

EXHIBITOR &
ADVERTISING
OPPORTUNITIES



Radical
CHRISTIANITY

IS YOUR
CHURCH
TOO SAFE?

KINGDOM  AGENDA
CONFERENCE

SEPTEMBER 29 – OCTOBER 1, 2009 · DALLAS, TX

Letter from Dr. Tony Evans

Dearest Friend,

It is my pleasure to personally welcome you to The Urban Alternatives 21st Annual Kingdom Agenda Conference. This year marks 21 years of conference ministry and we are in high gear to make this one another year to remember. We are continuing to seek ways to help you identify and address the negative spiritual influences in your life and ministry so that God can fully and freely express His life and power through the gifts and calling He has given you.

We have enlisted several of my friends- like James Meeks, Richard Farmer, and Chip Ingram- to come alongside me and minister to each attendee, providing a divine insight and an overwhelming sense of spiritual victory that will allow us to move to the next level of our journey. My prayer is that you will come expecting and leave rejoicing.

As well, I am excited to offer comprehensive training in our national faith-based strategy- the National Church Adopt-A-School Initiative (NCAASI). This strategy addresses the spiritual and social needs of urban youth and families through the church and public school partnership based on the Dallas, Texas model. I believe this initiative will assist you in meeting the needs of the people in your church and community.

So, as you can see, this year's conference has something for everyone. I encourage you to take full advantage of your choices of the dozens of different workshops, intensive practicum's, open forums, and general sessions. I am certain that you will come away motivated and equipped for Kingdom building!

For His Kingdom,



Dr. Tony Evans

President - The Urban Alternative

Senior Pastor - Oak Cliff Bible Fellowship



Conference At A Glance

WHO: The National Ministry of Dr. Tony Evans —The Urban Alternative (TUA) plans to host 1,000 senior pastors and community leaders from around the world.

WHAT: The Kingdom Agenda Conference

WHEN: September 29 - October 1, 2009

WHY: This conference is designed to train & equip pastors and church leaders for service to Christians and non-Christians alike in the United States and beyond.

***KEY FACTS:**

- Held annually in Dallas, Texas; currently in its twenty first year
- 3 year certification program and graduation
- Over 25 workshops offered
- Nine (9) different intensive practicum workshops with an emphasis on ministry and community development.
- Ten (10) areas of ministry training and development-Pastoral Studies, Worship, Theology, Counseling, Discipleship, Leadership, Administration, Bible, Outreach and Christian Education.
- Extensive training and development covering the following areas:
 - Ministry (Serving, Teaching, Training, Ministering)
 - Marriage
 - Worship
 - Counseling
 - Personal Growth
 - Leadership
 - Health (Physical, Emotional, Mental)
 - Bible
 - Christian Education



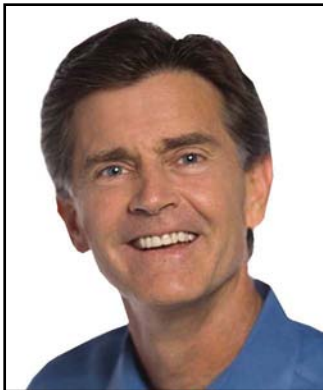
General Session Speakers



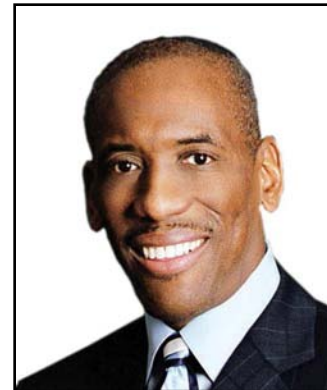
Tony Evans
Conference Host
Senior Pastor
Oak Cliff Bible Fellowship Church
Dallas, TX



James Meeks
Senior Pastor
Salem Baptist Church
Chicago, IL



Chip Ingram
Living on the Edge
Atlanta, GA



Richard A. Farmer
R.A.F Ministries
Grand Prairie, TX



Conference Schedule

Monday September 29th

5:00 p.m. – 9:00 p.m.

1:00 p.m. – 5:00 p.m.

Registration (pre-registration participants only)

Exhibitor Set-up

Tuesday, September 30th

8:00 a.m. – 10:30 a.m.

8:30 a.m. – 3:30 p.m.

11:00 a.m. – 5:30 p.m.

1:30 p.m. – 5:30 p.m.

5:30 p.m. – 7:30 p.m.

7:30 p.m. – 9:30 p.m.

9:40 p.m. – 10:00 p.m.

Registration/Exhibits

One Day Seminars / Intensives (break for lunch)

NCAASI Comprehensive Training

OCBF Ministry Tour (Boxed lunches available)

Free Time

General Session with Tony Evans (KA reception immediately following General Session)

Fellowship of Churches Overview

Wednesday, October 1st

8:00 a.m. – 10:30 p.m.

8:15 a.m. – 10:00 a.m.

10:30 a.m. – 12:00 p.m.

12:00 p.m. – 1:30 p.m.

1:30 p.m. – 3:15 p.m.

3:30 p.m. – 5:15 p.m.

5:15 p.m. – 7:30 p.m.

7:30 p.m. – 9:30 p.m.

9:30 p.m. – 10:00 p.m.

Registration/Exhibits

Workshops

General Session (w/ James Meeks) (exhibits closed)

Lunch Break (lunch on your own)

Workshops

Workshops

Free Time (dinner on your own)

General Session (w/ R.A. Farmer) (Exhibits Closed)

Book Signing

Thursday October 2nd

8:00 a.m. – 10:30 p.m.

8:15 a.m. – 10:00 a.m.

10:30 a.m. – 12:00 p.m.

12:00 p.m. – 1:30 p.m.

1:30 p.m. – 3:15 p.m.

3:30 p.m. – 5:15 p.m.

5:15 p.m. – 7:30 p.m.

7:30 p.m. – 9:30 p.m.

9:40 p.m. – 10:30 p.m.

11:00 p.m.

Exhibits

Workshops

General Session (w/ Chip Ingram) (exhibits closed)

Lunch Break (lunch on your own)

Workshops

Workshops

Free Time (dinner on your own)

General Session (w/ Tony Evans) (Exhibits Closed)

Certification Graduation Reception (Exhibits Closed)

Exhibit Hall - Tear Down (tentative)

Friday October 3rd

9:30 a.m. – 11:30 a.m.

Post – Conference Q&A Session

Exhibitor Information

Exhibit Options

Option #1: Early Bird (before July 31st) \$500.00

- Standard booth space 8ft x 10ft
- 1 complimentary conference registration
- (1) 6ft skirted table
- (2) chairs
- (1) wastebasket

(after July 31st)- \$750.00

Set-up

Monday, September 29, 2009 from 1:00 p.m. – 5:00 p.m.

Application

Please complete the enclosed exhibit application and return it along with the exhibit fee. Deadline: July 31, 2009. Exhibit confirmations will be mailed by September 4, 2009.

Shipping

Boxes/packages should be shipped one week prior to the following address:

Receiving Department
Hyatt Regency DFW
International Pkwy.
DFW Airport, Texas 75261
(HOLD FOR GROUP ARRIVAL)
Attn: TUA-The Kingdom Agenda Conf./Your Company Name)

Payment

Make checks or money orders payable to:

The Urban Alternative
Attention: Finance-KA Exhibits
P.O. Box 4000
Dallas, Texas 75208

You may also use MasterCard, Visa, American Express or Discover credit cards.

Option #2: Early Bird (before July 31st) \$850.00

- Double booth space 8ft x 20ft
- 1 complimentary conference registration
- (2) 6ft skirted tables
- (4) chairs
- (2) wastebaskets

(after July 31st)- \$1,000

Tear-down

Thursday, October 2, 2009 at 11:00 p.m.



Why Advertise?

ADVERTISING VEHICLES:

- **The Urban Alternative Website**
(over 1 million hits per year)
- **Direct Mail Campaigns**
to nearly 50,000 consumers
- **Telemarketing & Fax Broadcast Campaigns**
to over 10,000 pastors, churches, and media outlets
- **Pastors' Ministry Website**
(www.TonyEvans.org)

- Prestigious way to get your name and product in front of your potential customers and a way to build relationships.
- Gain exposure and brand awareness while supporting the ministry.
- Allows you the opportunity to reach these professionals in ways your marketing efforts alone cannot.
- Our research shows us that many of our attendees prefer to do business and network with other ministry supporters.
- Your involvement with the CDC and with the ministry has placed you in a more favorable position than your competition.
- Your continued loyalty is important to our ministry. Your organization/church will thrive from the added exposure of the conference marketing and from the gained exposure





Advertising Opportunities

Get ready for an exciting journey as you take part in The Kingdom Agenda Conference. Your full color ad can be placed in one or all of the following mediums:

- Program Book
- Pre-Conference Mailer
- Pastors' Ministry Website (www.TonyEvans.org)

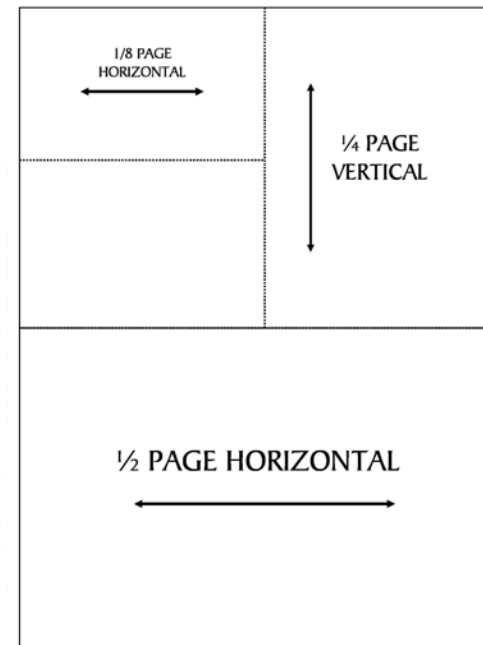
Print Fees:

FULL PAGE (8.5" x 11")	\$250
1/2 PAGE (8.5" x 5.5")	\$150
1/4 PAGE (Vertical)	\$100
1/8 PAGE (Horizontal)	\$85
Flyer	\$50

(all files must be color and camera-ready)

Web Banner Fees:

Weekly:	\$300
Monthly:	\$1,000



Need details?

Contact Marketing and Development toll free at (800) 800-3222 or (214) 943-3868 x207 or by e-mail at tbland@tonyevans.org.

Quick Contacts



Sponsorship Inquiries

Tiffany Bland, Executive Coordinator
Marketing and Development
Phone (214) 943-3868 x207
Fax (214) 944-0692
E-mail: tbland@tonyevans.org

Group Tables

Cecilia Gonzales, Conference Assistant
Phone (214) 943-3868 x229
Fax (214) 944-0691
E-mail: cgonzales@tonyevans.org

The Hyatt Regency Hotel

(Hotel reservations should be made directly with the Hyatt Hotel)
DFW Airport, TX
Phone: (972) 453-1234
Fax: (972) 456-8668
Toll Free: (800) 833-1234
Online: www.dfwairport.hyatt.com

Conference Registration

Toll free (800) 800-3222
Fax (214) 944-0691
Online: www.TonyEvans.org

Exhibitor Inquiries

Cecilia Gonzales, Exhibit Coordinator
Phone (214) 943-3868 x229
Fax (214) 944-0691
E-mail: cgonzales@tonyevans.org

Rev. James B. Daniels Scholarship

To contribute to the James B. Daniels Scholarship, call (800) 800-3222
To apply for this scholarship, visit our website at:
www.TonyEvans.org or call (214) 943-3868 x229

National Church Adopt-A-School Initiative (NCAASI) Training

Call toll free (800) 800-3222
Fax (214) 944-0691
E-mail: dtolbert@tonyevans.org

American Airlines (Group Discounts)

Meeting service desk at (800) 433-1790
[Star #A6399AF](#)

Avis (Group Discounts)

Worldwide reservations desk at (800) 331-1212
[Discount #D005182](#)

2009 KINGDOM AGENDA CONFERENCE

Exhibitor Application

Organization _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

E-Mail _____ Phone Number () _____ Fax Number () _____

On-site contact, if different from above _____

What type of exhibit will you have? Product Sales Information/Services Both

Describe your products and/or services. (*First-time exhibitors*, please provide samples or information brochure concerning your materials.) _____

Do you have any special needs for your exhibit? If yes, please explain. _____

Please enclose exhibit fee along with this form. Please note that in order to take advantage of the complimentary conference registration, you must submit your conference registration form to the Exhibit Coordinator. If we are unable to accommodate your request for exhibit space, your fee will be refunded.

All applications must be submitted by July 31, 2009. Exhibit Confirmations will be made by September 4, 2009.

Amount Enclosed:

Exhibit Fee: Package 1 (Early Bird): \$500.00 _____ OR Package 2 (Early Bird): \$850.00 _____
Package 1 (after 7-31): \$750.00 _____ OR Package 2 (after 7-31): \$1,000 _____

(Note: Each exhibit package registration includes one Conference Registration)

Early Bird Special
Exhibit Booth, Full
Page Ad and 1-month
Banner Ad
ONLY \$1500
Reserve by
July 31, 2009

TOTAL ENCLOSED

\$ _____

Make checks payable to: The Urban Alternative, Attention: Finance-KA Exhibits, P. O. Box 4000, Dallas, TX 75208

Card Type/Number _____

Exp. Date _____

Signature _____

Today's Date _____

Motivation Code: KA 2009 Exhibitor

Project Code: 007001

2009 Kingdom Agenda Conference Advertisement Application

Organization _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

E-Mail _____ Phone Number () _____ Fax Number () _____

Advertisement Packages:

Please check the box of your choice.

Program Book

- | | |
|--|--------------|
| <input type="checkbox"/> FULL PAGE (8.5" x 11") | \$250 |
| <input type="checkbox"/> 1/2 PAGE (8.5" x 5.5") | \$150 |
| <input type="checkbox"/> 1/4 PAGE (Vertical) | \$100 |
| <input type="checkbox"/> 1/8 PAGE (Horizontal) | \$85 |

Extra! Extra! For an extra \$50 let the participants read about your organization on a printed flyer when they receive their registration packets.

- | | |
|---------------------------------------|-------------|
| <input type="checkbox"/> Flyer | \$50 |
|---------------------------------------|-------------|

Web Banner Packages:

- | | |
|---|---------------------|
| <input type="checkbox"/> _____ weeks @ \$300.00/week | Dates: _____ |
| <input type="checkbox"/> _____ months @ \$1,000/month | |



All applications, along with camera-ready color ad must be submitted by July 31, 2009.

Make checks & money orders payable to: The Urban Alternative, Attention: Finance-KA Advertisements, P. O. Box 4000, Dallas, TX 75208

Amount Enclosed:

TOTAL ENCLOSED \$ _____

Card Type/Number _____

Exp. Date _____

Signature _____

Today's Date _____