BECAUSE THERE'S STRENGTH IN NUMBERS

Nashville, TN - September 23 – 24, 2016

LifeWay Women's dotMOM event, now in its sixth year, appeals to moms in all stages of motherhood. Featuring the most respected Bible teachers and parenting experts in the country, this event seeks to encourage and equip moms as they raise their kids to know and love Christ. It's a time for all moms to come together that's spiritually refreshing, equipping, and fun. Moms will celebrate small victories. Gain confidence as a mother. Sit in the quiet. Be empowered to live out their calling.

Our speakers and teachers in-depth and practical insights into the truths of the Bible have earned them hundreds of thousands of followers who study with them weekly via published DVD/workbook interaction. Attendees will gather from across the United States to experience this rare and unique opportunity to participate in exciting breakouts, visit 20+ exhibitor booths and hear from nationally-known Bible teachers.

Your sponsorship and participation will give you an opportunity to reach this key target group in a direct, powerful, and creative way at the event. This attendee segment represents tremendous influence among their peers and immeasurable purchasing power.

dotMOM LIVE EVENT DEMOGRAPHICS

PROJECTED ATTENDANCE: 1400 moms of all ages from across the United States

TOTAL NUMBER OF EXHIBIT HOURS SCHEDULED: 12 HOURS (minimum)

LifeWay Women Events have hosted over one million attendees in the last 18 years.

- ✓ Attendees are 99% women
- ✓ Attendee average age is 25-35
- ✓ Attendee age range is 22-77
- ✓ Attendees come from as many as 40 states across the U.S. and Canada
- ✓ Attendees represent multi-denominational churches, ministry leaders and individual members
- ✓ Approximately 150+ churches represented

SPONSORSHIP OPPORTUNITIES: PLATINUM, GOLD, and SILVER

PLATINUM SPONSORSHIP ($7,000)

- Sponsored breakout
- Presence in pre-event & post-event communications with attendees (via email & mobile app)
- One page spread ad, listing, and logo in event program
- Banner placement in the main session room
- Sponsor banner presence at event on-site registration
- **PLUS ALL of the benefits of the GOLD level sponsorship; see below.**

GOLD ($5,000)
Benefits include:

- Four complimentary event registrations
- Reserved seating for four Sponsor Representatives attending the event

For additional information about the dotMOM Event Sponsorship Opportunities, email: darilynn.keith@lifeway.com

- Premium exhibit booth (up to 2 – 6' or 8' ft. tables)
- Opportunity to distribute giveaway(s) to attendees
- Platform recognition during Event Coordinator's Announcements
- Opportunity to show pre-approved 1-2 minute promotional video during pre and post general session in looping announcements
- Sponsorship signage in Media Show
- Sponsorship listing, logo, and web link on event web site on LifeWay.com and Mobile App
- Half-page ad, listing, and logo in event program
- Preferred consideration for sponsorships of future LifeWay Women events
- Four exhibitor badges **Additional wristbands may be purchased for $50 each*

SILVER ($2,000)
Benefits include:

- Two complimentary event registrations
- Reserved seating for two Sponsor Representatives attending the event
- Exhibit booth on (one 6' or 8' ft. table)
- Platform recognition during Event Coordinator's Announcements
- Sponsorship signage in Media Show
- Sponsorship listing, logo and web link on event web site on LifeWay.com and Mobile App
- Exhibitor listing and logo in event program
- Provide give-away for attendees from booth
- Two exhibitor badges **Additional wristbands may be purchased for $50 each*

EXHIBITORS ($1,000)
Benefits include:

- Exhibit Table (One 6-ft. table)
- One Admission to 4 General Sessions
- Exhibitor listing, logo, and web link in event program and on the Mobile App
- Provide give-away for attendees from booth
- One exhibitor badge **Additional wristbands may be purchased for $50 each*

SPONSOR ADD-ON OPPORTUNITIES (available to Platinum & Gold level sponsorships only)

- **Attendee Tote Bags** – *1 sponsorship available* **($3,000)**
- **Gift Item Insert* ($1,200)**
- **Print Collateral Insert* ($750)**

ADDITIONAL OPPORTUNITIES – Sponsors & Exhibitors

- **Sponsor a break ($1,500)**
  - Acknowledgement in General Session & in the event program, signage at the break, and display.
- **Gift Item Insert*** (Exhibitors) **($2,000)**

**Subject to approval*

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dotMOM

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2016 SPONSOR/EXHIBITOR APPLICATION FORM

NOTE: A limited number of sponsorships will be available for this premiere event.

Company Name:
Address of Company:
Phone Number of Company:
Name of Representative:
Contact Number for Representative:
E-Mail Contact:
Company Website:

Event Sponsorships
☐ **Platinum *Exclusive* Sponsor ($7,000)**
☐ **Gold Sponsor ($5,000)**
☐ **Silver Sponsor ($2,000)**
☐ **Exhibitors ($1,000)**
Sponsor Add-On Opportunities: (available to Platinum & Gold Level Sponsorships only)
☐ **Attendee Tote Bags ($3,000)**
☐ **Gift Insert ($1,200)**
☐ **Print Collateral Insert ($750)**
Additional Opportunities (Sponsors & Exhibitors)
☐ **Sponsor a Break ($1,500)**
☐ **Insert Gift ($2,000)**

** All sponsors and exhibitors are based on approval of LifeWay Adult Events.*
***Non-LifeWay Published resources are not allowed to be sold from exhibitor tables. The on-site LIfeWay Bookstore may be able to offer your non-LifeWay published resources.*
****Placement of exhibit space in the exhibit foyer and hallway is based on the level of sponsorship and date payment is received.*

*LifeWay must receive your program ad no later than **June 17, 2016 along with full payment**; and your media electronically no later than **August 12, 2016.***

Please email media to: darilynn.keith@lifeway.com

Once LifeWay receives your form indicating your level of participation, you will receive an invoice to remit with payment. Completed sponsorship forms and payments will be due no later than **August 12, 2016.**

For additional information about the dotMOM Event Sponsorship Opportunities, email: darilynn.keith@lifeway.com

Please return this completed form to:
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