

JUST
Breathe

Be anxious for
nothing, but in *everything*
by prayer and
supplication, with thanksgiving,
let your requests be **God**;
made known to
and the *peace* of God,
which surpasses all understanding,
will guard your hearts and minds through
Christ Jesus.

– Phil 4:6-7 NKJ



Alliance for Life 2021 CONFERENCE

This is your opportunity to get your product and service in front of your target audience, so make plans to attend now! A personal setting that allows you to connect more one-on-one with each attendee to have great conversations about their needs and how you can meet those needs. This is what the Alliance for Life conference provides for you the vendor.

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 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 2021 conference. There are four specific advertising packages to choose from (each of the four packages include an exhibit space), plus many additional ways to help sponsor the conference. Act now, as space is limited at 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 today!

CONFERENCE SCHEDULE

NOVEMBER 14

1:00 Vendor Registration Setup Opens

4:15 Attendee Registration Opens

5:15 Doors Open

5:30 Dinner

6:30 Evening Session

Exhibits Open:
5:15/8:30

NOVEMBER 15

8:30 Breakout #1

10:10 Breakout #2

11:30 Lunch Session

2:00 Vendor Connections

2:45 Breakout #3

4:10 Breakout #4

5:20 Vendor Connections

6:30 Evening Session

Exhibits Open:
7:45/9:45/11:30/2:00/5:20/8:30

NOVEMBER 16

8:30 Breakout #5

10:10 Breakout #6

11:30 Lunch Session

2:00 Departure

Exhibits Open:
7:45/9:45/Close
& Breakdown 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 on November 14th.

DOOR PRIZES

Donation of door prizes are appreciated. Please contact us to plan 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 November 8th at the AFL office.

Vendor Registration

ADVERTISING PACKAGE OPPORTUNITIES

All packages include exhibit space

Diamond Premium: \$650 After October 7th - \$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

Premium: \$600 After October 7th - \$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 website
- 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 October 7th - \$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 October 7th - \$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 22nd is the last day to register for advertising packages and notebook advertising.

CANCELLATION POLICY: Cancellations by November 1st 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 waste basket. Booth Electricity (110 outlet) is additional cost.

Exhibit Booth Space—Early bird \$325 (October 7th)

Exhibit Booth Space—\$400 After Early Bird to October 22nd

Booth Electricity—\$25

NOTE: To ship exhibit materials ahead, please contact AFL for shipping details. (Pre- and post-shipping are limited).

NOTEBOOK ADVERTISING ONLY

Full Page B/W Ad—\$275 - After October 7th - \$350

Upgrade to color ad for an additional \$80

Half Page B/W Ad—\$225 - After October 7th - \$300

Upgrade to color ad for an additional \$80

Quarter Page B/W Ad—\$175 - After October 7th - \$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 October 7th

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 October 7th - \$275 each

Total of 2 available throughout conference.

- Signage and mention during conference

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

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

Meal Package—\$175 per person



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

Address Service Requested

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

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EXHIBIT AND ADVERTISING REGISTRATION

Register online at:

<https://allianceforlifemissouri.com/events/conference/>

You may pay online or mail payment to:

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

Registration Early Bird - October 7th

All registration closes - October 22nd

NOTEBOOK ADVERTISING DETAILS

All advertisement artwork should be received no later than October 25th. 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 November 1st. Please send 250 of each piece.

Materials should be shipped to:

AFL Conference • C/O Abigail Chisom
Pregnancy Support Center
525 S Washington • Lebanon, MO 65536

HOTEL AND TRANSPORTATION

Margaritaville Lake Resort

494 Tan Tar A Dr.
Osage Beach, MO 65065

Make online reservations through the hotel link on our website:

<https://allianceforlifemissouri.com/events/conference/>

Reservation by phone: 800-826-8272

Standard room rate: \$139 (standard rooms = two queens, a king or two kings - ask when making reservation about what is available).

One-bedroom suite: \$239

Two-bedroom suite: \$339

Hotel reservations MUST BE MADE by October 31st to be guaranteed at that rate.

Four airport options to fly to Missouri:

- **Columbia Regional (COU)** - 90 miles from Resort.
Visit www.flycou.com
- **St. Louis International (STL)** - 180 - 200 miles from Resort.
Visit www.flystlouis.com
- **Springfield - Branson National** - 90 miles from Resort.
Visit www.flyspringfield.com
- **Kansas City International (MCI)** - 190-200 miles from Resort.

The hotel does not have a shuttle. Transportation from the airport to the Resort is the responsibility of the vendor.

