



Exhibitor's Packet

All Things
NEW

Higher Things Conferences 2025

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2025 Higher Things Conferences

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HE WHO WAS SEATED ON THE THRONE SAID, "I AM MAKING EVERYTHING NEW!" (REVELATION 21:5)

The one who sits on the throne said, "Behold, I am making all things new." Jesus promises that just as He is risen, we will rise. The last great enemy has been destroyed. Everlasting life belongs to all who believe...one day.

But for us, some days, that day feels far away. Like it'll never come... like it's been made for someone other than you.

Dear one, hear the promise for you today, too. "Behold, I am making all things new."...right now. It doesn't just mean that one day, everything will be fixed. It means that things are allowed to be broken today. Nothing can be so damaged that it can't be made new. Nothing broken will stay that way. There is a resurrection of all flesh.

We can look forward with hope, even when everything falls apart around us. The promise isn't held at arm's length. When today is still broken, He who sits on the throne wants you to cling to the promise now. You are already a child of God, and so you are already a child of the resurrection. Call the sin that destroys what it is. Call death the last great enemy. It has already been defeated.

Live a steadfast faith today no matter what things look like because you rest on a yesterday that was made whole on the cross. Realize that God hates the same things you war against too, but he has already won the victory... the victory that makes All Things New.

Join us in 2025 for All Things New.



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Site Information

Massachusetts

Dates: June 24-27, 2025

Conference location: University of Massachusetts - Amherst

Table size: 6"

Attendee capacity: 650

Nebraska

Dates: July 8-11, 2025

Conference location: Concordia University Nebraska

Table size: 8'

Attendee capacity: 900

Michigan

Dates: July 29-August 1, 2025

Conference location: Calvin University

Table size: 8'

Attendee capacity: 800

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Exhibitor FAQ

How do I register to be an exhibitor?

You can register by visiting our website at www.allthingsnew25.org 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 table.

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.

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?

Yes and No. Traditionally there have been no exhibitor hours or most recently suggested exhibitor hours during the conference.

This year we will be trying something new! Exhibitor Hours will be set for each day and publicized to the conference attendees. Exhibitors will still have the option to remain at their table throughout the day.

Can I follow the conference schedule with the attendees?

Absolutely! We encourage your representative 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.

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What makes a successful HT exhibition?

Our most successful exhibitors are those who actively interact with the conference attendees. Don't be afraid to step outside of your comfort zone! Proclaim the love you have for your university or organization!

Your excitement will be contagious, and will make your exhibitor table experience a lasting memory for our attendees. The more they see you about-attending the conference, eating meals with them, worshipping with them-they will visit your table. This is a fantastic opportunity to plan the seeds for long term recognition for your organization or university's mission.

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, the always appreciated stress-ball, 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! Some locations do not allow stickers or other items so planning ahead is always a good idea!

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.

LCMS offices, seminaries, and universities will be placed near each other. If your organization has a preference for who you are near please let us know.

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.

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.

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

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help teenagers faithfully live out the vocations unique to their stations in life. Submission will begin February 1st, 2025. If you wish to teach, and are registered before March 31, 2025, 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. Exhibitors are encouraged to teach!

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, 2025.

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, 2025. 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.

What meals are covered in the optional meal plan?

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

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Conference Handbook Ad:

Our longest running sponsorship 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 one primary sponsor and two secondary sponsorships available.

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 April 15, 2025. 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 form please select your sponsorship 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 Slide- PDF, PNG, JPG. Embedded Powerpoint Slide. 300DPI. 1920x1080 (Widescreen)

Pre-Plenary Welcome Video - 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

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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 sponsorship opportunities for all of them! Our YouTube channel alone has average over 300k views per year.

Check out our sponsorship opportunities on the 2025 rates sheet, and contact exhibitors@higherthings.org for more information.

Sponsorship opportunities 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.

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Important Dates

Date	Registration Event
December 1, 2024	<ul style="list-style-type: none">All Things New Exhibitor Registration Opens
April 15, 2025	<ul style="list-style-type: none">Breakaway Submissions DueConference Book Ads Due
May 15, 2025	<ul style="list-style-type: none">Pre-Plenary Ads and Welcome Videos DueSponsorship Logos Due
June 1, 2025	<ul style="list-style-type: none">All Payments Due.

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
2:30 pm Adult 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 Announcements
9:45 am Plenary Session 4
10:45 am Closing Divine Service
12:30pm Check Out and Lunch

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2025 Conference Exhibitor Rates

Description	Price
Exhibitor Table	\$350 (Each additional \$50)
On Campus Housing	\$270/person
On Campus Meal Plan	\$150/person
Pre-Plenary Slide/Video	\$50 (played for the entire conference season)
Conference Book Ad - Full-page (5.5" W x 8.5" H)	\$600
Conference Book Ad - Full page, inside front cover or inside back cover (Two of Each Available)	\$950

