

2023 CONFERENCE  
NOVEMBER 5 - 7



# Pressing On

## Toward the Call

*I press on toward the goal to win the prize for which  
God has called me heavenward in Christ Jesus.  
— Philippians 3:14 NKJ*

ALLIANCE FOR LIFE 2023 CONFERENCE  
VENDOR REGISTRATION



# Pressing On

## Toward the Call

*This is your opportunity to get your product or service in front of your target audience, make plans to attend now! A personal setting that allows you to connect more one-on-one with each person. That is what the Alliance for Life conference provides to vendors.*

*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*

**DON'T MISS OUT!**  
Reserve your exhibit/advertising package today!

*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 2023 conference. We are offering the Grand Premium Sponsorship now through June 8th which gives you maximum exposure beginning in July up through the conference. There are three other package offerings that can be purchased now through October 6th. Each of the packages includes an exhibit space. Plus many other additional ways to be a sponsor of the conference to fit your budget.*

*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. There will be seating available in the back of the room, however, meals are not included unless a meal package has been purchased. See the meal package option for details.*

# Pressing On *Toward the Call*

## Advertising Package Opportunities

*Be a conference sponsor that will give you exposure starting in July and running through the conference. Rather than waiting until the conference experience, this gives you extra months of promotion. Our New Grand Premium Sponsorship level gives you extra promotions at a fantastic price!*

### GRAND PREMIUM SPONSOR: \$759

Your company logo will appear on the following:

- All our attendee conference promotional materials - both print and digital
- On our conference website page with a link to your website page
- On our conference online registration platform
- Conference email blasts to attendees

#### PLUS:

- 4 FB posts - one per month for July, August, September, and October about your sponsorship
- Promo video (up to 2 minutes) played during the conference in a general session (To be provided by the organization)
- Full page COLOR ad in the conference notebook. **The first six to register get to choose the ad location in the notebook on a first come first serve basis** (*outside back cover, inside front cover, page one inside back cover, before the conference schedule or right after the schedule*)
- Promo video emailed to all conference attendees
- Promo video posted on AFL social media directing to your organization's website
- Link to the organization's website on our conference web page
- Name listed on sponsorship PowerPoint
- Recognition of the organization from the podium
- Materials (up to 2 pieces) in conference attendee bag
- One exhibit space with electricity

**Registration for the  
Grand Premium Sponsorship  
will open on May 8th and  
close on June 8th.**

*Watch your email box on May 8th  
for registration link.*

### DIAMOND: \$625

*After September 15th - \$700*

- Promo video (up to 1 minute) played during the conference. (To be provided by the organization)
- Full page COLOR ad
- Promo video emailed to all conference attendees
- Promo video posted on AFL social media directing to your organization's website
- Name listed on sponsorship PowerPoint
- Recognition of the organization from the podium
- Materials (up to 2 pieces) in conference attendee bag
- One exhibit space with electricity

### RUBY: \$500

*After September 15th - \$575*

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

### SAPPHIRE: \$400

*After September 15th - \$475*

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

**OCTOBER 6TH is the last day to register for advertising packages, exhibit space only, and notebook advertising.**

#### CANCELLATION POLICY:

Cancellations by October 16th 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 the Exhibitor from the obligation to pay for the full cost of the exhibit fee.

**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 October 23th at the AFL office.

## 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 \$350** (September 15th)

**Exhibit Booth Space: \$425** After Early Bird up to October 6th

**Booth Electricity: \$30**

**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: \$175** - After September 15th - \$250  
Upgrade to color ad for an additional \$50

**Half Page B/W Ad: \$125** - After September 15th - \$200  
Upgrade to color ad for an additional \$50

**Quarter Page B/W Ad: \$100** - After September 15th - \$150  
Upgrade to color ad for an additional \$50

## LANYARD OPTION

**Business Name on Lanyards: \$450**  
Exclusive to one vendor, must be purchased no later than September 15th.

Let conference attendees promote your business everywhere when they wear their name badge with your business name on the lanyard. (approximately 275 lanyards)

## ADDITIONAL OPPORTUNITIES

**Coffee Break Sponsor: \$200 each** - After September 15th - \$275 each  
Total of 2 available throughout conference.  
· Signage and mention during conference

**Materials in Conference Bag: \$125** - No Early Bird  
· Up to two pieces  
· 275 of each piece

## MEAL PACKAGE

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

**Meal Package: \$185 per person**

## 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** – September 15th  
**All registration closes** – October 6th

## NOTEBOOK ADVERTISING DETAILS

All advertisement artwork 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 20th. Please send 275 of each piece.

**Materials should be shipped to:**  
AFL Conference  
Alliance for Life  
487 SW Ward Road  
Lee's Summit, MO 64086

## SIDE MEETINGS

Exhibitors are welcome to host a side meeting during the off hours of the conference schedule to have an opportunity for more direct exposure to your organization. **All side meetings must be approved by the Alliance for Life prior to making any arrangements with the conference venue.**

## HOTEL AND TRANSPORTATION

**THE WESTIN KANSAS CITY HOTEL AT CROWN CENTER, KANSAS CITY, MO**  
1 E Pershing Road, Kansas City, MO 64108

**Make online reservations through the hotel link on our website:**  
[www.allianceforlifemissouri.com/conference](http://www.allianceforlifemissouri.com/conference)

**Reservation by phone:** 1-816-474-4400

**Traditional Double/Double and Traditional King Rooms:** \$169

**Hotel reservations MUST BE MADE by October 20th to be guaranteed at that rate.**

**Nearest Airport:** MCI Kansas City approximately 21 miles from the hotel.  
Hotel shuttle is not available to and from airport.



[www.allianceforlifemissouri.com](http://www.allianceforlifemissouri.com)

487 SW Ward Road · Lee's Summit, MO 64081  
Phone: 816-806-4168



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

**Address Service Requested**

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

# Conference Schedule

## November 5

**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 6

**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 7

**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 set up no later than 5:00pm on November 5th.*