

For You

2022 Conferences

The University of Scranton
Scranton, PA
July 5-8, 2022

Montana State University
Bozeman, MT
July 19-22, 2022

Vaparaíso University
Valparaíso, Indiana
July 26-29, 2022

Exhibitor Information

For You

2022 Higher Things Conferences

TABLE OF CONTENTS

Contact Information	1
Site Information	3
Exhibitor FAQ	4
Housing and Meals	6
Advertising	8
Important Dates	9
Sample Schedule	10
2022 Exhibitor Rates	11
2022 Package Rates	12

CONTACT US

Mailing Address

Higher Things Conferences
P.O. Box 155
Holt, MO 64048

Phone Number

1-888-482-6630 EXT. 1

Higher Things Exhibitor Staff

exhibitors@higherthings.org

Patrick Sturdivant

Development and Marketing Executive

Cyndy Positano

Registrar & Executive Assistant

“Brothers, I am making known to you the Gospel that I Preached to you, that you received, in which you are saved. (1 Corinthians 15:1-2)

Six letters. That’s all you need. Six letters to explain the point of everything. Six letters to make crystal clear the entire Christian faith. What are those letters? FOR YOU.

“For you” makes the Gospel, well, the Gospel! The Gospel isn’t that Jesus died and rose. No, that’s just history. (Even the demons believe that.) What the Lord did isn’t just facts. He did it all for a reason, and His merits are for someone. FOR YOU!

Yes, even you. Yes, with all your sins and evil desires. “While we were still sinners, Christ died for the ungodly” (Romans 4). Christ died for you. Christ rose for you. Not just you. “Christ died for our sins” (1 Corinthians 15:3). For each and for all, too. “He Himself is the propitiation for our sins, and not only for our own, but also for the whole world!” (1 John 2)

All that Christ did is for you—has to be for you! He makes it yours. In His Spirit-filled Gifts, Christ delivers it right to you over and over and over again! Water and Word over *your* forehead. Gospel sermons and Absolution into *your* ears. God’s Word into *your* ears and eyes. Jesus’ Body and Blood into *your* mouth. No doubt about it: all Christ did, all Christ does—all FOR YOU!

Not just for each of you. Oh, no, no, no. There’s no end or limit to the Lord’s giving. No stop, no wall, no sin can contain His FOR YOU. It’s for all of you, and those around you, too! For all! For them, even them, through you!

Six letters. FOR YOU. Calvary. Easter. Font. Bible. Gospel sermons. Absolution. Supper. FOR YOU. Jesus’ salvation FOR YOU. Jesus’ mercy, forgiveness, and love FOR YOU. And that means it’s ... no ... *He’s* all *yours* and you are His.

For You

2022 Higher Things Conferences

A Note from the Development and Marketing Executive

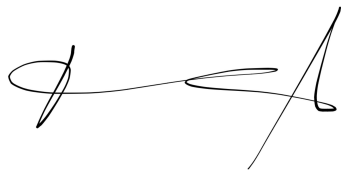
Greetings! Thank you for your interest in exhibiting during our For You conference season. Whether you have exhibited for us before, or if this is your first time, we hope to see you in Scranton, Bozeman, or Valparaiso in 2022.

Throughout the course of this off-season we have been hard at work making changes for the betterment of the exhibitor program. We've updated and streamlined our registration and billing, created new sponsorship and advertisement opportunities, and refined our internal communication and processes to create an overall easier experience for you! Our goal at HT is to make these conferences the easiest exhibit you will have all year.

And Higher Things isn't just conferences! Our content section has substantially grown throughout the past two years. We now offer sponsorships on our daily videos (250k annual views in 2021), daily devotions (print, digital, and podcast, our largest continuous audience going on its 16th year), and our podcasts (up and coming-weekly and seasonal options available). These affordable sponsorship opportunities will create a touch point between your organization and the attendees you meet at conferences that you can utilize throughout the year.

As you go through this process we welcome your feedback! Help us to continue to build this program! If you have any questions please feel free to reach out to us at exhibitors@higherthings.org. Cyndy and I both monitor this email, and look forward to hearing from you!

Blessings on your preparations for exhibiting. We'll see you at For You!



-Patrick Sturdivant
Development and Marketing Executive
Higher Things, Inc.

Site Information

Pennsylvania

Dates: July 5-8, 2022

Conference location: University of Scranton - Scranton, PA

Exhibitor Location: DeNaples Student Center (2nd Floor)

Table size: 6' or 8'

Attendee capacity: 650

Shipping:

Attn: Frani Mancuso/Higher Things

314 Kressier Court

Scranton, PA 18503

Note: Packages must arrive no more than 1 week ahead of time

Montana

Dates: July 19-22, 2022

Conference location: Montana State University - Bozeman, MT

Exhibitor Location: The Strand Union (SUB 233/235)

Table size: 8'

Attendee capacity: 1000

Shipping:

MSU- Conference Services - Higher Things

Strand Union Building

751 West Grant Street

Bozeman, MT 59717-4150

Note: Packages must arrive no more than 2 week ahead of time. Please notify HT when you ship something to MSU so that they can properly locate it.

Indiana

Dates: July 26-29, 2022

Conference location: Valparaiso University - Valparaiso, IN

Exhibitor Location: Harre Union (Upstairs and Downstairs)

Table size: 8'

Attendee capacity: 1000

Shipping:

Attn: Chris Marshal (HT)

1509 Chapel Drive

Valparaiso, IN, 46383

Note: Packages can arrive no earlier than July 10, 2022

Exhibitor FAQ

How Do I register to be an exhibitor?

You can register by visiting our website at www.higherthings.org/events/conferences and going to the Exhibitor Page. Email exhibitors@higherthings.org for help registering or with any registration questions.

What is included with Exhibitor Registration?

Exhibitor registration includes one 6' or 8 ft table, one complimentary pre-plenary slide show ad (displayed before plenary and on the Development table TV), and one complimentary welcome video.

Your exhibitor table is your key to hundreds of potential interactions with our attendees. Youth, Young Adults, Parents, Pastors, and other church workers all attend our conferences. It's a great opportunity to network and to build relationships that will impact your organization for years to come.

What does HT use to communicate with Exhibitors?

Higher Things uses a tool called Basecamp for Exhibitor Communication. This is a place where exhibitors and HT staff can gather to communicate, submit documents, and discuss plans. Announcements for the conference will be made through here as well as email. Staff if available through phone or email. We encourage all exhibitors to join when they receive their Basecamp invitation.

When should I plan to set up?

You're welcome to set up any time after 9:00 AM on Tuesday of the conference week. Each conference starts with the opening Divine Service at 2:00 PM. on the first conference day.

When should I plan to tear down?

The conference ends with the closing Divine Service on Friday, which concludes by 3:00 PM. Please plan to tear down and have all of your materials out of the exhibitor space no later than 5:00 PM. on Friday. We encourage all exhibitors to stay throughout the duration of the conference. Many attendees visit the booths one last time before the closing service and this is a great opportunity to build a few more relationships.

Are there set exhibitor hours?

No. You're welcome to come and go from your table during the day as you'd like. We encourage you to be available throughout passing times and during passing times and meals. The more available you are, the more potential connections you will have with our attendees.

For You

2022 Higher Things Conferences

When are good times to exhibit?

This largely depends on the table location at each site. If tables are located by the chapel area, good times to exhibit are typically before/after worship services; if plenary, before/after plenary sessions, etc. A sample conference schedule is provided on page 10. Check with the conference staff of your location to figure out when the best time to be available is.

Can I follow the conference schedule with the attendees?

Absolutely! You are encouraged to follow the conference schedule and attend worship and breakaways with conference attendees, meet people during meals, and hang out with them during free time too. The attendees aren't just there for HT... They are your future students, volunteers, donors and supporters. You can follow as much or as little of the conference schedule as you'd like.

What makes a successful HT exhibition?

Exhibiting at Higher Things isn't like your normal conference! Rather than have dedicated hours for exhibiting (often times early in the morning, or blocked against a competing event) we allow attendees to visit the exhibitors at their convenience. The more availability you have during passing periods, free time, meal times and before/after major tent poles of the schedule - the more interactions you will have. We encourage you to also submit the complimentary pre-plenary ads and welcome videos, so that the youth in attendance are aware of your attendance, and can associate a face to an organization!

Do you allow give-aways?

Yes! Give-aways are a great way to spark a conversation with one of our attendees. Run a raffle! Give away some candy, some branded flip-flops, or maybe even a handy multi-tool. Giveaways are typically always successful. Please confer with us prior to making your purchase so that we can work together to make sure that no one buys the same items!

Can HT transport my exhibitor setup between conferences?

Maybe. We have very limited space on the transport truck and we typically do not know what space will look like in between conferences. If space is available we will certainly try to accommodate what we can.

How is the exhibitor table location determined?

Location is largely contingent on what can be worked with at each specific conference site. Every effort is made to place exhibitors in the best possible location to give them the most walk-by traffic throughout the week.

Is transportation provided to/from conference sites?

No. You are responsible for your own transportation. More information on parking passes (if needed) will be provided closer to the conferences.

For You

2022 Higher Things Conferences

Will I be walking a lot?

Most likely. College campuses are generally spread out, so plan to walk a fair amount whether from a parking lot to your exhibit table, or from your exhibit table to other conference activities.

Can substitutions be made?

Yes, you may change your exhibitor attendee(s). If you were planning to stay on campus, please contact Cyndy at exhibitors@higherthings.org and she can assist you with those changes. . After May 1, substitutions will incur a \$25 change fee.

Is my registration refundable?

Refunds will be considered on a case-by-case basis. If you cancel your exhibiting plans after May 1, you will still be responsible for your entire registration balance.

Can I teach a breakaway session?

Possibly. Breakaway teachers are chosen from LCMS pastors, deaconesses, DCE's, and lay members of LCMS congregations in good standing who are already registered for a conference. You must first be registered for a conference in order to be considered to teach. All Teachers must be comfortable communicating with youth, and they should try to prepare for their sessions in such a way that will help teenagers faithfully live out the vocations unique to their stations in life. Submission will begin February 1st, 2022. If you wish to teach, and are registered before March 31, 2022, you will automatically get an email inviting you on February 1st.. If you register after February 1, please contact us at exhibitors@higherthings.org and we will send you an invitation. The deadline for applying to teach is April 15th.

Can I request specific days/times to teach?

No. The Catechesis Coordinator does their best to integrate a diverse number of topics into each conference. We appreciate you wanting to teach; however, please realize it is not guaranteed.

Why should I exhibit?

Higher Things conferences offer an opportunity for our exhibitors to form bonds and relationships with the people they encounter. Oftentimes youth will return to a booth over and over again to continue the dialogue started days earlier, or to touch base with someone they met years previous. As mentioned previously - these bonds are what turn attendees into the next Concordia student, the next RSO donor and volunteer, or the next church worker.

Housing and Meals

Do I have to stay on campus?

Exhibitors are welcome to stay on campus or make your own off-site accommodations. Your choice! If staying on campus, please make sure to register for on-campus housing by April 30th, 2022

What kind of on-campus housing can we expect?

Since Higher Things' conferences are held on college campuses, on-campus housing is located in residence halls. Rooms are single occupancy and may have community restrooms.

What is the advantage of staying on campus

You'll be close to the conference and be able to integrate more into the groups and attendees on site! On-campus housing will also typically be less expensive for our budget conscious exhibitors..

Are background checks required to stay on campus?

Yes. All registrants age 21+ must pass a national criminal background check by May 1, 2022. Individual sites may require additional measures to protect the safety of youth on their campuses.

Can I stay on campus before/after the conference?

Yes. On-campus housing is available to stay in your assigned room one additional night before and/or after the conference (Monday and/or Friday night). There is a \$75/person fee for each additional day. Please make these arrangements when you register for the conference, or contact us at exhibitors@higherthings.org if you are already registered.

Can spouses be housed together?

Unfortunately, no. Rooms are assigned with male and female rooms appropriately separated by food, wing, or building.

What meals are covered in the optional meal plan?

This includes all nine meals during the conference: Tuesday dinner through Friday lunch.

Do you have recommendations for off-campus housing?

Since all of the Higher Things staff stays on-campus in residence halls, we do not have off-site housing recommendations or room blocks.

Advertising and Sponsorship

What opportunities do you have for advertising at the conferences?

Higher Things offers multiple opportunities for sponsorship and advertising at conferences.

Conference Handbook Ad:

Our longest running advertisement opportunity. Put your organization in front of each of our attendees with a single page, or two page spread. This is often brought home by our attendees as a souvenir which increases the ad reach past the event.

T-Shirt Sponsorship:

Our iconic conference T-shirts are a constant of HT conferences, and this opportunity gives your organization the chance to be a part of it. Imagine 2000+ attendees with your logo on their backs, or their sleeves as they go out into the world! Sponsorships available for the back and each sleeve.

Adult Thank You Reception:

Our group leaders and chaperones work hard throughout the year to get their kids to conferences. They fundraise and promote to make sure their kids are able to attend and hear the Gospel. These receptions are our opportunity to thank them for their commitment to their youth's faith, and to HT, and are typically attended by 100-300 people (depending on conference size). As a sponsor of these events you will get the opportunity to talk about your organization to a captive audience of the adult attendees and provide food. You'll be able to network with them one-on-one without the hustle and bustle of the exhibitor hall. This event will be listed in the conference book as sponsored by your organization

Entertainment Sponsorship:

Like our t-shirts our entertainment events are some of the most talked about parts of HT conferences outside of the worship and catechesis. Ever wondered what a chant off, hymn rap-battle, or talent show looks like? Sponsor one and have your name on the event that the attendees go home and tell everyone about! This sponsorship comes with a 2' x 5' banner with your organization's logo in a prominent position.

When are conference handbook ads , complimentary ads, and other logos due?

Please have your ads submitted by May 15, 2022. This allows the proper time to finalize the conference handbook and get it printed for the conferences!

How do I reserve an ad?

When registering through our registration software please select your advertisement opportunities. If you have any questions about reserving an ad please contact us at exhibitors@highertthings.org.

What are the specifications for the various ads?

Pre-Plenary ad (Complimentary)- PDF, PNG, JPG. Embedded Powerpoint Slide. 300DPI. 1920x1080 (Widescreen)

For You

2022 Higher Things Conferences

Pre-Plenary Welcome Video (Complimentary)- 1080P Resolution. MOV, MP4. Less than 45 Seconds.
Conference Handbook ad- 5.5" W x 8/5"H. PDF, PNG, JPG, AI (Adobe Illustrator), INDD (Adobe InDesign). Ads must include bleed. If bleed is not added Higher Things reserves the right to edit your organization's ad to make it printable (by adding spacing on each side. Fundamental design of the ad will not be edited). If submitting an Adobe file type all images and fonts must be embedded. Ads must be 300DPI or above to ensure print quality and image fidelity.

Organization Logos- PDF, PNG, JPG. Logos should have transparent backgrounds or be full vectors. Need help? Higher Things would be happy to assist! Email us at exhibitors@higherthings.org

How do I submit my ads and videos?

Please submit your ads through the appropriate Basecamp task. You can also email them directly to exhibitors@higherthings.org. Please confirm receipt of the ad if emailing.

Are there other advertising and sponsorship opportunities throughout the year?

Yes! Higher Things realizes the importance of continuing to develop recognition between our attendees and your organization so we are pleased to offer multiple affordable opportunities for you to sponsor! We've created an impressive content library with daily releases. Videos, podcasts, devotionals, and articles. We have advertisement opportunities for all of them! Our YouTube channel alone has average over 250k views per year.

Check out our sponsorship opportunities on the 2022 rates sheet, and contact exhibitors@higherthings.org for more information.

Do you have any package deals?

We offer package consideration if your organization desires to purchase multiple of our sponsorship opportunities for a single calendar year. We would be happy to discuss package deals with your organization. We also offer pre-packaged deals that include our conference book ads and other opportunities. You'll find those in this packet. Please contact us at exhibitors@higherthings.org to discuss a potential package that might fit your needs.

Important Dates

Date	Registration Event
December 15, 2021	<ul style="list-style-type: none">For You Exhibitor Registration Opens
April 15, 2022	<ul style="list-style-type: none">Breakaway Submissions Due
May 15, 2022	<ul style="list-style-type: none">Conference Book Ads DuePre-Plenary Ads and Welcome Videos DueSponsorship Logos Due
June 1, 2022	<ul style="list-style-type: none">All Payments Due

For You

2022 Higher Things Conferences

SAMPLE CONFERENCE SCHEDULE

Day 1

2:00 pm	Opening Divine Service
3:45 pm	Announcements
4:15 pm	Plenary Session 1
5:00 pm	Dinner
7:00 pm	Evening Prayer
7:30 pm	Indiv. Confession & Absolution
8:00 pm	Breakaway Session A
9:00 pm	Free Time/Entertainment
11:00 pm	Compline
12:00 am	Lights Out

Day 2

7:00 am	Breakfast
8:00 am	Leaders' Meeting
8:00 am	Choir Rehearsal
9:00 am	Matins
9:45 am	Announcements
10:15 am	Plenary Session 2
11:00 am	Lunch
1:00 pm	Vespers
1:45 pm	Breakaway Session B
2:45 pm	Panel Discussion
4:00 pm	Breakaway Session C
5:00 pm	Dinner
7:00 pm	Evening Prayer
7:30 pm	Indiv. Confession & Absolution
8:00 pm	Breakaway Session D
9:00 pm	Free Time/Entertainment
11:00 pm	Compline
12:00 am	Lights Out

Day 3

7:00 am	Breakfast
8:00 am	Leaders' Meeting
8:00 am	Choir Rehearsal
9:00 am	Matins
9:45 am	Announcements
10:15 am	Plenary Session 3
11:00 am	Lunch
1:00 pm	Vespers
1:45 pm	Breakaway Session E Adult
2:30 pm	Thank You Reception
4:00 pm	Breakaway Session F
5:00 pm	Dinner
7:00 pm	Evening Prayer
7:30 pm	Indiv. Confession & Absolution
8:00 pm	Fireside Chats
8:00 pm	Free Time/Entertainment
11:00 pm	Compline
12:00 am	Lights Out

Day 4

7:00 am	Breakfast
8:00 am	Leaders' Meeting
8:00 am	Choir Rehearsal
9:00 am	Matins
9:45 am	Announcements
10:15 am	Plenary Session 4
11:00 am	Lunch
1:00 pm	Closing Divine Service

For You

2022 Higher Things Conferences

2022 Conference Exhibitor Rates

Description	Price
Exhibitor Registration (Includes Table, Welcome Video, and Pre-Plenary ad)	\$325
On Campus Housing (Single Occupancy Room)	\$250
On Campus Meal Plan	\$100
Table Cloth Rental	\$25
Pennsylvania Adult Reception Sponsorship	\$2000
Montana Adult Reception Sponsorship	\$2500
Indiana Adult Reception Sponsorship	\$2500
Entertainment Event Sponsorship (Includes 2'x5'Banner)	\$500
Conference Book Ad - Full-page (5.5" W x 8.5" H)	\$500
Conference Book Ad - Full page, inside cover or back cover (Two of Each Available)	\$800
Conference T-shirt Logo Single color design (Inquire at exhibitors@higherthings.org)	\$5,000,-\$20,000

HIGHER
THINGS®

EVENTS

2022 Conference Exhibitor and Advertisement Packages

HT Ad package - Full-page Conference Book Ad, 78 Video Short Ads	\$3,400
HT Ad package - Full-page Conference Book Ad, 117 Video Short Ads	\$4,600
HT Ad package - Full-page Conference Book Ad, 156 Video Short Ads	\$5,200
HT Ad package - Front or Back Cover Conference Book Ad, 72 Video Short Ads	\$3,700
HT Ad package - Front or Back Cover Conference Book Ad, 117 Video Short Ads	\$4,900
HT Ad package - Front or Back Cover Conference Book Ad, 156 Video Short Ads	\$5,600
Reflections Ad package - Full-page Conference Book Ad, One Reflection Book	\$700
Reflections Ad Package- Front or Back Cover Conference Book Ad, One Reflection Book	\$1000
*Additional book purchases give incremental \$50 discounts. See below for more details	

*Ten books of reflections published per year, coinciding with the one year lectionary calendar
 Purchase of a Reflections ad package includes: Audio ads on the Reflections Daily podcast for that book's duration, Full Color print ads for color print and digital books, text ad for black and white print version, and banner ads on the daily reflection emails. More information about specific books and periods available upon request.

Advertisers and all content subject to availability and approval by Higher Things.

To reserve ad space or to submit your web-ready pdf, png, or jpg file (with bleeds), please email exhibitors@higherthings.org. Questions? Email us at exhibitors@higherthings.org or call Patrick Sturdivant at (936) 524-1940.

HIGHER
THINGS®

EVENTS