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# ***CMN MOMENTUM EVENT***

*The International Catholic Conference & Trade Show Event*

## **Exhibitor Media Kit for Booth Planning, Advertising & Marketing**

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*For nearly 35 years CMN has helped  
Catholic businesses and ministries  
maximize the impact of their mission  
by offering the premiere event...*

***Where the ministry-minded Catholics FIND, CONNECT, and NETWORK!***

# We invite you to be part of the **Catholic Marketing Network annual Trade Show and Conference** event.

This gathering, that brings together organizations who serve the needs of Catholics, is now known as the **CMN MOMENTUM Event**. It is an utterly unique experience. There is no other event that provides such practical synergy for both lay and religious Catholic apostolates, businesses, and professionals. Our event is the place where Catholic retailers, distributors, and ministries connect in person to offer new products and publications, and to deepen relationships with supplier partners and various Catholic Media outlets.

The mission of Catholic Marketing Network is broadening. We are now responding to the urgent need for marketing, business development training, and networking connectivity for Catholic businesses, ministries, non-profits, and professionals. We are honored to become the go-to for marketing, networking and business development for Catholic organizations.

**Participation as an exhibitor, sponsor, or an advertiser with the CMN MOMENTUM Event requires an active CMN C-Level Membership - \$399. Please include this in your promotional & exhibitor budget considerations.** The blessing is that a CMN membership provides 24/7 year-round benefits in addition to exhibiting, sponsoring, and advertising at our annual live event. Plus, even if you are not able to exhibit with us, as a C-Level member, you can still take advantage of the opportunity to advertise in our MOMENTUM Event Program.

**Get in touch with Silvia Osong: [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com), CMN Executive Director, or Cathy Gilmore: [cgilmore@catholicmarketing.com](mailto:cgilmore@catholicmarketing.com), CMN Marketing & Communications, if you would like to know more about being a CMN event sponsor. The end of this booklet has forms to reserve exhibit booth space and to participate in select promotional opportunities. Call the CMN office to check on the availability of the various sponsorships.**

So, browse through this CMN EXHIBITOR MEDIA KIT for the booth planning, advertising, and marketing information to make your exhibitor experience one that builds tremendous **momentum** for your business or ministry. Contact us if you have any questions.

***We are happy to help!***

**The CMN Team**

Visit: [www.CatholicMarketing.com](http://www.CatholicMarketing.com)

Mail: P.O. Box 610465 Dallas, Texas 75261

Email: [info@catholicmarketing.com](mailto:info@catholicmarketing.com)

Call: 800 - 506 - 6333

# CMN MOMENTUM EXPO HALL SCHEDULE

## TUESDAY

July 27, 2021

8AM - 11PM **Exhibitor Set Up**  
4PM - 8PM **Early Bird Selling/Shopping (Wholesale)**

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## WEDNESDAY

July 28, 2021

9AM - 5PM **Expo Hall (Wholesale)** open till 5PM

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## THURSDAY

July 29, 2021

9AM - 5PM **Expo Hall (Wholesale)** open till 5PM  
1PM - 5PM **CMN Sample Sale (Wholesale + Retail)**  
5PM - 11PM **Breakdown**

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## Expo Hall Booth Reservations

MOMENTUM Booth Sizes/Prices: (Larger Custom Sizes priced upon request)	Size	Price
	6 x 10 Booth	\$ 695.00
	10 x 10 Booth	\$ 1,295.00
	10 x 20 Booth	\$ 2,590.00
	20 x 20 Booth	\$ 5,180.00

## CMN Exhibitor Promotional Opportunities

### Booth Happenings

**FREE** listing printed in the CMN MOMENTUM Event Program and exposure on the CMN Event APP. Are you giving away coffee or treats? Doing a raffle? Having a book signing? (For a book signing or other special give-away as an *advertised* Booth Happening,

exhibitors are **not allowed to limit** the give-away just to retailers. Exhibitors can always give free promotional copies away selectively to retailer attendees, or others, on an individual basis.) Submit your Booth Happenings to CMN by 45 days prior to the event date to be included in the program. Limit of 150 characters including spaces. Longer information about specials will not be included in the program.

Email Booth Happenings to; [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com)

## Show Specials

Event-only exhibitor offers or discounts especially geared for CMN retail member attendees.

Listings of Show Specials are included for **FREE** in the CMN Momentum Event Program and given **FREE** exposure on the CMN event APP. Show Special information needs to be received by CMN by 45 days prior to the event date to be included in the event program. Limit of 150 characters including spaces. Longer information about specials will not be included in the program.

Email Show Specials to; [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com)

## CMN MOMENTUM Event Bag Inserts

1000 copies or samples—One copy must be provided for approval. The shipment of items/cards needs to be received at CMN drayage warehouse two weeks prior to the event date. Anything arriving after the deadline, will be placed in central location near the CMN MOMENTUM registration area for attendees to put in their bag themselves. **Cost:** \$300 per insert.

Mail Bag Inserts to drayage warehouse and address it as shown below:

### **CMN Registration Desk - Bag Inserts**

SourceOne Events  
160 Eisenhower Lane N.  
Lombard IL 60148

## CMN Event Program Advertising

Full color, high quality publication to publicize CMN event activities, exhibitors, products, services, ministries, speakers, and members. Distributed at the CMN MOMENTUM International Catholic Trade Show & Conference. Additional printed copies mailed in early September following the event.

## Circulation

Mailed to over 3,200 Catholic Entrepreneurs, Retailers, Leaders and Influencers (Media, Ministries, Distributors, Publishers, Suppliers, and Personalities) Digitized catalog link is viewable 24/7 on-line following the event. Electronic catalog is eblast to over 6,000 email addresses. Includes cross-posting on CMN Social Media Sites.

## Print Advertisement Rates For CMN Trade Show Program and Christmas Catalog Magazine

Advertisement Type, Location, and Dimensions	Pricing
Back Cover (with bleed 5.5" w x 8.5" h) (Sold)	\$1,750.00
Inside Front Cover (with bleed 5.5" w x 8.5" h)	\$1,500.00
Inside Back Cover (with bleed 5.5" w x 8.5" h)	\$1,500.00
Center Spread (2-pages) (with bleed 5.5" w x 8.5" h ea.) (Sold)	\$2,850.00
Full Page (with bleed 5.5" w x 8.5" h)	\$1,200.00
Half Page (Horizontal only - with bleed 5.5" w x 4.125" h)	\$700.00
Small Ad (Vertical only - with bleed 2.5" w x 4.5" h)	\$300.00

**CMN ADVERTISING SPECIFICATIONS:** All images and text must be kept a minimum of one-quarter inch (1/4") from all four inside edges of the ad (using the standard ad dimensions above.) No RGB formats please, must be in CMYK color. CMN Requires a minimum resolution of 300 dpi on all images. Print-ready ads must be submitted electronically. All fonts and images attached or a PDF with all fonts and images embedded. Back Cover: 1/4" bleed on the left and right side, along with 1/8" bleed for the bottom. No bleed at the top is needed. Small Ads: Advertiser provides CMN the following elements: Title, Price, maximum of 100 characters of copy for a description, Contact Information, and High-Res Image. CMN Graphic Designer will layout ad for the print publication.

## CMN GENERAL EVENT SPONSORSHIP OPPORTUNITIES

**EXHIBITOR LOUNGE SPONSORSHIP:** Your organization can offer exhibitors a relaxing space to get something to eat and refresh during a long exhibit hall day. Sponsorship includes signing and exposure on CMN event app.

**CMN Exhibitor Lounge Sponsorship:** \$1,500

**EVENT BAG SPONSORSHIP:** Feature your brand or message on 1000 custom CMN Event bags. Get exposure as these bags are used in and out of the expo hall, carried throughout the hotel venue, and brought through airports as attendees and exhibitors travel home.

**CMN Event Bag Sponsorship:** \$2,000 (Limit 2)

**SNACK SPONSORSHIP:** As snack sponsor you will foster goodwill and brand awareness as you provide for a small team of friendly young people to roam the CMN expo hall passing out snacks and treats. This can include, co-branded with your logo, CMN t-shirts on the members of the MOMENTUM snack squad. **CMN Snack Sponsorship:** \$1,200

**LANYARD SPONSORSHIP:** This CMN sponsor receives brand exposure on the lanyard holding the name badge worn by every CMN MOMENTUM Event Exhibitor and Attendee. **CMN Lanyard Sponsorship:** \$2,000

**SIGNAGE SPONSORSHIP** Name or logo included on all CMN Event Directional Signs. **CMN Signage Sponsorship:** \$1,000

**FLORAL SPONSORSHIP:** To provide beautiful flowers for MOMENTUM liturgies, and Adoration Chapel. Includes exposure & acknowledgement on the CMN event app. **CMN Floral Sponsorship:** \$500

## **CMN MOMENTUM RECEPTION AUTHOR/ARTISAN Meet & Greet Sponsorship**

This is the Wednesday evening Reception, where both exhibitors and attendees mingle with a cocktail and some light appetizers. It is the opportunity for ministries, publishers, authors and artists to make a personal connection with those who will experience, enjoy, and advocate for their work. This event will also include parish leaders and DREs participating in the Catholic Brain Institute Event occurring in conjunction with MOMENTUM 2020.

**Welcome Reception Hosting Sponsorship:** This is an opportunity for an organization to build good will, exposure and brand recognition. The Welcome Reception host sponsor is given a podium opportunity to officially welcome everyone to the CMN MOMENTUM Event, show a 1-minute video ad, give a short inspirational address, and briefly acquaint everyone with their featured products or brand. Sponsor receives name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

**Welcome Reception Co-Sponsorship:** This is an opportunity for an organization to build good will, exposure and brand recognition in a more modest way. Includes a 1-minute video ad shown during the Welcome Reception that is introduced by the Host sponsor, plus name recognition on signage, CMN event app and exposure in event e-blasts and CMN social media.

**Author/Artisan Meet & Greet Table Sponsor -** Requires at least 150 books/art pieces to be given away. \*\*Books must be vetted by the Catholic Writers Guild or have an Imprimatur

**Welcome Reception Hosting Sponsor:** \$4,000

**Welcome Reception Co-Sponsor:** \$1,000

**Author Meet & Greet Table Sponsorship Cost:** \$300 per author/ Artisan - Limit: 14 tables.

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**Contact us for information about Premiere and Networking/Food & Drink Sponsorship opportunities.**

**Examples include:**

- **Tuesday Business & Ministry Seminar**
- **Tuesday Exclusive Exhibitor Connection Opportunities**
- **Movie Night/s**
- **Wednesday Reception**
- **Thursday Breakfast**
- **and more**

For Premiere and Food & Drink Sponsorships, contact CMN Event Coordinator and Communications Specialist: Cathy Gilmore at [Cgilmore@catholicmarketing.com](mailto:Cgilmore@catholicmarketing.com)

# CMN MOMENTUM Event Exhibitor Booth Contract

Company Name: \_\_\_\_\_ Company Website: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Primary Contact Direct Phone: \_\_\_\_\_  
Primary Contact Direct Email: \_\_\_\_\_

General Company Contact Email: \_\_\_\_\_ Public Company Phone: \_\_\_\_\_

Company Mailing Address: \_\_\_\_\_

Supplier Membership Number: \_\_\_\_\_ Expires\*: \_\_\_\_\_

(To locate CMN Membership Number / Expiration Date, go to <https://catholicmarketingnetwork.wildapricot.org/Sys/Login>)

First Time Exhibitor: YES or NO (Circle one)

Location Preference:

Quantity: \_\_\_\_\_ 6' X 10' EXHIBIT BOOTH(S) @ \$ 695.00 each Booth # (s): \_\_\_\_\_

Quantity: \_\_\_\_\_ 10' X 10' EXHIBIT BOOTH(S) @ \$1,295.00 each Booth # (s): \_\_\_\_\_

Quantity: \_\_\_\_\_ 10' X 20' EXHIBIT BOOTH(S) @ \$2,590.00 each Booth # (s): \_\_\_\_\_

Quantity: \_\_\_\_\_ 20' X 20' EXHIBIT BOOTH(S) @ \$5,180.00 each Booth # (s): \_\_\_\_\_

Quantity: \_\_\_\_\_ CMN C-Level Corporate & Supplier Level Membership @ \$399.00

Booths are finished with carpet, pipe and drape (walls measure 3' on each side and 8' in the back). Each booth includes one skirted 6 ft. table, two chairs, a trash can & booth signage. Two Exhibitor Staff Registrations are included with each 6 x 10 booth space. Four for each 10 X 10 booth space. Advertising and other show events are not included in the booth rental fee. Electricity and other display items must be arranged through the venue. Shipping of products to and from the show are the responsibility of the exhibitor. Exhibitor Decorator Package containing details and recommended partners will be provided once Booth Leasing Contract is approved and deposit retained. \*ALL Supplier Memberships must be active at the time of the show\*.

TOTAL CMN MOMENTUM Exhibitor Order ..... \$ \_\_\_\_\_

Required deposit to hold your booth: 50% of booth fee total DUE NOW. Balance due date: June 3, 2021

## **2021 Booth Payment and Refund Policy**

**PAYMENT:** Required deposit to hold a booth – 50% of booth fee total DUE NOW. Balance of the fee is due by June 3rd, 2021. Please make your check payable to:

**Catholic Marketing Network** and mail to: CMN, P.O. Box 610465, Dallas, Texas 75261. To arrange to pay with a credit card, *please contact Silvia Osong at 800-533-7083 or email [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com).*

**REFUNDS:** Due to the many unknowns/uncertainties as a result of the Covid-19 pandemic, should we cancel our event, upon request, exhibitors will receive a FULL REFUND of deposit or monies for exhibition space leased. Exhibitors can also request a full refund if they do not feel safe and wish to cancel participation due to the risk of Covid-19 exposure. Lastly, if our event is cancelled, or if an exhibitor decides not to participate, exhibitors will have the option to receive full credit for funds paid towards next year's 2022 event or other future CMN events.

# CMN Event Program & Christmas Catalog Advertising Order

Company Name:

Phone:

Primary Contact:

Contact Email:

Publication/s: **CMN MOMENTUM Event Program - Christmas Catalog** (Check the box in the chart below)

**\*\*\*Members who order ads in both the CMN Event Program & the CMN Christmas Catalog at the same time receive a 10% discount!**

Advertisement Type, Location, and Dimensions	Pricing
<input type="checkbox"/> Back Cover - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$1,750.00
<input type="checkbox"/> Inside Front Cover - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$1,500.00
<input type="checkbox"/> Inside Back Cover - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$1,500.00
<input type="checkbox"/> Center Spread (2-pages) - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$2,850.00
<input type="checkbox"/> Full Page - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$1,200.00
<input type="checkbox"/> Half Page (Horizontal only) - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$700.00
<input type="checkbox"/> Small Ad (Vertical only) - <input type="checkbox"/> EVENT PROGRAM / <input type="checkbox"/> CHRISTMAS CATALOG	\$300.00

**TOTAL COST** .....\$\_\_\_\_\_

**TERMS AND CONDITIONS:**

Cancellations or changes on advertising are not accepted after stated due date for the catalog. Timely payment should be made once invoice is received.

Invoice for advertising package will be sent on date Advertising Order is received and counter-signed by CMN. Advertiser should adhere to the design criteria outlined on Media Specifications page.

Catholic Marketing Network will not be liable for typographical errors, incorrect information, or omissions in advertising artwork and information provided. Submitting an Insertion Order is construed as an acceptance of all published rates and conditions and such order when accepted by CMN constitutes a contract. All contracts are conditional on strikes, fires, acts of God or any cause not subject to the control of CMN.

All advertising placed in the 2021 CMN Trade Show Program is based on rates in effect on issue date; no previous rate discounts will apply. All advertising must be relevant to the topic of serving the needs of Catholics. All products appearing in advertising must honor the teachings of the Magisterium of the Catholic Church.

**\*\*Purchase Authorization\*\***

I hereby authorize this purchase of Advertising and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature:

Date

Amount Paid \$\_\_\_\_\_

CMN Acceptance Signature:

Date



# **CMN MOMENTUM Author/Artist Meet & Greet Agreement**

***Wednesday July 28, 6PM to 7PM***

Sponsor Organization Name:

Phone:

Primary Contact:

Contact Email:

Participant commits to bring 150 free books / art or product samples Check yes:

(For Books): Date of CWG Approval, or Imprimatur:

Title of book or featured art: \_\_\_\_\_

Author, Artist, or Business Representative name to put on signs: \_\_\_\_\_

Event Participation Table @ \$ 300.00 each

***\*ALL CMN Sponsor organization memberships must be active at the time of the event.***

TOTAL EVENING EVENT PARTICIPATION COST ..... \$

Required deposit to hold your table – 50% of table fee total DUE NOW. Balance due by April 2<sup>nd</sup>, 2021.

## ***Event Participation Payment and Refund Policy***

Required deposit to hold your table – 50% of table fee total DUE NOW. Balance of the fee is due by April 2<sup>nd</sup>, 2021.

Please make your check payable to: Catholic Marketing Network and mail to: CMN, P.O. Box 610465, Dallas, Texas 75261.

To arrange to pay with a credit card, please contact Silvia Osong at 800-533-7083 or sosong@catholicmarketing.com

50% of monies or deposit received are refundable if written cancellation is received at the CMN offices by April 14th, 2020 (90 days' notice).

No refunds will be made for cancellations of event table space after May 4, 2020.

### ***\*\*Purchase Authorization\*\****

I hereby authorize this purchase of event table space and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature:

Date:

Billing Amount:

CMN Acceptance Signature:

Date:

***\*Please retain a copy for your records.***

# 2020 CMN Trade Show Bag Insert Agreement

Company Name:

Phone:

Primary Contact:

Contact Email:

Quantity: \_\_\_\_\_ Bag Insert @ \$ 300.00 per insert / Name of Insert: \_\_\_\_\_

***\*ALL CMN sponsor organization memberships must be active at the time of the show.***

**TOTAL BAG INSERT COST ..... \$**

***Payment DUE NOW***

## ***Trade Show Bag Insert Participation Payment and Refund Policy***

**Total payment due at the time of agreement.**

Please make your check payable to: Catholic Marketing Network and mail to: CMN, P.O. Box 610465, Dallas, Texas **75261**. To arrange to pay with a credit card, please contact **Silvia Osong at 800-533-7083 or [sosong@catholicmarketing.com](mailto:sosong@catholicmarketing.com)**

All inserts must be provided in quantities of 1000. CMN must receive the sample insert by May 15th to be included in this year's trade show bag giveaway. No refunds are allowed.

### **\*\*Purchase Authorization\*\***

I hereby authorize this purchase of trade show bag insert participation and agree to abide by the general terms and provisions, provided by Catholic Marketing Network.

Authorized Signature:

Date:

Billing Amount:

CMN Acceptance Signature:

Date:

**\*Please retain a copy for your records.**