

CMN MOMENTUM EVENT

The International Catholic Trade Show & Conference Event

Exhibitor Media Kit for Booth Planning, Advertising & Marketing

For nearly 35 years CMN has helped Catholic businesses and ministries maximize the impact of their mission by offering the premiere event...

"Where the Catholic Marketplace comes together!"

We invite you to be part of the **Catholic Marketing Network annual International Trade Show and Conference** event.

This gathering of organizations devoted to serving the needs of Catholics, is now known as the **CMN MOMENTUM Event**. It is an utterly unique experience. There is no other event that provides such practical synergy for both lay and religious Catholic apostolates, businesses, and professionals. The foundation of our event is the CMN Trade Show in which Catholic retailers, distributors, and ministries connect in person with new products and publications, and deepen relationships with supplier partners and various Catholic Media outlets.

The mission of Catholic Marketing Network is broadening. We are now responding to the urgent need for marketing, business development training, and networking connectivity for Catholic businesses, ministries, non-profits, and professionals. We are honored to become the go-to for marketing, networking and business development for Catholic organizations.

Participation as an exhibitor, sponsor, or an advertiser with the CMN MOMENTUM Event requires an active CMN C-Level Membership - \$399. Please include this in your promotional & exhibitor budget considerations. The blessing is that a CMN membership provides 24/7 year-round benefits in addition to exhibiting, sponsoring, and advertising at our annual live event. Plus, even if you are not able to exhibit with us, as a C-Level member, you can still take advantage of the opportunity to advertise in our MOMENTUM Event Program.

Get in touch with Silvia Osong, CMN Executive Director, or Cathy Gilmore, CMN Marketing & Communications, if you would like to know more about being a CMN event sponsor. The end of this booklet has forms to reserve exhibit booth space and to participate in select promotional opportunities. Call the CMN office to check on the availability of the various sponsorships.

So, browse through this CMN EXHIBITOR MEDIA KIT for the booth planning, advertising, and marketing information to make your exhibitor experience one that builds tremendous **momentum** for your business or ministry. Contact us if you have any questions.

We are happy to help!

The CMN Team

Visit: www.CatholicMarketing.com

Mail: P.O. Box 610465 Dallas, Texas 75261

 $Email: \underline{info@catholicmarketing.com}\\$

Call: 800 - 506 - 6333

CMN MOMENTUM EVENT SCHEDULE

TUESDAY July 14, 2020 8AM - 11PM Exhibitor Set Up (All exhibitors receive free access for one or more members of their team to attend any or all of the BAM Seminar sessions, or join us for any of the Tuesday ticketed meals for a break during set-up!) MA8 Sponsored Light Breakfast *Ticket \$12 9 AM **Business and Ministry Best Practices Seminar** - Keynote Speaker 10 AM BAM Speaker #2 11 AM BAM Speaker #3 12 NOON BAM Luncheon - Sponsored Inspirational Speaker * Ticket \$20 1:30 PM BAM Speaker #5 3 PM Mini-Retreat: Chaplet, Reflection, Rosary & 4:30 PM Mass (Possibly at Dallas Cathedral) Taste of CMN: Celebration of Catholic Art & Music: Live music, art, cash bar, coffee, light appetizers, and give-aways. 5:30-7:30 PM **WEDNESDAY** July 15, 2020 7:30 AM Rosary / 8 AM Mass 9 AM Adoration Chapel open till 5 PM / Expo Hall open till 5PM 9 AM 5:30 PM Welcome Reception with cash bar & light appetizers 6 PM **Author Meet & Greet** 7 PM Film Screening **THURSDAY** July 16, 2020 7:30 - 9AM IMPACT Breakfast (large seated buffet breakfast) *Tickets \$20 9 AM Adoration Chapel open till 5 PM Expo Hall open till 5PM 9 AM 5 PM Rosary / 5:30 PM Mass Finish Well Reception with Ryan Bomburger - cash bar and heavy appetizers 7 PM 8 PM **Artist Meet & Greet** FRIDAY July 17, 2020 7:30 AM Rosary / 8 AM Mass 9 AM Expo Hall is open till 2PM. From Noon till 2 PM is the NEW exhibitor "Sample Sale". Exhibitors can sell samples and discounted close-out items retail to our attendees, and to our conference partner groups, National Faith Formation Conference and Catholic Daughters of the Americas and save on shipping costs for the return trip home. 12 NOON Voter Mobilization "Be a Voter Hero" Event

Expo Hall Booth Reservations

MOMENTUM Booth Sizes/Prices:	Size Price	
(Larger Custom Sizes priced upon request)		
	6 x 10 Booth	\$ 695.00
	10 x 10 Booth	\$ 1,295.00
	10 x 20 Booth	\$ 2,590.00
	20 x 20 Booth	\$ 5,180.00

CMN Exhibitor Promotional Opportunities

Booth Happenings

FREE listing printed in the CMN MOMENTUM Event Program and exposure on the CMN Event APP. Are you giving away coffee or treats? Doing a raffle? Having a book signing? (If an exhibitor plans a book signing or other special give-away as an *advertised* Booth Happening, exhibitors are *not allowed to limit* the give-away just to retailers. Exhibitors can always give free promotional copies away selectively to retailer attendees, or others, on an individual basis.) Submit your Booth Happenings to CMN by 45 days prior to the event date to be included in the program. Limit of 150 characters including spaces. Longer information about specials will not be included in the program.

Show Specials

Event-only exhibitor offers or discounts especially geared for CMN retail member attendees.

Listings of Show Specials are included for **FREE** in the CMN Momentum Event Program and given **FREE** exposure on the CMN event APP. Show Special information needs to be received by CMN by 45 days prior to the event date to be included in the event program. Limit of 150 characters including spaces. Longer information about specials will not be included in the program.

CMN MOMENTUM Event Bag Inserts

1000 copies or samples—One copy must be provided for approval. The shipment of items/cards needs to be received at CMN drayage warehouse two weeks prior to event date. Anything arriving after the deadline, will be placed in central location near the CMN MOMENTUM registration area for attendees to put in their bag themselves. **Cost**: \$300 per insert.

CMN Event Program Book Advertising

Full color, high quality publication to publicize CMN event activities, exhibitors, products, services, ministries, speakers, and members. Distributed at the CMN MOMENTUM International Catholic Trade Show & Conference. Additional printed copies mailed in early September following the event.

Circulation

Mailed to over 3,200 Catholic Entrepreneurs, Retailers, Leaders and Influencers (Media, Ministries, Distributors, Publishers, Suppliers, and Personalities) Digitized catalog link is viewable 24/7 on-line following the event. Electronic catalog is eblast to over 6,000 email addresses. Includes cross-posting on CMN Social Media Sites.

Print Advertisement Rates For CMN Trade Show Program and Christmas Catalog Magazine

Advertisement Type, Location, and Dimensions	Pricing
Back Cover (with bleed 5.5" w x 8.5" h) (Sold)	\$1,750.00
Inside Front Cover (with bleed 5.5" w x 8.5" h)	\$1,500.00
Inside Back Cover (with bleed 5.5" w x 8.5" h)	\$1,500.00
Center Spread (2-pages) (with bleed 5.5" w x 8.5" h ea.) (Sold)	\$2,850.00
Full Page (with bleed 5.5" w x 8.5" h)	\$1,200.00
Half Page (Horizontal only - with bleed 5.5" w x 4.125" h)	\$700.00
Small Ad (Vertical only - with bleed 2.5" w x 4.5" h)	\$300.00

CMN ADVERTISING SPECIFICATIONS: All images and text must be kept a minimum of one-quarter inch (1/4") from all four inside edges of the ad (using the standard ad dimensions above.) No RGB formats please, must be in CMYK color. CMN Requires a minimum resolution of 300 dpi on all images. Print-ready ads must be submitted electronically. All fonts and images attached or a PDF with all fonts and images em- bedded. Back Cover: 1/4" bleed on the left and right side, along with 1/8" bleed for the bottom. No bleed at the top is needed. Small Ads: Advertiser provides CMN the following elements: Title, Price, maximum of 100 characters of copy for a description, Contact Information, and High-Res Image. CMN Graphic Designer will layout ad for the print publication.

CMN EVENT SPONSORSHIP OPPORTUNITIES

CMN MOMENTUM Overall Event Sponsorships

EXHIBITOR LOUNGE SPONSORSHIP: Your organization can offer exhibitors a relaxing space to get something to eat and refresh during a long exhibit hall day. Sponsorship includes signing and exposure on CMN event app.

CMN Exhibitor Lounge Sponsorship: \$1,500

EVENT BAG SPONSORSHIP: Feature your brand or message on 1000 custom CMN Event bags. Get exposure as these bags are used in and out of the expo hall, carried throughout the hotel venue, and brought through airports as attendees and exhibitors travel home. **CMN Event Bag Sponsorship:** \$2,000 (Limit 2)

SNACK SPONSORSHIP: As snack sponsor you will foster goodwill and brand awareness as you provide for a small team of friendly young people to roam the CMN expo hall passing out snacks and treats. This can include, co-branded with your logo, CMN t-shirts on the members of the MOMENTUM snack squad. **CMN Snack Sponsorship:** \$1,200

LANYARD SPONSORSHIP: This CMN sponsor receives brand exposure on the lanyard holding the name badge worn by every CMN MOMENTUM Event Exhibitor and Attendee. **CMN Lanyard Sponsorship:** \$2,000

SIGNAGE SPONSORSHIP Name or logo included on all CMN Event Directional Signs. **CMN Signage Sponsorship:** \$1,000

FLORAL SPONSORSHIP: To provide beautiful flowers for MOMENTUM liturgies, and Adoration Chapel. Includes exposure & acknowledgement on the CMN event app. **CMN Floral Sponsorship:** \$500

Each Day of the CMN MOMENTUM International Catholic Trade Show & Conference Event provides powerful strategic opportunities for sponsors to build brand awareness and loyalty among like-minded on-fire Catholics. Send everyone home not just knowing about your business or ministry... but being an advocate for you to their customers, colleagues, friends, and family.

Which sponsorship might be the best fit for your business or ministry?

TUESDAY:

CMN MOMENTUM Business & Ministry Seminar Sponsorship

The Tuesday Business and Ministry Best Practices Seminar kicks off the CMN MOMENTUM Event experience. These conference sessions teach marketing and business development to energize Catholic entrepreneurs, retailers, ministry leaders, and professionals.

Meal-based sponsorship includes the opportunity to personally welcome everyone to the CMN MOMENTUM breakfast meal experience, show a 1-minute video ad, and briefly acquaint everyone with the sponsor's featured products or brand. **Seminar Session Sponsorship** includes collaboration with CMN leadership in planning powerful business and ministry "best practices" content presented in the sponsored session and the ability to open the session with a 1-minute ad for their product or service. BAM Seminar Sponsors receive name recognition on signage and in the CMN event app, and exposure in event e-blasts and CMN social media.

BAM Light Breakfast Sponsor: (one available) \$2,500 BAM Seminar Session Sponsor: (four available) \$1,000 BAM Seminar Luncheon Sponsor: (one available) \$3,500

NEW** TUESDAY Taste of CMN - Celebration of Catholic Art & Music Sponsorships

The NEW Tuesday evening (5:30 - 7:30 PM) event where CMN exhibitors, attendees, and Catholic influencers from the local Dallas area can network together and enjoy live music, art, spirited libations, coffee and light appetizers. This is a whole new way for CMN Corporate & Supplier member *product suppliers, and service providers* to connect in a new and personal way with everyone and get our CMN MOMENTUM event started off right. Sponsors can offer an entertaining activity and/or give away a unique item at their sponsored table. Limit: 10 tables.

Taste of CMN Table Sponsorship Cost: \$300 per table

The **Featured Artists** portion of Tuesday evening's event is a whole new way for Catholic Artists to connect in a personal way with everyone who wants to renew culture through beauty. Each artist will be able to feature one piece of art at their easel and connect with guests individually with their vision and passion. CMN requires each artist to bring 150 special sample items, or small prints to sign, and give away. **Dual Exposure:** The 10 Artists featured at the Taste of CMN Celebration of Catholic Art & Music will also be able to display one piece of art in the **CMN Chapel Gallery** area from Wednesday through Friday of the CMN MOMENTUM event.

Taste of CMN Artist Easel Sponsorship Cost: \$100 per easel/artist

(Artist must be affiliated with and approved by Larry Massey's Catholic Artists group and pay separately for CMN event access)

Taste of CMN Hosting Sponsorship: This is an opportunity for an organization to build good will, exposure and brand recognition at a fun food & music-based event. The Taste of CMN host sponsor personally welcomes everyone to this CMN MOMENTUM Event, sponsor introduces each of 1-3 musicians, and can show a 1-minute video ad. (CMN Music Director vets and selects musicians.)

Sponsor receives name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media. **Taste of CMN Host Sponsor:** \$2,000

Taste of CMN Hosting Co-Sponsorship: This is an opportunity for an organization to build good will, exposure and brand recognition in a more modest way. Includes a 1-minute video ad shown during the event that is introduced by the Host sponsor, plus name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

Taste of CMN Co-Sponsor: \$1,000

WEDNESDAY:

CMN MOMENTUM WELCOME RECEPTION + AUTHOR Meet & Greet Sponsorship

This is the Wednesday evening Welcome Reception, where both exhibitors and attendees mingle with a cocktail and some light appetizers. It is the opportunity for ministries, publishers, authors and artists to make a personal connection with those who will experience, enjoy, and advocate for their work.

Welcome Reception Hosting Sponsorship: This is an opportunity for an organization to build good will, exposure and brand recognition. The Welcome Reception host sponsor is given a podium opportunity to officially welcome everyone to the CMN MOMENTUM Event, show a 1-minute video ad, give a short inspirational address, and briefly acquaint everyone with their featured products or brand. Sponsor receives name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

Welcome Reception Co-Sponsorship: This is an opportunity for an organization to build good will, exposure and brand recognition in a more modest way. Includes a 1-minute video ad shown during the Welcome Reception that is introduced by the Host sponsor, plus name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

Author Book Signing Sponsor- Requires at least 150 books to be given away. Books must be vetted by the Catholic Writers Guild or have an Imprimatur

Welcome Reception Hosting Sponsor: \$4,000 **Welcome Reception Co-Sponsor:** \$1,000

Author Meet & Greet Table Sponsorship Cost: \$300 per author / Limit: 14 tables.

THURSDAY:

***CMN MOMENTUM PREMIERE IMPACT SPONSORSHIP: IMPACT BREAKFAST with WORLD CLASS SPEAKER

Thursday morning is when the biggest crowd of CMN MOMENTUM exhibitors and attendees ALL gather to make personal connections over a beautiful seated, full breakfast meal, with inspiration from a world-class speaker. This is the CMN BIG event!

CMN MOMENTUM PREMIERE SPONSOR: This sponsor builds good will, exposure and brand recognition throughout the entire CMN MOMENTUM Event experience, but with a special emphasis on the CMN IMPACT Breakfast.

IMPACT Breakfast. The CMN PREMIERE Sponsor officially hosts and welcomes everyone to the CMN MOMENTUM IMPACT BREAKFAST Event, including a 3-minute video ad, and time to acquaint everyone with their featured products or brand.

Event Signage: Sponsor receives name recognition on all CMN MOMENTUM signage, and premium exposure on the CMN event app. **Electronic Exposure**: CMN PREMIERE Sponsor is featured in event e-blasts before, and after the event. CMN Premiere Sponsor is also featured prominently on CMN social media before and during the event.

Advertising: CMN PREMIERE Sponsor receives two full-page ad spots in the CMN MOMENTUM Event Program, plus one full-page ad in the CMN Christmas Catalog.

CMN MOMENTUM PREMIERE IMPACT SPONSORSHIP PACKAGE: \$15,000

IMPACT BREAKFAST Co-Sponsorship: This sponsor organization builds good will, exposure and brand recognition at the CMN MOMENTUM gathering with the largest crowd. Co-sponsorship includes showing a 1-minute video ad shown during the IMPACT Breakfast plus name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

IMPACT BREAKFAST Co-Sponsor: \$2,000 (one available)

***NEW: Thursday FINISH WELL EVENT + ARTIST Meet & Greet SPONSORSHIP

This is an exciting, yet informal, pro-life themed speaker and reception to wrap up the CMN MOMENTUM Event experience on a high note inspiring everyone to "finish well" in the work God calls us to do. This event includes a cash bar, heavy appetizers, and time for socializing.

Finish Well Event / Artist Meet & Greet Sponsorship: This sponsorship is an opportunity for an organization to build good will, exposure and brand recognition. Sponsorship includes hosting privilege to introduce the dynamic 7PM speaker and also show a 1-minute video ad at the start of the FINISH WELL event, plus name recognition on signage, CMN event app and exposure in e-blasts and CMN social media.

Finish Well Event /Artist Meet & Greet Co-Sponsorship: This organization builds good will and exposure in a more modest way. Includes a 1-minute video ad shown at the end of the Finish Well Event speaker presentation plus name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

FINISH WELL EVENT / Artist Meet & Greet Event Sponsor: \$5,000 FINISH WELL EVENT / Artist Meet & Greet Co-Sponsor: \$1,000

CMN MOMENTUM Event Exhibitor Booth Contract

Company Name:	Company Website:
Primary Contact:	Primary Contact Direct Phone:
Primary Contact Direct Email:	-
General Company Contact Email:	Public Company Phone:
Company Mailing Address:	
Supplier Membership Number: E (To locate CMN Membership Number / Expiration Date, go to https://	ixpires*:
(To locate CMN Membership Number / Expiration Date, go to https://	/catholicmarketingnetwork.wildapricot.org/Sys/Login)
First Time Exhibitor: YES or NO (Circle one)	
Location Preference:	
Quantity: 6' X 10' EXHIBIT BOOTH(S) @ \$ 695.00 each Boo	th # (s):
Quantity: 10' X 10' EXHIBIT BOOTH(S) @ \$1,295.00 each Boo	
Quantity: 10' X 20' EXHIBIT BOOTH(S) @ \$2,590.00 each Boo	oth # (s):
Quantity: 20' X 20' EXHIBIT BOOTH(S) @ \$5,180.00 each Boo	
Quantity: CMN C-Level Corporate & Supplier Level Membershi	p @ \$399.00
a trash can & Dooth signage. Two Exhibitor Staff Registrations and Advertising and other show events are not included in the booth renta Shipping of products to and from the show are the responsibility of the	each side and 8' in the back). Each booth includes one skirted 6 ft. table, two chairs, are included with each 6 x 10 booth space. Four for each 10 X 10 booth space. al fee. Electricity and other display items must be arranged through the venue. The exhibitor. Exhibitor Decorator Package containing details and recommended and deposit retained. *ALL Supplier Memberships must be active at the time of the
TOTAL CMN MOMENTUM Exhibitor Order	\$
Required deposit to hold your booth: 50% of booth fee total DUE NC	DW. Balance due date: May 1, 2020

2020 Booth Payment and Refund Policy

<u>PAYMENT</u>: Required deposit to hold a booth – 50% of booth fee total DUE NOW. Balance of the fee is due by May 1st, 2020. Please make your check payable to: **Catholic Marketing Network** and mail to: CMN, P.O. Box 610465, Dallas, Texas 75261. To arrange to pay with a credit card, *please contact Silvia Osong at 800-533-7083 or email sosong@catholicmarketing.com*.

<u>REFUNDS:</u> Exhibitors can receive a FULL REFUND of deposit or monies for exhibition space leased if <u>written</u> cancellation is received at the CMN offices by February 21, 2020. Exhibitors can receive a 50% REFUND of monies or deposit received if <u>written</u> cancellation is received at the CMN offices by May 1st, 2020. ***No refunds will be made for cancellations of exhibit space after May 1st, 2020. ***

CMN Event Program & Christmas Catalog Advertising Order

Company Name:	Ph	none:	
Primary Contact:	Cor	ntact Email:	
Publication/s: CMN MOMENTUM Event Program - ***Members who order ads in both the CMN Event Program &		neck the box in the chart below) at the same time receive a 10% discount!	
Advertisement Type, Location, and Dimens	sions	Pricing	
Back Cover - EVENT PROGRAM / CHRISTMA	AS CATALOG (Sold)	\$1,750.00	
Inside Front Cover - EVENT PROGRAM / C	HRISTMAS CATALOG	\$1,500.00	
🔲 Inside Back Cover - 🔲 EVENT PROGRAM / 🔲 CH	RISTMAS CATALOG	\$1,500.00	
Center Spread (2-pages) - EVENT PROGRAM /	🔼 CHRISTMAS CATALOG	G (Sold) \$2,850.00	
🔼 Full Page - 🔲 EVENT PROGRAM / 🔲 CHRISTMA	AS CATALOG	\$1,200.00	
Half Page (Horizontal only) - EVENT PROGRA	AM / 🔲 CHRISTMAS CATAI	LOG \$700.00	
Small Ad (Vertical only) - EVENT PROGRAM /	/ 🔲 CHRISTMAS CATALOC	G \$300.00	
TERMS AND CONDITIONS: Cancellations or changes on advertising are not accepted after received. Invoice for advertising package will be sent on date Advertising criteria outlined on Media Specifications page.	stated due date for the catal	log. Timely payment should be made once invoice is	esig
Catholic Marketing Network will not be liable for typographical provided. Submitting an Insertion Order is construed as an acconstitutes a contract. All contracts are conditional on strikes, fall advertising placed in the 2020 CMN Trade Show Program is advertising must be relevant to the topic of serving the needs of Magisterium of the Catholic Church.	eptance of all published rates fires, acts of God or any caus based on rates in effect on is	es and conditions and such order when accepted by CM se not subject to the control of CMN. issue date; no previous rate discounts will apply. All	
Purchase Authorization			
I hereby authorize this purchase of Advertising and agree Network.	e to abide by the general	terms and provisions, provided by Catholic Mark	etir
Authorized Signature:	Date	Amount Paid \$	_
CMN Acceptance Signature:	Date		

CMN MOMENTUM Taste of CMN, Author/Artist Meet & Greet Agreement

Sponsor Organization Name:		Phone:	
Primary Contact:		Contact Email:	
(Check one: Day/Type of Table Sponsorship) □ TUESDAY, TASTE OF CMN for Product Suppliers and □ WEDNESDAY, AUTHOR MEET & GREET for Publishers □ THURSDAY, ARTIST MEET & GREET for Artists			
Participant bringing 150 free books / art or product san (For Books): Date of CWG Approval, or Imprimatur: Title of book or featured art:	_		
	on signs.		
Event Participation Table @ \$ 300.00 each			
*ALL CMN Sponsor organization memberships must be	active at the time of the	ne event.	
TOTAL EVENING EVENT PARTICIPATION COSTRequired deposit to hold your table – 50% of table fee			
Event Participation Payment and Refund Required deposit to hold your table – 50% of table fee Please make your check payable to: Catholic Marketing To arrange to pay with a credit card, please contact Silv 50% of monies or deposit received are refundable if wr notice).	total DUE NOW. Balan Network and mail to: via Osong at 800-533- itten cancellation is re	CMN, P.O. Box 610465, Dallas, T 7083 or sosong@catholicmarketi ceived at the CMN offices by Apri	exas 75261. ng.com
No refunds will be made for cancellations of event table	e space after May 4, 20	20.	
Purchase Authorization I hereby authorize this purchase of event table space a Marketing Network.	nd agree to abide by t	he general terms and provisions,	provided by Catholic
Authorized Signature:	Date:	Billing Amour	nt:
CMN Acceptance Signature:	Date:		
*Please retain a copy for your records.			

2020 CMN Trade Show Bag Insert Agreement

Company Name:	Phone	2:
Primary Contact:	Contac	ct Email:
Quantity:Bag Insert @ \$ 30	0.00 per insert / Name of Insert:	
*ALL CMN sponsor organization memberships mu	ist be active at the time of the show.	
TOTAL BAG INSERT COST Payment DUE NOW		\$
card, please contact Silvia Osong at 800-533-	. Marketing Network and mail to: CMN, P.O. 7083 or sosong@catholicmarketing.com	. Box 610465, Dallas, Texas 75261. To arrange to pay with a cred by May 15th to be included in this year's trade show bag
Purchase Authorization		
I hereby authorize this purchase of trade show bag	g insert participation and agree to abide by the	e general terms and provisions, provided by Catholic Marketing Netwo
Authorized Signature:	Date:	Billing Amount:
CMN Acceptance Signature:	Date:	
*Please retain a copy for your records.		