ACPE Annual Conference 2017
Sponsorship and Marketing Opportunities Await!

The Association for Clinical Pastoral Education (ACPE) invites you to support our efforts to provide excellent continuing education opportunities that improve the quality of ministry and pastoral care offered by spiritual caregivers of all faiths through the clinical educational methods of Clinical Pastoral Education (CPE).

**Annual Conference**
ACPE hosts an Annual Conference each spring to enhance our mission and vision through multicultural and multidimensional programs rich in education and hands-on experiences for our members and other attendees. This event averages 450 attendees annually.

**Racial Ethnic Multicultural Invitational (REM)**
The annual REM Invitational addresses emerging concerns of supervisors and others interested in increasing racial and ethnic awareness and diversity in professional education. The conference draws an average of 225 attendees.

**Academy for Continuing Education**
The ACPE Academy for Continuing Education is organized to meet the following educational needs of the ACPE membership and includes The Leadership Forum, The Center for Management Studies, and The Center for the Teaching and Supervisory Arts. Continuing education is provided through pre-conference workshops at the ACPE Annual Conference, training sessions during meetings of ACPE Leadership, and on-going live webinars. Webinars are presented by ACPE supervisors and professionals from related fields.

**Investing in ACPE**
The ACPE seeks your help in providing these dynamic educational programs for our target audience(s). Your support helps ACPE fulfill its mission of nurturing connections to the sacred through experiential, transformational education and spiritual care regardless of faith tradition or culture.

In return, ACPE’s 2017 Annual Conference will bring an estimated 450 attendees, ranging from clinical pastoral educators, students, institutional administrators, and other pastoral care professionals, will be engaged in progressive conversation, eliciting new directions of competency through pre-conferences, plenary addresses, workshops and inspirational gatherings. By partnering with our program through sponsorship or marketing, you will have the opportunity to build relationships, establish new business and connect with existing customers.
Sponsorship Opportunities

Why Be a Sponsor of ACPE’s Annual Conference Program
While the cost of providing on-going education for professionals continue to rise, so does the demand for highly skilled individuals to serve our communities, people in crisis, in hospitals, hospices, prisons, and many other clinical settings. We need your partnership in order to continue providing the highest quality of educational events to those serving in spiritual care professions.

Please consider sponsoring a specific session at ACPE’s 2017 Annual Conference, or make a general donation in the amount of your choice. Every gift is put to good work within our program, and your generosity is greatly appreciated. In return for your support, ACPE will provide a benefits package to let our attendees know about your support of their service and dedication to spiritual health. More information about sponsorship levels and conference sessions can be found on the enclosed Agreement to Sponsor form.

Marketing Opportunities

Why Market Your Program or Product with ACPE
ACPE welcomes vendors offering a variety of goods, services and information which are supportive of the mission of the ACPE. Previously, we have hosted vendors from ACPE accredited centers promoting programs and seeking pastoral care employees, fellow/related organizations gaining exposure in our field of expertise, merchandise and gifts related to our professional focus, a nursing station offering general health information, career consultants with a specialty in pastoral care and health care, and more.

Reserve Your Space Today
If hosting a table top exhibit or promoting your related business sounds of interest to you, please complete the enclosed Application for Exhibit Space. This form, along with all applicable fees, needs to be received by the coordinator no later than March 15, 2017. Please be aware that space is limited and tables will be assigned on a first come, first served basis. A Vendor/Exhibitor Agreement is attached for your use. We look forward to having you with us!

Advertising Opportunities
ACPE will print and stuff your registration inserts in all registration packets to help you make your products and information known to all of our attendees. Your product must be in agreement with the mission of the ACPE, and a camera-ready file must be provided to us by electronic file (pdf, jpeg), sized at 8.5 x 11, full color, one sided. What an easy way to promote your company, center, product. An Advertising Agreement form is enclosed for your convenience and use in submitting your print materials.

Please note: ACPE reserves the right to decline a sponsorship/marketing based on content not suitable to the mission/vision of ACPE, Inc.
ACPE’s 2017 Annual Conference Agreement to Sponsor

By providing the necessary information and signature below, __________________________, on behalf of ______________________________________, is authorized to commit the stated funding in support of the ACPE, Inc. as a sponsorship of their 2017 Annual Conference program.

Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Platinum ($25,000 &amp; Above)</th>
<th>Gold ($17,501 - $25,000)</th>
<th>Silver ($10,001 - $17,500)</th>
<th>Bronze ($5,001 - $10,000)</th>
<th>Supporting ($3,001 - $5,000)</th>
<th>Supporting ($1,001 - $3,000)</th>
<th>Silver ($1,001 - $1,500)</th>
<th>Friend (Up to $1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Three complimentary conference registrations to the sponsored conference program.</td>
<td>Two complimentary conference registrations to the sponsored conference program.</td>
<td>One complimentary conference registration to the sponsored conference program.</td>
<td>Bronze Sponsor will receive the following benefits at the sponsored program.</td>
<td>Silver Sponsor will receive the following benefits at the sponsored program.</td>
<td>Gold Sponsor will receive the following benefits at the sponsored program.</td>
<td>Platinum Sponsor will receive the following benefits at the sponsored program.</td>
<td>Presenting Sponsor receive the following benefits at the sponsored program.</td>
</tr>
<tr>
<td>Complimentary</td>
<td>Signed table for ten at the Presidential Dinner (up to seven comp tickets in addition to the four, above-stated, comp registrations).</td>
<td>Reserved table for ten at the Annual Conference.</td>
<td>Right of First Refusal to sponsor this event again at the next year’s program.</td>
<td>Right of First Refusal to sponsor this event again at the next year’s program.</td>
<td>Recognition within the ACPE App, compatible with both Android and Apple products.</td>
<td>Right of First Refusal to sponsor this event again at the next year’s program.</td>
<td>Token of appreciation, presented at Presidential Banquet of Annual Conference.</td>
<td>Recognition within the ACPE App, compatible with both Android and Apple products.</td>
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<tr>
<td>Location</td>
<td>Participation in Partner’s Round Table, held during the Annual Conference, bringing ACPE leadership together with partners.</td>
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<td>Recognition within the ACPE App, compatible with both Android and Apple products.</td>
<td>Recognition within the ACPE App, compatible with both Android and Apple products.</td>
<td>Complimentary advertisement in conference registration packets.</td>
<td>Recognition within the ACPE App, compatible with both Android and Apple products.</td>
<td>Four complimentary conference registrations.</td>
<td>Complimentary advertisement in conference registration packets.</td>
</tr>
<tr>
<td>Rights</td>
<td>Right of First Refusal to sponsor this event again at the next year’s program.</td>
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<td>Four complimentary conference registrations to the sponsored conference program.</td>
<td>Logo signage at the specific sponsored session.</td>
</tr>
<tr>
<td>Listing on website</td>
<td>Complimentary listing as an ACPE Partner in Continuing Education on ACPE’s website home page.</td>
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<td>Sponsorship Benefits</td>
<td>Logo signage at the specific sponsored session.</td>
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<td>Sponsorship Benefits</td>
<td>Vendor/Exhibit space, one six foot table at the sponsored all-member conference.</td>
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</table>

Sponsorship Amount: $__________ Do you wish to designate a specific conference session? ________________

Is an invoice required for payment of above stated sponsorship? Yes____ No____

Planning Contact Name: __________________________

Email: __________________________ Phone: __________________________

Signature: __________________________

SIGNATURE OF AUTHORIZED REPRESENTATIVE

Mail: ACPE, One West Court Square, Suite 325, Decatur, GA 30030
Fax to: (404) 320-0849, Attn: Terry Izaguirre
Email: terry@acpe.edu
For more information, please call ACPE at (404) 320-1472 x 6210 or email terry@acpe.edu

Please note: ACPE reserves the right to decline sponsorship based on content not suitable to the mission/vision of ACPE, Inc.
## Conference Sessions Cost Sheet

### ACPE Annual Commencement Ceremony
**Guest Speaker & Presentation of Certificates**
Awards/Certificates, Speaker Honorarium and Expenses (1 night + air x 2), AV Equipment, Photography and Recording
Anticipated Cost: $14,000 - $16,000

### Plenary Presentations
**Two or three plenary sessions by Guest Speakers**
Speaker Honorarium and Expenses (1 night + air x 3); AV Equipment, Photography and Recording
Anticipated Cost: $30,000 - $40,000

### ACPE Academy Pre or Post Conference
**Two to four sessions, including ACPE Leadership Education and American Red Cross Training**
Speaker Honorarium and Expenses; AV Equipment and Recording
Anticipated Cost: $5,000 - $8,000

### Workshops & Breakouts
**Up to ten offerings per session, for two sessions**
AV Equipment, (ACPE does not provide compensation to workshop presenters.)
Anticipated Cost: $12,000 - $15,000

### Annual Member Meeting
AV Equipment Rental, Coffee/Tea Catering
Anticipated Cost: $3,000 - $4,000

### Celebration and Welcome Reception
Catering, Entertainment, AV Equipment
Anticipated Cost: $18,000 - $20,000

### ACPE’s Foundation: Thanking Our Donors Event
**Entertainment/Honorarium, AV Equipment, Catering**
Anticipated Cost: $8,000 - $10,000

### Presidential Dinner
VIP Awards, AV Equipment, Catering, Printing
Anticipated Cost: $36,000 - $40,000

### ACPE Small Group Receptions
**Past Presidents & Regional Directors Reception, Foundation Champions Reception**
Light hors d’oeuvres, Cash Bar, Bartender/Server Fees
Anticipated Cost: $3,000 - $5,000 each

### Dessert and Dance After-Party
Entertainment/Honorarium, AV Equipment, Cash Bar/Desert Bar
Anticipated Cost: $15,000 - $20,000

### Advisory Council Breakfasts
**Gatherings for Religious Endorsing Reps, Seminary Reps, and Regional Clinical Member Reps**
Catering, AV Equipment
Anticipated Cost: $500 - $1,000

### Special Interest Gatherings (Networks, Faith Groups, etc.)
Catering, AV Equipment
Anticipated Cost: $5,000 - $8,000

### Memorial Service
AV Equipment, Supplies/Flowers/Candles
Anticipated Cost: $1,500 - $2,000

### Other Opportunities for Sponsorship
- Coffee Breaks: $1,500
- On-Site Office (internet, equipment rental and supplies): $5,000
- Printing of On-site Schedules: $2,500
- Banners/Signage: $5,000
- Registration Packets (supplies): $1,500
- General Gift to ACPE Conferences & Education Programs: actual cost
- Conference Tote Bags with Sponsor Logo for all attendees: actual cost
- Give-Away Items with Sponsor Logo for all attendees: actual cost
- Gift Baskets or Items for VIP thank you: actual cost
- Silent Auction Items (proceeds go to ACPE’s Foundation): actual cost
ACPE’s 2017 Annual Conference
Vendor/Exhibitor Agreement

APPLICATION DEADLINE: POSTMARKED NO LATER THAN MARCH 15, 2017

Contact Information

Company Name

On-Site Contact Name and Cell #

Mailing Address

City     State  Zip   Phone

E-mail       Website

Exhibit Information

Products/Services to be Exhibited:

Will exhibit include tabletop display? Yes □ No □ Approximate height of this display? _____ (In feet)

Audio Visual: Audio/visual services, including internet, are not available. Please plan your exhibit/vendor space accordingly.

Cost Information

Enclosed is $350 for initial space w/ one 6-foot table & two chairs. □ Enclosed is $200.00 for each additional table.

PAYMENT: Check number _______ -or- Credit Card #____________________ Expiration ______ Zip Code_____

The following statement MUST be initialed for the Exhibitor Application to be accepted.

I have reviewed and understand the Procedures and Regulations on the reverse side of this application, regarding exhibiting at the Association for Clinical Pastoral Education, Inc.’s Conference 2017, Atlanta, GA. I have included payment for my space. And, I understand that additional fees may be assessed by the hotel for applicable shipping costs. It is understood that the assigned space, one 6 foot table with two chairs, will be rented at the rate quoted in this agreement. It is also understood that all space must be paid for in full on or before March 15, 2017. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor at the discretion of the ACPE. We agree to abide by all regulations governing exhibits set forth in this agreement.

Hold Harmless Clause: The exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor’s displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the association, hotel, agents, service representatives, and employees from any and all such losses, damages, and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Cancellation Policy: Cancellations made in writing before March 15, 2017 will receive a 90% refund; cancellations received between March 15 - April 15, 2017 will receive a 50% refund. No refunds will be issued for cancellations that do not have acknowledgement of receipt from ACPE, or if received after April 15, 2017.

Agreement: By signing below, I confirm that I am the authorized signor on behalf of the exhibitor, and that I fully understand the exhibitor information and responsibility.

__________________________________________________________________________
SIGNATURE OF AUTHORIZED REPRESENTATIVE

Please note: ACPE reserves the right to decline a sponsorship/marketing based on content not suitable to the mission/vision of ACPE, Inc.
Exhibitors Procedure Information

PROCEDURES
1. Exhibitor applications will be reviewed and assigned a table(s) on a first come, first served basis.
2. Once the application has been received, the exhibitor will be sent a confirmation by email.
3. The exhibitor is responsible for all shipping processes as well as shipping costs, including any that may be assessed by the hotel.

REGULATIONS
Cost: The cost for exhibiting includes one 6-foot skirted table, name badge and two chairs. Additional tables may be purchased at an additional cost. Cost does not include conference registration.

Cancellations/Waiting List: If accepted as an exhibitor and for unforeseen circumstances, are unable to attend, please notify the coordinator in writing as soon as possible (see cancellation policy in the application). If not initially accepted as an exhibitor, a waiting list will be kept and we will offer cancelled space to the next wait listed applicant.

Audio Visual: Audio Visual options and services, including electrical outlets or internet, will not be available at this event. Please plan your exhibit / vendor display accordingly.

Exhibitor Tables: Exhibitor tables will be set-up prior to arrival based on how many tables were requested and paid for. Due to limited space, exhibitors will only be able to use those tables provided by the hotel.

Hotel Property: In respect to the hotel and its property, exhibitor information, displays, products or any other exhibitor material may not be hung, taped, nailed, stapled or in any other way posted onto the hotel walls, pillars, or other hotel property.

Security: Security will not be provided. Exhibitors are responsible for covering and/or securing their goods and valuables at close of business each day.

Signage: Table identification and display signs are the responsibility of the individual exhibitor.

Deadline: Postmark deadline for submission of applications is March 15, 2017.

Form and Payment: Send completed form with payment to Terry Izaguirre, terry@acpe.edu.

Exhibitors Hours, Set-Up & Breakdown

<table>
<thead>
<tr>
<th>ACPE’s 2017 Annual Conference</th>
<th>DATE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table Exhibit Hours:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, May 3</td>
<td>10 AM – 8 PM</td>
<td></td>
</tr>
<tr>
<td>Thursday, May 4</td>
<td>8 AM – 5 PM</td>
<td></td>
</tr>
<tr>
<td>Friday, May 5</td>
<td>8 AM – 2 PM</td>
<td></td>
</tr>
<tr>
<td><strong>Table Set-Up:</strong></td>
<td>Wednesday, May 3</td>
<td>7 AM – 10 AM</td>
</tr>
<tr>
<td><strong>Table Breakdown:</strong></td>
<td>Friday, May 5</td>
<td>2 PM – 4 PM</td>
</tr>
</tbody>
</table>

Shipping Information
All shipping efforts and costs are the responsibility of the exhibitor. Boxes must not arrive prior to May 1, 2017, addressed to: Minneapolis Marriott City Center Attn: Sales and Catering for Terry Izaguirre, ACPE Conference Hold for Arrival May 2, 2017 30 South 7th Street Minneapolis, MN 55402

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ACPE’s 2017 Annual Conference
Advertising Agreement
APPLICATION DEADLINE: POSTMARKED NO LATER THAN MARCH 15, 2017

Contact Information

Company Name

On-Site Contact Name and Cell #

Mailing Address

City State Zip Phone

Email Website

Printed Matter Information
ACPE will print and stuff your registration inserts in all registration packets for $250.00. Your product must be in agreement with the mission of the ACPE, and a camera-ready file must be provided to us by electronic file (pdf, jpeg), sized at 8.5 x 11, full color, one sided. What an easy way to promote your company, center, product.

Submission Information
This completed form and the print copy shall be submitted via electronic file to terry@acpe.edu, no later than March 15, 2017.

Cost Information
☐ I have enclosed a check in the amount of $250.00 for camera-ready, full color, one-sided, 8.5 x 11 add copy to be stuffed in all ACPE Annual Conference registrant packages.

PAYMENT: Check number ________ -or- Credit Card #____________________ Expiration ______ Zip Code_____

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