

# Lead *the* Way!



2024 CONFERENCE  
NOVEMBER 10-12

## CONFERENCE SPONSORSHIP REGISTRATION

*Teach me to do Your will, For You are my God;  
Your Spirit is good. Lead me in the land of uprightness.*

*— Psalm 143:10 NKJ*



ALLIANCE FOR LIFE 2024 CONFERENCE  
CONFERENCE SPONSORSHIP REGISTRATION

# Lead *the* Way!

*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 exhibitors.*

*Our annual state conference is attended by more than 350 pregnancy help staff and volunteers representing approximately 100 plus 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 2024 conference. We are offering the Grand Premium Sponsorship now through June 7th 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 will be located outside the general session area where the 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.*

**DON'T MISS OUT!**

**Reserve your exhibit/advertising package today!**

# Conference Schedule

## November 10

**11:00** Exhibitor Registration  
Setup Opens

**3:00** Attendee Registration  
Opens/Exhibits Open

**5:15** Doors Open

**5:30** Dinner

**6:30** Evening Session

**Exhibits Open:**  
3:00/8:30

## November 11

**8:30** Breakout #1

**10:15** Breakout #2

**11:45** Lunch Session

**1:45** Exhibitor Connections

**2:30** Breakout #3

**4:15** Breakout #4

**5:30** Exhibitor Connections

**6:30** Evening Session

**Exhibits Open:**  
7:45/9:45/11:45/1:45/5:30/8:00

## November 12

**8:15** Exhibitor Connections

**9:00** Breakout #5

**10:45** Breakout #6

**12:15** Lunch Session

**2:15** Departure

**Exhibits Open:**  
7:30/9:00  
Close & Breakdown 9:00

*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 3:00pm on November 10th.***

# Lead *the* Way!

## 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 Grand Premium Sponsorship level gives you extra promotions at a fantastic price!

### GRAND PREMIUM SPONSOR: \$835

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 6th and  
close on June 7th.**

*Watch your email box on May 6th  
for registration link.*

The following will open on July 1st:

### DIAMOND: \$690

**After September 13th - \$765**

- 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
- One 6' table, clothed and skirted, two chairs and a wastebasket

### RUBY: \$550

**After September 13th - \$625**

- Recognition of the organization from the podium
- Full page color ad in conference notebook
- 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
- One 6' table, clothed and skirted, two chairs and a wastebasket

### SAPPHIRE: \$440

**After September 13th - \$515**

- Half page color ad in conference notebook
- Name listed on sponsorship PowerPoint
- Materials (up to 2 pieces) in attendee bag
- One exhibit space with electricity
- One 6' table, clothed and skirted, two chairs and a wastebasket

**OCTOBER 13TH** is the last day to register for advertising packages, exhibit space only, and notebook advertising.

#### CANCELLATION POLICY:

Cancellations by October 11th will be refunded all monies, minus a 20% 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 25th 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 \$385** (September 13th)

**Exhibit Booth Space: \$460** After Early Bird up to October 11th

**Booth Electricity: \$35**

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

## NOTEBOOK ADVERTISING ONLY

**Full Page Color Ad: \$195** - After September 13th - \$270

**Half Page Color Ad: \$140** - After September 13th - \$215

**Quarter Page Color Ad: \$110** - After September 13th - \$185

## LANYARD OPTION

**Business Name on Lanyards: \$575**

*Exclusive to one sponsor, must be purchased no later than September 13th.*

Let conference attendees promote your business everywhere when they wear their name badge with your business name on the lanyard. (approximately 400 lanyards)

## ADDITIONAL OPPORTUNITIES

**Coffee Break Sponsor: \$220 each** - After September 13th - \$295 each

Total of 2 available throughout conference.

- Signage and mention during conference

**Materials in Conference Bag: \$140** - No Early Bird

- Up to two pieces
- 400 of each piece

## MEAL PACKAGE

*(Sun. dinner, Mon. lunch, Mon. dinner, and Tues lunch. Mon. and Tues. breakfast complimentary for hotel guests.)*

**Meal Package: \$195 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 13th

**All registration closes** – October 13th

## 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 18th. Please send 400 of each piece.

**Materials should be shipped to:**

AFL Conference  
Republic Pregnancy Resource Center  
291 US Hwy 60, West  
Republic, MO 65783

## 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 OASIS HOTEL AND CONVENTION CENTER**

2546 North Glenstone Ave., Springfield, MO 65803

**Online reservations:**

<https://www.choicehotels.com/reservations/groups/XH18D8>

**Reservation by phone:** 417-866-5253 ask for Alliance for Life Group Block

**Queen or King Deluxe, Poolside or Courtyard: \$129.00**

**Executive King Suite: \$209.00**

**Paradise Suite: \$329.00**

**Hotel reservations MUST BE MADE by October 18th to be guaranteed at that rate.**

**Nearest Airport:** Springfield-Branson National Airport is approximately 12 miles from the hotel. A complimentary hotel shuttle from airport is available with advance reservation.

<https://www.flyspringfield.com/>



[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