 NATIONAL
**YOUTH
WORKERS**
CONVENTION
2009

**youth
specialties**



Los Angeles – September 25-28
Cincinnati – October 30-November 2
Atlanta – November 20-23

ALL ABOUT YOUTH MINISTRY
ALL ABOUT YOUTH WORKERS

The YS NYWC is the premier convention for youth workers of all stripes. Offering world-class teaching, deep and practical resources and the greatest opportunity around to connect with other youth workers. NYWC is a must for anyone engaged in the spiritual lives of teenagers. The exhibit hall offers a unique opportunity for organizations and individuals to meet face to face with ministry leaders and teams who influence their local churches and see more than 1 million teenagers each week.

What exhibitors are saying...

“Youth Specialties is one of our go-to sources to directly reach youth pastors.”

- Moody Publishers, Randall Payleitner, Marketing Manager

“I find it to be a great use of the budget.”

- SouthSide Entertainment, Cheryl Anteau, President



for information contact amber tompkins: amber.tompkins@youthspecialties.net; 619-654-9473

ABOUT NYWC ATTENDEES

GENDER

Male: 54%

Female: 46%

CHURCH SIZE (WEEKLY ATTENDANCE)

1-100 People: 13%

101-250 People: 29%

251 – 500 People: 29%

501-1,000: 18%

1,000+ people: 11%

AREAS OF RESPONSIBILITY

Two-thirds have direct responsibility for high school (68%) or middle school/junior high (65%)

Nearly one quarter (23%) are responsible for college-age ministry.

One fifth (21%) oversee all youth ministries at their church.

One tenth also have direct responsibility for elementary age ministry.

PAID / VOLUNTEER RATIO

Half of NYWC attendees are full-time paid youth workers.

Ten percent are part-time paid youth workers.

More than a third are volunteers in youth ministry.

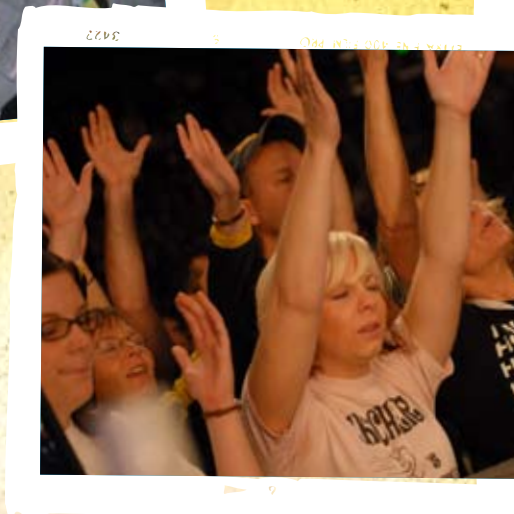
Where NYWC Attendees Shop For Youth Ministry Resources

- Online: 95%
- Christian Bookstores: 72%
- Seminars & Conventions: 47%
- Direct Mail: 24%

CONSISTENTLY REFRESHED AUDIENCE

If you think you've reached this audience before, think again. 41% of attendees are new each year.

Every year is a great opportunity to reach people just coming in to youth ministry.



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ADVERTISING / SPONSORSHIP OPTIONS FOR NYWC



EXHIBIT HALL

Among the highest rated parts of NYWC, the exhibit hall allows for exhibitors and attendees to meet face to face and discover a wide range of resources available to churches, youth groups and ministries.

EXHIBIT HALL RATES

Each booth reservation is for a single 10' x 10' booth.
The full amount is required to hold your booth space(s).

	Single Booth	Double Booth (20x10)
Exhibit at 1 Convention	\$730 per booth	\$1460
Exhibit at 2 Conventions	\$690 per booth (save \$40 per booth)	\$1380
Exhibit at 3 Conventions	\$655 per booth (save \$75 per booth)	\$1310

End cap positioning is available for an additional \$250 when two or more booths are purchased in any single city.

Create your own unique space for attendees to experience and participate with multiple booths.

**prices shown are per booth/per city*

NYWC.com Listings

Have your organization listed on the list of advertisers / exhibitors on nywc.com. All exhibitors receive a text listing with web link on nywc.com. Featured advertisers (gold and platinum level) receive their logo and link in a premium position on nywc.com

- **Platinum Logo** (larger logo size) approximately max 300 x 150 logo, top tier listing and a 50 word description

With Convention Ad or Exhibit Booth: \$99

- **Gold Logo** (smaller logo size) approximately 150 x 75 max logo and second tier placement on the listing

With Convention Ad or Exhibit Booth: \$74

- **Silver Listing** Free with paid booth or ad space

Giveaways: Get your hottest new product into the hand of every attendee by providing a gift at a Big Room Session. Our staff will make sure your product is on every chair during one of the seven Big Room Sessions. Known as "Convention Freebies", these gifts are highly valued by attendees.

Giveaways must have a minimum retail value of \$10. Coupons, flyers and other promotional materials do not qualify and will not be given out in Big Room Sessions. All giveaways will be approved at the discretion of Youth Specialties.



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SPONSORSHIP OPPORTUNITIES

PEN SPONSOR (approx. 12,000 pens)

Supply your pen to be delivered to all attendees in the registration bag.
\$2,000 total cost for being distributed in all three cities in addition to the supplied pen

INSERT IN REGISTRATION BAG (approx. 12,000 pieces – **limited space**)

Have something printed that you'd like to get to every attendee? We will have a limited number of available spots for inserts in the registration bag that every attendee receives at NYWC. Samples must be supplied and approved by Youth Specialties.

\$3,000 total cost for all three cities in addition to the supplied printed piece

WATER BOTTLE (approx. 12,000 pieces)

Be the year-round thirst quencher for thousands of youth workers. Supplying water bottles helps reduce waste at NYWC and offers a chance at a lasting impression for an item used year round.

\$3,000+ water bottles for all three cities

ADDITIONAL SPONSORSHIPS – you could also sponsor items such as a key ring or carabineer. Feel free to contact us with your idea.

RESOURCES FOR EXHIBITORS

- YS has web banners saying "See us at YS" available at nywc.com/resources/banners that could be used to promote your participation in our event. Please contact us if none of these work for you and we will be happy to assist you.



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AD SPECS

SPECIFICATIONS FOR THE 2009 NATIONAL YOUTH WORKERS CONVENTION HANDBOOK

HANDBOOK ADVERTISING

The NYWC Handbook is a year-round reference resource for youth workers. This perfect bound handbook offers youth workers a place to go for ideas and inspiration all year.

(The due date to have these uploaded by is August 2)

	B/W	Color
• Half-Page - 8"[w] x 5"[h]:	\$595	\$795
• Full-Page - 8.5"[w] x 10.88"[h]:	\$794	\$995
• 2-Page Spread - 17"[w] x 10.88"[h]:	\$1,295	\$1,695

The trim size for a full-page ad is 8.5" x 10.88" (ads that bleed should be 8.75" x 11.25"). Half page ads must be horizontal (no bleeds) measuring 8" x 5" (no bleeds). Two-page spreads should be 17" x 10.88" (plus 1/8" bleed all around). Make sure that you keep all copy/live matter 1/4" from all edges and from gutter on two-page spreads.

Important Formatting Instructions--preferred formats include:

Macintosh— .pdfs, Hi-rez, press ready (fonts embedded). Also make sure to turn off the option for "optimize for fast web view". X1-A compliant .pdfs are also accepted.

- Adobe InDesign Application files
- Preflight and package the files. No PC fonts please. If you are using InDesign for PC, please export the ad as .pdf and embed fonts.
- If you use Quark, save the final as an .eps, include all the fonts when sending, and remember to add 1/8" bleed! No PC fonts.
- .tif files from Photoshop (make sure to send a flattened .tif or include all fonts--no non Mac fonts can be used.
- .eps files for Illustrator or Freehand (must be exported as .eps files, not native .ai files, convert all fonts to outline, and placed images must be cmyk)

PC

For Illustrator and Freehand files, convert all fonts to outlines before saving. Make sure to include all screen and printer fonts (Type 1 only, not True Type fonts) and a hard copy. Non Mac files must not contain fonts (save the files as .tiffs).

Information on uploading ads to an ftp site will be included in the Ad Confirmation email. All ads must be uploaded or received at Youth Specialties no later than August 2, 2009.

Important Booth Width Notice for End Cap Booths: Although the width of an end cap display is 20', the back drape provided by the exhibitor services company is 12' across. This leaves a 4' opening on each side of the display and ensures that the booths behind the end cap location can still be seen by the attendees as they walk down the aisles.

Although the ceiling height in all three Convention exhibit halls is 20-30', the booth back drapes are 8 feet high. Please contact Amber Tompkins if you are planning a display that will exceed the 8 feet.

GENERAL EXHIBIT INFORMATION

Booths will be assigned by Youth Specialties on a first-come, first-reserved basis. Each booth is 10' x 10' and includes the following features:

- Professionally draped booth space (8' high backdrop; 3' high side rails)
- Signage with company name & booth number
- Inclusion in Exhibit Hall Guide given to each attendee
- A full NYWC registration for ONE person (a \$375 value!)
- Organization name with website link listed on the NYWC website

Optional items and services will be offered in an exhibitor services kit that all exhibitors will receive from the George Fern Company. The kit will include information on the following:

- Tables
- Chairs
- Phone & Internet Lines
- Carpet
- Shipping & Drayage
- Electrical Service

EXHIBIT SCHEDULE

Exhibit Set-up will be on **Thursday** in every city from 8am-5pm –

- Los Angeles – September 24
- Cincinnati – October 29
- Atlanta – November 19

Exhibit hours – in every city

- Friday 9am-1pm and 5:30pm-7:30pm
- Saturday 12:00pm-7:00pm
- Sunday 8:45am-10:00am and 12:00pm-4:00pm

Exhibit Tear Down will be on **Sunday** in every city from 4:00pm-6:30pm

- Los Angeles – September 28
- Cincinnati – November 2
- Atlanta – November 23

A confirmation letter that has final booth details including booth number(s) and a map will be sent by the end of August for Los Angeles NYWC exhibitors. Exhibitors in Cincinnati and Atlanta will receive this confirmation letter by the end of September.

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CANCELLATIONS

All cancellations must be received in writing at least one week prior to exhibitor move-in date for each event. Booth fees are refundable minus a \$200 per booth cancellation fee. No refunds will be issued for cancellations received less than one week from exhibitor move-in. Booths can only be cancelled by the person listed as the organization's contact.

DON'T DELAY! - Make your hotel reservations now! Hotels convenient to the NYWC are available through our website and will sell out quickly. For more details and to make your reservation, visit our website at youthspecialties.com/NYWC