitted if pre-registered and approved to do so.
- The sale of any products that are counterfeit or a trademark infringement are strictly prohibited. The sale of such products are not only illegal, it also does not comply with The United Methodist Church's Social Principles and Social Creed as it relates to ¶ 163. IV.A, Consumption in The Economic Community by "...buying "Fair Trade Certified" products...to make a contribution to the common good."  
Exhibitors who plan to market any re-sale products will be required to sign an agreement to exclude all products that do not comply with federal regulations and/or the UMC's Social Principles and Social Creed prior to setting up. Violation of this agreement will result in immediate expulsion from the conference site and will be prohibited from participating in future Annual Conference.
- It is the sole responsibility of the exhibitor to remove all exhibits and packing materials no later than 11:00 p.m., Friday, June 1, 2018. With prior permission, you may continue to dismantle and pack after 11:00 p.m. on Friday. Additional charges will apply to exhibits that are not removed by the deadline.
- To avoid cleaning charges, exhibitors are responsible for removing all trash and debris.
- Any modifications of the rules and regulations or hours of operation for the 2018 Annual Conference Displays must be approved by Pat Thomas, Conference Arrangements Coordinator.

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### Hotel Registration

If you need hotel accommodations, you may reserve your room by going to the website below. The hotel registration is separate from your exhibitor application.

<https://aws.passkey.com/go/BW2018UnitedMethodistChurchRB>

You may also call the hotel for reservations at 1-877-212-5752. Please advise the reservation agent that you are eligible to receive the BWC Conference rate of \$168.00 plus tax per night for single or double.

