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Exhibition & Advertising Application Pack

13-18 April 2019 | www.wordaliveevent.org

Founded in partnership with UCCF

Word Alive has the aim of 'serving the church, reaching the world'. We seek to provide a national event that serves individuals and local churches in the UK, and so enables them to fulfil their mission to reach the world. Our conference exhibition plays an important role in fulfilling that vision as it encourages and resources the opportunities for service at home and abroad. We pray that the exhibition will lead our guests to play their part in God's work in whatever way is appropriate to them. We would welcome an application from your organisation to be part of our exhibition in 2019. We also have the opportunity to advertise your organisation in our event programme – both paper copy and smart phone app – and on our Chalet TV.

Event Background & Information

Word Alive has run for the last eleven years. In April this year we had around 4,500 people attend one six-day event. In 2019 we are similarly holding one event at the Pontins Holiday Park at Prestatyn in North Wales, and expect around 5,000 to attend. Our dates are: Saturday 13th April – Thursday 18th April 2019. In 2019, the exhibition will be located in a central venue that we call "The Hub". The Hub comprises the exhibition, bookstall and café. Guests will be encouraged to make use of the opportunities and information available from the exhibition through the meetings, event literature and Chalet TV adverts. If you would like more information about our 2019 event please visit our website at www.wordaliveevent.org.

Applying to Exhibit

We ask that all applicants are in sympathy with the aims of the exhibition stated above and can affirm our statement of belief (can be viewed at www.wordaliveevent.org/about/declaration-of-belief). Please send in your application as early as you can. Please note that your application does not mean you are guaranteed a place. We will select agencies on the basis of creating an exhibition that covers a suitable range of areas of service and resources. We will let you know if you have a place as quickly as possible. Below are more details about the exhibition to help you decide whether to apply to participate.

Exhibitor Stands

The following options are available:

Stand Size	2m by 2m	2m by 3m
	£400	£500

(These prices are inclusive of VAT)

The cost of space for an individual display stand includes one power socket, a table and chair. It also includes two event passes to Word Alive. Please note that your stand must not exceed 3m high and must be a free-standing display.

Arrival, Set Up and Departure

Word Alive will start at 6.30pm on Saturday 13th April 2019 and will finish at 11am on Thursday 18th April 2019. Exhibitors must have their stands set up by 6.00pm on the start day and taken down on the last evening, Wednesday 17th April. Further details regarding arrival and set up will be provided nearer to the event.

Accommodation

Representatives from exhibiting organisations are responsible for their own accommodation and food. You potentially have the options of staying on-site or off-site. However our on-site accommodation has sold out very quickly so we would encourage looking at off-site accommodation. As the price of exhibiting includes two event passes which you will need if staying off-site you will also find this is the cheapest option. If you stay off-site and require more than two event passes these can be purchased via our website or on the door at the event. If you would like on-site accommodation please see our website for details of costs and join our waiting list.

Opening Hours

You must ensure that your stand is manned whenever the exhibition area is open. Our planned opening hours are: 11.00am-12.00pm, 3.00pm-5.00pm & 8.15pm-10.45pm (these may change). You are welcome to be on your stand at hours outside these if you choose to.

Insurance and Security

The exhibition will be in a Pontins venue. Pontins staff and Word Alive Stewards will be on duty in the venue when it is open and it will be locked at night. Exhibitors are required to have their own Public Liability insurance. Word Alive cannot be held responsible for any damage, theft or loss of equipment, stock, etc. It is the exhibitor's responsibility to ensure that all workers have personal effects insurance cover. All workers should be aged 18 or over.

Sales & Information

In general terms, exhibitors are not permitted to sell items from their stand. If they wish to sell any books they must do so via the event bookshop. If an exhibitor particularly wishes to sell an item then it may be possible to sell directly from the stand if the event bookshop does not stock that item and gives their permission. Please contact Nigel Beynon, Director of Word Alive, at nigelbeynon@wordaliveevent.org if you wish to explore this possibility. Exhibitors may give out information pertinent to their organisation, but are not permitted to hand out material anywhere on site except at their stand.

Applying to Advertise

There is also the opportunity to advertise your organisation in our event programme (both printed and phone app) that will be on sale to all guests at Word Alive, as well as on our Chalet TV. As with the exhibition, the number of organisations that can advertise is limited.

Printed programme ad

The following options are available:

Printed Programme Advert Size	Half page £225	Full page £450
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These prices do not include VAT. VAT will be added at the current rate unless you are a charity and supply a VAT exemption certificate. Please ask for a certificate when you apply.

The aspect ratio for the full-page programme ad will be 1:1. For the half-page ad it will be 2:1. We accept pdf, tiff and eps. Please ensure the artwork is supplied as print-ready (including a 3mm bleed), CMYK printing only. You would be required to send the artwork to communications@wordaliveevent.org by Thursday 28th February 2019. We will provide more details of the ad spec nearer the time.

Phone app ad

We offer all those with a printed programme ad the opportunity to also place an ad on our smart phone app at no extra cost. The spec for an app ad is: 1080px x 600px. PNG none interlaced.

If you would like to take up this offer, tick the relevant box on the application form and send your artwork for the ad to communications@wordaliveevent.org by Thursday 28th February 2019.

Chalet TV ad

We also offer organisations who are exhibiting at the event the opportunity to show an advert on the Chalet TV, which is broadcast to all chalets and shown in venues on site. Ads can be up to 60 seconds in length. A full spec will be sent when a Chalet TV ad is booked. The cost of advertising on Chalet TV is £60 and the media is required by Thursday 28th February 2019.

Exhibition & Advertising Application Form

Please do not send money with your application, as inclusion is not guaranteed. Confirmation of participation will be sent to you as soon as possible.

Organisation Name:

Contact Name:

Correspondence Address:

Telephone number:

E-mail address:

Organisation website:

Exhibition Stand

Please tick the stand size you prefer.

- 2m by 2m stand
- 2m by 3m stand

Advertising

Please tick the advertising space you prefer.

- Half page
- Full Page
- Phone app ad
- (only available to organisations with a printed programme ad)*
- Chalet TV ad
- (only available to exhibitors)*

N.B. Artwork and media for all booked advertising spaces must be sent to communications@wordaliveevent.org by Thursday 28th February 2019.

Please return this form to communications@wordaliveevent.org with the subject line "Exhibition".



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