Exhibitor Information

Torah 2027

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Matthew 5:17 - "Do not think that I have come to abolish the Law or the Prophets; I have not come to abolish them but to fulfill them.

The Ten Commandments. Two tablets of stone carved with "thou shalt nots". Torn down from courthouses by a culture that calls them outdated. Wielded by the pious to knock down their enemies. And held at arm's length by sinners afraid of what they'd see in the mirror. In all of it, the Ten Commandments feel like a weapon. The law kills, after all.

We should fear and love God in a way that looks like something. Don't do those things of death. Do these things of life. And we have sinned. And so there is death all around us. All of us. But the law exists to do more than show us our sin. It shows us how things are supposed to be.

Torah means more than just the first five books of the Bible. It means more than just the Law. Torah literally means the teachings of God. It's revelation. Because the law teaches us more about God than it does about ourselves. The Law only really teaches you one thing about yourself. You're a sinner. You aren't the one who created this law, but it teaches us a lot about the one who first spoke it. You have a God who insists He be God to you. Have no others. He insists He be the one to care for you, to save you. Each commandment paints a picture of God caring for creation. If you want to know what the law really looks like, look to Jesus, not you. The law paints a picture of Jesus, who fulfills it for you, even when you could not. The gospel paints a picture of you. Only here does the law look like a lamp to our feet. A light to our path. It won't save you. It doesn't have to. But it teaches. Each commandment is a good Gift from God, guarding something important to Him. *You.*

Exhibitor Information

Torah 2027

Site Information

Mequon, WI

Dates: June 22-25, 2027
Conference location: Concordia University Wisconsin
Table size: 8'
Attendee capacity: 950

Fort Collins, CO

Dates: June 29-July 2, 2027
Conference location: Colorado State University
Table size: 6'
Attendee capacity: 1000

Carbondale, IL

Dates: July 20-23, 2027
Conference location: Southern Illinois University
Table size: 6'
Attendee capacity: 975

Exhibitor FAQ

How do I register to be an exhibitor?

Higher Things uses **ExpoGenie** to manage exhibitor registration for our 2027 conferences.

You can access ExpoGenie directly by visiting our website at https://torah27.org or through an invitation email from Higher Things.

Once in ExpoGenie, simply follow the prompts to:

- **Exhibitor Sign Up**: create an account on the "Exhibitor Sign Up" page
- **Select your sponsor package** for all three conferences, or a table for a single conference
- **Add-on** any additional naming opportunities, meal plans or campus stay
- Review your cart and enter your billing information:
    - ***New this year*** pay on credit card –or–
    - Select "Bill me later" to receive an invoice to pay by check
- **Place your order**
  New this year registration information will be collected in ExpoGenie under "tasks"

Your organization's primary contact can return to ExpoGenie at any time to review or update your registration.

Questions or having trouble registering? Contact Higher Things at exhibitors@higherthings.org and we'll be happy to help.

What is included with Exhibitor Registration?

Exhibitor registration includes one table and registration for two representatives from your organization.

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 is an excellent opportunity to network and build relationships that will serve your organization for years to come.

Both registered representatives are welcome to staff your table and participate in conference sessions and activities throughout the week. Need to bring additional team members? Additional exhibitor representatives may be registered for $75 per person through ExpoGenie.

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 begins with the **Opening Divine Service at 2:00 PM** on the first day.

When should I plan to tear down?

Official exhibitor hours conclude at 7:00 PM on Thursday. Exhibitors may begin tearing down at that time or are welcome to remain set up through Friday. Please note that Friday does not include scheduled exhibitor hours, so interaction with attendees may be limited.

The conference concludes with the Closing Divine Service on Friday, ending by approximately 1:00 PM. Exhibitors who remain through Friday should plan to tear down following the service and have all materials removed from the exhibitor space no later than 3:00 PM.

Are there set exhibitor hours?

Yes! Our exhibitor schedule is as follows:
Tuesday: 4-8PM
Wednesday: 11AM-8PM
Thursday: 11AM-7PM

Exhibitors are also welcome to stay through the end of the conference on Friday. However, please be aware that attendee traffic and interaction in the exhibit hall may be limited on Friday.

Can I follow the conference schedule with the attendees?

Absolutely! We encourage your representative to follow the conference schedule—attend worship and breakaways, share meals, and spend free time with the attendees. These youth aren't just coming for Higher Things; they are your future students, volunteers, donors, and supporters.

Participate as much or as little of the schedule as you'd like.

What makes a successful HT exhibition?

Our most successful exhibitors are those who actively engage with attendees. Step out of your comfort zone, show the love you have for your university or organization, and let that joy be seen. Your enthusiasm is contagious. The more attendees see you participating, sharing meals, attending worship, and being present, the more they are drawn to your table. These interactions plant seeds that lead to long-term recognition of your mission.

Do you allow giveaways?

Yes! Giveaways are a great way to spark conversations. Consider a raffle, candy, branded flip-flops, stress balls, or even a handy multi-tool. Giveaways are typically successful.

Please consult with us before purchasing items so we can help ensure no two exhibitors bring identical giveaways. Some conference sites do not allow stickers or certain items, so planning is important.

How is the exhibitor table location determined?

Location varies based on the layout and limitations of each conference site. We work to place exhibitors in high-traffic areas whenever possible.

LCMS offices, seminaries, and universities will be grouped. If your organization has a preference for nearby exhibitors, please let us know.

Is transportation provided to/from conference sites?

No. Exhibitors are responsible for their own transportation. Information about parking passes (if required) will be provided closer to the conferences.

Will I be walking a lot?

Most likely. College campuses are often spread out, so be prepared to walk between parking, exhibit areas, housing, and activities.

Is my registration refundable?

Refund requests received before May 1 will be considered on a case-by-case basis. Cancellations after May 1 are nonrefundable, and the full registration balance remains due.

Are background checks required?

Yes. All registrants aged 21+ must pass a national criminal background check by **May 1, 2027,** this includes exhibitors. Some sites may require additional measures to ensure youth safety.

Can I teach a breakaway session?

Possibly. Breakaway teachers are chosen from LCMS pastors, deaconesses, DCEs, teachers, and lay members of LCMS congregations in good standing who are already registered for a conference.
To be considered:
- You must be registered for a conference.
- Submissions open **February 1, 2027**.
- If you register before **March 31, 2027**, you will automatically receive an invitation to submit on February 1.
- If you register after February 1, email **exhibitors@higherthings.org** to request an invitation.
- Deadline to apply: **April 15, 2027**.

Exhibitors are **encouraged** to teach!

Why should I exhibit?

Higher Things conferences provide unmatched opportunities to form genuine connections. Youth often return to a booth repeatedly over the week or reconnect with exhibitors they met in previous years. These relationships matter—they help shape tomorrow's Concordia students, RSO donors and volunteers, and future church workers.

Housing and Meals

Do I have to stay on campus?

Exhibitors may stay on campus or arrange off-site accommodations. If staying on campus, please register for on-campus housing by **April 30, 2027**.

What kind of on-campus housing can we expect?

Conferences are held on college campuses, so housing is in residence halls. Rooms are single occupancy and may include community restrooms.

What is the advantage of staying on campus?

Staying on campus keeps you close to the action and helps you integrate more fully with attendees. On-campus housing is also typically more affordable.

Can I stay on campus before/after the conference?

Yes. You may stay one additional night before and/or after the conference (Monday and/or Friday). The fee is **$75/person per extra night**. Please make arrangements when you register or contact **exhibitors@higherthings.org** if you are already registered.

What meals are covered in the optional meal plan?

The meal plan includes all **nine meals** during the conference: Tuesday dinner through Friday lunch.

Event Sponsorship

What opportunities do you have for sponsorship at the conferences?

Higher Things offers a wide variety of sponsorship opportunities. If you're interested in multiple items, we are happy to build a custom sponsorship package.

Gold Sponsor (TWO AVAILABLE):

$15,000 - (Over $20,000 in value)

- Exhibitor Table at Each Higher Things Conference
- Pre-Plenary ad at each HT conference
- On-Campus Housing for one representative at each HT Conference
- On-Campus Meal Plan for one representative at each HT Conference
- Entertainment Sponsorship at Each Conference
- Name Tag Sponsorship
- One Young-Adult Reception Sponsorship
- Inside- Cover Conference Book Ad
- Welcome Message Delivered by a representative to the Assembly
- Sponsorship Recognition in Conference Book and Pre-Plenary Slideshow
- Resource Sponsorship throughout the year

Silver Sponsor (No Limit)

$3,000

- Exhibitor Table at Each Higher Things Conference
- Pre-Plenary Ad at each HT conference
- On-Campus Housing for one representative at each HT Conference-
- On-Campus Meal Plan for one representative at each HT Conference
- One Conference Book Ad
- Sponsorship Recognition in Conference Book and Pre-Plenary Slideshow

New! Bronze Sponsor (No Limit)

$2,500

- Exhibitor Table at Each Higher Things Conference
- Pre-Plenary Ad at each HT conference
- On-Campus Housing for one representative at each HT Conference-
- On-Campus Meal Plan for one representative at each HT Conference

Conference Quest Sponsor:

For more than a decade, friendly competition has been part of the Higher Things conference experience. In 2026 , we built on that tradition with the launch of the Higher Things Conference Quest, a three-day, campus-wide competition designed to engage youth throughout conference free time.

During the Quest, participants form teams and explore the conference campus, solving clues, completing challenges, and earning points for their assigned team. Activities encourage youth to visit different areas of campus, interact with exhibitors and conference activities, and work together through a mix of strategy, creativity, and friendly competition. At the end of the week, the Quest culminates in a final challenge and the crowning of a winning team.

Following a successful inaugural year, the Conference Quest returns in 2027, and we are seeking a $15,000 lead sponsor or partner sponsors to make it possible.

Conference Quest Sponsorship Includes:

- Exhibitor Table at Each Higher Things Conference
- Pre-plenary ad at each HT conference
- On-Campus Housing for one representative at each HT Conference
- On-Campus Meal Plan for one representative at each HT Conference
- Conference Book Ad
- Welcome Message Delivered by a representative to the Assembly
- Sponsorship Recognition in Conference Book and Pre-Plenary Slideshow
- Recognition during Quest announcements and the final challenge
- Exhibitor interaction opportunities incorporated into the Quest

Individual Opportunities

Conference Handbook Ad:

Our longest-running sponsorship opportunity. Your organization will appear directly in front of every attendee through a single-page or two-page spread. Many attendees keep their books as souvenirs, extending your reach well beyond the conference week.

T-Shirt Sponsorship:

Our iconic conference shirts are a beloved staple. Imagine 2,000+ attendees going home with your logo on their sleeves. If your organization is interested in this opportunity, act fast as there is only one opportunity per conference season.

Young Adult Thank You Reception:

Higher Things Conferences draw young adults and college students from across the country who are eager to stay

connected to the Church, deepen their faith, and build lasting friendships. To support them, we are introducing a special young adult mixer at each conference. Unlike our formal group-leader reception, this event is a relaxed, social gathering, often featuring entertainment, a food truck, or another fun activity designed to help young adults meet, talk, and enjoy time together.

As a sponsor of this event, your organization will receive prominent visibility and the opportunity to welcome and speak briefly to the young adults in attendance. You will also be able to interact with them throughout the evening in a natural, conversational setting that avoids the pace and noise of the exhibitor hall. The mixer will be listed in the official conference book and identified as sponsored by your organization.

Entertainment Sponsorship:

Like our T-shirts, our entertainment events are among the most talked-about moments outside worship and catechesis. Ever wondered what a chant-off, hymn rap-battle, or talent show looks like? Sponsor one and have your name attached to the event attendees talk about for years. Includes a **2' × 5' banner** with your organization's logo.

The Specifics

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

Please submit all ads by **April 15, 2027,** so we can finalize and print the conference handbook.

How do I reserve an ad?

When registering, select your sponsorship opportunities on the form. If you need assistance, email **exhibitors@higherthings.org**.

What are the specifications for the various ads?

Pre-Plenary Slide: PDF, PNG, JPG, embedded PowerPoint slide; 300 DPI; 1920×1080
Pre-Plenary Welcome Video: 1080p; MOV or MP4; under 45 seconds
Conference Handbook Ad:
- 5.5" W × 8.5" H
- PDF, PNG, JPG, AI, or INDD
- Must include bleed
- 300 DPI minimum
- All images and fonts must be embedded in Adobe files

Organization Logos:
- PDF, PNG, JPG
- Transparent backgrounds or full vector preferred

How do I submit my ads and videos?

Please email them directly to exhibitors@higherthings.org.

Check out our sponsorship opportunities on the 2027 rates sheet, and contact exhibitors@higherthings.org for more information.

Sponsorship opportunities are 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.

Important Dates

Date	Registration Event
November 1, 2026	• Torah Exhibitor Registration Opens
April 15, 2027	• Breakaway Submissions Due • Conference Book Ads Due
April 30, 2027	• Housing Requests Due
May 15, 2027	• Pre-Plenary Ads and Welcome Videos Due • Sponsorship Logos Due
June 1, 2027	• All Payments Due.

2027 Conference Exhibitor Rates

Description	Price
Exhibitor Table	$350 (Additional Table $50, Each Additional Rep $75)
On-Campus Housing	$270/person
On-Campus Meal Plan	$150/person
Pre-Plenary Slide	$50 (played for the entire conference season)
Pre-Plenary Video	$100 (played for the entire conference season)
Conference Book Ad - Full-page (5.5" W x 8.5" H)	$600

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Conference Book Ad - Full page, inside front cover or inside back cover (Two of Each Available)	$950
Gold Sponsor Package *(Two Available)*	$16,000
Silver Sponsor Package	$3,000
Bronze Sponsor Package	$2,500
2027 Higher Things Conference Quest Sponsor	$15,000
Higher Things - Beyond Young Adult Reception Sponsorship (Three Available)	$2,000

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
12:30 pm	Check Out and Lunch