ABOUT THE CONFERENCE

On July 23-26, 2024, the Baylor University Center for Christian Music Studies will present the twenty-first annual Alleluia Conference in association with Martin Creative Services, YouthCue, Texas Baptists, Celebrating Grace, and Sweetwater. This conference attracts many types of church musicians, including music ministers, worship leaders, children’s music directors, instrumentalists, and students. Last year over 300 people, representing most denominations and a wide range of ages, participated in the conference. Alleluia includes a large constituency of church music students, both from Baylor and other fine institutions.

We would like to invite you and your organization to exhibit and/or advertise with us at the 2024 Alleluia Conference. The exhibit areas will be held in the Great Hall of the George W. Truett Theological Seminary building and the McCrary Music Building on the Baylor University campus. These spaces are open many hours each day and are high traffic areas for conference participants who appreciate the opportunity to browse, speak with vendors, and purchase resources on sight. If you have a product or service for church music professionals, you won’t want to miss this opportunity!

Within this document you will find information on exhibiting specifics, as well as information for a variety of advertising options. For more information about Alleluia, visit our website at: baylor.edu/alleluia.

If you have any questions about the advertising & exhibiting options for Alleluia, please feel free to contact:

Chason Disheroon
Baylor University School of Music
One Bear Place #97408
Waco, TX 76798-7408
254-710-1355 office
Chason_Disheroon@baylor.edu
EXHIBITOR INFORMATION

SET UP: The exhibit hall will open for set up at 8:00 AM on Tuesday, July 23rd. Special arrangements can be made if set up on Monday afternoon is absolutely necessary. Exhibits will be located in the Great Hall of Truett Theological Seminary (1100 S 3rd St, Waco, TX 76706) AND/OR the lobby of the McCrary Music Building.

TAKE DOWN: The conference will end on Friday July 26th at noon. You must pack and remove all materials by 5:00 PM Friday afternoon.

NAMETAGS, CONFERENCE ATTENDANCE: You will receive an exhibitor nametag. Conference registration is not included in your exhibitor fee.

CONFERENCE LUNCHEON GIVEAWAYS: We invite our exhibitors to donate a product or a service which will be given away at our all-conference luncheon on Thursday. Please consider participating by providing something that best advertises your business.

CERTIFICATE OF INSURANCE: Please attach or email to alleluia@baylor.edu a COI listing Baylor University as a certificate holder with the following coverages: General Liability: $1,000,000 per occurrence and $2,000,000 general aggregate; Auto Liability: $1,000,000; Worker’s Comp: $1,000,000.

ADVERTISING INFORMATION

CONFERENCE PROGRAM BOOK: We would like to offer you the opportunity to place an advertisement in the conference program book. Ads will be black and white and are offered in full page and half-page options. There is also an opportunity to advertise on the full-color inside covers of our program book. Advertising specs can be found on our website. Please upload all artwork for ads as a digital image in pdf format at http://www.baylor.edu/alleluia/ads by June 15th.

REGISTRATION PACKET PROMOTIONAL MATERIAL: We invite organizations to provide a promotional flier that will be included in the bag that all attendees will receive at registration. This is limited to one flier per organization, and they must be mailed to us by June 15th. No additional copies will be made unless provided by the organization.

PUSH NOTIFICATION IN MOBILE GUIDEBOOK (5 Available): Promote your product or exhibit space by purchasing a push notification that will be shared during the event through the mobile guidebook app. The mobile guidebook is a one-stop shop for the conference schedule, general information, maps, clinician bios, networking, and more! MESSAGE CANNOT EXCEED 1024 CHARACTERS. Email text/link for this notification to alleluia@baylor.edu by June 15th.

Reserve your exhibit and advertising space now!

EXHIBIT SET UP: Tuesday, July 23rd, 8-10 AM

EXHIBIT HOURS: Tuesday, July 23rd, 10 AM – 5:30 PM
Wednesday, July 24th, 7:45 AM-6:00 PM, 7:30 PM-9:00 PM
Thursday, July 25th, 7:45 AM-6:00 PM, 7:30 PM-9:00 PM
Friday, July 26th, 8 AM-11:00 AM
(Additionally, morning snacks and the conference’s famous Dr Pepper Floats are served in the exhibit space each afternoon.)

FEES: $325 per 10’x10’ space ^If you need more than 1 table please plan to purchase multiple 10x10 spaces.

FEES INCLUDE: 1 8-foot table, 2 chairs, and access to exhibitor space (plus worship gatherings)

(Exhibitor Application can be found on page 3 OR register online)
Thank you for your interest in partnering with the Alleluia Conference at Baylor University July 23-26, 2024. Please complete the following information and return this form with a check (made out to Baylor University) to us via post. You may also complete this form online at baylor.edu/alleluia. Thanks for helping to make this a wonderful conference!

Organization: ________________________________

Address: ____________________________________________

__________________________________________

Email: ____________________________________________

Phone: ____________________________________________

Exhibitor Names: ________________________________

EXHIBIT BOOTH PACKAGES:

___ Package A - $750 10x10 Booth + Full-page, Color ad in Conference Program (2 available)

___ Package B - $500 10x10 Exhibitor Booth + Full-page b/w ad in Conference Program

___ Package C - $450 10x10 Exhibitor Booth + Half-page b/w ad in Conference Program

___ Package D - $325 10x10 Exhibitor Booth only

Optional Add-Ons

___ Number of additional 10x10 spaces - $123/each

___ I will need an electrical outlet for my booth.

___ I will provide a door prize for the Thursday luncheon drawing.

ADVERTISING OPTIONS:

___ Half Page - $150

___ Full Page - $200

___ Full-Color Inside Cover - $500 (only 2 available)

___ Registration Packet Flier - $150 *limit one flier/organization.

___ Push Notification in Mobile Guidebook - $250 promote your product or exhibit through the conference app.

TOTAL AMOUNT DUE: ____________________________

SPONSORSHIP OPPORTUNITIES:

___ Sponsor a Dr Pepper Float break - $250/day (T-Thr). Breaks are held in both exhibit areas. (3 available)

___ Conference Mobile App Sponsorship - $2,500 (includes full-page ad in program book & acknowledgement during opening session)

I understand the responsibilities of this Exhibiting/Advertising application and my obligations as an advertiser and/or exhibitor. I further understand that if my ad copy is not received by June 15, 2024, my advertisement may not be included in the Conference Program Book.

Signature_________________________________ Title__________________________________

Chason Disheroon, Baylor School of Music, One Bear Place #97408, Waco, TX 76798
Phone 254-710-1355 E-mail Chason_Disheroon@Baylor.edu