

CATALYST ONE DAY SPONSOR GUIDE //





CONFERENCE OVERVIEW

Every year we hold four **Catalyst One Day** events in different regions around the country. Each event averages 2,000 leaders in attendance.

Catalyst One Day is an opportunity to hear the nuts and bolts of leadership, up-close with Andy and Craig. This one-day, content-packed event features dynamic worship, idea-inducing Q&A, and candid conversation between Andy and Craig.

Since 2000, Catalyst has gathered over **140,000 leaders**. What began as an annual leadership event in Atlanta has now exploded into a leadership movement among leaders in the Church, with hundreds of thousands of leaders connected and part of the Catalyst community. Catalyst reaches thousands of leaders through multiple social media channels, over **100,000 influencers through its e-newsletter**, Catalyst Monthly, and now over 2.5 million leaders through its online radio show, The Catalyst Podcast.

In addition, Catalyst continues to create a number of resources, including the award winning Catalyst GroupZine, which serves as the key small group curriculum study for the Catalyst community.

To learn more about Catalyst visit www.catalystoneday.com.



ATTENDEE DEMOGRAPHICS

96% of surveyed attendees expressed favorable opinions about exhibitors

JOB DESCRIPTION

Senior Pastor	13%
Youth/Students Pastor	12%
Other Church Staff	43%
Other Professional	33%

AGE

25 & under	14%
26-35	38%
36-45	26%
46-55	18%
56 & over	5%

GENDER

Male	69%
Female	31%

WHAT PEOPLE ARE SAYING

Andy and Craig get it, and they know how leadership can be used by God to solve the problems we face as church leaders. Catalyst One Day is extremely practical for leaders committed to seeing the church really work and grow in a broken world.

- Brad Russell | South Riding, VA

The topics were very practical and relevant to ministry issues today and the presentations were outstanding. I wish every leader in our church could have attended.

- Scott Brown | Bridgman, MI

The exchange between Andy and Craig was outstanding. It was great seeing two accomplished leaders who are being used by God in tremendous ways, but have very different approaches to ministry and their personal leadership style.

- Scott Himes | Indianapolis, IN

Obviously the Catalyst event in Atlanta is always amazing, but a one-day event is a perfect idea as well. It saved money for hotels, food and travel. We got hammered with quality leadership in one day, and that night I was at home in bed. The entire experience was incredible.

- Matthew Deprez | Grand Rapids, MI

PACKAGES + PRODUCTION

EXHIBITOR // \$1,500

- One exhibit space at Catalyst One Day
- 2 conference tickets

PRODUCTION REQUIREMENTS

All ads for the conference notebook must be in digital form. Ads submitted as composite film or traditional mechanicals cannot be accepted.

REQUIRED PLATFORM: Print ready PDF with crop marks, bleeds included & font embedded.

FONTS & SUPPORT FILES: All necessary fonts and supporting files must be embedded in the PDF.

PRESS STANDARDS: Conference notebooks are printed in four-color process on an offset press 133LPI. The trim size is 8.375" x 10.875". Anticipated dot gain is 22%, plus or minus 5%. Process ink colors adhere to SWOP standards.

NOTE: These specifications are subject to change based on design.

PROMOTION VIDEO REQUIREMENTS: Required Format - Quicktime file that can be uploaded or mailed on a data DVD. If Quicktime is not available, second preference would be HDV, DVCam or DV tape formats. No video DVDs or VHS. HD is best, but will accept SD.

DEADLINES

Upcoming conference dates are TBD. Deadlines have not yet been set.

Hyperlinks are due upon receipt of signed contract. 50% initial payment due upon receipt of signed contract.

All ads should be uploaded to ftp.giantimpact.com. For login information, email jason.haynes@catalystspace.com.

PowerPoint slides, bag inserts, videos, hyperlinks, and logos should be emailed to jason.haynes@catalystspace.com.

SIZE SPECIFICATIONS

FULL PAGE

TRIM SIZE: 8.375" x 10.875"
LIVE AREA: 6.875" x 9.625"
BLEED: 8.625" x 11.125"

PRESENTING SPONSOR // \$5,000

- Premium booth at event
- Flyer/brochure insert in attendee registration bags
- **Powerpoint slides shown during all breaks
- **1 full page ad in the conference notebook
- Stage mention from emcee
- **60-second video shown at the beginning of a main session
- Placement of your organization hyperlink on Catalyst Website
- Swag provided for VIP Luncheon attendees (100)
- Placement of hyperlink on Catalyst website
- 5 conference tickets



CONTACT INFORMATION

Sponsors, Exhibitors and Advertisers
Contact: **Conexus Group - Ken Coleman**
Email: Ken@ConexusGroup.net

SEND ALL MATERIALS TO:
Catalyst
Attn: Jason Haynes
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Suwanee, GA 30024

** denotes approval of graphics/copy required by Catalyst