LEA Convocation

OPENING

EYES MINDS HEARTS

October 10-12, 2019  St. Louis, Missouri

OCTOBER 10-12, 2019
ST. LOUIS, MISSOURI
AMERICA’S CENTER

Lutheran Education Association
Linking, Equipping, Affirming educators and workers in Lutheran ministries
Lutheran Education Association
2019 Convocation

Lutheran Education Association’s 2019 Convocation takes place October 10–12 at the St. Louis America’s Center in St. Louis, Mo.

This thirteenth triennial convocation provides professional growth, worship, and fellowship opportunities designed for educators in Lutheran schools and other educational agencies at all levels.

The convocation theme is inspired by the text of Herbert Brokering’s Easter hymn, “Alleluia! Jesus is Risen” (LSB474), where phrases such as “telling the story,” “opening eyes,” “constant surprise,” “gift of the future,” and “walking the way” dominate inspirational thought.

Lutheran school educators are in the business of opening minds, to the wonders, intricacies, blessings, and perils of all that science, social studies, mathematics, the arts, and religious studies have to offer. They must wrap all of these in a scripturally supported and Christian worldview. While secular-based education often closes minds to Scripture and Spirit-given faith, Lutheran school educators must open minds to the truth. Then students and teachers alike must learn how to express their faith and knowledge in what they say, think, and do—all to the glory of God.

More than 3,000 Christian educators from across the USA and several other countries will gather at the 2019 LEA Convocation, and thousands of other constituents will benefit post-event virtually!
Becoming an LEA Sponsor

Who will you reach?

• Educators from 29 states were represented at the last convocation!
• 60% of those in attendance are in elementary (1st through 8th grades).
• 30% are early childhood (preschool + pre-k).

Why do they come?

• They will be equipped and affirmed through more than 200 sectional topics and speakers from four different countries and 21 states in the US.
• In addition to amazing topics, speakers, and fellowship, the #1 reason they come is for professional growth in the field!

Consider how your business or organization can help fulfill their need and grab their attention!

• The second key reason they come? They had an incredible experience at a previous convocation!

What does that mean to you?

• LEA has loyal constituents who follow us, not only at the one event, but stick with us through numerous platforms and over years.
• Engage them before the convocation digitally to ensure they visit and grab their attention, moving them to respond to your call to action, after the convocation through additional connection opportunities.

Fully engage through multiple platforms!

• All attendees register online.
• 90% use the printed program.
• More than half are using the app.
  Do not miss an opportunity to multiply your reach and frequency by being featured across platforms!

Gain their business or support!

• 38% of those surveyed said they made purchases at the exhibits.
• An additional 12% say they have been influenced to make a future purchase through the exhibits.
• More than half of the registrants say they have the influence over purchasing for their organization!

This is an incredible opportunity!
Convocation Exhibitor Sponsorship Levels

Exhibitor Gold Package $10,000
Between October 1 – December 31, 2019

• 10’ x 10’ Booth
• (1) Social Media Post Mention
• Verbal thank-you from MC on Main Stage
• (1) Web Site Banner Ad
• (2) E-Blast Ads

Exhibitor Platinum Package $12,500
October 1 – December 31, 2019

• 10’ x 10’ Booth
• (1) Social Media Post Mention
• Verbal Thank you from MC on Main Stage
• (1) Web Site Banner Ad
• (2) E-Blast Ads
• Showcase in the Convocation Program
  [Program Back Cover – 1st Platinum Sponsor to commit]
  [Program Inside front cover – 2nd Platinum Sponsor to commit]
  [Program Inside Back Cover – 3rd Platinum Sponsor to commit]
  (After 3 ads are sold, a banner ad will be available on the convocation app)

Package Add-on
Sponsor a Video Played at the Convocation Main Stage Add $5,000

(Please call the LEA Office at 708-209-3343 for any questions relating to sponsorships.)

Digital Ad Sizing Specifications

Website Banner Ad 250 x 250
Social Media Post Mention [Provide Logo + Tagline or Campaign Theme] 500 x 500
E-Blast Ad 250 x 250
Video Sponsor EPS Digital Logo

(All digital ads should be submitted to Ed Grube at ed.grube@lea.org by July 15, 2019.)
Individual Exhibit Booth Space

- 10’ x 10’ booth $850
- Premium booth locations add $150
- Corner booth location add $100

Furnishings (including carpet, table, and chairs) must be rented from the official exhibit decorator. A complete list of furnishings and price information will be available from the exhibit decorator. For larger booth space, exhibitors may reserve a combination of two or more booths by marking the desired quantity of 10’ x 10’ booths on the agreement form located in the online floor plan. For any questions related to booth space, sponsorships, or advertising, please call Katie Burke (Tradeshow Logic Exhibit Sales Manager) at 770-432-8410 x156.

Receive These Direct Benefits From Exhibiting

In addition to the opportunity of marketing to more than 3,000 potential customers as a convocation exhibitor, you receive the following benefits:

- More than 14 hours of exhibit time
- 2 receptions held in the exhibit hall
- Concession area in the exhibit hall
- Promotion of your participation sent in convocation app and on website
- Choice of booth space on a first-come, first-served basis
- Two complimentary exhibit hall passes for exhibit personnel
- Complimentary company listing in the convocation program
- Prize drawings in the exhibit hall, giving you another chance to promote your product and service
- Special complimentary refreshment area for exhibitors
- Complimentary WiFi access at your booth (higher speed drops are available for purchase)

Begin the process of booth registration by going to http://lea2019reg.tl-maps.com
Advertise in the Print Convocation Program

Receive a return on your advertising investment for three years or more when you advertise in the most visible printed material distributed during the convocation, which contains the agenda and important program information. Advertising in the program is a great way to give your products and services maximum exposure and increase traffic to your booth. Make a smart investment by reserving your space today!

### Print Ad Sizing Specifications

<table>
<thead>
<tr>
<th>Ads:</th>
<th>Size</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5 x 10”</td>
<td>$2,500</td>
</tr>
<tr>
<td>Back cover</td>
<td>7.5 x 10”</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside front cover or inside back cover</td>
<td>7.5 x 10”</td>
<td>$2,800</td>
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<td>Page on reverse of attendance certificate</td>
<td>7.5 x 10”</td>
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<tr>
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<td>3.5 x 10”</td>
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</tr>
<tr>
<td>1/4 vertical</td>
<td>3.5 x 4.75”</td>
<td>$675</td>
</tr>
</tbody>
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### Print Advertisement Specifics

Art is required by July 15, 2019. Advertiser-provided .pdf files are preferred. Advertisement sizes must be as listed above and must be in color. No modifications will be made. Improperly formatted artwork will be returned to the advertiser, and no refund of the advertisement cost will be given.

Advertisements can be e-mailed to kathryn@brewer-com.com.
Convocation Schedule for Exhibitors

Wednesday, October 9, 2019
1:00 pm - 6:00 pm  Exhibitor set-up

Thursday, October 10, 2019
7:30 am - 9:30 am  Exhibitor set-up
8:00 am - 5:00 pm  Attendee Registration
10:00 am - 1:30 pm  Exhibit Hall open
1:30 pm - 3:00 pm  Opening Celebration (exhibits closed)
3:00 pm - 6:00 pm  Exhibit Hall open
5:00 pm - 6:00 pm  Reception in Exhibit Hall
6:00 pm - 8:00 pm  Opening Eyes Banquet

Friday, October 11, 2019
8:30 am - 10:00 am  Opening Minds Keynote (exhibits closed)
10:00 am - 6:00 pm  Exhibit Hall open
10:30 am - 5:00 pm  Sectionals scheduled throughout the day
5:00 pm - 6:00 pm  Reception in Exhibit Hall
6:00 pm - 8:00 pm  Light-hearted Banquet
6:15 pm - 9:00 pm  Exhibitor Dismantle
1. EXPOSITION SPONSORSHIP & MANAGEMENT: Lutheran Education Association (LEA) Convocation is produced by and is the property of Lutheran Education Association, Inc. LEA will provide show management and attendance promotion. LEA reserves the right to make final decision and change any of the plans and policies according to the interest of the show and notice thereof shall be binding on each exhibitor. LEA reserves the right to reserve the space. Specifications for artwork size, layout and format are described in the information sent to you upon receipt of your payment. Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of LEA. The aforementioned items covered by this contract may be amended at any time by LEA in the interest of the show and notice thereof shall be binding on exhibitor equally with the foregoing rules set forth in this contract.

2. CONTRACT FOR EXHIBIT SPACE: The order for booths, signs for each booth, and the full payment of rental charge, constitutes a contract or rental of the space assigned. An exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. Exhibitors must agree to furnish their exhibits so as not to obstruct aisles. No partition other than the 30” high side dividers provided by LEA will be permitted unless specifically approved. Uniform booth signs bearing the name of the exhibitor will be provided by LEA at no extra cost, or exhibitors may use their own sign if desired. No signs of any kind may be displayed at a height greater than 6 feet from the floor to the top of the sign. Standard booth background and side rails will be provided without charge. Booth backgrounds are approximately 8 feet in height and divide rails 36 inches in height. Width of special backgrounds must be 2 inches less than back wall. LEA reserves the right to review and approve or reject contracts of all companies requesting exhibit space. If it is determined that a company is not permitted to exhibit, all money will be returned with written notice.

3. ASSIGNMENT OF SPACE: Allocations of available space will be made first come, first served based on size of space. LEA reserves the right to make final space assignment or change the space assignment after the acceptance of the application should it be in the best interest of the show. All booths are clearly shown and the plans are highly accurate but only warranted to be approximate. The price of space includes booths of appropriate construction, uniform signs for each booth, and adequate illumination of space. Exhibitors having booths of their own construction may use them. If there is a question about the size and height limitations please contact Katie Burko, Exhibit Sales Manager, at 770-432-8410 ext: 156.

4. PAYMENT OF SPACE: Contracts must be accompanied by the full payment of packages, booth and advertisement fees. Checks should be made payable to Lutheran Education Association.

5. CANCELLATION OR WITHDRAWAL: Upon giving written notice, an Exhibitor may cancel or withdraw from the trade show prior to August 1, 2019, however, no refund will be given unless all booth space has been sold; then 50 (fifty) percent of the payment shall be returned approximately 30 (thirty) days after the Convocation closes. After August 1, 2019, no refund will be given. The date upon which the notice of cancellation is received shall apply as the official date of cancellation. LEA has the right to resell the space vacated upon notification of cancellation.

6. OCCUPANCY OF SPACE: Installation is from 1:00pm to 6:00pm on Wednesday, October 9, 2019 and 7:30am to 9:30am on Thursday, October 10, 2019. The Trade Show will officially open at 10:00am on Thursday, October 10, 2019 and will close at 6:00pm on Friday, October 11, 2019. Exhibitors must be removed by 9:00pm on Friday, October 11, 2019.

7. TERMINATION OF EXHIBIT: If the premises where the LEA Convocation is to be housed are destroyed or damaged; or the LEA Convocation fails to take place as scheduled; or is relocated or interrupted and discontinued; or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency; or for any other reason, this contract may be terminated by Lutheran Education Association. In the event of such termination, the Exhibitor waives any and all claims and damages for damages and agrees that the sole liability of Lutheran Education Association shall be to return the Exhibitor’s rental deposit.

8. ADVERTISEMENT SPACE: Reservations for advertisement space in the official Convocation Program must be paid in full to reserve the space. Specifications for artwork size, layout and format are described in the exhibitor and sponsor prospectus. Cancellations for advertisement space must be received in writing prior to July 15, 2019 to receive full refund. Advertisement space cancelled after August 15, 2019 is non-refundable. LEA reserves the right to deny acceptance of any advertising in the Program Book if it determines that any content or design is not suitable for the intended audience.

9. EXHIBITOR’S REPRESENTATIVE: Each Exhibitor organization must name at least one person to be its official representative, with authority to sign such contracts necessary for the installation and removal of exhibits and the provision of services, for which the Exhibitor will be responsible. At least one person must be in the Exhibit Booth during all hours the Exposition is open. Each exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract to any other organization or person for any purpose whatever. Each exhibitor, agrees to abide by the foregoing rules and regulations, and by any amendments or additions thereto that may hereafter be established or put into effect by LEA. These rules are subject to revision by LEA at any time and from time to time. Exhibitors agree to abide by the rules and regulations, and to see that each member of the firm attending the LEA Convocation, either as exhibitor personnel or registrant or both, is familiar with these rules and regulations.

10. SOLICITATION IN THE EXPOSITION: The aisles and other space in the Exposition Area are not leased to the exhibitors and shall be under the control of LEA. All displays, interviews, conferences, distribution of literature, lectures, or any other type of activity shall be conducted inside the space contracted for. Exhibitors representing standing in aisles or in front of exhibit booths of other Exhibitors for advertising purposes is strictly prohibited. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles.

11. EXHIBIT STANDARDS: LEA shall have the right to prohibit any exhibit or part of an exhibit that in its opinion is not suitable or is in keeping with the character or purpose of the show. Questionable exhibits shall be modified at the request of Convocation Management. Convocation Management reserves the right to interpret and remove from the show program materials, advertising, or items that in their opinion would be in bad taste if such materials were displayed.

12. SOLICITATION BY NON-EXHIBITORS AND NON-REGISTERED ATTENDEES: Persons connected with non-exhibiting concerns are prohibited from making any deals, exhibiting, or soliciting within the Exposition Area or Convocation facilities. Exhibitors are urged to report immediately any violations to the Convocation Management.

13. LIABILITY AND INSURANCE: Exhibitor agrees to protect, save, and keep Lutheran Education Association forever harmless from any damages or charges imposed for violation of any law or ordinance, by the negligence of the Exhibitor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the St. Louis America’s Center and Lutheran Education Association regarding the exposition premises. And, further, Exhibitor shall at all times protect, indemnify, save, and keep harmless the Board of Directors and Planning Committee for the Lutheran Education Association, Convocation Management, and subcontractors against and from any and all loss, cost, damage, liability, or expense arising from or out of or by reason of said Exhibitor’s occupancy and use of the Exposition premises or a part thereof. LEA will express and state care that no precautional work of Exhibitor’s material and displays. However, the Exhibitor, on signing the contract expressly releases Lutheran Education Association and the St. Louis America’s Center from, and agrees to indemnify same against any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.

14. RESTRICTED MARKET AREAS: Any exhibitor displaying goods and/or services whose distribution, sale or use is prohibited in any area in the United States must provide information to trade show attenders showing those areas of restriction OR those areas approved for the goods and/or services in question.