

The Global Leadership Summit Trade Show 2013

Willow Creek Association • 67 East Algonquin Road • South Barrington, IL

The Global Leadership Summit is telecast via satellite from the campus of Willow Creek Community Church near Chicago to more than 185 Premier Host Sites across the United States. State-of-the-art technology allows leaders to train together through one event in multiple locations. Guests can choose to attend the event live at Willow Creek's South Barrington campus or gather with local leaders closer to home. Satellite locations enable large teams to experience the Summit together.

Trade Show Purpose

Willow Creek Association (WCA) aims to acquaint our Summit guests with services and products that will benefit and enhance their ministries. The goal in offering our trade show area is so that exhibitors would approach Summit participants in a spirit of education beyond the traditional "sales" push.

Event Schedule

Wednesday, August 7 – Friday, August 9

Load-in will be on Wednesday, August 7 from 9:00am-4:00pm. The Global Leadership Summit will begin on Thursday, August 8 at 9:00am. During the event, the trade show will be available to guests before the sessions begin each morning, as well as during all breaks and lunch.

Attendance

The South Barrington campus has sold out the last few years with an attendance of 7,000 in the main auditorium and 1,000 in the overflow auditorium. In total, there will be more than 65,000 people attending the event both at the main campus and via satellite in over 185 cities across the United States. Attendance is typically 50% male and female, with representation from all 50 states and more than 25 countries.

Exhibitor Info

The exhibitor hall is located on Willow Creek's campus in the Atrium. The Atrium is located adjacent to the Main Lobby and is visible from guest break locations. It is a PRIME location.

Shipping

Shipping and delivery services will be provided through our decorating company. Neither Willow Creek Community Church nor Willow Creek Association is able to accommodate direct shipments. If you are not walking in your exhibit and collateral, you must ship through the decorator. Details will be included in the Exhibitor Kit which will be sent to you when it becomes available.

Sponsor & Exhibitor Opportunities

Exhibitor Booth Space Options

Atrium (main trade show room)

- 10x10 Booth - \$2,950
- 10x20 Booth - \$4,950
- 20x20 Booth - \$9,000 (Limited number available)

Main Lobby

- 10x10 Booth - \$9,000

Lakeside Auditorium Lobby (overflow auditorium)

- 10x10 Booth - \$2,000

All Atrium booths include pipe/drape, (1) six-foot table, (2) chairs, (1) wastebasket, (1) name placard. 20x20 Booth includes an additional table and two additional chairs. Main Lobby and Lakeside Auditorium Lobby booths do not include pipe/drape.

Product may only be sold at 10x20 and 20x20 booths. All product sold must be pre-approved.

Print Ads (Reduced Prices for 2013)

U.S. Notebook Ad (Summit-wide to All Sites Across the U.S. - Reach: 65,000)

- Full Page Ad - \$6,000

South Barrington Experience Guide (Willow Campus Only - Reach: 8,000)

- Full Page Ad - \$1,250

Sponsorship Opportunities - Summit-Wide

(To all 65,000 attendees at the main campus and at satellite sites across the country)

1-Page Insert in Bundle Bag - \$5,000

The 1-page insert you provide will be placed inside bags that will be distributed to all 65,000 attendees across the country.

Name Badge Lanyard - \$10,000 (Limit 1 vendor)

Have your organization's name printed on name badge lanyards. High visibility.

Snack Box - \$10,000 (Limit 2 vendors)

GLS attendees love snacks! Create awareness for your organization with artwork on the snack box that is distributed across the country.



Sponsorship Opportunities – Main South Barrington Campus (Reach: 8,000)

iPad Raffle - \$800

Draw attendees straight to your exhibitor booth by offering an iPad raffle. We take care of all the details. For minimal effort, you get extra foot traffic to your booth, as well as contact names from the raffle cards to connect with after the event.

Water Bottle - \$8,000 (Limit 1 vendor)

Have your organization's logo/website in the hand of each main campus attendee. Water bottles will be used during the event and beyond.

Atrium Pillar Signs - \$3,000 (Limit 2 vendors)

The Atrium's pillars have space for ads on all four sides. Each vendor may place ads on half of the room's pillar ad spaces.

Lunch Table Brochures - \$2,500

Place your organization's approved brochures/ads on lunch tables at the main campus for attendees to read as they eat.

Water Stations - \$5,000

Sponsor the 20+ water stations that are placed in the main lobby. A sign and small stack of cards with sponsor's name can be placed at each station. The bins that hold water will be placed at each water station and can also carry the sponsor's name/logo.

Guest Lounge Sponsor - \$2,500

A comfortable lounge area with seating and a coffee table is set up in the Atrium for guests to sit and relax. Sponsor will have their name prominently displayed throughout the lounge.

Sharpie Markers - \$5,000 (Limit 1 vendor)

All attendees are given a marker to write their names on their name badges that they can then keep. Print your organization's name/website on the marker.



Atrium Pillar Signs



Water Stations

If you would like to register for this event or would like more information, please contact Grace Zuercher at (847) 924-3542 or grace@createpossible.com.