



# SPONSOR & EXHIBITOR PROSPECTUS

LCS Conference

The Ocean Center  
Daytona Beach, Florida  
November 14 & 15, 2024

[info@ilcsonline.com](mailto:info@ilcsonline.com)

## What is the League of Christian Schools?

The League of Christian Schools (LCS) is the premiere Assemblies of God accrediting agency established by the Peninsular Florida District Council in 1983. Now, the League of Christian Schools (LCS) is an internationally recognized accrediting agency and nonprofit voluntary membership organization supporting the work of the church through the establishment, development, and improvement of Christian schools throughout the world. Our services help schools in the US and in over 100 other countries guarantee the transfer of credit for students into foreign and local schools, colleges, and universities.

The LCS mission is to equip member schools to train students in the values and person of Christ in order to prepare them for success in this life and eternity to come.

## About the LCS Annual Conference

The conference is specifically designed to provide 11 hours of professional development for teachers. These hours are required for teachers to maintain state and association certifications. It is also a time for us to enjoy fellowship and corporate worship along with challenging and inspirational keynotes addresses from national speakers.

## Why Exhibit?

- **Connect with and learn from** other ministry partners, school heads, and Christian educators.
- **Meet decision-makers and key influencers** from over 200 schools in the US and other parts of the world.
- **Generate leads** from some of the best Christian schools in the industry.
- **Showcase your solutions and services** to more than 1500 in-house professionals actively engaged in Christian schools.
- **Be part of the solution** by presenting a professional workshop on best practices and school improvement.

## How Do I Purchase a Booth or Sponsorship?

Register at <https://www.lcs.education/conference-exhibitor-registration/>

Registration will open no later than May 1

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*League of Christian Schools is the premier accrediting association for the Assemblies of God.*

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**14+ HOURS**  
OF EXHIBITING TIME



**1575**

IN PERSON  
ATTENDEES

**62%**  
K-12  
EDUCATORS

Leads  
Generated

Over  
**1,000,000**  
SPONSOR  
IMPRESSIONS  
in our Event App

**38%**  
PRESCHOOL  
EDUCATORS

**1,910**  
ATTENDEES DOWNLOADED  
AND ENGAGED ON THE  
DIGITAL EVENT APP  
DESIGNED FOR CAPTURING  
LEADS.

## KEY DATES

### *April 1*

- Exhibitor and sponsorship registration opens

### *September 1, 2024*

- Early bird rate deadline for registering exhibitors.

### *September 20, 2024*

- Last day to receive 50% cancellation refund; no refunds after this date

### *October 1, 2024*

- Deadline for ads, prize listings, and sponsorship listings to be included in the onsite program
- Email your organization's prize offering (\$250 max value) for the attendee giveaway (participation is not required to be an exhibitor)
- Exhibit booth assignments will be distributed and finalized.

### *October 25, 2024*

- Deadline to schedule social media posts included in sponsorship packages (all posts must occur prior to November 9)

### *October 24, 2024*

- Last day to reserve within the hotel room block at the Hilton Resort at Oceanwalk (if rooms are still available)

## TENTATIVE EXHIBITOR SCHEDULE

Subject to change. Times listed in local Florida time (eastern)

### *Wednesday*

11:00 am – 4:30 pm Exhibitor move-in

### *Thursday*

7:00 am – 8:30 am Exhibitor move-in

8:30 am– 7:30 pm Exhibit Hall open

### *Friday*

8:00 am – 12:45 pm Exhibit Hall open

9:00 am Exhibitor Prize drawings – report to LCS

12:30 – 2:00 pm Exhibitor move-out

Exhibitors must remain set up until teardown time at 12:30 pm. Exhibitors found not in compliance will be fined an early departure fee of \$500.

## BOOTH PRICES

Organizations that desire a multiple or custom booths may request and purchase booths by contacting LCS.

- 8' In-line Booth: \$495/ \$575 after early registration
- 16' Double In-line Booth: \$990 / \$1150 after early registration, if available

All exhibit setup and materials must stay within the given footprint layout set by LCS. View the floor plan in this handbook. Exhibitors will be on the South Concourse.

# CONFERENCE SPONSORSHIPS

All sponsorship opportunities are the first right of refusal for Alliance Partners. Sponsorship purchasing is open one week earlier for them than for the general public.

## All Sponsorships Receive

- 1 booth space with 1 table and electricity provided.
- Electronic list of conference registrants that includes names, titles, organizations, and email addresses
- Electronic list of attendees following the conference that includes names, titles, organizations, mailing addresses, and email addresses\*
- Recognition in scrolling sponsorship presentations
- Recognition in a post-conference email thanking the sponsors sent to all members

\*Registrants will have the option to opt out of having their phone number and email address shared.

## First Opening Keynote and Program Sponsorship (bundled)

**\$6,500**

- Introduce the opening keynote speaker and address attendees (five minutes maximum) during the first general session.
- Company logo on conference attendee program (program and artwork must be approved by LCS)
- Up to two (2), promotional signs may be placed in the general session room (location to be determined at the discretion of LCS staff)
- Ability to place promotional materials at tables/chairs
- Exclusive signage at the keynote presentation
- One full-page ad in the onsite conference program
- One banner ad and three push notifications on the mobile app
- Verbal recognition during opening remarks
- Clickable logo on LCS website and mobile app

## Second Keynote and Lanyard Sponsorship (bundled)

**\$5,400**

- Introduce the keynote speaker and address attendees (five minutes maximum) during the second general session.
- Company logo on conference attendee lanyards
- Up to two (2), promotional signs may be placed in the room (location to be determined at the discretion of LCS staff)
- Ability to place promotional materials at tables/chairs
- Exclusive signage at a closing keynote presentation
- Half-page ad in the onsite conference program
- One banner ad and two push notifications on the mobile app
- Verbal recognition during opening remarks

### ***Lunch and Bag Sponsorship (bundled)***

**\$4,900**

- Company logo on pre-sold lunch tickets
- Company logo on conference attendee bag (bag and artwork must be approved by LCS)
- Ability to place promotional materials at tables/chairs
- Exclusive signage at the food checkout line
- FULL PAGE ad in the onsite conference program
- One banner ad and two push notifications on the mobile app
- Verbal recognition during opening remarks

### ***Mobile App & WiFi Sponsorship (bundled)***

**\$4,400**

- Exclusive sponsorship of conference mobile app, a mobile device charging station for attendees, and Wi-Fi service (you set the password)
- Banner ad on attendee registration confirmation email
- Logoed insert with Wi-Fi info in each attendee name badge
- Half-page ad in the onsite conference program
- Two (2) custom social media pushes - sponsor selects the preferred date, time, and social channel of the posting and is required to provide all content, imagery, and links
- Recognition in mobile app with one daily push notification
- Clickable logo on LCS website and mobile app

### ***Accreditation Reception Sponsorship***

**\$3,500**

- Custom branded email before conference to new members/first time attendees
- Exclusive signage at the new members/first time attendee reception
- Address attendees at reception (approx. 250)
- Verbal recognition during event's opening remarks
- Four company representatives may attend reception
- May provide a reception gift
- Logo in conference agenda
- One push notification on mobile app

# ADVERTISE IN THE ONSITE PROGRAM

## Printed Ads

Whether you are exhibiting at the conference or not, you can still reach this target audience by placing an advertisement in the onsite program.

### Costs and sizes:

- Full page ad (5.5"w x 8.5"h trim with .125" bleeds): \$670
- Half page (5.5" w x 4.25" h trim with .125" bleeds): \$420

*\*Quarter page ads are not available.*

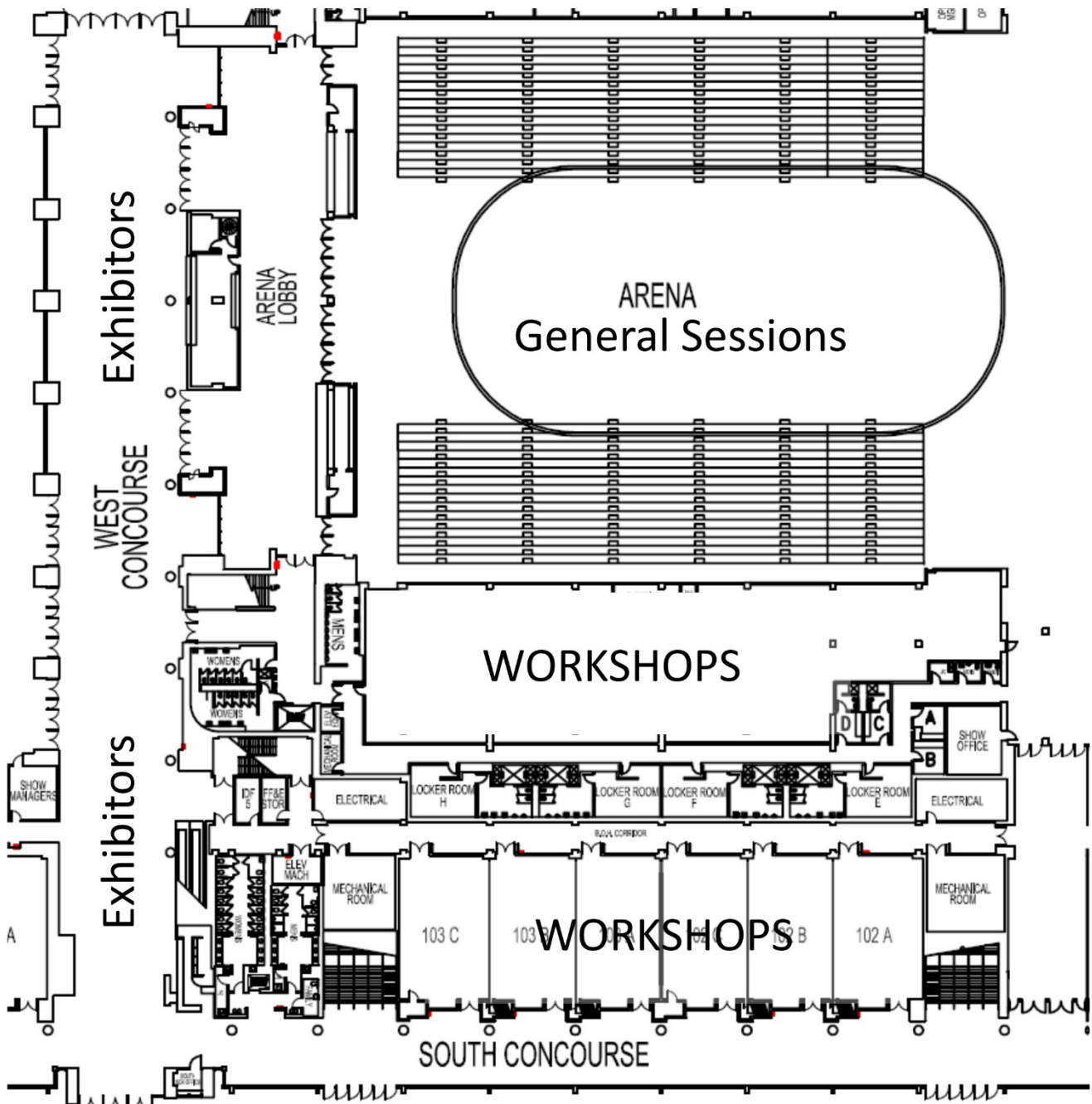
### Ads due: October 1, 2024

Files must be 300 DPI or higher and in PDF format. Please purchase and upload your ad through a separate registration here: <https://www.lcs.education/exhibitor-ad-submission/>

## Conference Bag Inserts

- Exhibitor provides the inserts: \$320
  - Any size insert UP TO 8 ½" x 11"
  - Inserts DELIVERED to our office no later than November 1
- LCS Prints your insert: \$720
  - HD Color ad printed on white paper.
  - High definition digital artwork due to the no later than October 15
  - Email to [mburroughs@ilcsonline.com](mailto:mburroughs@ilcsonline.com)
- Other branded items can be inserted for a flat fee: \$320
  - Pens, books, freebies, chotchkis, etc.
  - Must be received in the LCS office no later than November 1.

# EXHIBITOR SPACE





## Exhibitor Information

Only one company per 8' X 8' exhibit space will be permitted. You will receive a status notice alerting you that your exhibit registration has been accepted, waitlisted, or denied within ten business days of submission.

### *All 8' booths include:*

- One 6' x 30" table (draping optional for a \$20 fee)
- Two side chairs
- One wastebasket
- A one-line sign booth ID sign

### *How many representatives are allowed?*

- All exhibit booths will be limited to four representatives (two included with registration and an additional two with added registration fees).
- Double exhibit booths are limited to a maximum of eight representatives (four included with registration and an additional four with added registration fees.)
- Any additional people who plan to be at your company's booth must be included in your representative limit. This includes photographers, caricature artists, etc.

## Registering Your Exhibitor Representatives

You may register additional representatives after your exhibitor registration has been accepted. The link to the online form will be included in your confirmation to the primary contact.

### Rates for additional representatives:

- \$20
- \*No refunds will be provided for representative registrations, but the names may be changed prior to November 1.

## Confirmation

A registration confirmation will be emailed to your company's primary contact upon receipt. Your booth assignment will be emailed to your primary contact on or before October 15. A final confirmation with important onsite information will be sent to all exhibitor representatives on record.

## Lodging Information

Hotel reservations are the responsibility of the exhibitor. Conference rates are provided for partners hotels. However, other hotels can be used at your company's discretion.

## Eligibility to Exhibit

All exhibitor applications are subject to review and approval by LCS. The exhibit is designed for the display, demonstration and sale of products and services relating to Christian education or best practices in the field of education, private school management, private school operations, or Christian school support services. We reserve the right to refuse space to any company who has failed to meet prior financial commitments to LCS, or whose products or services, in the opinion of LCS, do not meet the educational or practical needs of LCS members, or whose corporate values do not align to those of LCS. LCS reserves the right to limit the number of exhibitors in a given product or service category.

## **Non-Contracted Exhibit Space**

Any person, firm or organization not having contracted with LCS for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, services or solicit orders.

## **Assignment of Space**

LCS will make final assignment of booth space considering corporate contributor level, level of conference sponsorship, date registration and payment was received, and company category. We will accommodate your requests to the extent we can but cannot guarantee that you will be assigned to any of the spaces requested or not be placed near a listed competitor.

## **Security**

The exhibit hall is contained in the main corridor for the event. The event venue will be locked during non-conference hours. Security patrols the venue 24 hours a day. However, LCS and the Ocean Center cannot and do not guarantee to protect exhibitors against any loss or damage of any kind.

## **Electricity**

If your booth requires electricity or any other A/V needs, be sure to order those services accordingly. The fee for 120 Watt/5 AMP circuit is \$90.

## **Tables**

Tables are available for a fee of \$50.00 per table to be used in existing reserved booth space.

## **Shipping Information**

An exhibitor service kit will be provided to all confirmed exhibitors and will include shipping information.

## **Additional Notices**

- Rigging is NOT allowed in the exhibit area.
- Exhibiting companies who wish to provide food/ beverage for attendees must order directly through the Ocean Center. Contact can be provided upon request.
- A lead retrieval system will be used at the conference and is included in the price of registration, LCS plans to provide the ability to capture booth visitor's information through the mobile app if they consent. Additional details will be provided by prior to the event.
- Videotaping within the booth or exhibit hall is not allowed.
- Booths will be set up in advance of the start of the conference. Any exceptions must be pre-approved.

## **Incentive Challenge to Visit Exhibitors**

LCS will incentivize participants to visit exhibitors through a challenge in the mobile app that offers the opportunity to win prizes. Exhibiting companies are invited to donate a prize (up to \$250 value) to be awarded on the final day. If you would like to donate a prize, please indicate this when registering.

## **Exhibitor Door Prize Drawing**

Exhibitors have the option to give away a door prize at their booth. Door prize drawing items will not be listed in onsite materials. Exhibitors are responsible for contacting the winners directly and distributing their own prizes.

## **LCS Contact**

### ***Prior to the event:***

Michael Burroughs, Executive Director  
[mburroughs@ilcsonline.com](mailto:mburroughs@ilcsonline.com)  
1-800-961-9645 Ext. 250

### ***During the event:***

Ruth Severns  
TBA

## **POLICIES, TERMS AND CONDITIONS**

All policies will be firmly enforced. Exhibitors must agree to adhere to all LCS guidelines, policies and procedures when submitting an application to exhibit.

### ***Use of LCS Name or Logo***

League of Christian School's name, acronym and logo are proprietary marks and may not be used in advertising, signs or promotions in any media, communication or product literature inside or outside of the exhibit hall, immediately before, during and after the conference.

### ***Photo Consent***

As part of the LCS Annual Conference, you may be photographed or you may be recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to LCS. Your attendance at this event implies your consent to be photographed or recorded.

### ***Concurrent Events***

Exhibitors/sponsors must not sponsor/hold any events during conference hours or the hours of any official LCS functions from the Saturday prior to the event through the Tuesday following the event.

### ***Social Media Posts***

Select sponsorship opportunities include social media posts that LCS will make on behalf of the sponsor. These posts must be scheduled. For each post, the sponsor may choose one channel (LinkedIn, Facebook, Twitter or Instagram).

### ***Early Departure Penalty: \$500***

To enhance the experience of attendees in the exhibit hall, LCS requires that all exhibit booths must remain fully set up and attended by a company representative until the specified teardown time. LCS will assess an early departure fee to any company that begins to dismantle its booth or leaves its booth prematurely unattended before the official tear down time denoted in the onsite exhibitor packet. Payment of this fee will be required before the company is allowed to register for any following annual conference and the company will be placed at the bottom of the list for booth assignments at the next annual conference.

### ***Exhibit Materials & Activity***

LCS reserves the right to prevent any exhibitor from displaying beyond the bounds of the exhibitor's rented exhibit space and from displaying noisy electrical devices (ex. loud appliances, machines, games), smells/scents that are offensive or commonly cause allergic or physical reactions (ex. industrial smells, chemical smells, nail polish, cleaners), displays, fire hazards (ex. open flames, highly flammable fumes), costumed mascots, live animals or anything which may prove objectionable. All aisles must be kept clear of displays. Inventory must be discreetly stored within an exhibitor's booth space. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitors. Exhibitors are allowed to sponsor prize drawings within their exhibit space. Any limitations on registering for or accepting the prize must be prominently displayed in the exhibit space. The decision

on appropriate conduct will be at the discretion of LCS's exhibit manager.

### ***Cancellation Policy***

Written cancellation notice must be received via email 60 days prior to the first day of the event in order to receive a 50% refund. No refunds will be given after this date unless the conference is cancelled or rescheduled by LCS.

If LCS must transition to a fully virtual event or is unable to hold the conference due to acts of God, pandemic, war, government regulations, disaster, strikes, civil disorder or curtailment of transportation facilitating other emergencies making it inadvisable, illegal or impossible to provide the facilities or to hold the meeting, exhibitors/sponsors may choose one of the following:

- Apply their entire in-person sponsorship/exhibit fee to a virtual sponsorship package; or
- Apply their entire in-person sponsorship/exhibit fee to the next annual LCS Conference; or
- Request a refund of their in-person event sponsorship or exhibit fee. Sponsorship fees will be refunded in full. Exhibit fees will be refunded, less the pro-rata share of all costs and expenses incurred and committed by LCS. Expenses incurred will not exceed the sum of 20% of each company's exhibit fees.

LCS is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the conference.

### ***Insurance & Disclaimer***

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the venue, its owners, and its operator and each of their respective parents, subsidiaries, affiliates, employees, officers, directors and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the convention center and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit agreement, in an amount not less than \$2 million combined single limit for personal injury and property damage. The convention center, its owners, and its operator shall be included in such policies as additional named insureds. In addition, exhibitor acknowledges that neither the convention center, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

### ***Freight Handling Jurisdictions***

The Ocean Center has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Ocean Center will not be responsible, however, for any materials they do not handle. Ocean Center will have COMPLETE control of the loading docks at all times. If you wish to unload or load, you must report to the Ocean Center loading dock office (north side of property). Do not proceed to the docks until authorized to do so.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed away at the owner's expense.