

SPONSOR / EXHIBITOR / VENDOR GUIDE

Overflow is a large Christian event for students (ages 12-24) from across denominations. The event exists to impact this generation with the powerful message of Jesus Christ through creative worship and the Word. We consider your organization to be an influential leader and driving force within the context of youth ministry. We would like to welcome you to be an integral part of Overflow Youth Conference as a sponsor, exhibitor, or vendor.

EVENT DETAILS

Date: May 27-28, 2022

Location: Bethel Gospel Tabernacle 1355 Upper Wellington St, Hamilton, ON L9A 3S8
PORTICO Community Church 1814 Barbertown Rd, Mississauga, ON L5M 2M5
Central Community Church 680 York Rd Niagara-on-the-Lake ON L0S 1J0

Target Audience:

- Students ages 12-24 (the majority of students are in high school)
- Youth pastors and leaders

More Info:

- Anticipated Attendance: 3500+
- Three general sessions gathering like-minded people for a time of worship, teaching, and ministry time.
- Seminars with streams for both youth pastors and students with influential leaders and talented communicators.
- Activities for students including sports, outdoor concerts, and inflatable games.
- An exhibit area in the direct flow of delegate traffic, exposing conference delegates to innovative resources, creative services and relevant materials from leading companies and organizations serving youth and young adult ministries.

CONTACT INFO

Overflow Office
E. admin@overflowyouth.com
P. 905-637-5566 ext. 206

Website: www.overflowyouth.com
Facebook: www.facebook.com/overflowyouth
Instagram: [@overflowyouth](https://www.instagram.com/overflowyouth)

BENEFITS

Sponsorship or exhibition at Overflow should prove to have many benefits to your organization including:

- Exposure to approximately 150 churches and Christian organizations spanning primarily from Northern, Central and South Western Ontario.
- Face-to-face opportunities to promote your organization's services and resources within a relevant Canadian market-space.
- Advantageous advertising opportunities in Overflow's promotional materials including our website, social media outlets and conference pre-show.
- Genuine long-term connectivity with Overflow and similar events for equipping, encouraging and empowering youth and their leaders.



OVERFLOW SPONSOR / EXHIBITOR / VENDOR OPTIONS

1. STANDARD EXHIBITOR - \$500.00 CAD | 20 AVAILABLE

Includes:

- 1 Exhibit space (includes 1 x 6' table, 2 chairs).*
- 2 Overflow Conference Exhibitor Passes.**
- 15% of gross merch sales to Overflow (if applicable).***
- Note: There is no advertisement feature included in this package.

2. STANDARD EXHIBITOR *3 BOOTHS- \$1250.00 CAD | 10 AVAILABLE

Includes:

- 3 Exhibit spaces at all three locations (includes 1 x 6' table and 2 chairs x2).*
- 6 Overflow Conference Exhibitor Passes (2 per location).**
- 15% of gross merch sales to Overflow (if applicable).***
- Note: There is no advertisement feature included in this package.
- Note: This would include 1 exhibit space on EACH site to allow for better exposure.
Must be the same setup for each table.

3. DELUXE EXHIBITOR - \$800.00 CAD | 10 AVAILABLE

Includes:

- 1 deluxe space (includes 1 x 6' table, 2 chairs).*
- 2 Overflow Conference Exhibitor Passes.**
- A listing in the Partners section on our website , which will include:
 - o Your logo.
 - o A direct link to your website or social media account (choose one).
- 15% of gross merch sales to Overflow (if applicable).***

4. DELUXE EXHIBITOR - \$1600.00 CAD | 10 AVAILABLE

Includes:

- 3 Exhibit spaces at all three locations (includes 1 x 6' table and 2 chairs x2).*
- 6 Overflow Conference Exhibitor Passes (2 passes per location).**
- A listing in the Partners section on our website , which will include:
 - o Your logo.
 - o A direct link to your website or social media account (choose one).
- 15% of gross merch sales to Overflow (if applicable).***

5. LANYARD SPONSOR - \$2000.00 CAD | 1 AVAILABLE

Includes:

- Deluxe Location: 1 Exhibit space (includes 1 x 6' table, 2 chairs).*
- 2 Overflow Conference Exhibitor Passes.**
- Logo displayed on all lanyard name tags (staff, volunteers, guests, exhibitors, production).
- Recognition as a Sponsor on the website.
- A listing in the Partner section of our website, which will include:
 - Your logo.
 - A direct link to your website or social media account (choose one).
- 15% of gross merch sales to Overflow (if applicable).***

6. VOLUNTEER STAFF SPONSOR - \$1200.00 CAD | 2 AVAILABLE

Includes:

- Deluxe Location: 3 Exhibit spaces, one at each location. (includes 1 x 6' table, 2 chairs).*
- 2 Overflow Conference Exhibitor Passes.**
- Organization logo on volunteer staff shirts, seen by conference registrants all weekend.
- Recognition as a Sponsor on the website.
- A listing in the Sponsor section of the event app, which will include:
 - Your logo.
 - A direct link to your website or social media account (choose one).
- 15% of gross merch sales to Overflow (if applicable).***

7. GENERAL SESSION SPONSOR - \$2200.00 CAD | 3 AVAILABLE

Includes:

- 3 Exhibit spaces at all three locations (includes 1 x 6' table and 2 chairs x2).*
- 6 Overflow Conference Exhibitor Passes (2 passes per location).**
- A listing in the Partners section on our website, which will include:
 - Your logo.
 - A direct link to your website or social media account (choose one).
- A 2-minute video opportunity during 1 of the 3 General Session Pre-Shows to showcase your organization, products and/or services.****
- Opportunity to take over the Overflow instagram account for a day
- 15% of gross merch sales to Overflow (if applicable).***

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8. PRE-SHOW SPONSOR - \$2000.00 CAD | 3 AVAILABLE

Includes:

- Deluxe Location: 3 Exhibit spaces, one at each location (includes 1 x 6' table, 2 chairs).*
- 6 Overflow Conference Exhibitor Passes (2 passes per location).**
- Organization logo on Pre-Show graphics in all three pre-show sessions.
- On stage mention as the Pre-Show sponsor by Pre-Show hosts throughout the event.
- One merch giveaway or draw by Pre-Show hosts from the mainstage.
- Recognition as a Sponsor on the website.
- A listing in the Partners section on our website, which will include:
 - Your logo.
 - A direct link to your website or social media account (choose one).
- 15% of gross merch sales to Overflow (if applicable).***

9. IN-KIND PARTNER | LIMITED NUMBER AVAILABLE

Includes:

Do you have a product or service that you would like to provide in exchange for the following promotional space at OVERFLOW YOUTH CONFERENCE? (i.e. Coffee Donations, Printing Services, Snack Donations, Bottled Water Donations, DJ Services, On-Site Experiences, Decor and Staging, etc).

Contact us at admin@overflowyouth.com to discuss the details.

ADD ONS:

- Additional Exhibitor Pass: \$75 (Exhibitors have access to the early bird rate until May 27).
- Extra table (maximum 2): \$175 (Please request additional chairs if needed).
- Workshop Sponsor (1 per workshop): \$100 (Your choice to have your booth or website mentioned at the beginning of a designated workshop as well as being recognized in our app under the Workshop section).

DEADLINE FOR APPLICATION: April 1, 2022.

After April 1, applications will still be received if there is space, however you will not be guaranteed advertisement space in the app (if applicable), or a discount if app space is no longer available.

All sponsors, exhibitors, vendors, and advertisers will be subject to approval with the application process. The submission of an application does not guarantee acceptance.

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*Exact exhibit/vendor space location will be predetermined and at the discretion of Overflow.

**Any additional people representing the organization (adults or children) must be registered by the organization at the rate of \$89 per person.

***Requests to sell merchandise must be made on the application form.

****Each general session sponsor's specific video session will be predetermined and at the discretion of Overflow.

PAYMENT:

All organizations must submit a credit card for general payment.

Overflow will also retain the credit card number of each organization as a security deposit in the amount of \$200 against damages and failure to comply by the expectations and conditions of contract outlined in the Sponsor /Exhibitor / Vendor Guide. The credit card will not be charged for this amount until after the event, if required, at the sole discretion of Overflow. You will be notified before your card is charged.

SPONSOR/EXHIBITOR/VENDOR INFO

EXHIBITOR DEFINITION

An "exhibitor" can be defined as a ministry or organization whose main objective is to promote their organization, provide information, or advertise opportunities. (This may or may not also include the sale of product to help promote or fundraise, but sales are a secondary objective). An exhibitor can also apply for a sponsorship position.

SPONSOR/EXHIBITOR SPACE

All exhibit spaces will include one booth space, one 6' table, two chairs, and access to an electrical outlet. As limited space is available, we will carefully select a good range of sponsors, exhibitors, and vendors that will most benefit the participants of this event. Organizations will not be permitted to share an exhibit space. We strongly recommend that all sponsors/exhibitors/vendors bring their own extension cords (to access an outlet close by), lamps (for lighting during general sessions), and tablecloths for their table(s). Exhibit space is limited to no more than 24 square feet and will be predetermined by Overflow prior to check-in. You are not permitted to bring your own table for your exhibit space. Additional tables or booth spaces may be rented at the cost of \$175 each, with a maximum of two extra tables/spaces available per organization. Each table will extend the length of your exhibit another 6'. The determination of "prime location" and specific exhibitor space location requests is at the discretion of Overflow. All booths will be designated by Overflow, and requests to change locations will not be permitted. Passes are not to be purchased for anyone not directly involved with your booth.



SPONSOR/EXHIBITOR/VENDOR INFO (continued)

SPONSOR/EXHIBITOR PASSES

Sponsor/Exhibit/Vendor space registration entitles your organization to a maximum of two Overflow passes. These passes include access to all general sessions, concerts and seminars. Passes will allow exhibitors to enter their exhibitor arena each day before doors open for registrants. Passes are transferable. Additional passes may be purchased on the application form. Your staff must have a pass to operate your exhibit space and to access all Overflow sessions.

SET UP AND TEAR DOWN

Sponsors/Exhibitors/Vendors may begin set up at 1:00pm on Friday and must be completely set up and staffed no later than 4:00pm. Sponsors/Exhibitors/Vendors must not tear down prior to the beginning of the final session on Saturday evening and must be completely torn down before the final sessions ends. In the case where set up/tear down times are not followed, a \$200 CAD security deposit will be charged to your organization. See the "Payment" section for details (page 4).

MERCHANDISE SALES

Vendors: Vendors will be required to remit 15% of gross sales and the Vendor Remittance form to Overflow by June 10, 2022. Vendors must gain Overflow approval as to the type of merchandise being sold.

Exhibitors/Sponsors: Merchandise sales are not permitted by exhibitors or sponsors unless it has been approved by Overflow administration prior to the event. If approval is granted, Exhibitors/Sponsors will be required to pay 15% of gross sales to Overflow (with the Vendor Remittance form), to be remitted by June 10, 2022.

MERCHANDISE SHIPPING

Sponsors/Exhibitors/Vendors who wish to ship their product to the venue must contact Overflow by April 1, 2022 for approval and shipping instructions.

SCHEDULE

For the most up to date edition of the Overflow schedule, please visit the Overflow website (www.overflowyouth.com). A final detailed schedule will be sent to all approved organizations at least one week before the event.

BOOTH OPERATION TIMES

Exhibit spaces must be manned at all times while the conference, workshops, and activities are taking place, as indicated on the exhibitor schedule. Details regarding when sponsors, exhibitors and vendors should be manning exhibit spaces will be provided in the schedule given onsite. Once worship has begun, sponsors, exhibitors and vendors are expected to close their booth, and turn off any additional lights. Any organization that does not adhere to this places themselves at risk of being charged the security deposit fee and will be asked to close their exhibit space immediately.

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ACCOMMODATIONS

For a list of accommodation blocks in the event area, please visit the Overflow website.

PARKING

Free parking spaces are available onsite for sponsors, exhibitors and vendors on a first come, first served basis. All organizations should arrive early enough to secure a spot. Overflow does not guarantee or reserve spaces in advance.

1. Overflow shall not be liable in damages and otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm flood, rebellion, insurrection, riot, civil commotion, strike, or by any cause whatsoever beyond the control of Overflow whether similar to or dissimilar from the causes enumerated herein.
2. Overflow reserves the right to cancel this contract and to withhold possession of Exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Rules and Regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by them and any further occupancy of such space.

GIVE-AWAY PRIZES

Sponsors, exhibitors, and vendors are permitted to provide one give-away prize with a minimum retail value of \$20.00 CAD. Each organization will be required to provide their own ballots and a draw box at their table and display the give-away prize available to be won. Each organization may set the final entry time and draw time, which the organization will be responsible to inform delegates of. The organization will also be responsible for announcing the winner and delivering the prize. Overflow will not be responsible for these tasks. We suggest that you include a promotional brochure or a business card with your give-away prize. Exhibitors will be permitted to keep all of the ballots entered into their draw boxes for use in personal follow up. Each ballot, however, must have an option that a conference delegate may select if they wish not to be contacted for follow up purposes. The Pre-Show sponsor will be offered one merch giveaway or draw during a pre-show session. This giveaway will be done by the Pre-Show hosts, and during the session pre-determined by Overflow.



ARTWORK & VIDEO SPECIFICATIONS AND DEADLINES

WEBSITE OR SOCIAL MEDIA ACCOUNT: (Deluxe and Premium Exhibitors, All Sponsor Types)
Due Date: Upon acceptance (no later than April 1, 2022).

LOGO: (Deluxe and Premium Exhibitor, All Sponsor Types)
(please submit your logo with the following specs)
Acceptable File Type: png (no background).
Resolution / File Size: All files should be saved at 300 dpi.
Other Info: No bleed, and 1/2" safe area (no text) around all four edges.
Due Date: Upon acceptance (no later than April 1, 2022).

ADVERTISEMENT: (Premium Exhibitor, All Sponsor Types)
(please submit your ad with the following specs)
Final ad size: 4 3/4" wide x 8" high.
Acceptable File Type: pdf.
Resolution / File Size: All files should be saved at 144 dpi.
Other Info: No bleed, and 1/2" safe area (no text) around all four edges.
Due Date: April 1, 2022.

PROMOTIONAL VIDEO: (General Session Sponsor)
Acceptable Video File Extension Formats: mp4 or mov only.
Length: No more than 2 minutes.
Due Date: April 1, 2022

Artwork and files should be sent to: admin@overflowyouth.com