

The Lutheran Church—Missouri Synod
2024 Institute on Liturgy, Preaching and Church Music
Exhibitor Criteria

To Potential Institute Exhibitors and Advertisers:

This document provides information on how your organization may apply to participate as an exhibitor at the 2024 Institute on Liturgy, Preaching and Church Music. The Institute will be held July 9–12, 2024, on the campus of Concordia University Nebraska in Seward, Nebraska. We anticipate over 400 participants at the conference.

ADVERTISING

Each conference participant will receive a conference book that will be used for checking the schedule throughout the day. Through an advertisement in this book, you can inform our conference participants about the products and services you provide. You are welcome to advertise even if you are unable to exhibit. Advertising space may be purchased for the following costs:

Ad Prices

| | | |
|--------------|--|-------|
| Full page | 7.5" x 9.675" high | \$375 |
| Half page | 7.5" x 4.5" high or 3.5" x 9.675" high | \$275 |
| Quarter page | 3.5" x 5" high | \$175 |

Please provide our office with an ad in one of the following digital formats that fits the measurements of the page size you require. The ads will be printed in color.

Ad Criteria

1st Preference: High-res PDF in grayscale or color.

2nd Preference: Submit file in Adobe InDesign (CS6) or Adobe Illustrator (CS6) with all linked files and fonts (or all text in outline).

Please send the ad, per the criteria above, by March 22 as an email attachment to cara.patton@lcms.org.

EXHIBITORS AND VENDORS

The basic exhibitor registration fee is \$275, which includes one (1) 8-foot rectangular table and two chairs. (Exhibitors who also wish to attend conference programming can register at a rate of \$450). Additional tables may be rented at the rate of \$15 per table. (Please see the merchandise section on the registration form.)

The deadline for exhibitor registration is March 22, 2024. Late exhibitor registrations may be considered no later than May 1, 2024. A \$50 late charge will apply. (Please note that any advertisements to be printed in the conference book must be received March 22, 2024.)

1. Set up time for exhibits

| | |
|-----------------|--|
| Monday, July 8 | 8:00 a.m. – 12:00 p.m. (Early registration begins at 3:00p.m.) |
| OR | |
| Monday, July 8 | 1:00 p.m. – 5:00 p.m. |
| OR | |
| Tuesday, July 9 | 7:00 a.m. – 9:00 a.m. |

2. Exhibit Hours

| | | |
|--------------------|--|--|
| Tuesday, July 9 | 9:00 a.m. – 12:45 p.m. (Registration) | |
| | 5:30 p.m. – 7:00 p.m. (Supper) | |
| Wednesday, July 10 | 10:15 a.m. – 3:30 p.m. (Breaks, sessions, lunch) | |
| | 5:30 p.m. – 7:00 p.m. (Supper) | |
| Thursday, July 11 | 10:15 a.m. – 1:15 p.m. (Breaks, sessions, lunch) | |
| | 3:15 p.m. – 6:45 p.m. (overlapping events; supper) | |

In addition to visiting between major events, we expect Thursday's "blended afternoon" of overlapping and informal activities to be a prime exhibitor time. Since the conference ends on Friday at 12:15 p.m., the exhibit area will close on Thursday evening. You will need to pack up after closing on Thursday evening.

3. The exhibit area is on the top level of Janzow Campus Center in the Cattle Conference Room. (*Note: meals and registration will also be in this building.*)
4. Electrical outlets and their shared circuits are limited. Please indicate if electrical access is needed and what equipment will be used.
5. Registration fee includes one (1) 8-foot rectangular table. Additional tables may be rented for \$15 each (indicated on registration form). *Note: Limit four (4) tables except by special request.*

6. You may ship your display materials to Concordia University, Nebraska at the following address:

Concordia University Nebraska
Attn: LCMS Worship Institute—Cattle Conference Room
800 N. Columbia Ave.
Seward, NE 68434

Please note: Shipped materials must arrive between June 24-June 28. Shipments cannot be received on Saturdays or Sundays. Concordia University, Nebraska is not responsible for any packages that are not delivered.

7. **All exhibitors are required to register online at lcms.regfox.com/lcms-2024-worship-institute-exhibitors-and-advertisers.** You may register as “Exhibitor only” or “Exhibitor and Attendee.”
8. Additional staff beyond the primary staff registrant who desire to purchase campus lodging or meals must register as Participant or Non-Participant in the main registration form at lcms.regfox.com/lcms-2024-worship-institute.

ELIGIBLE ORGANIZATIONS

The following general categories of organizations are eligible to exhibit at the conference:

1. An agency of The Lutheran Church—Missouri Synod (LCMS), as defined in Bylaw 1.2.1(a), which reads as follows:
An instrumentality other than a congregation or corporate Synod, whether or not separately incorporated, which the Synod in convention or its Board of Directors has caused or authorized to be formed to further the Synod’s objectives. Agencies include each board, commission, council, seminary, university, college, district, Concordia Plan Services and each synodwide corporate entity.
2. LCMS Auxiliary, Recognized Service Organization (RSO):
 - Auxiliaries: LLL, LWML
 - Recognized Service Organizations listed with respective granting body
3. Organizations serving as a resource to or work cooperatively with the Synod or its districts and congregations, and which have been approved by the conference coordinator as an exhibitor.

4. Companies or organizations participating in the LCMS Group Purchasing Agreement National Contract Program.
5. Other vendors whose products do not directly compete with companies participating in the national contract program.
6. Educational institutions of the LCMS, including elementary schools and high schools, as well as the Synod's institutions of higher learning.
7. Exhibitors offering information on local attractions or items of local historical or cultural interest.

Individuals or organizations whose exhibit practices are not in accord with the constitution, Bylaws, doctrine or objectives of The Lutheran Church—Missouri Synod shall not be permitted as conference exhibitors

EXHIBIT AND ADVERSEMENT ACCEPTANCE

The acceptance of your application and the assignment of space is the sole responsibility of The Lutheran Church—Missouri Synod.

Organizations whose applications are approved agree and acknowledge that their advertisement, conduct at the Institute and the contents made available at any booths will be professional and respectful of the Institute attendees. The Lutheran Church—Missouri Synod makes the final determination on the appropriateness of advertisements, exhibitors and displays in the exhibit hall and elsewhere at the Institute and its adjoining properties and retains the right to remove any material deemed inappropriate for the event. The decision to approve or decline an application is contingent on space considerations and availability; duplication of services, goods and/or information offered by other vendors; suitability or fit with desired aims and atmosphere of the Institute; or any other reason, all of which are at the sole discretion of The Lutheran Church—Missouri Synod.

On behalf of The Lutheran Church—Missouri Synod, thank you for your interest in exhibiting at the conference. Please contact Cara Patton at cara.patton@lcms.org with any questions regarding this event. We hope to see you in Nebraska!

In Christ,

Rev. Sean Daenzer