In 2016 Christian Leadership Alliance celebrates 40 years of equipping and uniting leaders to transform the world for Christ!
Christian Leadership Alliance (CLA) consists of mission-focused Christians who lead in today's high-impact Christian nonprofit ministries, churches, educational institutions, and businesses. CLA exists to unite, train, and equip Christian leaders to think higher for greater kingdom gain. We move beyond good Christian management to empower Christian leadership that’s catalytic in its transformation of people, their organizations, and ultimately the world.

EQUIPPED AND EMPOWERED FOR SUCCESS
We recognize every organization holds a vision; however, for that vision to be achieved, every Christian leader needs to be equipped and empowered for success. And for this reason we take it higher, offering lifelong learning that is taught by best of industry faculty across all spheres of ministry and business. And all of CLA's lifelong learning experiences feature a solid biblical worldview.

LEADERS GET WHAT THEY NEED
We create platforms to leverage and exchange expertise, knowledge, and innovative thinking. We maximize multiple distribution channels, formats, and learning experiences so leaders get what they need, when they need it.

HIGHER THINKING
Extensive collaboration and a shared vision for God’s plan enable us to deliver higher thinking and the best practices for organizational effectiveness in eight core categories: Executive Leadership, Resource Development, Financial Management, Tax & Legal, Board Governance, People Management & Care, Internet & Technology and Communications & Marketing.

MEASURING CLA’S IMPACT
The measurement of CLA’s impact is not based upon the size of our membership or the many thousands of ministries and leaders who engage in our learning resources. It is ultimately gauged by the effectiveness of our members’ personal leadership, how they empower their ministries, and all those whose lives are eternally changed because of what they do. We collectively take it higher for radical transformation, kingdom gain, and God's glory.

The theme of the Outcomes Conference: CLA Dallas 2016 is “Perspective.” That perspective is about more than CLA’s journey, it is about where we as Christian leaders and organizations have journeyed together these past 40 years.

CLA’s Mission:
CLA equips and unites leaders to transform the world for Christ
CLA MEMBERS
Our members value wisdom, knowledge and resources founded on biblical principles. Lifelong learning is part of their DNA. Open to new ideas and methodologies, our members seek strategic insight, high-quality training, proven best practices, and practical applications that radically influence how they lead, manage, administrate, and advance their mission. Our members strive to think higher for kingdom outcomes.

EXHIBIT PURPOSE
Your exhibition at The Outcomes Conference gives you a center-stage position to engage attendees and your next customers/donors. It also gives you an inexpensive opportunity to network with attendees who will learn about your latest products, services and mission to make a greater kingdom impact.

EXHIBITING BENEFITS
The Outcomes Conference gives you the opportunity to make face-to-face contact with the key decision makers and leaders from the largest Christian organizations and churches in the world.

- Renew relationships with your current customers
- Introduce your company to prospective customers
- Launch new products and services
- Increase your brand awareness in the minds of key leaders and influencers
- Demonstrate visible support for equipping future Christian leaders

The Outcomes Conference (Christian Leadership Alliance’s National Conference) will be held April 19 – 21, 2016, at the Hyatt Regency Dallas at Reunion, Dallas, Texas.
“Being a part of CLA means a great deal to me and Abiah. For me CLA has become an extended family. For Abiah it is the place to meet decision makers who are serious and hungry for new ways to enhance Kingdom impact.”

—Guy Richards, Abiah Brand Strategies

“Because CLA is the largest gathering of faith-based nonprofit leaders who join together for best practices, new learning and community, it is a privilege for Lead Like Jesus to sponsor, support and participate at the CLA conference and throughout the year in CLA activities.”

—Phyllis H. Hendry, President/CEO, Lead Like Jesus

“Exhibiting at the annual CLA conference is a top priority for ECFA. It is the only convention for Christ-centered organizations which gives ECFA the opportunity to meet so many of our members and prospective members in one venue.”

—Dan Busby, President, ECFA

“It is important to attend and sponsor CLA conferences because of the impact they have on the leaders in the body of Christ. The combination of inspiring general sessions and practical workshops is unmatched for any ministry leader.”

—Al Lopus, President, Best Christian Workplaces Institute
HYATT REGENCY DALLAS
AT REUNION
## Exhibit Booth Pricing

<table>
<thead>
<tr>
<th>Discounted Rate</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>prior to January 1, 2016</td>
<td>January 1, 2016, and after</td>
</tr>
<tr>
<td>$1,800</td>
<td>$1,975</td>
</tr>
</tbody>
</table>

Corner Booth Placement Fee: Add $150

Featured Exhibitor Listing — Mobile App: Add $150

*Booth Fee is per 100 square feet (10’ x 10’) and includes: space rental, standard furnishings (see page 7), listings in conference promotion on CLA/conference website, in Outcomes magazine, and in on-site conference program.

## SPECIAL FEATURES DESIGNED TO ATTRACT ATTENDEES

- Exhibit Hall positioned with premium visibility and accessibility — near workshops, registration, and bookstore
- Exclusive Exhibit Hall hours
- Tuesday Grand Opening event
- Refreshments served in the Exhibit Hall
- Dozens of booth prizes
- Private Executive Leadership Reception
- New Passport Program

## EXHIBIT SCHEDULE*

**Tuesday, April 19, 2016**
- Exhibitor Load-In: 8:00 a.m. – 4:00 p.m.
- Soft Opening: 5:15 p.m. – 6:15 p.m.
- Exhibit Hall Grand Opening and Reception: 8:30 p.m. – 10:00 p.m.

**Wednesday, April 20, 2016**
- Exhibit Hall Networking Break: 9:30 a.m. – 10:30 a.m.
- Lunch: 12:30 p.m. – 2:00 p.m.

**Thursday, April 21, 2016**
- Exhibit Hall Networking Break: 9:30 a.m. – 10:30 a.m.
- Lunch: 12:30 p.m. – 2:00 p.m.
- Exhibitor Tear-Down: 2:30 p.m. – 6:00 p.m.

*Schedule subject to change; visit website to view complete/current schedule.

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**FOR INQUIRIES**

**CONTACT:**

Dedra Herod  
*Director of Event Experiences*

Dedra.Herod@Christianleadershipalliance.org

Ph: (949) 487-0900, ext. 216  
Fax: (949) 487-0927

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**HYATT REGENCY DALLAS AT REUNION**  
**MARSALIS EXHIBIT HALL**
YOU RECEIVE
AT THE CONFERENCE

- 10’ x 10’ professionally draped AND carpeted booth space, plus the following booth furnishings: one 6’ skirted table, two side chairs, one wastebasket, one sign (booth # and company name)
- Complimentary exhibit booth personnel registrations for up to three company representatives per each 10’ x 10’ exhibit space (limited to a maximum of six). Exhibit booth registrations allow company staff to attend conference General Sessions only; additional fees apply if company staff desire to upgrade to Academic or Workshop Experiences, and to other ticketed events (including the Men’s Breakfast, Women’s Luncheon, and Closing Dinner)
- Promotion of special booth announcements and giveaways in on-site Exhibit Hall publication
- Inclusion of booth prize recipients in daily Exhibit Hall announcements
- Exhibitor recognition ribbons

PRE/POST CONFERENCE

- Free posting on conference website, October 2015 through May 2016 (includes company name, booth #, and hyperlink to company website)
- Complimentary pre-conference attendee list for one-time usage prior to conference (list does not include email addresses or phone numbers)
- Complimentary post-conference attendee list for one-time usage following conference (list does not include email addresses or phone numbers)

INSTALLATION
Installation begins at 8:00 a.m. on Tuesday, April 19, 2016. All exhibits must be show-ready and aisles cleared no later than 4:00 p.m. No exceptions.

DISMANTLING
Exhibits may be dismantled starting no earlier than 2:00 p.m. on Thursday, April 21, 2016. All exhibit materials must be removed from hall no later than 6:00 p.m. to avoid additional charges.

EXHIBIT HALL DECORATOR
The official show contractor (GES) will distribute the Exhibitor Services Kit in February 2016 to all fully-paid exhibitors. This kit will contain order forms and rates for all services and amenities provided by GES and/or the host facility vendors. It is the exhibitor’s responsibility to fully read and understand all materials and deadlines contained in the Exhibitor Services Kit.

ACCOMMODATIONS
A block of rooms is being held for The Outcomes Conference at:
Hyatt Regency Dallas at Reunion
300 Reunion Boulevard, Dallas, TX 75207
(214) 651-1234
www.dallasregency.hyatt.com
Visit www.OutcomesConference.org/hotel to reserve your room today!*

*Note: Hotel reservations must be made by March 19, 2016, to qualify for the discounted conference rate (based on room availability).
Step 1: Exhibit

Booth Rates for 10' x 10' Booth

<table>
<thead>
<tr>
<th>Early-Bird Rate</th>
<th>Discounted Rate</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>prior to May 15, 2015</td>
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<td>January 1, 2016, and after</td>
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<tr>
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<td>$1,975</td>
</tr>
</tbody>
</table>

Corner Booth Placement Fee: $150 + $

Mobile App Featured Exhibitor: $150 + $

Subtotal = $

CLA Member Discount: (Discount varies according to your membership level — Silver = $200; Gold = $350; Platinum = $500). To join CLA, please visit www.christianleadershipalliance.org and click on the Membership tab. − $

Total = $

Online registration for booth representatives will begin after January 1, 2016. Each 10’ x 10’ exhibit booth purchased includes three booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of six complimentary exhibit booth personnel passes.

Booth assignment/placement will begin in October, 2015. Confirmed Exhibitors will be contacted with booth assignments. Final assignment will be based upon order of reservation and other priority criteria described in the Exhibit General Information, Rules and Regulations.

Step 2: Payment

Total from Step 1 above $ Total to be paid at contract submission. Minimum 50% deposit due upon application submission. You will be invoiced by CLA for the balance of your contract.

Select Payment Method: ☐ Visa ☐ MC ☐ AMEX ☐ Discover Credit Card #

Expiration Date / CVV2 Code (3 digit code found on the back of your card / 4 digit code on front of AMEX)

Name on Credit Card Signature

Billing Address City St/Prov ZIP/PC

☐ Check Please make check payable to Christian Leadership Alliance.

By signing below, we understand:

All reserved booth space must be paid for in full by December 1, 2015. If assigned space is not paid in full by this date, it may be assigned to another exhibitor at the discretion of CLA. Cancellation of reserved booths must be made in writing to CLA or its representatives and may result in forfeiture of deposits and exhibitor fees based upon the deadlines outlined in the Cancellation of Space Policy in the Exhibit General Information, Rules and Regulations.

Step 3: Contact Information

Complete information below for your company’s contact person. This person will serve as CLA’s primary contact in matters pertaining to your exhibit booth. The Exhibitor kit will be emailed to this primary contact person.

Company

Exactly as you wish it to appear in the printed on-site conference program and on exhibit ID sign

Name of Contact Person Title

Address City St/Prov ZIP/PC

Phone ( ) Fax ( )

E-mail Website

Step 4: Contract Signature

Sign the Application and Contract Form. On behalf of said company or organization, I, as the duly authorized representative of the undersigned company or organization, subscribe and agree to all the terms, conditions, authorizations and covenants contained in the Exhibitor Application and Contract and the General Information, Rules and Regulations.

I understand this contract is not valid and confers no rights until it is accepted by CLA’s authorized representative and I receive confirmation of that acceptance.

Your Name Title Date

Company Signature

CLA Authorized Agent: Name/Title:

Signature: Date:

Step 5: Return Form

Please complete these three steps:

1. Email or Fax application to Dedra Herod at (949) 487-0927.
2. Email a high-resolution logo (preferably EPS format, please note if logo has changed recently) and 35 word description of organization to Dedra.Herod@ChristianLeadershipAlliance.org.
The General Information, Rules and Regulations, hereinafter referred to as the Agreement, shall be legally binding terms and agreements between the exhibitor and Christian Leadership Alliance. By signing and submitting the Application and Contract, you agree to honor and abide by the terms of this Agreement as stated and as applied to CLA Dallas, April 19–21, 2016, in Marsalis Ballroom, Hyatt Regency Dallas, Texas.

1. Convention Exhibition Sponsorship. The Exhibition is sponsored and managed by Christian Leadership Alliance, herein referred to as CLA.

2. Application and Contract. Each exhibitor is required to sign the Application and Contract. By doing so, he or she subscribes to the General Information, Rules, and Regulations, which are part of the Application and Contract. The terms of the Application and Contract can be revised only upon written agreement of both parties. All booth personnel must register, either online, via mail or fax, prior to March 20, 2016.

3. Exhibition Dates. The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, April 19, 2016; exhibitor hours Wednesday, April 20, 2016; exhibit hours and tear-down Thursday, April 21, 2016.

4. Admissions. CLA reserves the right to refuse exhibit space to any applicant for any reason. In addition, CLA reserves the right to refuse exhibit space to any exhibitor if, after acceptance of the Application and Contract, information should come to the attention of CLA which, in the reasonable judgment of CLA, demonstrates that the proposed exhibit would be inconsistent with the principles espoused by CLA or unfavorable to the public reputation of CLA. In the event CLA should exercise this right, any deposit and exhibit fees paid to CLA shall be refunded, except that if the denial of exhibit space be for failure of refusal of the exhibitor to comply with the terms set forth elsewhere in this Application and Contract, the denial of exhibit space shall be treated as a cancellation by the exhibitor.

5. Assignment of Space. CLA will assign space to exhibitors on a first come, first served basis according to the CLA Booth Selection Policies. CLA reserves the right to shift space at any time if, in CLA’s judgment, it becomes necessary to do so. CLA reserves the right to make modifications in the published floor plan as may be necessary to meet the needs of exhibitors and the exhibition as a whole.

6. Exhibitor Personnel Registration. Each 10’ x 10’ exhibit booth purchased includes three booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of six complimentary exhibit booth personnel passes. Exhibit booth registrations admit exhibitors to the Exhibit Hall and to conference general sessions only. Additional fees and separate registration required for other conference components, if so desired. Please contact CLA for details.

Additional exhibitor personnel beyond the complimentary allotment — $245 (Exhibitors desiring to attend workshops, IIF or forums may upgrade their exhibit booth personnel registration to a full conference. Academic registration for the discounted rate of $399. The Academic registration includes the closing General Session and dinner.)

Note: Name badges must be worn by exhibitor representatives during all set-up/tear-down periods and during all official Exhibit Hall hours.

7. Cancellation of Space. In the event CLA has assigned space and the exhibitor desires to cancel the contract, CLA will refund the deposit and exhibitor fees paid to CLA if written notification is received by noon on Friday, April 15, 2016. If written notification is received by CLA after September 4, 2015, but before December 31, 2015, CLA will refund 50% of the total exhibitor fees. If written or faxed notification is received after December 31, 2015, there is no refund.

8. Default of Obligations. Any exhibitor failing to occupy any space contracted for, or if the exhibitor fails to comply with the legally binding terms and agreements between the exhibitor and Christian Leadership Alliance, by signing and submitting the Application and Contract, you agree to honor and abide by the terms of this Agreement as stated and as applied to CLA Dallas, April 19–21, 2016, in Marsalis Ballroom, Hyatt Regency Dallas, Texas. 9. Conformance to Laws. Exhibitor agrees for himself or herself and his/her employees to use contracted space for lawful purposes only and will conform to all laws, ordinances, and regulations. The exhibitor must comply with all the requirements of the law and all CLA’s and/or hotel’s policies, including but not limited to safety, fire, and building laws, as well as all health ordinances for the installation and operation of equipment.

10. Decorator Rules and Regulations. Exhibitor agrees to conform to all rules and regulations of the exhibitor’s official decorator as detailed in the official service kit provided by that company. Where union personnel are required by the decorator and/or hotel, the exhibitor is responsible for all union requirements and/or hotel, the exhibitor is responsible for all union requirements. CLA is not responsible for decorator and/or convention center personnel, nor can CLA guarantee that services and/or utilities promised by the decorator and/or convention center shall be available during the exhibition. Contact the decorator directly for specific information relating to your exhibit space requirements, exhibit freight, shipping instructions, labor rules and regulations, deadlines, and other questions.

11. Shipment of Exhibit Materials. Exhibitor shall make arrangements for shipment and delivery of materials consigned to the decorator’s warehouse at the Hyatt Regency Dallas, not to CLA. Neither the hotel/Exhibit Hall nor CLA assumes any responsibility for display materials shipped erroneously to them. Refer to the official decorator’s service kit for shipping deadlines and instructions, or contact the decorator directly.

12. Exhibit Space. Exhibitor must return, in the same condition as found/delivered, all host facility property and space used during the exhibition. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save CLA, the Hyatt Regency Dallas, and their employees and agents harmless against all claims, losses and damages to persons and property, governmental charges or fines, and attorney’s fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the negligence of the exhibitor, the Hyatt Regency Dallas and its employees and agents. In addition, exhibitor acknowledges that neither CLA nor Hyatt Regency Dallas maintain insurance covering exhibitors’ property and that it is the sole responsibility of each exhibitor to obtain business interruption and/or property damage and/or insurance covering such losses by any exhibitor.

13. Order Taking and On-Site Sales. All vendors that sell tangible goods at their booth are required to collect and remit sales tax, as required by the Texas Comptroller of Public Accounts. Exhibitor is responsible for collecting sales tax from exhibitor’s Texas Franchise Tax from any and all liability that the State of Texas or County sales taxes or required licenses that result from exhibitor’s appearance at CLA.

14. Security. Although CLA may seek to arrange for security personnel to maintain a watch before and after the exhibit, neither CLA nor the security company personnel shall be liable for any damage or theft to the exhibitor’s display or property. Any security that CLA contracts for is providing for and is for CLA’s and its guests and not for the protection of exhibitor, exhibitor’s property, or exhibitor’s workers. The exhibitor should not rely on CLA provided security for any reason.

15. Delivery and Removal. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the Exhibit Hall hours without permission first being secured in writing from CLA.

16. Limitation on Promotions and Promotions. During the Conference and Exhibit, exhibitors are permitted to distribute promotional activities and materials. Booth personnel registration required for all booths. Distribution of materials must be confined within the limits of the exhibit booth(s) in the Exhibit Hall. The playing of loud music, video, films, or other activities that could be objectionable to neighboring exhibitors is prohibited.

17. Show Floor Restrictions. Access to the show floor during set-up (9:00 a.m.) and times will be restricted to officially-registered exhibitor personnel and/or their designated EACs. Absolutely no one under 18 years of age will be permitted on the show floor during these set-up/tear-down times. In an effort to maintain a safe and quiet atmosphere, smoking is prohibited from the Exhibit Hall during public hours: children younger than 18 years old; infant/toddler strollers; rolling bags/suitcases.

18. Governing Law. All disputes under this Agreement shall be decided under the laws of the State of Texas, without regard to conflicts of laws principles.

19. Limited Arbitration. Any claim or dispute arising from or related to this Agreement shall be settled by mediation and, if necessary, legally binding arbitration in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker Ministries. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any claim arising out of this Agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.

20. Copyrights. Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold CLA harmless from any and all claims, losses, expenses, including legal fees, which might arise from questions of use of any such material described above.

21. Use of Space. Exhibitor’s display, equipment, and materials shall be confined to the actual dimensions of the booth space contracted for and in compliance with the IAEI Guidelines for Display Rules & Regulations. Height of display should not be such that it could be objectionable to neighboring exhibitors. Asiles may not be used by the exhibitor. The exhibitor is responsible for maintaining a neat and clean booth. All tables must be either finished or draped.

22. Exclusions. Firms or organizations not assigned space in the exhibit area will be prohibited from exhibiting or soliciting business within the exhibition or conference area. Smoking and alcoholic beverages are not permitted on the exhibit floor.

23. Insurance. It shall be the responsibility of the exhibitor to provide for his or her own insurance needs. CLA shall not provide insurance for the exhibitor.

24. Limitations of Liability. Neither CLA, its employees, officers, agents, directors, volunteers, or affiliates shall be liable for any injury, loss, or damage to person or property of exhibitor, its employees, agents, and invites except to the extent that such injury, loss, or damage is caused directly and proximately by the negligence of the exhibitor or its employees, agents, and invites. Exhibitor by its execution of this contract expressly waives the right to claim any such excluded liabilities against CLA and its respective employees, officers, agents, directors, volunteers, or affiliates and acknowledges that it will neither hold nor attempt to hold the organization or any such person liable for any cause whatsoever other than injuries or damages occasioned directly and proximately by the substantial negligence of such persons. Further, neither CLA, nor its respective employees, officers, agents, directors, volunteers, or affiliates shall be liable for failure of the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of any type of contracts, acts of God, or other loss of power or control of CLA to prevent. Further, neither CLA, nor its respective agents, employees, officers, volunteers, or directors shall be liable for any failure or unavailability of utilities or any hotel or convention services or personnel. In the event that CLA or any of its agents, shall receive a claim or complaint, which in part or in whole arises from exhibitor’s actions or failure to act, exhibitor shall indemnify and hold CLA, its respective agents, employees, officers, volunteers, or directors harmless from any claim, loss, or liability resulting there from.

25. Accommodations. Exhibitors qualify for the special CLA conference room rates at conference hotel’s terms and conditions. Important! Make your reservations early! Please reserve your room directly with the hotel listed in this Agreement. Please visit www.ChristianLeadershipAlliance.org for the official discounted conference room rate and cut-off date. The discounted rate will be honored until this date or until the room block is filled. Hotel reservations must be accompanied by the first night’s deposit.


27. Booth Selection Process. Space will be assigned beginning in October 2015, according to the date on which the contract and 50% deposit are received, priority placement criteria, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor’s products with CLA’s aims and purpose. Paid reservations received on or after October 1, 2015, will be assigned by order of date received.

28. Governing Law. All disputes under this Agreement shall be decided under the laws of the State of Texas, without regard to conflicts of law principles.
Supporting Sponsor $4,500

**ON-SITE Conference Recognition:**
- Logo recognition on signage at event
- Logo recognition in on-site conference program
- Badge ribbons for registered company representatives

**PRE-Conference Recognition:**
- Company listed on the CLA conference website page (Oct. – April)

Executive Sponsor $12,500

**ON-SITE Conference Recognition:**
- Logo recognition on signage at event
- Logo recognition in on-site conference program
- Badge ribbons for registered company representatives
- Recognition from screen during main session breaks

**PRE-Conference Recognition:**
- Logo recognition on the CLA conference website page (Oct. – April)
- Recognition in promotional brochure (Oct. 2 deadline)
- Logo recognition in winter and spring issues of *Outcomes* magazine

Presidential Sponsor $20,000

**ON-SITE Conference Recognition:**
- Logo recognition on signage at event
- Logo recognition in on-site conference program
- Badge ribbons for registered company representatives
- Recognition from screen during main session breaks
- One (1) Academic Experience conference registration (applies to new registration only)

**PRE-Conference Recognition:**
- Logo recognition on the CLA conference website page (Oct. – April)
- Recognition in promotional brochure (Oct. 2 deadline)
- Logo recognition in Winter and Spring issues of *Outcomes* magazine
- CLA Blog Salute with exposure to over 50,000 people
- Recognition via eblast to all Conference attendees

**POST-Conference Recognition:**
- Acknowledgement “Thank You” in post-event email to all conference attendees

FOR INQUIRIES CONTACT:

Heather McCulloch
*Director of Business Development and Marketing*
Heather.McCulloch@ChristianLeadershipAlliance.org
Ph: (949) 487-0900, ext. 219
Fax: (949) 487-0927
Partnering Sponsor $35,000

**ON-SITE Conference Recognition:**
- Logo recognition on signage at event
- Logo recognition in on-site conference program
- Badge ribbons for registered company representatives
- Recognition from screen during main session breaks
- Two (2) Academic Experience conference registrations (applies to new registration only)

**PRE-Conference Recognition:**
- Logo recognition on the CLA conference website page (Oct. – April)
- Recognition in promotional brochure (Oct. 2 deadline)
- Logo recognition in Winter and Spring issues of Outcomes magazine
- CLA Blog Salute with exposure to over 50,000 people
- Recognition via eblast to all Conference attendees

**POST-Conference Recognition:**
- CLATV advertising (two 30- or 60-second pre-rolled video ads per day on two channels through June 30, 2016)
- Acknowledgement “Thank You” in post-event email to all conference attendees

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FOR INQUIRIES CONTACT:

Heather McCulloch  
Director of Business Development and Marketing  
Heather.McCulloch@ChristianLeadershipAlliance.org

Ph: (949) 487-0900, ext. 219  
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CLA Dallas 2016  
April 19 – 21, 2016  
Hyatt Regency Dallas at Reunion
## 2016 Sponsorship Opportunities

### Conference Name Badge
- **Place your logo on the most visible sponsorship of CLA.**
- Worn by all conference attendees
- Badges will prominently feature your name and logo

Cost: $10,500

### Conference Tote Bags
- The attendee bag is a must-have sponsorship — every attendee looks forward to the gifts and surprises that they find in the bag and carry it with them throughout the conference

Cost: $6,000

### General Sessions
- **Opening and Closing General Sessions**
- **General Sessions (Wed. Morning and Thurs. Morning)**
- Present your message to all attendees in one convenient location.
  - General sessions run every day of the conference, with a total of four events. Sponsorship fee is per event.
  - 1–2 minute introduction from podium by emcee and/or 60–90 second pre-recorded promotional video.
  - Opportunity to include one piece of company literature in conference tote bag

Cost: Opening and Closing General Sessions $6,500, General Sessions (Wed. Morning and Thurs. Morning) $5,500

### General Session/Intensive Training Institute (Tues.)
- **Be the exclusive sponsor of ITI general session.**
  - 1–2 minute introduction from podium by emcee and/or 60–90 second pre-recorded promotional video.
  - Opportunity to include one piece of company literature in each session
  - Recognition by session moderator
  - Receive prominent logo recognition on meter board
  - Logo recognition in conference program guide

Cost: $5,000

### Christian Nonprofit Leadership Academy (Wed. and Thurs.)
- **Opportunity to provide one piece of company literature in each session**
- Recognition by session moderator
- Receive prominent logo recognition on meter board
- Logo recognition in conference program guide

Cost: $5,000

### Academy and CCNL Reception (Wed.)
- **1–2 minute welcome and introduction**
- Receive prominent logo recognition on meter board
- Logo recognition in conference program guide
- Opportunity to provide one piece of company literature to each person in attendance

Cost: $5,000

### CEO Forum (Wed. — Breakfast, Lunch and Break)
- **Engage one of the most influential groups of the conference at this exclusive, private event.**
- 1–2 minute acknowledgement from event moderator (Breakfast and Lunch)
- Opportunity to provide one gift to each person in attendance (Break sponsor only)
- Recognition by event moderator
- Logo recognition in conference program guide

Cost: $6,000 each

### Men’s Breakfast (Thurs.)
- **Interact with a room of focused leaders as the exclusive sponsor of this event.**
- 1–2 minute introduction from podium following breakfast. (All material must be approved by CLA 60 days prior to the conference)
- Opportunity to provide one piece of company literature or gift to each man in attendance

Cost: $5,000

### Women’s Luncheon (Thurs.)
- **Engage the women of the conference in this sell-out event.**
- 1–2 minute introduction from podium following lunch. (All material must be approved by CLA 60 days prior to the conference)
- Opportunity to provide one piece of company literature or gift to each lady in attendance

Cost: $5,000

### CLATV ‘After Hours’ Program Sponsor
- **New for 2016**
- Be the exclusive sponsor of all ‘After Hours’ programs featured on CLATV for conferees and over 40,000 CLATV viewers.
  - Logo and recognition on the Outcomes Conference Website (upon signing — April 2016)
  - Logo and recognition in the Fall Conference promotional brochure (if secured by September 1, 2015)
  - Logo and organization description on a special blog post that details the “After Hours” programs
  - Logo and recognition in pre-conference promotional e-blasts
  - Logo with a brief description of your organization on the CLATV feature in the program
  - Logo with brief description of your organization on the CLATV flyer in the conference tote bag
  - Logo on the general session slide promoting the “After Hours” programs.
  - 60 – 120 second video about your organization featured before and after special programs and on CLATV everyday through June 30, 2016

Cost: $4,500
### 2016 Sponsorship Opportunities

"I’ve been a member of CLA since it first started and have attended almost every annual conference. Just like the AICPA for accountants, and the ABA for lawyers, I think CLA is the key professional association for leaders and managers of Christian organizations. It has been a wonderful blessing and help to me in my career.”

—Dr. Jim Canning, MBA, Ph.d., CPA, CCNL, Former VP/CFO World Vision, International

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Sponsorship Fee</th>
</tr>
</thead>
</table>
| **Prayer Room**
 Provide a quiet space of prayer and reflection for Outcomes Conference attendees. Dedicated space to set up and offer warm hospitality to our front line non-profit leaders. You and your staff will oversee the prayer room and pray with and/or over the attendees during the entire conference.  |
|  - Receive prominent logo recognition on meter board |
|  - Logo recognition in conference program guide |
|  | $2,000 |
| **Morning Devotions (Tues., Wed. and Thurs.)**
 Attendees start each day with an energizing time of devotions.  |
|  - Opportunity to distribute one piece of company literature at each daily devotion |
|  - 1–2 minute introduction from the podium during one morning session, OR 1-minute pre-recorded promotional video. |
|  - Recognition from emcee each day of devotions |
|  | $5,000 |
| **CLA Chairman’s Annual Dinner (Wed. Evening)**
 As the exclusive sponsor of this private event designed to thank our most generous supporters, you will network with CLA’s most influential leaders, including our Platinum “Founders Council”, Board Members and Advisory Council.  |
|  - 1–2 minute introduction and recognition from Chairman before dinner.  
  (All material must be approved by CLA 60 days prior to the conference) |
|  - Opportunity to provide one piece of company literature or gift to each person in attendance |
|  | $6,500 |
| **Women’s Christian Leadership Forum (Thurs.)**
 Engage the women of the conference in this sell-out event.  |
|  - 1–2 minute welcome introduction from the podium |
|  - Opportunity to provide one piece of company literature or gift to each lady in attendance |
|  | $5,000 |
| **Workshop Tracks**
 Executive Leadership and Resource Development  |
|  | $3,500 each |
| Financial Management and People Management  |
|  | $2,500 each |
| Marketing/Communications and Internet/Technology  |
|  | $2,500 each |
| Tax/Legal and Board Governance  |
|  | $1,500 each |
| **Mobile App Splash Page**
 Be the exclusive splash page sponsor of the mobile app.  |
|  - Logo recognition when app is downloaded by attendees |
|  - Mobile app promoted to all attendees 30 days prior to conference |
|  | $3,000 |
| **Mobile App Banner (10 spots)**
 Be a sponsor of the mobile app.  |
|  - Name and Logo recognition on banner of CLA mobile app (5 second rotation) |
|  - Mobile app promoted to all attendees 30 days prior to conference |
|  | $2,000 each |
| **Attendee Tote Bag Inserts (10 available)**
 Place your invitation to each attendee to come see you in the attendee bag.  |
|  - Promotional piece of literature included in each conference tote bag |
|  - Provide one piece of literature to be included in each tote bag. (Required size is 6.5” x 11” or smaller, and up to a max of .25” thick; advance approval required for materials) |
|  - Sponsor responsible for shipping with a label provided by CLA |
|  | $550 per insert |

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**FOR INQUIRIES CONTACT:**

Heather McCulloch  
Director of Business Development and Marketing

Heather.McCulloch@ChristianLeadershipAlliance.org  
Ph: (949) 487-0900, ext. 219  
Fax: (949) 487-0927
2016 SPONSORSHIP OPPORTUNITIES

Exhibit Hall Catered Receptions (Tues. and Wed.)
Mingle with exhibit hall attendees as they enjoy the refreshment tables in this exclusive sponsorship.
- Receive prominent logo recognition in the exhibit hall during these catered events
- Opportunity to include one piece of company literature in each attendee tote bag

Exhibit Hall Morning Coffee Break (Wed. and Thurs.)
Mingle with exhibit hall attendees as they enjoy the refreshment tables in this exclusive sponsorship.
- Receive prominent logo recognition in the exhibit hall during morning coffee breaks
- Opportunity to include one piece of company literature in each attendee tote bag

Tote Bag Pens
- Sponsor name and logo on every pen
- Pens placed in each attendee tote bag

Hotel Keys
- Receive prominent logo recognition on all CLA guest hotel keys

Private Event (2 hours)
Sponsor your own private event during the conference. CLA will provide assistance in supporting your event.
(Please note: any AV or food orders not included in price. Event day, time and location are tentative pending final approval from CLA. Size and room restrictions apply)

Private Event (4 hours)
Host your clients or guests in a private room up to 4 hours usage
(Please note: any AV or food orders not included in price. Event day, time and location are tentative pending final approval from CLA. Size and room restrictions apply)

Internet Lounge (Wed. and Thurs.)
Be a hero by offering attendees internet access in designated internet areas.
(Please note: any AV or food orders not included in price. Event day, time and location are tentative pending final approval from CLA. Size and room restrictions apply)
- Receive prominent logo recognition in the internet areas
- Opportunity to provide one piece of company literature in the lounge area
- Name recognition in conference program guide

In-Room Channel Advertising (3 full days)
Promote or market yourself 24/7 on dedicated TV channel in hotel
- Sponsor provides DVD with video content 30 days prior to conference (All material must be approved by CLA 30 days in advance of conference)

Charging Station (2 locations)
Be known for providing comfortable seating with the opportunity to “recharge” at one of the most widely utilized spaces at the conference.
- Your name and logo placed on the unit signs
- Literature can be placed on unit
- 3 complimentary exhibit hall registrations

Landmark Circle Featured Sponsor (3 spots per day)
Showcase your organization in this prime location on the lobby level of the hotel, outside of the Landmark Ballroom where all General Sessions will be held.
(Please note: Internet and phone connectivity not included in price)
- Receive prominent logo recognition in the Landmark Circle
- Includes specialty furniture
- Opportunity to provide one piece of company literature in the Landmark Circle
- Name recognition in conference program guide
- 3 complimentary exhibit hall registrations

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Advertising in the on-site conference program offers you concentrated exposure to 2,000 attendees expected to be in attendance at the 2016 CLA National Conference. The on-site program features a detailed conference schedule, complete listing of all Intensive Training Institutes, workshops, general sessions, presenters, other events, and exhibit listings and floor plan. The on-site program is a valuable tool for all attendees, as they refer to it often. Sponsorship of the program counts toward your sponsorship level, giving you logo position on conference signs and promotions.

**Ad Sizes**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad—Inside Front Cover</td>
<td>$2,100</td>
</tr>
<tr>
<td>Full Page Ad—Inside Back Cover</td>
<td>$1,900</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$1,400</td>
</tr>
<tr>
<td>Two-page Spread (Only one available)</td>
<td>$2,400</td>
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</tbody>
</table>

Note: Trim size of the program is 8" x 10.75". Untrimmed full-page size is 8.25" x 11". Bleed ads should be designed to cover the full untrimmed page size, but any type or illustrations not intended to bleed should be kept .375" inside trim size on all sides.

**Reservation deadline is March 4, 2016. Art is due on or before March 11.**

**Ad Materials**

Please submit all advertising material in a digital format. Acceptable file formats are PDF, TIFF or EPS (with fonts outlined). Images must be high-resolution (300 dpi or greater) at 100% with color saved in CMYK (not RGB).

Email your electronic files to mike@hamescreative.com (Mike Hames), include the ad file name, advertiser name and any other pertinent details. Please include “CLA Conference On-Site Program Ad” in the subject line. Contact Mike Hames for upload information for ads over 12 mbs.
<table>
<thead>
<tr>
<th>Exhibit Name</th>
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</thead>
<tbody>
<tr>
<td>101 Mobility</td>
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<tr>
<td>Abiah Brand Strategies</td>
</tr>
<tr>
<td>American Airlines</td>
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<tr>
<td>America’s Christian Credit Union</td>
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<tr>
<td>Ark Encounter</td>
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<tr>
<td>Arthur J. Gallagher &amp; Co.</td>
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<tr>
<td>Barnabas Foundation</td>
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<tr>
<td>Batts Morrison Wales &amp; Lee, P.A.</td>
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<tr>
<td>Biblica</td>
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<tr>
<td>BKD, LLP</td>
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<tr>
<td>Blackbaud</td>
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<tr>
<td>Buckner International</td>
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<tr>
<td>CapinCrouse, LLP</td>
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<tr>
<td>Christian Community Credit Union (CCCU)</td>
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<td>Christian Healthcare Ministries</td>
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<tr>
<td>CliftonLarsonAllen</td>
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<td>Cornerstone Management</td>
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<td>Crescendo Interactive</td>
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<td>CrossOlive</td>
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<td>Dallas Baptist University: Cook School of Leadership</td>
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<td>Dickerson, Bakker &amp; Associates</td>
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<td>DonorDirect</td>
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<td>Douglas Shaw &amp; Associates</td>
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<td>ECFA</td>
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<td>Envoy Financial</td>
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<td>EpicPay</td>
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<td>Faith Based Non Profit Resource Center</td>
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<td>Fashion &amp; Compassion</td>
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<td>FISC Solutions</td>
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<td>Five Q Communications</td>
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<td>Gospel for Asia</td>
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<td>Grand Canyon University</td>
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<td>GuideOne Insurance</td>
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<td>GuideStone Financial Resources</td>
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<td>Hope Coffee</td>
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<td>iDonate</td>
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<td>InChrist Communications</td>
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<td>Insurance One</td>
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<td>Lead Like Jesus</td>
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<td>Masterworks</td>
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<td>MEGA (Mary Elizabeth Granger Association)</td>
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<td>Metro World Child</td>
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<td>MinistryLINQ</td>
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<td>Mission Advancement</td>
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<td>MMBB Financial Services</td>
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<td>Moody Publishers</td>
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<td>MTS Travel</td>
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<td>National Christian Foundation</td>
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<td>Our Church Bookstore</td>
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<td>PhilanthroCorp</td>
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<td>Queen Mary Hotel</td>
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<td>Regent University</td>
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<td>Response Unlimited Inc.</td>
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<td>Ridgecrest Conference Center</td>
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<td>RT Lawrence Corp</td>
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<td>Samaritan’s Ministries</td>
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<td>Southwestern Assemblies of God University</td>
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<td>Stevens Worldwide Van Lines</td>
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<td>Stewardship Technology</td>
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<td>TechSoup Global</td>
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<td>Time and Eternity</td>
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<td>The Health Co-Op</td>
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<td>The Master’s Seminary</td>
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<td>The Savage Group</td>
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<tr>
<td>Thrivent Financial</td>
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<td>Trinet Internet Solutions, Inc.</td>
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