

THE ORANGE CONFERENCE

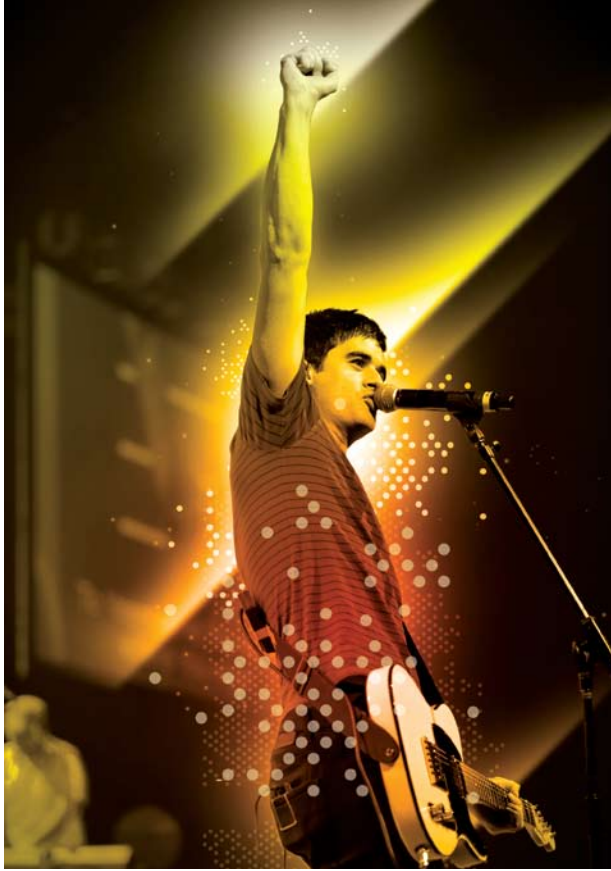
# COLLIDE

THE GWINNETT ARENA | DULUTH, GEORGIA

04.28-04.30 2010

[WWW.THEORANGECONFERENCE.COM](http://WWW.THEORANGECONFERENCE.COM)





The Orange Conference 2010 is anticipating a crowd of close to 4,000 leaders who are hungry to impact the next generation. We'll be in Atlanta, Georgia, at the Gwinnett Center Arena & Convention Center for three days of practical breakouts, principle-driven main sessions, uninhibited worship, and ample networking opportunities.

Our lineup of speakers promises to be another homerun. We've secured Mark Batterson, Geoff Surratt, Perry Noble, John and Nancy Ortberg, Chap Clark, Reggie Joiner, Carey Nieuwhof, Craig Jutila, Jim Wideman, Stuart Hall, Sue Miller and a few surprise guests as well. And to top it off, worship at Orange will be lead by Steve Fee and Kristian Stanfill. We'll be rounding out the lineup with an additional 20 to 30 personalities from all over the world over the next few months.

**TO LEARN MORE ABOUT THE ORANGE CONFERENCE, VISIT US ONLINE AT:**

[WWW.THEORANGECONFERENCE.COM](http://WWW.THEORANGECONFERENCE.COM)



## 2010 EVENT DETAILS

Dates April 28–30  
Location Gwinnett Arena  
Attendance 3,500–4,000

### DEMOGRAPHICS (from 2009)

3,323 Individual attendees  
1,068 Churches  
189 Senior Pastors  
897 Preschool leaders  
1,216 Children’s leaders  
1,021 Student leaders

## ORGANIZATION INFORMATION

Founded 1996  
Founder Reggie Joiner  
Tax Status 501c3  
Employees 50  
Church Affiliations None

Mission: To create environments and resources that help leaders maximize their influence with the next generation.

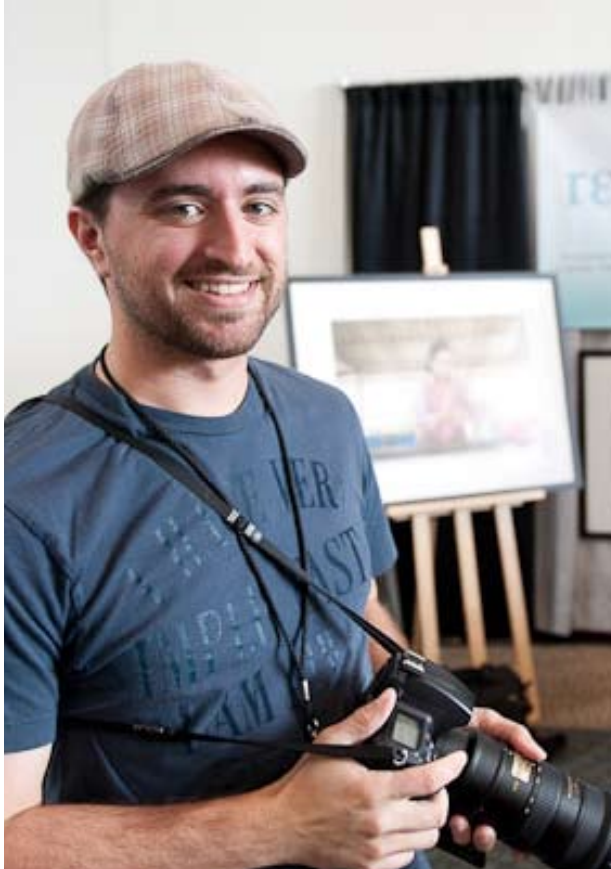
## CONTACT INFORMATION

The reThink Group  
5870 Charlotte Lane, Ste 300  
Cumming, GA 30040  
(866) 343-4874

## EVENT HISTORY

Our conference team originally created a conference called Grow Up that was hosted at North Point Community Church (NPCC) in Alpharetta, Georgia. In 2006, our team amicably left the staff at NPCC and began making plans for the first Orange conference in 2007.

2001	<b>GROW UP CONFERENCE, INAUGURAL EVENT</b> <i>North Point Community Church, Alpharetta, GA</i>	300 attendees
2002	<b>GROW UP CONFERENCE</b> <i>North Point Community Church, Alpharetta, GA</i>	800 attendees
2003	<b>GROW UP CONFERENCE</b> <i>North Point Community Church, Alpharetta, GA</i>	1,250 attendees
2004	<b>GROW UP CONFERENCE</b> <i>North Point Community Church, Alpharetta, GA</i>	2,500 attendees
2005	<b>GROW UP CONFERENCE</b> <i>North Point Community Church, Alpharetta, GA</i>	2,500 attendees
2006	<b>GROW UP CONFERENCE</b> <i>North Point Community Church, Alpharetta, GA</i>	2,500 attendees
2007	<b>THE ORANGE CONFERENCE, INAUGURAL EVENT</b> <i>Cobb Galleria, Atlanta, GA</i>	3,800 attendees
2008	<b>THE ORANGE CONFERENCE</b> <i>Gwinnett Arena &amp; Convention Center, Atlanta, GA</i>	3,800 attendees
2009	<b>THE ORANGE CONFERENCE</b> <i>Gwinnett Arena &amp; Convention Center, Atlanta, GA</i>	3,300 attendees



## ORANGE 2010 EXHIBITOR PACKAGE

**COST:** \$1,500

### ORANGE EXHIBITORS WILL RECEIVE THE FOLLOWING:

One booth space (8'-10' wide x 6' deep x 8' high)

Two exhibitor passes (good for admission into main sessions only – no breakout or pre-conference admission).\*\*

Option to participate in reThink promotional programs before and during event (details are forthcoming).

*\*\* Exhibitor passes are intended to be used by the persons manning your booth space. Additional exhibitor passes may be purchased for \$75/person. Reselling or giving your passes to others outside of your organization is prohibited and will forfeit your exhibitor fee and booth.*

## ORANGE 2010 SPONSOR PACKAGES

### ORANGE SPONSOR *(4 Available)*

**COST:** \$15,000

#### **ORANGE SPONSORS WILL RECEIVE THE FOLLOWING:**

Sixty second promotional video to play from main stage immediately prior to a session beginning (video must be approved by Orange staff)

Two premium booths in exhibitor area

One full page ad in event program

Promotional flyer insert in registration bags

Post event special offer/value ad offer email to event attendees

Graphic slide will show repeatedly from main stage screens during breaks

Brand name, logo and hyperlink on event website upon receipt of signed contract and deposit

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### DOUBLE-TIME SPONSOR *(3 Available)*

**COST:** \$10,000

Double-Time Sponsors will have a booth presence in both buildings that are used during Orange. The primary exhibit space is in Gwinnett Arena where all five main sessions as well as the Family Production Showcase will be held. The second exhibit space is only available to Double-Time Sponsors and will be located in the Gwinnett Convention Center where all attendees will be participating in four breakout times as well as three breakout opportunities during the optional preconference.

#### **THE DOUBLE-TIME SPONSOR WILL RECEIVE THE FOLLOWING:**

One premium booth in exhibitor area

One full page ad in event program

Promotional flyer insert in registration bags

Graphic slide will show repeatedly from main stage screens during breaks

One booth in the breakout lobby area for staff/promotion/giveaways

Brand signage in and around breakout area (Signage to be provided by the sponsor and must be approved by Orange)

Graphic slide will show repeatedly from breakout room screens prior to start (Minimal exceptions apply due to content of

Brand name, logo and hyperlink on event website upon receipt of signed contract and deposit

## **BLOGGING LOUNGE SPONSOR** (1 Available)

**COST:** \$7,500

This sponsor owns the Blogging Lounge area inside Gwinnett Arena. This is located upstairs on the club level in the front of the building. Four to five well-known bloggers will be invited to spend time in this area and the specific times that each person will be available to meet their readers will be printed in the conference book. Apple computers for email and web access will also be set up in this area for attendees to use free of charge. There is general seating on this level, and it will be open and utilized by our attendees. This sponsor is responsible for providing signage and any other décor items in this area (10-15 pub tables with seating are provided by the facility).

### **BLOGGING LOUNGE SPONSOR WILL RECEIVE THE FOLLOWING:**

- One premium booth in exhibitor area downstairs
  - One full page ad in event program
  - Promotional flyer insert in registration bags
  - Graphic slide will show repeatedly from main stage screens during breaks
  - One booth in Lounge area for staff/promotion/giveaways
  - Signage at entrance of Lounge (Signage to be provided by the sponsor and must be approved by Orange staff)
  - Brand name, logo and hyperlink on event website upon receipt of signed contract and deposit
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## **SNACK SPONSOR** (2 Available)

**COST:** \$5,000

This sponsor has the opportunity to get their name and marketing material in the hands of every person at Orange 2009 via a snack that will be handed out by Orange volunteers as attendees are leaving their last breakout session of the day and walking to the last main session. Sponsoring organization will be responsible for providing snack with custom packaging or marketing materials for distribution on either Thursday or Friday of the event.

### **SNACK SPONSOR WILL RECEIVE THE FOLLOWING:**

- Packaged snacks with logo and contact info handed to breakout attendees during afternoon break (design, packaging and shipping paid for by sponsor)
- One booth in the breakout lobby area for promotion and giveaways
- One full page ad in event program
- Brand signage in and around breakout area (Signage to be provided by the sponsor and must be approved by Orange staff)
- Brand name, logo and hyperlink on event website upon receipt of signed contract and deposit



## DEADLINES

A signed contract and 50% deposit are required to reserve your space.

Company logo and hyperlink are due upon receipt of signed contract and deposit (sponsors only). See below for instructions on sending the graphic files.

### TIMELINE *(4 Available)*

ADS FOR BOOK	MONDAY, MARCH 15	SPONSORS ONLY
ATTENDEE BAG INSERTS	WEDNESDAY, MARCH 31	SPONSORS ONLY
SIGNAGE	MONDAY, MARCH 15	SPONSORS ONLY
VIDEOS	MONDAY, MARCH 15	SPONSORS ONLY
GRAPHIC SLIDES	MONDAY, MARCH 15	SPONSORS ONLY
BALANCE OF PAYMENT	THURSDAY, APRIL 1	

Graphic slides, bag inserts, videos, logos and signage graphics should be sent to Betsy Wright via email at [bwright@rethinkgroup.org](mailto:bwright@rethinkgroup.org) or USPS/FedEx/UPS to the following address (bag inserts only should be sent to a separate address...see "Bag Inserts" section below):

The reThink Group  
Attn: Betsy Wright  
5870 Charlotte Lane, Suite 300  
Cumming, GA 30040

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## PRODUCTION REQUIREMENTS

### ADS

All ads submitted for the Orange 2010 Conference Book 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, embedded fonts and support files.

*\*\*NOTE: As of the publication of this information, the size of the Orange 2010 Conference Book has not been determined. We will contact each sponsor eligible for an ad once the size has been determined.*

### VIDEO

All videos must be submitted in digital form.

Required Platform: QuickTime file saved on a DVD or flash drive.

## **SCREEN GRAPHICS**

All graphic slides must be submitted in digital form.

Required Platform: High resolution PDF with at least 0.5" bleed on all sides.

## **BAG INSERTS**

All inserts should be printed and delivered to the address provided Below. Inserts should be a high-quality full-color piece. Dimensions of folded piece should not exceed 8.5" x 11". Exact quantity will be provided in February, 2010.

The reThink Group  
Attn: Betsy Wright  
425 Tolbert Street  
Cumming, GA 30040

## **CONTACT INFORMATION**

CONEXUS GROUP

SPONSORS – KEN COLEMAN

EXHIBITORS – TRACY POLSON

PHONE: 770-271-4056

FAX: 770-783-8200

EMAIL: [INFO@CONEXUSGROUP.NET](mailto:INFO@CONEXUSGROUP.NET)

WEBSITE: [WWW.THEORANGECONFERENCE.COM](http://WWW.THEORANGECONFERENCE.COM)