



# EXHIBITOR PROSPECTUS

**Convention Exhibitor (Ministry Tent)**

**June 22–24, 2025**

**Concordia University | Ann Arbor, MI**

# Who We Are



## Michigan District

The Michigan District of The Lutheran Church—Missouri Synod serves 345 churches, 3 missions, 5 high schools, 66 elementary schools, and 126 early childhood centers in the State of Michigan. We provide extensive professional and spiritual development sessions for all those serving in churches and schools throughout the state.

# Convention Details

We will have over 800 church workers and laity from across the state gathered for a time of fellowship, worship, and business of the Michigan District, LCMS in its triennial convention.

Our convention experience includes five worship services, a keynote speaker, official business, reports from partner ministries, ministry tent with exhibitors, and a celebratory banquet with entertainment.

Contributing sponsors and exhibitors will share product ideas and enjoy networking opportunities. Our attendees regard the ministry tent as a highlight of the convention. The Michigan District, LCMS Convention provides an extraordinary marketplace for increasing ministry impact and making valuable connections that will surely benefit your organization for years to come. With its targeted audience, the District convention can be a potent, cost-effective networking tool for organizations bolstering the ministry of church, school, and education-related organizations.

## Venue

Concordia University  
4090 Geddes Road  
Ann Arbor, MI 48105

## Target Audience

The Michigan District Convention will bring together more than 800 pastors, lay church leaders, and church workers from throughout the state.

## Exhibitors can

- Enjoy immediate access to the community of pastors, church workers, and laity.
- Highlight goods and services to specific interest groups
- Demonstrate new products to a targeted audience
- Take advantage of face-to-face contact with potential consumers
- Receive valuable feedback from experienced professionals
- Build in the excitement of the convention
- Interact with attendees who look forward to visiting exhibits

**“[Elijah] said, ‘I have been very jealous for the Lord, the God of hosts. For the people of Israel have forsaken your covenant, thrown down your altars, and killed your prophets with the sword, and I, even I only, am left, and they seek my life, to take it away.’ And the Lord said to him, ‘Go ... I will leave seven thousand in Israel, all the knees that have not bowed to Baal.’”**

**1 Kings 19:14-15, 18a**

## Exhibitor Information & Fees

### Price Per Booth

\$450 Standard Booth

\$210 Non-profit Booth

**Deadline to register is April 1** - \$100 late fee if there is room.

### Your exhibitor fee includes

- One (1) 9'x9' exhibit booth space side aisle or 9'x5' center aisle
- One (1) 6' skirted table, two (2) chairs
- One (1) identification sign
- All representatives must be registered and will pay a \$30 registration fee/\$70 after April 1.
- Electricity is available for an additional \$40
- Additional Tables available for \$35 (only available for side aisle spaces).

### Booth Set-up

Sunday, June 22, 2025 - 1-3 p.m.

### Ministry Tent Open

Sunday, June 22, 2025 - 3-6:30 p.m.

Monday, June 23, 2025 - 9 a.m.-3:30 p.m.

Tuesday, June 24, 2025 - 9:30 a.m.-1:40 p.m.

### Booth Dismantle

Tuesday, June 24, 2025 - 1:40-3:30 p.m.

\*\* Dismantling prior to 1:40 p.m. is not allowed

## Lodging Information

### Ann Arbor Regent Hotel & Suites

2455 Carpenter Rd; Ann Arbor MI 48108

Complimentary Wifi & Hot Breakfast

Check-in 4 p.m. | Check Out 11 a.m.

Call 800.973.6101 and mention Michigan District Convention in order to get the discounted rate of \$139++ (subject to state & local taxes) or online at [www.michigandistrict.org/convention/convention-registration](http://www.michigandistrict.org/convention/convention-registration).

**Cut-off date for all Ann Arbor Regent rooms is May 22, 2025.**

### DoubleTree by Hilton Ann Arbor North

3600 Plymouth Rd; Ann Arbor MI 48105

Complimentary Wifi & Breakfast

Check-in 3 p.m. | Check Out 11 a.m.

Call 734.769.9800 and mention Michigan District LCMS Convention 2025 in order to get the discounted rate of \$159++ (subject to state & local taxes) or online at

[www.hilton.com/en/attend-my-event/michigandistrictlcmsconventionjune2025/](http://www.hilton.com/en/attend-my-event/michigandistrictlcmsconventionjune2025/)

**Cut-off date for all DoubleTree rooms is June 8, 2025.**

## Registration Information

Booths are reserved upon receipt of a completed online registration form, and payment of the full amount due. Registrations will not be accepted without full payment. Confirmation of the booth reservation will be sent once payment is received. A complete Exhibitor Kit will be sent in June.

*Register online at [www.michigandistrict.org/convention](http://www.michigandistrict.org/convention)*

# Sponsorship Opportunities

## Workbook Sponsor (1)

Price: \$8,000 (Approx.)

- Sponsor the printing of the convention workbooks
- Logo and URL to be imprinted in the workbook and on convention website
- Acknowledgment on convention agenda, on screens, and in convention daily
- A 1/8 page ad in one of the convention daily publications
- Four complimentary representative registrations

## Break Sponsor (3)

Price: \$4,000 (Approx.)

- Beverage and snack station located in the ministry tent
- Signage available around break station
- Acknowledgment on convention agenda and on screens throughout convention
- A 1/8 page ad in one of the convention daily publications
- Four complimentary representative registrations

## Name Tag/Lanyard Partner (1)

Price: \$3,000 (Approx.)

- Sponsor will cover cost of the name tags and lanyards which will have their logo imprinted.
- Acknowledgment on screens throughout convention
- A 1/8 page ad in one of the convention daily publications
- Four complimentary representative registrations

## Coffee Sponsor (3)

Price: \$2,000 (Approx.)

- Coffee sponsor for the convention located in the ministry tent and gym.
- Signage available around coffee stations
- Acknowledgment on convention agenda, on screens, and in convention daily
- A 1/8 page ad in one of the convention daily publications
- Three complimentary representative registrations

## Bag Sponsor (1)

Price: \$1,600 (Approx.)

- Logo and URL listed on convention website
- Two complimentary representative registrations
- Acknowledgment on convention agenda, on screens, and in convention daily

## Entertainment Sponsor - Monday (1)

Price: \$1,500

- Logo and URL listed on convention website
- Two complimentary representative registrations
- Acknowledgment on convention agenda, on screens, and in convention daily

## Essayist Sponsor (1)

Price: \$1,500

- Logo displayed on screen during keynote acknowledgment
- Logo and URL listed on convention website
- Two complimentary representative registrations
- Acknowledgment on convention agenda, on screens, and in convention daily

## Convention Daily Ad Space

Price: \$100 | 50% discount given to those who serve as \$1,600 sponsor and below.

- A 1/8 page ad in one of the convention daily publications
  - Please send your ad to [linda.ekong@michigandistrict.org](mailto:linda.ekong@michigandistrict.org) by June 1, 2025.
  - The exact size should be 3.625 in. x 2.275 in. (width x height)

## Customized Sponsorship

Not seeing a sponsorship opportunity that fits your company's needs or budget? Let us know and we would be happy to work with you to create a sponsorship that will help you meet your needs.

## Conference Contact

Debbie Cameron, CMP  
Michigan District, LCMS  
[debra.cameron@michigandistrict.org](mailto:debra.cameron@michigandistrict.org)  
734.665.3791 ext. 234



# Exhibitor / Ministry Tent Floor Plan

↖ To Convention Hall

2	26
3	25
4	24
5	23
6	22
7	21
8	20
9	19
10	18
11	17
12	16
13	15

28	52
29	51
30	50
31	49
32	48
33	47
34	46
35	45
36	44
37	43
38	42
39	41

## Food and Drink Area

# Exhibitor Rules and Regulations

**CONTRACT FOR SPACE** – The application for exhibit space constitutes a contract for the right to use space only when an acceptance is confirmed by the Exhibits Manager. All contracts are expressly subject to the terms of the Convention lease relating to the Exhibition Premises.

**PAYMENTS AND CANCELLATIONS** – The charge is \$450 (\$210 for 501(c)(3) organizations) per 9'x9' or 9'x5' Standard exhibit booth. Electricity is available for an additional \$40 and a second table for an additional \$35 (only available for side aisle spaces). A \$100 late fee will be applicable for registrations after April 1, 2025 and is non-refundable. When applying for space, the Exhibitor must submit full payment with the application. Exhibitors who cancel on or before May 1, 2025 will be obligated to pay 50% of the total booth rental fee as liquidated damages. Exhibitors who cancel after May 1, 2025 will be obligated to make full payment as liquidated damages. Failure to occupy booth space does not release the Exhibitor from obligation to pay the full cost of rental. If booth space is not occupied by 3 p.m. on Sunday, June 22, 2025, the Exhibits Manager reserves the right to use the space as he/she sees fit to eliminate empty space in the Exhibit Hall.

Each representative from an organization must be registered and pay a \$30 (\$70 after April 1) registration fee. Conference meals are also available for a fee. Exhibitors who register for lunch on Monday and Tuesday will receive their lunches in the Ministry Tent. All other meals will be served with delegates. Representatives already registered as voting/advisory delegates and/or guests do not need to pay an additional registration fee, and thus should not be registered through the Exhibitor Registration.

**SPACE ASSIGNMENT** – The Exhibits Manager will assign space based on indicated preferences of the exhibitor, coordination with booth layout of the English District convention which follows, and other factors. Exhibitors may not sublease, reassign, or apportion all or any part of the space assigned without prior written permission from the Exhibits Manager. The Exhibits Manager reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable or not consistent with the character of the Convention.

**EXHIBIT PLAN** – The rental plan for space, as shown on the enclosed layout, is subject to change. In the event a change to the plan is necessary, any affected Exhibitor will be notified and given the option of selecting an alternative available space.

**EXHIBIT HOURS** – The Exhibition will be open from 3–6:30 p.m., Sunday, June 22; 9 a.m.–3:30 p.m., Monday, June 23; and from 9:30 a.m. to 1:40 p.m., Tuesday, June 24. These hours are subject to change.

**INSTALLATION** – Booth spaces and exhibit tables will be available for installation from 1 to 3 p.m. on Sunday, June 22. The installation of exhibits and removal of all boxes and crating must be completed by 3 p.m. Absolutely no exceptions will be made.

**DISMANTLING** – Exhibitors agree not to dismantle the booth or to do any packing before 1:40 p.m. on Tuesday, June 24, and agree to have all materials removed by 3:30 p.m. Tuesday. Additionally, breach of this provision may result in the loss of the Exhibitor's space in future shows. Any material left on the floor after this time will be packed and stored, with charges at the prevailing rates billed to the Exhibitor. Greater than average amounts of refuse (large crates, etc.) will be discarded with cartage rates applied.

**BOOTH FURNISHINGS AND DECORATIONS** – Each booth includes a) a standard 9' high by 9' (outside aisle) or 9'x5' (center aisle) wide back wall drape; b) a standard 8.5" x 11" booth ID sign; c) one 2'x6' covered and skirted table and d) two chairs.

**ARRANGEMENT OF EXHIBITS** – Exhibitors must agree to arrange their exhibits so as not to obstruct the general view nor interfere with other exhibits. Regular and specially built back walls may not exceed an overall height of 8', including signs. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it cannot exceed 8' in height nor extend from the back wall more than one-half the depth of the space. \*Peninsula or End Cap booths must limit the length of the back wall to one-half the width of the space, centered, and the back wall of any other display item must not be more than 8' in height. No displays or obstructions may be placed in the normal aisle area. Booths not in compliance with regulations will need to be adjusted onsite or dismantled at the Exhibits Manager's request if they cannot be brought into compliance.

**SHIPPING AND STORAGE** – If you will be shipping items to the convention for use in your booth, please address as follows: Arrivals no earlier than June 15, 2025, to: Concordia University  
c/o Ministry Tent - Vendor Name & Booth Number  
4090 Geddes Road  
Ann Arbor, MI 48105

**ADVERTISING MATTER** – The Exhibits Manager reserves the right to refuse the distribution of souvenirs, advertising, printing material, or any other items considered objectionable. Distribution of allowed materials from any location other than the Exhibitor's space is prohibited.

**SECURITY** – It is the responsibility of each Exhibitor to protect materials from loss or damage.

**ADMISSION** – Admission to the 2025 Michigan District, LCMS Convention will be by official exhibitor badge only, which entitles the owner to unlimited attendance. Exhibitors and their representatives must wear their official badges at all times while on the display floor. Badges are not transferable and must not be loaned to any other person; violators will be barred from the Exhibit premises. The Exhibits Manager shall have sole control of admission policy at all times. An Exhibitor is permitted to enter the Exhibit Premises one hour before the scheduled opening time.

**EXHIBITOR CONDUCT** – The Exhibitor shall refrain from any action that distracts participants from attendance at the Convention during open hours. If an Exhibitor is rejected for violation of these rules or for any stated reason, no return of rental shall be made.

**SOLICITATION OF BUSINESS** – Only Exhibitors may solicit business in or near the Exhibit Premises. Sales and order taking are permitted on Exhibit Premises. The Exhibitor shall be responsible for any state or local taxes that may be applicable. Sales receipts must accompany all merchandise sold and delivered on the Exhibition Premises. Exhibitors shall obtain information on regulations from the State of Michigan.

**FILM, SOUND DEVICES, AND LIGHTING** – Moving pictures, loud speakers, or sound devices will only be permitted if tuned to a conversational level and are not objectionable to neighboring Exhibitors. Any demonstrations or presentations must be at a volume so that nearby Exhibitors are not bothered. The Exhibits Manager reserves the right to reject the Exhibitor from the Ministry Tent without refund or any other appeal if Exhibitor refuses to comply with these requirements. The Exhibits Manager also has the ability to restrict the use of glaring lights or objectionable lighting effects.

**FIRE HAZARDS** – Bottled gas or other type of open flame is not permitted. Flammable and related materials that conflict with the underwriting or Fire Department rules are prohibited. The use of paper in any form for decoration is prohibited. All decorations, drapers, table covers, etc., must be flame proof. All flammable materials and fluids are to be kept in safety containers. All packing containers, excelsior, and wrapping paper are to be removed from the floor and must be stored under tables or behind displays. The use of tobacco within 100 ft of entrances of buildings and the ministry tent is prohibited.

**INSURANCE** – Exhibitors wishing to insure their goods must do so at their own expense.

**CARE OF BUILDING** – Acceptance of exhibit space obligates the Exhibitor and its employees to not deface, injure, or mar the Exhibit Premises. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles, or other flammable or explosive substance will be permitted in the Ministry Tent. Any damage done shall be made good by the Exhibitor to Michigan District, LCMS or the owners of Concordia University as their interests may appear. In addition, this contract shall include all rules and regulations set forth by Concordia University Ann Arbor.

**LIABILITY** – Neither Michigan District, LCMS, the Exhibits Manager, or Concordia University will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft or damage by fire, accident, or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless Michigan District, LCMS, Concordia University Ann Arbor, and others associated with the Convention and Exhibits Management from all liability that might result from acts and negligence of exhibitor. Michigan District, LCMS, and others associated with the management of the Convention and the Ministry Tent shall not be liable for non-fulfillment or commitment for delivery of space by reason of the Ministry Tent premise being damaged, destroyed, or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law, or any other cause. In the event that the Convention cannot be held or space delivered to that purpose, exhibitors and sponsors will be provided an equivalent value of virtual exposure as determined by Convention management.

These rules and regulations are subject to revision by the Convention and all points not covered herein are subject to the decision of the Convention. These rules have been formulated for the best interests of the Exhibitors, and the Convention. Exhibitors are respectfully requested to observe all rules. The Exhibits Manager shall be the final authority on any question regarding the interpretation of these rules and regulations.



**Michigan District of The Lutheran Church—Missouri Synod | 3773 Geddes Road, Ann Arbor, Michigan 48105-3098**  
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