



Exhibitor & Sponsor Guide

Orange Conference 2022

April 27 - 29 | Atlanta, GA



The Orange Conference brings together nearly 8,000 church staff, nonprofit leaders, educators, and volunteers who actively serve in family ministry.

These leaders include influencers in NextGen, college, student, children's and preschool ministries, as well as those leveraging senior leadership roles to benefit families.

Every April, thousands of family ministry teams gather to realign their focus, hear new ideas, discover resources, and find solutions for their specific needs. The Orange Conference is a great opportunity to network with other innovators, bond as a team, and have fun. With over 100 breakouts offered during the three-day event, attendees can learn from and collaborate with other practitioners ministering to their specific age-groups or demographics, while still attending and growing alongside their team.

By drawing together speakers, authors, and church leaders from around the world, Orange sets out to rethink the way the traditional church model approaches family ministry. The Orange Conference is structured around the Orange Strategy of partnering the church with families in order to have a greater impact on the faith of kids and students. "Thinking Orange" blends two vital, yet often unconnected, worlds to reshape the current ministry model, the church and the home.





An Invitation to Radical Change

You will be challenged by a diverse group of passionate believers of the Gospel and innovative thought leaders. Most of them are dissatisfied with the status quo. So if you are as well, we hope you will join us.



Kristen Ivy



Ryan Leak



Liz Forkin Bohannon



Dharius Daniels



Sam Collier



Toni Collier



Reggie Joiner



Albert Tate

and more...



#OC22

Dates: April 27 - 29 2021

Location: Infinite Energy Center

Attendance: 7,500 expected (max)

Demographics (approx. from OC 2019)

Attendees	7,500+
Churches	2,015
Countries Represented	26
Kids Leaders	2,738
NextGen Leaders	969
Preschool Leaders	390
Senior Leaders	604
Special Needs Leaders	58
Volunteers	1,242
Youth Leaders	1,499

Church Size

1 - 499	34 percent
500 - 999	16 percent
1,000 - 2,999	33 percent
3,000+	17 percent

Contact:

The reThink Group

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In 2001...

our team created a conference called Grow Up. Hosted at North Point Community Church (NPCC) in Alpharetta, Georgia, our first Grow Up conference had 300 attendees. The final Grow Up conference, which was held in 2006, sold out with 2,500 attendees.

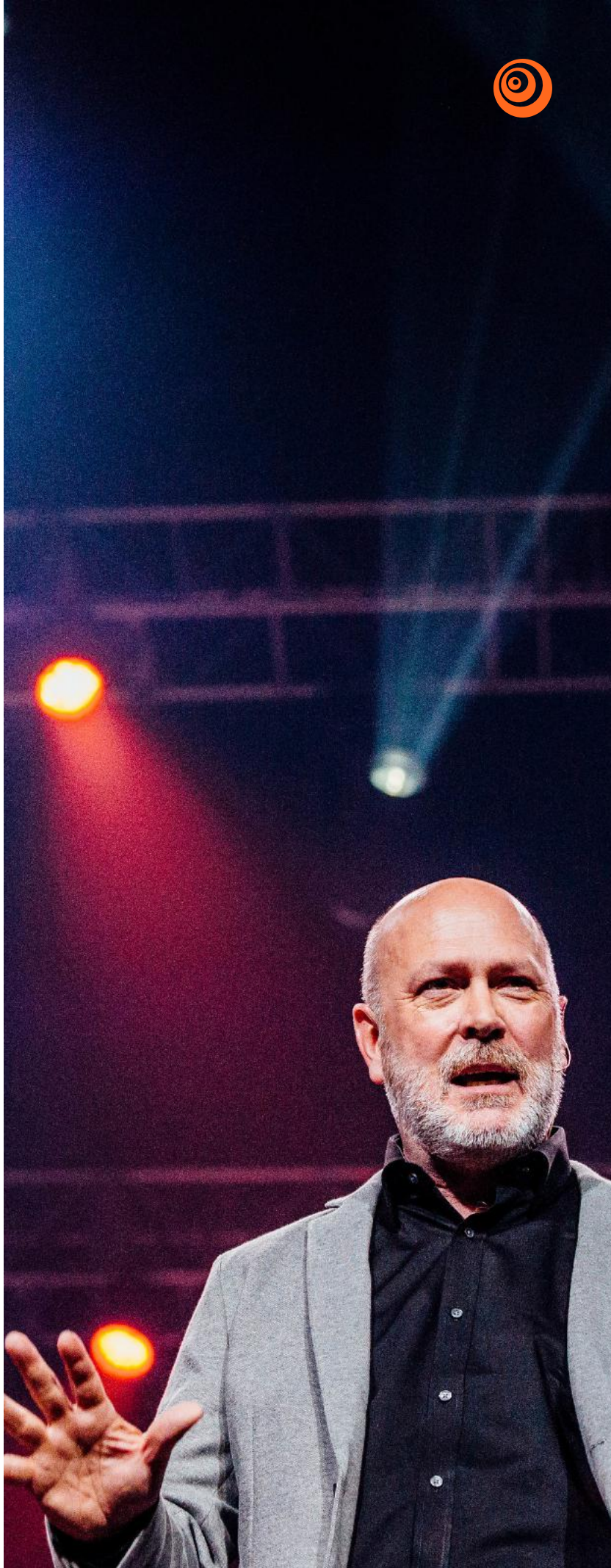
At the conclusion of that event, our team began making plans for the first Orange Conference, which launched in 2007.

Event Growth

Attendees	Year
5,400	2013
6,000	2014
6,600	2015
7,200	2016
7,500 (sold out)	2017
7,500 (sold out)	2018
7,500 (sold out)	2019

About Orange

Founded	1996
Founder	Reggie Joiner
Tax Status	501(c)(3)
Employees	126
Church Affiliations	None
Mission	To develop strategies and create resources that help the church maximize their influence with the next generation.



OC 2022 Exhibitor Packages



Premium Concourse Level Exhibitor Package

Price: \$5,500 (18 available)

Includes:

- One Booth Space (10' W x 6' D x 8' H)
- Three Orange Conference Exhibitor Badges*
- Access to the Orange Conference Exhibitor App for automated lead capture
- Promotional Ad on OC Mobile App
- Add-on option for \$250: Eighth page ad in Orange Conference guide (8 available)**

Concourse Level Exhibitor Package

Price: \$4,000 (14 available)

Includes:

- One Booth Space (10' W x 6' D x 8' H)
- Three Orange Conference Exhibitor Badges*
- Access to the Orange Conference Exhibitor App for automated lead capture

* Exhibitor badges are good for admission to main sessions only ---- no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for \$100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** Must purchase the Premium Concourse Level Exhibitor Package to purchase the eighth page ad.

Contact: Nikki Sharrett | nsharrett@rethinkgroup.org



OC 2022 Sponsor Packages



Presenting Sponsor Package

Price: \$30,000 (1 available)

Includes:

Main Stage

- 60 - 90 second video to play from main stage prior to session beginning (Video must be approved by Orange staff.)
- Two graphic slides to be shown from main stage during breaks
- Mention of sponsor by host from stage during a main session

Live Stream

- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- Logo and hyperlink on live stream website
- One interview of sponsor representative during live stream broadcast

Marketing Presence

- Two premium booth spaces in exhibitor area on arena main concourse level
- One premium booth space in Forum exhibitor area for breakout sessions
- One full-page ad in Orange Conference guide
- Additional quarter-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Twelve Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website

- Logo placement and hyperlink on theorangeconference.com partners page

Follow Up

- Thank you mention and organization name/hyperlink included in post-event email to attendees**

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** All supporting efforts written & posted by Orange.

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OC 2022 Sponsor Packages



Premium Orange Sponsor Package

Price: \$25,000 (3 available)

Includes:

Main Stage

- 60 - 90 second video to play from main stage prior to session beginning (Video must be approved by Orange staff.)
- One graphic slide to be shown from main stage during breaks
- Mention of sponsor by host from stage during a main session

Live Stream

- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- One interview of sponsor representative during live stream broadcast

Marketing Presence

- Two premium booth spaces in exhibitor area on arena main concourse level
- One full-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Eight Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website

- Logo placement and hyperlink on theorangeconference.com partners page

Follow Up

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OC 2022 Sponsor Packages



Orange Sponsor Package

Price: \$20,000 (2 available)

Includes:

Main Stage

- 60 - 90 second video to play from main stage prior to session beginning (Video must be approved by Orange staff.)
- One graphic slide to be shown from main stage during breaks

Live Stream

- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- One interview of sponsor representative during live stream broadcast

Marketing Presence

- One premium booth space in exhibitor area on arena main concourse level
- One half-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Eight Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website

- Logo placement and hyperlink on theorangeconference.com partners page

Follow Up

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OC 2022 Sponsor Packages



Orange Conference Digital Sponsor Package

Price: \$20,000 (1 available)

Includes:

Main Stage

- One graphic slide to be shown from main stage during breaks

Live Stream

- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- Mention of sponsor during live stream
- Two interviews of sponsor representative during live stream broadcast
- Watermark logo on live stream

Marketing Presence

- One premium booth space in exhibitor area on arena main concourse level
- One half-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Eight Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website

- Logo placement and hyperlink on theorangeconference.com partners page

Follow Up

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OC 2022 Sponsor Packages



Value Sponsor Package

Price: \$10,000 (4 available)

Includes:

Main Stage

- One graphic slide to be shown from main stage during breaks

Marketing Presence

- One premium booth space in exhibitor area on arena main concourse level
- One half-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Four Orange Conference sponsor badges*

Orange Conference Website

- Logo placement and hyperlink on theorangeconference.com partners page

Breakout Sponsor Package

Price: \$7,500 (3 available)

Includes:

Breakout Rooms

- One graphic slide to be shown on screens in all breakout rooms during breaks

Marketing Presence

- One premium booth space in exhibitor area located inside the breakout area
- One quarter-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Three Orange Conference sponsor badges*

Orange Conference Website

- Logo placement and hyperlink on theorangeconference.com partners page

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