

Alliance for Life

2020 CONFERENCE



Looking for opportunities to get your product or service in front of your target audience? Looking for a personal setting that allows you to connect more one-on-one with each person? Then the Alliance for Life conference is the place to be!

Our annual state conference is attended by more than 200 pregnancy help ministry staff and volunteers, representing approximately 75 organizations made up of pregnancy centers, maternity homes, adoption agencies and post abortion recovery. Coming not only from Missouri, but also organizations beyond our state borders.

This is the only state conference in the area for these organizations and they have come to love the experience and make it a priority to attend. This is where you want to be, connecting with these organizations and sharing how you can help them be more effective in serving their clients and impacting their communities to make abortion unthinkable.

Register now to exhibit and/or advertise at our 2020 conference. There are 4 specific advertising packages to choose from (each of the 4 advertising packages include an exhibit space), plus many additional ways to help sponsor the conference. Act now, as space is limited with some levels.

Note: Exhibit space is located either within the general session area or just outside the area where traffic must flow through the exhibits to get to other areas of the conference venue.

Exhibitors are welcome to attend the general sessions. (Meals are extra- see the meal package option).

DON'T MISS OUT!

Reserve your exhibit/advertising package

CONFERENCE SCHEDULE

OCTOBER 25

1:00 Vendor Registration Setup opens

4:15 Registration Opens

5:15 Doors Open

5:30 Dinner

6:45 Evening Session

Exhibits open:
5:15 to 6:45/8:30 to 9:00

OCTOBER 26

8:30 Breakout 1

10:15 Breakout 2

11:45 Lunch Session

1:30 Breakout 3

3:00 Breakout 4

4:15-6:00 Free Time

6:00 Dinner and Evening Session

Exhibits open:
7:45/11:45/4:30/6:00/8:30

OCTOBER 27

8:30 Breakout 5

10:15 Breakout 6

11:45 Lunch Special Session

1:45 Departure

Exhibits open:
7:45/9:45/Close at 10:30

This schedule is subject to change. You will find at the conference we have a very relaxed atmosphere that allows you flexibility in your presence at the exhibit. We only ask that exhibits are closed during keynotes. Exhibits will need to be setup no later than 5:00 October 25th.

DOOR PRIZES

Donation of door prizes are appreciated. Please contact us to make arrangements for your donation(s). If exhibiting, door prizes can be brought with you to conference. If not exhibiting, door prizes need to be received no later than October 22nd at the AFL office.

Vendor Registration

REGISTER ON-LINE AT:
WWW.ALLIANCEFORLIFEMISSOURI.COM

ADVERTISING PACKAGE OPPORTUNITIES

All packages include exhibit space

Diamond Premium—\$650 - After September 30th—\$725

This level limited to four vendors only, first come, first serve.

- Promo video (up to 4 minutes) played during conference. (To be provided by organization)
- Full page COLOR ad in one of four premium places in conference notebook (outside back cover, inside front cover, inside back cover, next to conference schedule)
- Promo video emailed to all conference attendees
- Promo video posted on AFL social media directing to your organization website
- Link to organization website on our conference web page
- Name listed on sponsorship Power Point
- Recognition of organization from the podium
- Materials (up to 2 pieces) in conference attendee bag
- One exhibit space with electricity

Diamond—\$600 - After September 30th—\$675

- Promo video (up to 4 minutes) played during conference. (To be provided by organization)
- Full page COLOR ad
- Promo video emailed to all conference attendees
- Promo video posted on AFL social media directing to your organization
- Name listed on sponsorship Power Point
- Recognition of organization from the podium
- Materials (up to 2 pieces) in conference attendee bag
- One exhibit space with electricity

Ruby—\$475 - After September 30th—\$550

- Recognition of organization from podium
- Full page ad in conference notebook—black/white
- Upgrade to a color ad for additional \$80
- Featured post of organization on AFL social media directing to your organization website
- Name listed on sponsorship Power Point
- Materials (up to 2 pieces) in attendee bag
- One exhibit space with electricity

Sapphire—\$400 - After September 30th—\$475

- Half page ad in conference notebook—black/white
- Upgrade to a color ad for additional \$80
- Name listed on sponsorship Power Point
- Materials (up to 2 pieces) in attendee bag
- One exhibit space with electricity

October 9th is the last day to register for advertising packages or exhibit space only.

CANCELLATION POLICY

Cancellations by Oct. 9th will be refunded all monies, minus a \$100 processing fee. No refunds will be made after this date. Failure to occupy exhibit space in no way releases Exhibitor from the obligation to pay for the full cost of the exhibit fee.

EXHIBIT SPACE ONLY

Note: Only choose this option if you are not purchasing one of the advertising packages.

Fee includes one 6' table, clothed and skirted, two chairs and one wastebasket. Booth Electricity (110 outlet) is additional cost.

Exhibit Booth Space—Early bird \$325

Exhibit Booth Space—\$425 - After Early Bird to Oct. 9th.

Booth Electricity—\$20

NOTE: To ship exhibit materials ahead, contact AFL for shipping details. Pre and post shipping is limited.

NOTEBOOK ADVERTISING ONLY

Early Bird Deadline—September 30th.

Full Page B/W Ad—\$275 - After Early Bird—\$350

Upgrade to color ad for an additional \$80

Half Page B/W Ad—\$225 - After Early Bird—\$325

Upgrade to color ad for an additional \$80

Quarter Page B/W Ad—\$175 - After Early Bird—\$250

Upgrade to color ad for an additional \$80

NEW EXCLUSIVE!

Business Name On Lanyards—\$400

Exclusive to one vendor, must be purchased no later than Sept. 30th.

Let conference attendees promote your business everywhere when they wear their name badge with your business name on the lanyard. (approximately 250 lanyards)

ADDITIONAL OPPORTUNITIES

Coffee Break Sponsor—\$200 each - After Early Bird—\$275 each

Total of 2 available throughout conference.

- Signage at coffee station, highlighted in notebook and from stage.

Materials In Conference Bag—\$125 - No Early Bird.

(Note: Only choose this option if you are not purchasing one of the advertising packages.)

- Up to two pieces
- 250 of each piece

MEAL PACKAGE OPTION

(Sun dinner, Mon breakfast, Mon lunch, Mon dinner, Tues breakfast, and Tues lunch.)

Meal Package—\$150 per person



487 SW Ward Rd.
Lee's Summit, MO 64081

Address Service Requested

NON-PROFIT
U.S. POSTAGE
PAID
GREWOOD, MO
PERMIT NO. 55

Light IN THE DARKNESS

EXHIBIT AND ADVERTISING REGISTRATION

Register on-line at: www.allianceforlifemissouri.com

You may pay on-line or mail a check to:

AFL • 487 SW Ward Rd. • Lee's Summit, MO 64081

Registration Early Bird—September 30th

Final deadline—October 9th

NOTEBOOK ADVERTISING DETAILS

All advertisement art work should be received no later than October 11th. The file should be print ready in a jpeg or PDF format.

Ad sizes (in inches):

Full page = 7.5" x 10.5"

Half page = 7.5" x 5.125"

Quarter page = 3.625" x 5.125"

MATERIAL INSERTS

Materials for the attendee bags must be received no later than October 12th. Please send 250 of each piece.

Materials should be shipped to:

AFL Conference • C/O Donna Lewis
Tri-County Pregnancy Resource Center
21086 Lawrence 1166 • Verona, MO 65769

HOTEL AND TRANSPORTATION

Hilton Branson Convention Center Hotel

200 E Main St • Branson, MO 65616

Make online reservations through the hotel link on our website:

www.allianceforlifemissouri.com

Reservation by phone: 1-866-442-0959

Standard room rate:

\$145 single and double occupancy

\$165 triple and quad occupancy

**Reservations MUST BE MADE
by September 25th to be
guaranteed at that rate.**

Visit www.flyspringfield.com for complete transportation information. The hotel does not have a complimentary shuttle.



487 SW Ward Rd.
Lee's Summit, MO 64081
Ph: 816-806-4168
www.allianceforlifemissouri.com