

2023 Conference

Prospectus



B U I L D I N G
R E S I L I E N C E

NW MIN CON 2023

Blake Caldwell

blake.nwmincon@gmail.com

425-530-5273

PO BOX 1855, WOODINVILLE, WA 98072 www.nwmincon.com

Welcome to NW MinCon 2023!

We are excited to have you join us!

These last 2.5 years have been an “accelerator event”. This time has revealed more quickly lots of things that were happening and brought with it lots of rapid change. Many feel “flailed” as a result. It seems that we all somewhat chafe at change, some more than others.

However, the amount of change that came as a result of our covid time was great for everyone. We all are still sifting through the results and implications and outcomes. For example, the church this last decade has been viewed as irrelevant by many in society. It was there when individuals needed it, but left alone it wasn't hurting anyone. It seems that in this short time the world now views the church as hostile.

I have talked with many church leaders who are struggling through this change and view of their church and inevitably, even their calling.

I am reminded of the storm and the disciples in the boat with Jesus after doing great things with him. The storm raged and the disciples were distraught, even afraid with the very creator of that storm with them. Jesus' words, “peace be still! Don't you know me?”

Hence our theme, *Resilience*. The storm rages for us. We have done good ministry/ models, but they are behind us. We rush to the Savior. He reminds us of his "peace," and follows with "don't you know me!?" This rhetorical question speaks a reminder to us. Let's focus on *Whom* we know. We look for *His leading*. We build our resilience, our ability to flex and grow through change. We focus on *our King*, not in fear, but in anticipation and action! I invite you to be part of this and thank you for considering joining us as we are part of helping to build resilience for pastors and leaders in growing Christ's church, his bride!

- NW MinCon has access to over 2000 different churches in the Pac NW, (both US and Can.)
- We have a reach of over 15,000 plus ministry leaders, pastors, paid staff, and high-level volunteers.
- We provide a forum for these leaders and influencers where growth and partnerships can take place. This dynamic interaction is what helps us all win!
- We know and understand ROI.
- We know and understand the "new" NW church & culture.
- We are here to work with you to make this a win-win!
- Join us!



We value your partnership with us as we strive to accomplish both our goals simultaneously.

Conference History

NW MinCon began over 40 years ago as an independent/interdenominational meeting for the training of church leaders and volunteers. It was originally named the Tacoma Sunday School Conference and met in the basement of a Baptist Church in Tacoma, Wa.

As the local church experiences change to reach a changing world, the conference adapts to the needs of today's leaders to help encourage and equip them powerfully.

In 2015 the conference name was re-branded to NW MinCon, 5 Conferences, 1 Location.
#Pastoral/Leadership #Techarts #Worshiparts #Youthmin & #Kidmin.

Each year more and more ministry leaders and volunteers continue to find innovative ministry ideas and encouragement through the conference. Today we consist of 10 conferences with the addition of #womensministry/leadership, #stars/preschool #mentalhealth, #digitalarts & #every/tribe/tongue&nation

Event Date

Dates: March 17-18, 2023

New location

2023 we will be meeting @
Eastside Church
14520 100th Ave NE, Bothell, WA 98011
<https://www.eastsidechurch.org>

Demographics

We average...

450+ Churches in Attendance
20 Sponsors, 75 Exhibitors
140+ Booth Spaces
250 workshops
2 services & 2 General sessions

2019 Atten: 2265 (pre-pandemic)
2020 Atten: 2547 (1st online pandemic hits)
2021 Atten: 748 (2nd online zoom fatigue)
2022 Atten: 775 (in-person mask mandate lifted 1 week prior)

Contact Information

Blake Caldwell
blake.nwmincon@gmail.com
425-530-5273
PO Box 1855, Woodinville, WA 98072 www.mincon.com

Planning Your Strategy

Maximize Your Advertising, Exposure, and Outreach in 2023 at NWMinCon through **3 strategic opportunities - Sponsorship, Exhibiting, and Workshops.** Each will enhance your ability to reach & leverage your company to 400+ churches and 2,000+ attendees in just 2 days!

1 Sponsorship

Sponsorship at the conference is a strategic choice that increases your ROI with exposure and visibility to conference attendees and adds a larger digital audience via pre and post conference advertising.

Premium +

- Cost: TBD after consultation
- Only 5 available
- Pricing starts at \$6000
- Designated track in our digital conference program
- **Customized** involvement to meet your desired ROI such as designated room, # of booth spaces needed, # of workshops, main stage time, main stage video, main stage slide, pre/post email blasts
- Premium display in digital conf. program and workshop advertising
- Premium placement of name or logo on conference website
- Exclusive web slider on home page of conf website
- 1 item in conference swag bag
- Up to 10 conference passes

Premium

- Cost: \$4145
- Only 8 available
- Premium booth space placement
- Highlighted track in our digital conference program
- A dedicated room for all your workshops
- 6 workshop slots
- 2 exclusive dedicated email blasts to conference email list
- Premium placement of name or logo on conf. website
- Premium display in digital conf. program and workshop advertising
- Preservice slide for both Fri. and Sat. in the main service
- 1 item in the conference swag bag
- Up to 10 conference passes

1 Sponsorship cont'd

Level 1

- Cost: \$2,495
- 1 exclusive email blast and 1 delineated email blast
- Double premium booth space
- Up to 6 conference passes
- 1 name or logo on the conf. website linked to a page of your choice
- Display space in digital conf. program and workshop advertising with 25% discount for extra display purchase
- 1 item in the conference swag bag
- Priority Workshop consideration

Level 2

- Cost: \$2,195
- 1 exclusive mail blast to conference list
- Double premium booth space
- Up to 4 conference passes
- 1 name or logo on the conf. website linked to page of your choice
- 1 item in the conference swag bag
- Display space in digital conf. program and workshop advertising with 20% discount for extra display purchase
- Priority Workshop consideration

Level 3

- Cost: \$1,695
- 2 delineated email blasts (1 pre & 1 post-conference) *
- Single premium booth space
- Up to 4 conference passes
- 1 item in the conference swag bag
- Display space in digital conf. program and workshop advertising with 15% discount for extra display purchase
- 1 name or logo on website linked to page of choice
- Priority Workshop consideration

Level 4

- Cost: \$1395
- 1 delineated email blast (pre or post-conference) *
- Single premium booth space Up to 4 conference passes.
- 1 item in the conference swag bag
- Display space in digital conf. program and workshop advertising with 10% discount for extra display purchase
- 1 name or logo on website linked to the page of choice
- Priority Workshop consideration.

#2 Exhibiting / Exhibitor

Conference attendees are eager to see what's new, what's next, and who or what can help them in their current ministry context. Exhibiting can accomplish exactly that.

Exhibiting is also a great chance to carry on conversations with post-workshop attendees who want to further conversations and explore possibilities with you.

Spacing & Pricing

Single Booth Cost per location

Booth sizes in the Lodge are 8 x 10 and include skirted table and chairs

- Lodge Zone A - \$600
- Lodge Zone B - \$625
- Lodge Zone C - \$650
- Main Lobby and Lobby B *

*(Subject to availability & in consult with Blake @ 425-530-5273

Exhibiting Details

- Pick your booth zone
- Priority to lead a workshop
- Listed in our online directory with your website link.
- Access to discounted digital advertisement opportunities.
- Placement in a zone is subject to layout & availability.
- Zone priority is given to those who signed up early.
- Payment must be made in full to secure a spot.
- If your desired zone is full, you will be moved to zone and a refund issued for the difference in cost. You may be bumped up @ no cost as well.
- We are excited to have you join us! Get started on your application today. Visit our partnership page for application and more details.
- View a full booth space/map layout located on our partnership page.

#3 WORKSHOP / PRESENTING

Further your reach by sharing your Experiences and your Expertise with Attendees - be a workshop presenter! Truly the heart and soul of NW MinCon is our workshops. Relationships are built. Transformational Information is exchanged. Audiences are lifted and challenged. It's truly a dynamic experience. Don't miss out on this! Attendees rave about connecting and learning in person/group!

Stats

- We average 150 - 200 workshop choices.
- Workshops are heavily attended and they fill up fast.
- Topics range over the following ministry areas:
 1. Children's Ministry
 2. Youth Ministry
 3. Adult and Pastoral Ministries
 4. Women's Ministry/Leadership
 5. Worship Ministry
 6. Technical and Digital Arts
 7. Mental Health
 8. STARS - Preschool curriculum and teaching topics
 9. Every Tribe, Tongue and Nation -
 10. Propose something different. We are always open to suggestions and creative input

Details

- There is no cost to be a workshop presenter.
- Workshops are chosen based upon a matrix of four criteria:
 1. Space/classroom size.
 2. Relevancy of topic to current ministry climate.
 3. Topic Adheres to conference goals of ENCOURAGING, EQUIPPING, and helping to EXTEND the Kingdom of God.
 4. You are a sponsor or exhibitor at the conference.
- Workshops are recorded and range from seasoned professionals to sponsors to local NW ministry leaders.
- Join us! We would love to have you!

Strategic Advertising Opportunities

Take a look at some other creative ways to help you increase possibilities for "top of mind awareness, ROI, and illicit connection, contacts, and sales. Love to discuss possibilities, or help piece a few options together for a-la-cart possibilities with you.

1. **E-blast** - Exclusive – \$1500; Delineated - \$750 (must be html format or \$50 for non-conforming content).
2. **Swag-Bag-Logo** - Cost: \$2,200. Your logo displayed on 2000 + conference swag bags distributed to all participants
3. **Main Stage Video** - Cost: \$1,500. Only 2 available Played in main service Fri. or Sat.
4. **Attendee Lanyard** - Cost: \$3,500. Custom 1 color logo embossed on participant and vendor lanyards
5. **Swag Bag Insert** - Cost \$500. No larger than 8.5 x 11. Space is limited.
6. **Seat Drop** - Cost \$750. 4 available.
7. **Mainstage Slide** - Cost \$500. Scrolls pre-service & post in main service Fri & Sat. Only 10 available

NEW Digital Program Possibilities

We will not be utilizing a printed program this year. This year we are once again moving to a digital format for conference advertising as well as workshop schedules. It will be slightly different in that we will be advertising 8 workshop hours, and varying the content of each of the 10 arms of the conference throughout those hours.

There will be plenty of room for full-page, half-page, and quarter-page advertising space. This means full exposure of all ads to all people attending, rather than delineated advertising by "arms" as in our printed program.

We will not be mailing out an entire printed program. We will be mailing out a mini-program with some advertising that will direct people to the mobile-friendly/online version layout. The interesting thing about this is you'll be able to incorporate video, as well as banner advertising for your ministry. All ad spaces will be clickable to an interactive landing page of your choosing. Hence, the online experience for advertisers and attendees will be more dynamic and interactive.

Specs and pricing will be added here shortly. For now, we wanted to plant the seed for possibilities.

Contact Information

Director - Blake Caldwell
blake.nwmincon@gmail.com
425-530-5273

Conference Planner & Accountant - Stephanie Parkins
stephanie.nwmincon@gmail.com
206-683-3376

Conference Specialist - Susie Horn
susie.nwmincon@gmail.com

Mailing Address
PO Box 1855,
Woodinville, WA 98072

B U I L D I N G
RESILIENCE

NW MIN CON 2023

Dates: March 17-18, 2023
Location: 14520 100th Ave. NE, Bothell, WA 98011
@Eastside Church
Website: www.nwmincon.com