

27TH ANNUAL NATIONAL CONFERENCE ON CHRISTIAN APOLOGETICS



HOLD FAST

TO JESUS, THE BIBLE, & THE TRUTH

OCT 16-17 / CHARLOTTE, NC

#NCCA / Presented by Southern Evangelical Seminary

NCCA 2020 **PARTNERSHIP
OPPORTUNITIES GUIDE**

Conference.SES.edu

Celebrating 27 years as the nation's longest running and trusted Apologetics Conference

October 16-17, 2020 / Conference.SES.edu

Calvary Church / 5801 Pineville–Matthews Road, Charlotte, NC 28226

You are invited to be part of the 27th ANNUAL NATIONAL CONFERENCE ON CHRISTIAN APOLOGETICS in Charlotte, NC presented by Southern Evangelical Seminary. Our conference gives your organization a unique opportunity to reach thousands of Christians, families, youth, college students, church leaders, and shapers. ***Our presenters include trusted names and leaders in their field such as Daniel Wallace, Jay Richards, Abdu Murray, Richard Land, Richard Howe, John Stonestreet, Hugh Ross, Gary Habermas, Frank Turek, Kristen Davis, SES professors, and many more!***

Increase your visual presence and name recognition to the world of Christian Apologetics as an NCCA Partner. Exhibiting provides the most exposure to showcase your organization with a web presence, videos and slides on the big screens, bag inserts, premium exhibit space, and other opportunities. Non-tabling partner opportunities are also available.

Our purpose-designed exhibit area, directly outside the main conference hall, provides opportunities for one-on-one conversations with conference participants and allows for more in-depth contact with a large number of Christians from around the country who are interested in learning and growing in their faith. We care more about providing positive person-to-person interaction than filling an exhibit hall, thus exhibit space is intentionally limited.

ATTENDEE DEMOGRAPHICS

We average around 1,500 attendees each year. Our audience ranges from high school students to senior adults, and includes pastors and ministry leaders as well as lay Christians. We also having a growing contingency of homeschooling families. Our attendees travel from many different states, and several international visitors attend each year as well.

Partner packages are listed on the next page. Partner package prices will not be adjusted if the partner chooses not to utilize specific package offerings. Space is limited, and requesting a space does not guarantee a space. **SES reserves the right to select exhibitors it deems will best fit the overall mission of the conference and seminary.**

- ▶ **If you would like to join us as an exhibitor, please email [Bobbie Freyler at bfreyler@ses.edu](mailto:bfreyler@ses.edu) and indicate the following: 1) Your package level 2) If you need electricity 3) If you will ship books/materials 4) If you will ship bag inserts**

For additional questions about the event, please call Miana Huneycutt at 704-847-5600, x 216.

PLATINUM LEVEL PACKAGE: \$10,500*

Only 1 spot available / Reservation Deadline is May 1, 2020 / Package includes the following:

- Two exhibitor tables (6') and approx. 18 feet of exhibit space
- Five complimentary NCCA admission tickets for exhibit staff
- Five lunches per day for exhibit staff (dinner on your own)
- Ten additional complimentary NCCA admission tickets (lunch not included)
- One 16:9 slide on the sanctuary big screen on rotation throughout the event
- One video ad (:30 or :60) or additional slide (or repeat of the same slide) on the sanctuary big screen on rotation throughout the event
- Five minutes of stage time prior to Friday night's plenary session
- One physical flyer/booklet/etc. insert in conference bags (8.5"x11" or smaller)
- Logo placement on promotional material when possible
- Logo placement on NCCA specific emails
- Logo placement on NCCA website (including description and contact info)
- Banner ad on NCCA website homepage on rotation with other partners
- One promotional email highlighting exhibitor's business/ministry/product sent to SES email list

GOLD LEVEL PACKAGE: \$8,500*

Limited availability / Reservation Deadline is May 1, 2020 / Package includes the following:

- Two exhibitor tables (6') and approx. 18 feet of exhibit space
- Three complimentary NCCA admission tickets for exhibit staff
- Three lunches per day for exhibit staff (dinner on your own)
- Five additional complimentary NCCA admission tickets (lunch not included)
- One 16:9 slide on the sanctuary big screen on rotation throughout the event
- One video ad (:30 or :60) or additional slide (or repeat of the same slide) on the sanctuary big screen on rotation throughout the event
- One physical flyer/booklet/etc. insert in conference bags (8.5"x11" or smaller)
- Logo placement on promotional material when possible
- Logo placement on NCCA specific emails
- Logo placement on NCCA website (including description and contact info)
- Banner ad on NCCA website homepage on rotation with other partners
- One promotional email highlighting exhibitor's business/ministry/product sent to SES email list

SILVER LEVEL PACKAGE: \$3,250*

Availability based on exhibit space / Reservation Deadline is May 1, 2020 / Package includes the following:

- One exhibitor table (6') and approx. 8 feet of exhibit space
- Two complimentary NCCA admission tickets for exhibit staff
- Two lunches per day for exhibit staff (dinner on your own)
- Three additional complimentary NCCA admission tickets (lunch not included)
- One 16:9 slide on the sanctuary big screen on rotation throughout the event
- One physical flyer/booklet/etc. insert in conference bags (8.5"x11" or smaller)
- Logo placement on NCCA website (including description and contact info)
- One promotional email highlighting exhibitor's business/ministry/product sent to SES email list

BRONZE LEVEL PACKAGE: \$950*

Availability based on exhibit space / Reservation Deadline is May 1, 2020 / Package includes the following:

- One exhibitor table (6') and approx. 8 feet of exhibit space
- Two complimentary NCCA admission tickets for exhibit staff
- Two lunches per day for exhibit staff (dinner on your own)
- Two additional complimentary NCCA admission tickets (lunch not included)
- One physical flyer/booklet/etc. insert in conference bags (8.5"x11" or smaller)
- Logo placement on NCCA website (including description and contact info)

Non-Tabling Partner Opportunities

MOD. SILVER LEVEL PACKAGE (NO TABLE): \$2,000*

Reservation Deadline is Aug. 1, 2020 / Package includes the following:

- Five complimentary NCCA admission tickets (lunch not included)
- One 16:9 slide on the sanctuary big screen on rotation throughout the event
- One physical flyer/booklet/etc. insert in conference bags (8.5"x11" or smaller)
- Logo placement on NCCA mobile app and website (including description and contact info)

MOD. BRONZE LEVEL PACKAGE (NO TABLE): \$500*

Reservation Deadline is Aug. 1, 2020 / Package includes the following:

- Three complimentary NCCA admission tickets
- One physical one-page flyer insert in conference bags (8.5"x11" or smaller)
- Logo placement on NCCA mobile app and website (including description and contact info)

If you would like to join us as an NCCA Partner, please email Bobbie Freyler at bfreyler@ses.edu and indicate the following:

- ▶ **1) Your package level**
- 2) If you need electricity**
- 3) If you will ship books/materials**
- 4) If you will ship bag inserts**

**Partner contracts will be sent and signed electronically. Payment will be made inside the contract. Credit card payments only. Partner information for NCCA website will also be uploaded inside the contract.*

A copy of the partner contract is on the next page.

PARTNER CONTRACT COPY *(Actual contract will be emailed and signed electronically)*

Thank you for being part of this year's National Conference on Christian Apologetics (NCCA). You are an important part of making this event a success. Please review and sign the contract below, and follow the instructions within regarding payment, etc. Note that we are only taking credit card payments this year. This form, and payment, are due by June 1. The earlier you get it to us the earlier you'll be listed on the conference website. Thank you again, and please join us in prayer for this important event.

I. DOCTRINAL STATEMENT

Southern Evangelical Seminary (SES) emphasizes a conservative theological position in regard to its doctrine (www.ses.edu). Due to the central importance SES places on its doctrinal position, all our affiliates and partners are required to indicate their agreement to not teach/promote anything directly contrary to our Doctrinal Statement as a condition of this partnership.

II. APPLICATION AND ELIGIBILITY

Southern Evangelical Seminary reserves the right to determine the eligibility of any exhibit for inclusion in the annual National Conference on Christian Apologetics. The acceptance of an exhibitor space does not carry SES's endorsement for exhibitor's table, merchandise, or service. SES reserves the right to require the modification or removal of any exhibit that, in its opinion, is not in character with the event or to refuse participation in the NCCA for any or no reason. We will notify you promptly of this decision.

III. OPERATING AND VACATING HOURS

Your table will be available for you to set up from 3:00-9:00 p.m. on Thursday, Oct. 15, 2020. Calvary Church will be open at 7:00 a.m. Friday morning. Attendees will begin to arrive at 7:30 a.m. The Exhibitor will maintain and operate booths according to the Exhibition Schedule shown in the Contract. All exhibitors are asked to remain available for attendees until 4:30 p.m. on Saturday. The exhibitor shall remove all contents of booths, beginning at 4:30 p.m. and completing by 6:00 p.m. Saturday, October 17, 2020. Enter the church property off Rae Road, and park in lots A & B.

IV. SHIPPING OF PRE-CONFERENCE MATERIALS

DETAILED SHIPPING INSTRUCTIONS WILL BE SENT TO YOU IN AUGUST. Do NOT send anything to Calvary Church. We will transport your items to Calvary Church. All pre-conference materials must be received at Southern Evangelical Seminary by Sept. 27, 2020 unless an exception has been granted. Exhibitors should send 1,700 inserts. Please clearly mark your packages as "Exhibitor Table Items" or "Exhibitor Bag Inserts." Again, detailed shipping instructions and address will be sent to you in August.

V. RETURN SHIPPING OF POST-CONFERENCE MATERIALS

Please let Bobbie Freyler (bfreyler@ses.edu) know if you will have post-conference materials for return shipping. Exhibitor will make prior arrangements with FedEx or other delivery service to have their materials picked up at SES the week after the conference (15015 Lancaster Hwy, Charlotte, NC 28277). Exhibitor will have all post-conference materials packed and labeled with packing slips attached. We will transport your materials from the Church to the Seminary for delivery service pickup. Exhibitor is responsible for bringing their own packing materials.

VI. SUBLETTING OF SPACE

The exhibitor may not assign or sublet any space allotted to it and may not advertise or display goods other than those sold by them in the regular course of its business. The space assigned to the exhibitor is for its own exclusive use and may be used only for the display of its goods and services.

VII. CANCELLATION AND REFUND POLICY

All cancellations must be made in writing to Southern Evangelical Seminary. Refunds will be made on cancellations received by Aug. 1, 2020 of all payments less a 10% cancellation fee. No cancellations will be made after Aug. 1, 2020.

VIII. LIABILITY

The exhibitor shall at all times protect, indemnify, save, and keep harmless Southern Evangelical Seminary from any damage, liability, or expense arising from or out of any loss or injury to any property or person, including the exhibitor, its agents, employees, which arise from or out of or by reason of the exhibitor's occupancy and use of the exhibition premises or a part there-of. The exhibitor is encouraged to insure itself against property loss or damage and against liability for personal injury at its own expense.

IX. SECURITY

The exhibition space shall be closed and locked during closed hours of the event, but any security measures employed shall be deemed to imply any liability on the part of Southern Evangelical Seminary, its volunteers, or representatives, nor to modify in any way the assumption of risk and release provided for the above. All property of the exhibitor will remain under the exhibitor's custody and control at all times.

X. AGREEMENT TO CONDITIONS

Each exhibitor, for itself and its employees, agrees to abide by these terms and conditions and agrees that the sole control of the event rests with Southern Evangelical Seminary.

XI. DIGITAL PROMOTIONAL ASSETS

Exhibitor will receive a link, according to their package level, to a web form where digital promotional information can be input and files uploaded. Asset specs will be included in the form. All digital promotional assets must be received by June 1, 2020. Please email Mianna Huneycutt with any issues: mhuneycutt@ses.edu

XII. PAYMENT

Credit card payments must be paid in full when submitting this contract (no later than June 1, 2020, unless an exception is granted). Exhibitor spaces are limited. SES reserves the right to select exhibitors it deems will best fit the overall mission of the conference and seminary. If payment in full is not received by June 1, 2020, any reserved space will be released.

QUESTIONS: Bobbie Freyler / bfreyler@ses.edu / 704-847-5600 x210