

Reserve Your Booth  
Today!

# AACC's 2009 WORLD CONFERENCE

Reserve Your  
Sponsorship  
Today!



## EXHIBITOR PROSPECTUS

*"... Grace and Truth come through Jesus Christ."* — John 1:17



OPRYLAND HOTEL  
NASHVILLE, TN  
SEPTEMBER 16-19, 2009

WWW.AACC.NET • 1.800.526.8673

# Important Dates To Remember

---

Exhibitor Service Kits Mailed by Freeman Decorating		7/2/09
Last day to reserve space in conference issue of CCT		7/1/09
Last day to reserve space in conference program		5/31/09
Exhibitor Set-Up	3 - 8 p.m.	9/15/09
	8 a.m. - 12 noon	9/16/09
Exhibitor Move-Out Complete	4:30 - 10 p.m.	9/19/09

## Conference Hotel:

---

Opryland Hotel & Conference Center  
Nashville, TN  
888.777.6779



## Contact Information:

---

AACC  
129 Vista Centre Rd  
Suite B  
Forest, VA 24551  
800.526.8673  
Fax: 434.525.9480  
www.AACC.net

**Booth Sales, Sponsorship &  
Advertising**  
Randy Meetre  
434.525.9470 ext. 5561  
Fax: 434.525.9478  
Randy@AACC.net

**Official Decorating  
& Drayage Company**  
Freeman  
1701 Lebanon Pike Circle  
Nashville, TN 37210  
615.391.5522  
Fax: 615.885.2635

# World Conference Sponsor/Exhibitor Opportunities

## **AACC Premier Sponsorship • \$27,000 (4 available)**

- Four 9' x 10' exhibit booths in prime location
- 10 Conference Registrations
- One five-minute video spot from the platform of a plenary session at the conference
- 10 tickets to the Block Party
- 10 tickets to the Banquet
- Logo recognition on ALL promotional print items - including program and AACC Website
- Tote bag insert - one collateral item of company's choice to be given to attendees (content subject to approval)
- Logo and link on the AACC World Conference Web site from date of sponsorship through 30 days after the event
- Logo listing in the Entrance Area
- Full-page, four-color ad in the AACC World Conference Program
- Two full-page, four-color ads in the CCT magazine conference issue
- Material distribution of one collateral item of company's choice to be given to attendees. The material will be placed on chairs before the plenary session by ushers (content subject to approval)
- A free HTML email to the AACC Attendee list (content subject to approval)
- 10-Minute video spot on the Hotel Channel at the Gaylord Opryland Resort (video will loop with other sponsor videos)
- Slide or video that will play at the beginning of each plenary session

## **AACC Platform Sponsorship • \$13,500 (4 available)**

- Two 9' x 10' exhibit booths in prime location
- 10 Conference Registrations
- One five-minute video spot from the platform of a plenary session at the conference
- Five tickets to the Block Party
- Five tickets to the Banquet
- Full-page, four-color ad in the AACC World Conference program
- 1/2 page, four-color ad in the CCT magazine conference issue
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- Logo listing in the Entrance Area
- Material distribution of one collateral item of company's choice to be given to attendees. The material will be placed on chairs before the general session by ushers (content subject to approval)

**Track Sponsor • \$8,200**

- Three 9' x 10' booths in prime location
- 10 Conference Registrations
- Four tickets to the Block Party
- Four tickets to the Banquet
- Tote bag insert - one collateral item of company's choice to be given to attendees (content subject to approval)
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- Logo listing in the Entrance Area
- Full-page, four-color ad in the AACC World Conference program
- 1/2 page ad in the CCT magazine conference issue

**Official Tote Bag Sponsorship • \$8,800 (2 available)**

- Logo printed on all tote bags
- Two 9' x 10' booths in prime location
- Eight Conference Registrations
- Tote bag insert - one collateral item of company's choice to be given to attendees (content subject to approval)
- Full-page, four-color ad in the AACC World Conference program
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- Logo listing in the Entrance Area
- 1/2 page ad in the CCT magazine conference issue

**~~Lanyard Sponsorship – \$6,000~~ No Longer Available!**

- Lanyard imprinted with your organization's name and AACC
- One 9' x 10' booth in prime location
- Eight Conference Registrations
- Tote bag insert - one collateral item of company's choice to be given to attendees (content subject to approval)
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- Logo listing in the Entrance Area
- Full-page, four-color ad in the AACC World Conference program
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- 1/2 page ad in the CCT magazine conference issue

**Track Co-Sponsor • \$5,900**

- Two 9' x 10' booths in prime location
- Seven Conference Registrations
- Tote bag insert - one collateral item of company's choice to be given to attendees (content subject to approval)
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- Logo listing in the Entrance Area
- 1/2 page, four-color ad in the AACC World Conference program
- 1/2 page ad in the CCT magazine conference issue

**Partner Sponsor • \$3,600**

- One 9' x 10' booth
- Five Conference Registrations
- Tote bag insert - one collateral item of company's choice to be given to attendees (content subject to approval)
- Logo and link on AACC World Conference Web site from date of sponsorship through 30 days after the event
- 1/3 page, four-color ad in the AACC World Conference program
- 50% discount on advertising in the CCT magazine conference issue

**Educational Sponsor • \$2,400**

- One 9' x 10' booth
- Four Conference Registrations
- 1/3 page, four-color ad in the AACC World Conference program
- Listing on AACC World Conference Web site from date of sponsorship through 30 days after the event
- 25% discount on advertising in the CCT magazine conference issue

**General Exhibit • \$1,200**

All Exhibit Booths Include:

- One 9' x 10' booth
- One Conference Registration
- An 8' high back wall of flameproof draping and 36" high draped side rails
- A 7" x 44" company identification sign with your organization name and booth number
- Company listing and description in Conference Program
- Carpet included for entire hall
- Janitorial Service
- Security Service
- Listing on Exhibit Hall directory located at the entrance of the Exhibit Hall
- Per Booth: One 8' draped table, two chairs, carpet, wastebasket

# Special Event Sponsorships

Each of the sponsorships below include your logo, link and identification as a sponsor on the AACC World Conference Web site, 1/3 page ad in the World Conference issue of Christian Counseling Today magazine and 1/2 page ad in the World Conference Program.

## ~~Dinner Theatre Awards Banquet - \$5,000~~ **No Longer Available!**

This evening of elegance and honor will feature a hosted dinner and a special musical guest. As the exclusive sponsor of this event, you will be provided with tables for your materials near the food stations along with a sign, a slide on the IMAG, a mention from the stage by the host, and tent cards on the tables with your organization listed as the sponsor for the event.

## ~~Block Party - \$5,000~~ **No Longer Available!**

Get ready for another night of side-splitting, roller coaster ride of hilarity and great music during this grand AACC tradition. Attendees will have the opportunity to interact with professional counselors, pastors and students from around the world while enjoying the food, fun and music. As the exclusive sponsor of this event, you will be provided with tables for your materials near the food stations along with a sign, a slide on the IMAG, a mention from the stage by the host, and tent cards on the tables with your organization listed as the sponsor for the event.

## ~~Presidents Luncheon - \$3,000~~ **No Longer Available!**

AACC President, Dr. Tim Clinton, hosts this invitation-only luncheon that will be attended by the AACC Executive Board and more than 100 of today's national leaders in Christian counseling, including seminary and graduate school deans and professors, as well as national church leaders. This is a tremendous opportunity to expose your organization to top leaders and decision-makers in the Church today. As the exclusive sponsor of this event, you will be provided with tables for your materials near the food stations along with a sign, a mention from the stage by the host, and tent cards on the tables with your organization listed as the sponsor for the event.



# Exhibition General Information

## **Exhibit Set-Up**

Tuesday, September 15, 2009 3:00 – 8:00 pm

Wednesday, September 16, 2009 8:00 am – 12 noon

Installation must be completed by 12 noon. Please make travel plans to arrive in plenty of time to have booth installed by this time.

## **Exhibit Dismantling**

Saturday, September 19, 2009 4:30 – 10:00 pm

Exhibits must not be disturbed, dismantled or removed before 4:30 pm on Saturday, September 19, 2009. In order to guarantee the quality of the show for attendees and exhibitors alike, exhibits must remain in place until this time. Please make your travel arrangements accordingly.

## **Decorating and Drayage**

Freeman

1701 Lebanon Pike Cir.

Nashville, TN 37210

(615) 391-5522

Fax: (615) 391-2635

## **Exhibitor Service Kits**

Exhibitor Service Kits will be mailed out approximately 90 days prior to the World Conference. The kit will contain all information regarding booth furniture, additional draping, accessories, floral arrangements, labor regulations, electrical and phone information, audio visual equipment and payment terms.

## **Exhibit Hours**

Wednesday, September 16, 2009 12 – 7 pm

Thursday, September 17, 2009 10 am – 7 pm

Friday, September 18, 2009 10 am – 7 pm

Saturday, September 19, 2009 10 am – 4:30 pm

# World Conference Exhibitor Application

## Payment in full required to reserve booth space

Please check one:

- |   |          |   |         |  |         |
|---|----------|---|---------|--|---------|
| <input type="checkbox"/> Premier Sponsor  | \$27,000 | <input type="checkbox"/> Tote Bag Sponsor | \$8,800 | <input type="checkbox"/> Partner Sponsor     | \$3,600 |
| <input type="checkbox"/> Platform Sponsor | \$13,500 | <input type="checkbox"/> Lanyard Sponsor  | \$6,000 | <input type="checkbox"/> Educational Sponsor | \$2,400 |
| <input type="checkbox"/> Track Sponsor    | \$8,200  | <input type="checkbox"/> Track Co-Sponsor | \$5,900 | <input type="checkbox"/> General Exhibit     | \$1,200 |

**NOTE: The name(s) of the free registration(s) that come with your booth must be E-mail to Randy Meetre no later than August 3rd, 2009!**

- Registration packet insert \$600 per page, 1-3 pages (material supplied by exhibitor)

## Exhibitor Information (please type all information)

Company/Organization Name \_\_\_\_\_

Contact person and title \_\_\_\_\_

Mailing address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone/fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Exhibit personnel

Please e-mail to Randy@AACC.net the names of up to four persons who will staff your exhibit booth (the exhibit booth staff). You may designate more than four persons as exhibit booth staff at a cost of \$45 per person (in excess of four). Each member of your exhibit staff will receive an exhibitor badge for admission to the exhibit hall. Information on complimentary Grace and Truth Conference registration will be included with your exhibit confirmation material.

## Product description

Please describe your product or service in 50 words or less. This paragraph will appear in the Conference Program. E-mail to Randy@AACC.net or send with exhibitor application.

## Booth space request

Total number of booths requested \_\_\_\_\_

Please list your top five choices of placement (using the floor plan as a guide).

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

**Payment Method:**  MasterCard  Visa  Discover  AmEx  Check

Cardholder: Name \_\_\_\_\_ Signature \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. date \_\_\_\_\_ CSV # \_\_\_\_\_

**Amount of payment enclosed \$** \_\_\_\_\_

## Make checks payable to: AACC Grace & Truth Conference

I have read this Exhibitor Application, the Contract Details, the Exhibitor Information, and the rules and regulations regarding the use and maintenance of an exhibit booth at the AACC Grace and Truth Conference as outlined in the foregoing materials. I agree to be bound by and perform the duties of an exhibitor as set forth and defined therein. The undersigned represents and warrants that he/she has the authority and power to execute this Exhibit Booth Application and Agreement on behalf of, and in the name of, the Exhibitor identified herein. The AACC Grace and Truth Conference reserves the right to refuse any Exhibit Application and Agreement for any reason. This Agreement, when signed by the Exhibitor and the AACC Grace and Truth Conference, is a legal and binding contract.

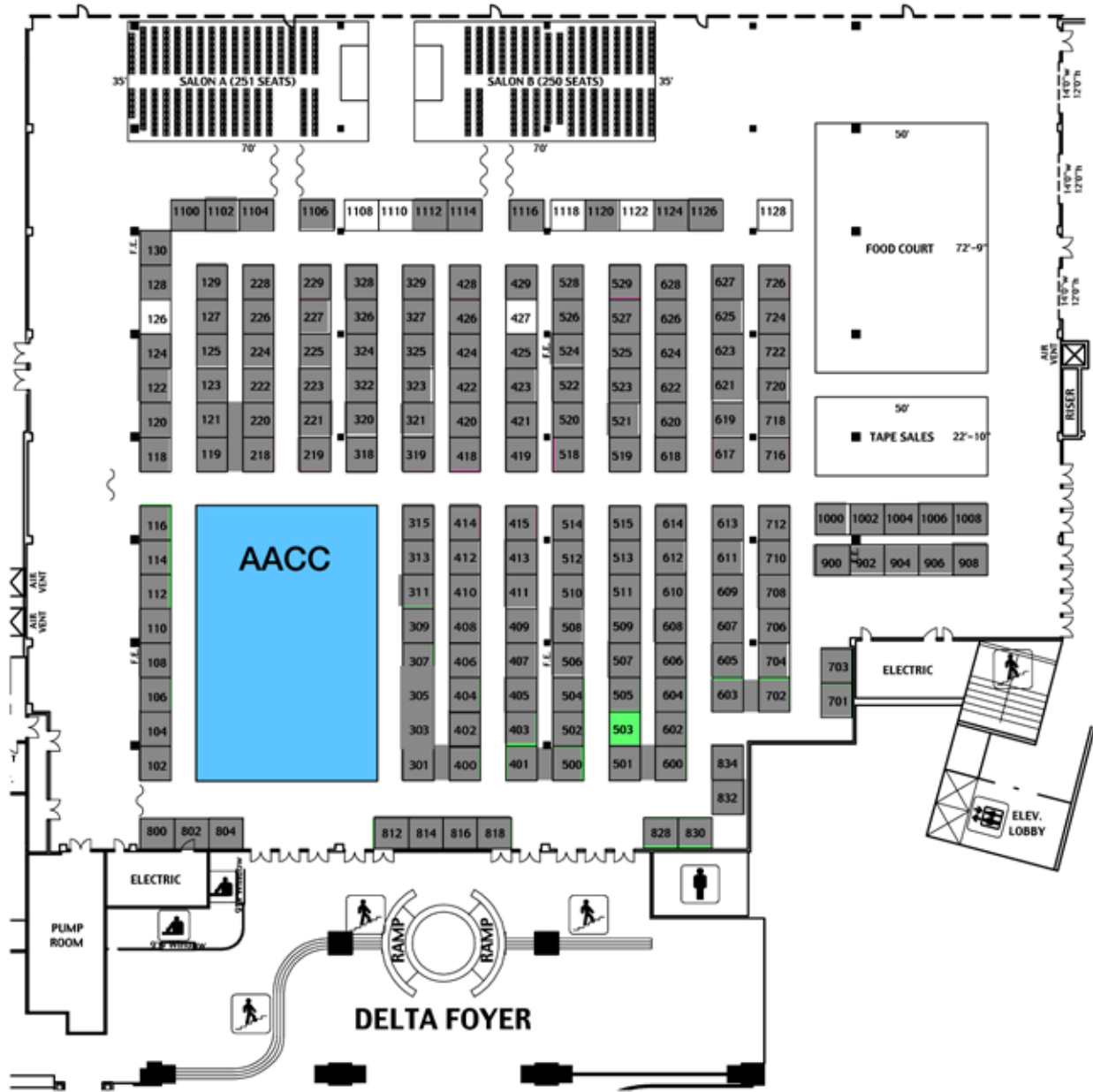
Print Exhibitor Name: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Print title: \_\_\_\_\_

Date: \_\_\_\_\_ Accepted by: \_\_\_\_\_ (AACC)

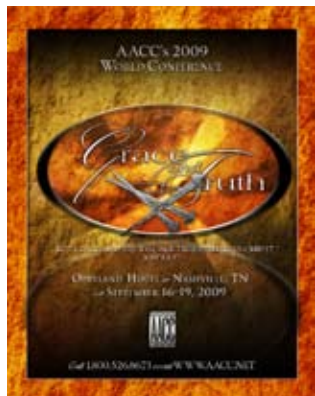
**Mail to: AACC Grace & Truth Conference, Attn: Randy Meetre, P.O. Box 739, Forest, VA 24551 or FAX: 434.525.9478**

# World Conference Exhibit Hall



- AACC Booth
- Sponsor Booths
- Prime Booths (\$200 Additional Charge)
- Sold Booths

# Advertising Space Reservation



## The AACC Grace & Truth Conference Program Advertising Rates:

Publication Date: 8/31/09      Circulation: 7,000+  
 Reserve Space By: 5/31/09      Art deadline: 6/31/09

	Black & White	Two-Color	Four-Color
Full page	\$800	\$900	\$1000
Half page	\$700	\$800	\$900
Third page	\$600	\$700	\$800
Inside covers	N/A	N/A	\$1,200
Backcover	N/A	N/A	\$1,200



Full Page Bleed  
8.75" x 11.25"



Full Page  
7.25" x 10"



## Christian Counseling Today - Grace & Truth World Conference Issue Advertising Rates:

Distribution date: 8/31/09      Circulation: 50,000+  
 Reserve : 6/1/09      Art deadline: 6/1/09

	Black & White	Two-Color	Four-Color
Full page	\$1,900	\$2,000	\$2,300
Half page	\$1,600	\$1,700	\$1,900
Third page	\$1,300	\$1,400	\$1,600



1/2 Vertical  
4.75" x 7.5"



1/2 Horizontal  
7.25" x 5"



1/3 Vertical  
2.25" x 10"



1/3 Horizontal  
4.75" x 5"

### Payment

The AACC Grace & Truth Conference program \$ \_\_\_\_\_

CCT Grace & Truth Conference issue \$ \_\_\_\_\_

Specify ad size and color preference \_\_\_\_\_

Payment Method:  MasterCard    Visa    Discover    AmEx    Check

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. date \_\_\_\_\_ CSV# \_\_\_\_\_

Amount of payment enclosed \$ \_\_\_\_\_

Make checks payable to: AACC Grace & Truth Conference

### Options for Submitting Artwork

AACC FTP Site

Host: www.aacc.net

Username: aaccgraphics@aacc.net

Password: aacc123

E-mail randy@aacc.net once file has been placed on the FTP site.

Only high resolution (300 dpi) .pdf or .tif files will be accepted. Please include bleeds if applicable.

Advertising space is limited and will be accepted on a first-come, first-served basis.

Return this page to:

Randy Meetre, AACC,

P.O. Box 739, Forest, VA 24551

or FAX: 434.525.9478

# Advertising Space Reservation

## **Contract**

The application, properly executed by an exhibitor or sponsor, shall upon written acceptance and notification of space assigned constitute a valid and binding contract between the exhibitor/sponsor and AACC.

## **Cancellation Policy**

All cancellations must be made in writing and received no later than February 29, 2008. If notice of cancellation is received by this date, all sums paid by the canceling party, less a \$300 cancellation fee, will be refunded. There will be no refunds after February 29, 2008.

## **Assignment of Exhibit Space**

All applicants are required to complete and sign the enclosed exhibit application and return with proper payment. Booth space is assigned on a first-come, first-served basis. AACC reserves the right to change the floor plan at any time for any reason. Space cannot be assigned until the signed agreement and full payment is received by AACC.

## **Failure to Occupy Space**

Space not occupied by the close of exhibit installation period as specified in the accompanying material will be forfeited by the Exhibitor and this space may be resold, reassigned or used by AACC without reference to the Exhibitor or Sponsor.

## **Acceptance of Exhibits**

The purpose of the AACC Grace & Truth is to promote excellence and unity in Christian counseling. AACC reserves the right to refuse applications that do not meet the standards set for the conference. In addition, an exhibit not reflecting a family standard or the spirit of the conference may be deemed not acceptable. Applicants who are not approved will receive a full refund. The exhibits shall be operated and maintained in a way that will not detract from other exhibits, the exhibition or the Conference as a whole. AACC reserves the right to require immediate withdrawal of any exhibit which AACC believes to be injurious to AACC or the Conference.

## **Construction**

Exhibits shall be constructed and arranged so that they do not obstruct the exhibit's general view, nor hide the exhibits of others. No side wall higher than 36" may extend forward from the back wall more than one-half the depth of the exhibit space.

## **Appearance of Exhibits**

Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. AACC reserves the right to have such finishing done at the exhibitor's expense.

## **Damage to Exhibit Facilities**

Exhibitors/Sponsors must surrender space occupied in the same condition it was at commencement of their occupation of such space. Neither the Exhibitor/Sponsor nor its agents shall injure or deface facilities, the booths or the equipment or furniture of the booth. When such damage appears, the Exhibitor/Sponsor shall be liable to the owners of the property.

## **Security and Insurance**

Hotel security will be provided in the Exhibit Hall during the conference dates. Neither AACC nor the Conference Hotel will be responsible for the safety of the property of Exhibitors/Sponsors. For this reason, Exhibitors/Sponsors are encouraged to keep valuables secured and to contact their insurance agents for coverage.

