



# Baylor University

SCHOOL OF MUSIC  
Center for Christian Music Studies

## Alleluia Conference Exhibitor & Advertising Information Packet July 23-26, 2024

### 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](http://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  
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## EXHIBITOR INFORMATION

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**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 26<sup>th</sup> 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](mailto: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 15<sup>th</sup>.

**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 15<sup>th</sup>. 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](mailto:alleluia@baylor.edu) by June 15<sup>th</sup>.

## Reserve your exhibit and advertising space now!

**EXHIBIT SET UP:** Tuesday, July 23<sup>rd</sup>, 8-10 AM

**EXHIBIT HOURS:** Tuesday, July 23<sup>rd</sup>, 10 AM – 5:30 PM  
Wednesday, July 24<sup>th</sup>, 7:45 AM-6:00 PM, 7:30 PM-9:00 PM  
Thursday, July 25<sup>th</sup>, 7:45 AM-6:00 PM, 7:30 PM-9:00 PM  
Friday, July 26<sup>th</sup>, 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)*



# EXHIBITOR & ADVERTISING FORM

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](http://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.

<b>TOTAL AMOUNT DUE:</b> _____
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## 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  
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