



Exhibitor Guidelines

FOCUS

The primary goal of the exhibition is to encourage one-on-one and small group consultation between mission agencies and attendees. We ask that agencies come with the primary objective of developing positive relationships with convention participants. The theme for CMC West 2017 is ***“Unleashed! Together for God’s Global Glory”*** We wish to have a broad spectrum of organizations represented and reserve the right to decline any application upon the sole judgment of the Planning Committee.

If you are interested in having an exhibit please contact [Sunny Sun](#), Exhibit Coordinator for 2017, with your organization and a link to your website.

REQUIREMENTS

Organizations wishing to exhibit must meet the following requirements:

- Organizations must be actively participating in the mobilization, equipping and/or sending of Christians to the mission field both near and far, in a bi-vocational position or in the marketplace. (For example, this would include organizations focusing on missions, discipleship and evangelism, and training institutions like seminaries.)
- CMC attendees will cross a broad spectrum of passion and readiness for mission. Organizations that exhibit must offer some kind of practical opportunity for CMC attendees to participate in the worldwide mission enterprise. Practical opportunities could include STM trips, missions training for individuals or churches, long term mission positions, “tent making opportunities,” or other creative ways to actively participate in the Great Commission.
- Organizations must have the ability and commit to partner with us in actively following-up on contacts made during the convention, within 60 days of its conclusion (or by March 1, 2018).
- Organizations may not sell any books or resources from their booth, nor may they accept nor solicit donations. Exhibitors are free, however, to follow-up after the conclusion of the convention regarding donations and materials.

EXHIBITOR FEES

Cost for each booth:

For applications received by September 9, 2017: **\$480**

For applications received after September 9, 2017: **\$530**

This fee includes:

1. A 10 x 10’ space
2. One (1) 6’ covered or skirted table, two chairs, and a small garbage can
3. Pipe and drape around the booth
4. A listing in the Exhibits section of the convention handbook or App
5. A listing on the convention website, exhibits page.

PLEASE NOTE:

- Exhibit representatives must register online and pay the registration fee.
- Substitutions may be made, only with prior notification, if a representative cannot attend.
- Exhibits will be located in Exhibit Hall B in the Convention Center. The AFC Bookstore will also be located in Exhibit Hall B. All adult general sessions and workshops will be held in the Convention Center.



STATEMENT OF FAITH

Exhibitors must be in agreement with our [Statement of Faith](#) in order to be eligible to exhibit. We ask that you adhere to the statement of faith and refrain from advocating opposing beliefs for the duration of the convention.

SALES AND CONSIGNMENT POLICY

SALES OF ANY KIND BY EXHIBITORS OR SPEAKERS AT CMC WEST 2017 ARE STRICTLY PROHIBITED.

Any exhibitor or speaker who desires to offer for sale books, tapes, CDs or other literature/ resources at CMC West 2017, should contact the AFC Resource and Distribution Center which will operate a bookstore during the convention. Your materials may be sold on a consignment basis at the AFC bookstore upon approval of the AFC Bookstore Manager and a signed Consignment Contract with AFC.

For Chinese-speaking inquires please contact [Allen Liu](#) at 717-687-8564 x 238 or at aliu@afcinc.org. For English-speaking inquires please contact [Anita Martin](#) at 717-687-8564 x 237 or at amartin@afcinc.org. You may also fax your request to 717-687-6178.

The only exception to this policy is for the official convention recording vendor, for the recording of and subsequent sale of convention session CDs and MP3 files and for the Worship Band(s) sales of their own CD's/MP3's.

EXHIBITION HOURS

We request that you DO NOT meet with attendees during the morning, afternoon and evening Bible Exposition or Plenary Sessions. You are free to meet with attendees at any other time. A detailed convention schedule will be posted on the website sometime over the summer.

POST CONVENTION FOLLOW-UP

In an effort to facilitate post convention follow-up AFC will at the conclusion of the convention provide you with contact information regarding those attendees who visited your exhibit. **Please remember to ask for and collect bar code cards from each person to visit your exhibit.** On the last day of the convention please send your representative to the Registration Area with the bar code cards you have collected. Within a reasonable time a list of contact information will be provided.

AFC strongly encourages you to follow-up with these valuable contacts within 60 days of the convention and specifically indicate areas where people can serve or partner with you in fulfilling the Great Commission.

DISPLAY

All exhibit materials must conform to the Codes of the City of Ontario and the State of California.

It is the exhibitor's responsibility to ensure safe exhibit booth construction. Drapes, signs, banners, acoustical materials, decorating materials, plastic cloth and similar materials must be flame retardant or fabricated from inherently fireproof materials. The exhibitor should have a certificate of flame retardant available for review. Public Assembly Officer may at his or her sole discretion perform a flame test of exhibit materials. The use of any material that cannot be made flame retardant is prohibited.

In addition, Helium balloons, fog machines, hazers, and candles are NOT ALLOWED. Care should be taken to avoid other safety hazards such as loose cords. During the convention you are responsible for keeping your exhibit area neat and clean.

Please review [the Ontario Convention Center's Rules and Regulations](#).

CONDUCT

Aggressive recruiting or sales techniques are inappropriate at all times. Be creative and respectful in your methods of communicating.



SECURITY

A minimum of security will be provided. Please take care to secure all valuable items when you are not present at your exhibit. ***AFC will not be responsible for any items that are lost or stolen.***

CONVENTION PROMOTION / PUBLICITY

Displaying agencies are encouraged to obtain quantities of the CMC West 2017 brochure and other promotional material for distribution to your constituency. Please indicate on your application how many you can use effectively.

PROTECTION OF CONVENTION CENTER PROPERTY

Mission representatives may NOT paste, thumbtack, nail or otherwise affix signs or posters to the walls.

CANCELLATION POLICY

Cancellation requests must be received in writing before September 9, 2017, in order to receive a refund. A refund of \$430 will be made. **No refund of exhibitor fees will be made after September 9, 2017.**

LIABILITIES

Mission agencies assume the entire responsibility and liability for losses, damages, and claims arising out of attendees injury from their displays, damage/loss/theft to their displays, equipment, and other property brought upon the premises of the hotel, whether for exhibition, presentation, personal or any other use, and shall indemnify and hold harmless Ambassadors for Christ, and the hotel agents servants and employees from any and all such losses, damages and claims. We encourage you to contact your insurance agent to be sure you are adequately covered for business and personal equipment taken on the road.

TERMS

We will only consider exhibitor applications that are complete and accompanied by payment in full. Please send in your application as soon as possible as booths will be assigned on a first-come first-serve basis.

RIGHTS

The CMC Planning Committee reserves the right to decline any application at its sole discretion. The Committee also reserves the right to make the final decisions on number of exhibit spaces available, the number of exhibitors, and placement thereof.