

A panoramic view of the San Antonio skyline at sunset. The sky is a mix of orange, yellow, and purple. The city lights are beginning to glow, and the Tower of the Americas is a prominent feature in the center. The text 'GA 22' is overlaid in large white letters at the top.

# GA 22

## 78<sup>TH</sup> INTERNATIONAL GENERAL ASSEMBLY

JULY 25 - 29 • SAN ANTONIO, TEXAS

**SPONSOR & EXHIBITOR'S GUIDE**

## CONFERENCE OVERVIEW

The Church of God International General Assembly is the biennial conference of the Church of God—Cleveland, TN. This year’s conference marks the 78<sup>th</sup> gathering of the ministers and laity of the organization. Founded in 1886, the Church of God is one of the oldest continuing Pentecostal denominations in the world and currently has a membership of more than 7 million members with over 15 million adherents across 184 nations of the world.

The biennial conference of the Church of God provides a time for church business to be adopted, leaders to be elected, as well as a time of training and enrichment for those in attendance. Delegates, both ministerial and laity, will attend this convention, with an average of 12,000-15,000 in attendance.

Past conventions have been held in Dallas, TX; Fort Worth, TX; San Antonio, TX; Indianapolis, IN; Nashville, TN, and most recently Orlando, FL. The 2022 convention will once again be in the beautiful city of San Antonio, Texas at the Henry B. González Convention Center.

The Church of God International General Assembly is the premier event of the denomination and attracts delegates from around the world. Exhibitors and sponsors will have an opportunity to reach hundreds of pastors and church leaders during this five-day conference. The exhibit area will feature more than 80,000 square feet of exhibits and displays with over 40+ hours of exhibitor-delegate interface.

GA22 will provide both sponsors and exhibitors with the ability to reach thousands of delegates ranging from Mega-Church Pastors, Associate Pastors, Youth and Children’s ministers, Music Directors, as well as local church leadership.

There are two available opportunities to reach the 12,000 plus delegates.

### Sponsorship Option

The sponsorship level has several available options of partnership with varying delegate engagement opportunities. Please refer to page 4 of this guidebook for details on the various sponsorship availabilities and corresponding details.

### Exhibitor Option

While this level does not feature some of the direct delegate engagement opportunities of the Sponsor Level, it does provide the ability for smaller vendors to have exhibit floor access to our delegates. Like the Sponsor Level option, the Exhibitor Level option features a variety of available options and price points. Please see page 4 of this guidebook for more details.

## DEMOGRAPHICS

**Projected Registered Ministers**  
8,000

**Projected Delegate Attendance**  
12,000 - 15,000

Age	Gender
16 - 25 .....4%	Male ..... 47%
26 - 35 ..... 6%	Female..... 38%
36 - 48 ..... 19%	
49 - 62 ..... 32%	
63 - 70 ..... 13%	
70+ ..... 11%	

## SEGMENT BREAKDOWN

Ordained Bishop.....	36% (male only)
Ordained Ministers .....	9% (male & female)
Exhorters .....	5% (male & female)
Laity .....	30% (male & female)
Youth/Children.....	20% (male & female)

## WHAT PEOPLE ARE SAYING

*“The International General Assembly of the Church of God attracts some of the brightest and most promising up and coming leaders in the modern Pentecostal movement.”*

*“Participating in a Church of God General Assembly is a highlight for our company. Each Assembly affords us the opportunity to engage with hundreds of pastors and church leaders and the ability to share our ministry products to the entire denomination in one gathering.”*

*“We look forward to partnering with the Church of God General Assembly every two years. They are like family and each year we get the opportunity to reconnect to hundreds of pastors and church leaders we have grown to know and value.”*

# EVENT SCHEDULE

## SUNDAY, JULY 24, 2022

8:00 p.m. – 12:00 a.m. .... Sponsor Move-In/Setup

## SUNDAY, JULY 24, 2022

8:00 p.m. – 12:00 a.m. .... Exhibitor Move-In/Setup

## MONDAY, JULY 25, 2022

1:00 p.m. – 4:00 p.m. .... LEAD Conference

## MONDAY, JULY 25, 2022

12:00 p.m. – 7:00 p.m. .... Exhibit Floor Open

## TUESDAY, JULY 26, 2022

8:30 a.m. – 7:00 p.m. .... Exhibits/Business

## WEDNESDAY, JULY 27, 2022

8:30 a.m. – 7:00 p.m. .... Exhibits/Business/Worship

## THURSDAY, JULY 28, 2022

8:30 a.m. – 7:00 p.m. .... Exhibits/Business/Worship

## FRIDAY, JULY 29, 2022

8:30 a.m. – 7:00 p.m. .... Exhibits/Business/Worship

## BUSINESS SESSIONS

Tuesday, July 26 ..... 8:30 a.m. - 11:30 a.m.  
 ..... 1:30 p.m. - 4:30 p.m.  
 ..... 7:00 p.m. - 9:00 p.m.

Wednesday, July 27 ..... 8:30 a.m. - 11:30 a.m.  
 ..... 1:30 p.m. - 4:30 p.m.

Thursday, July 28 ..... 8:30 a.m. - 11:30 a.m.  
 ..... 1:30 p.m. - 4:30 p.m.

Friday, July 29 ..... 8:30 a.m. - 11:30 a.m.  
 ..... *General Assembly Session*  
 ..... 1:30 p.m. - 4:30 p.m.

## WORSHIP SERVICES

Wednesday, July 27 ..... 7:00 p.m.  
 Thursday, July 28 ..... 7:00 p.m.  
 Friday, July 29 ..... 7:00 p.m.

## EXHIBIT HALL HOURS

Monday, July 25 ..... 12:00 p.m. – 7:00 p.m.  
 Tuesday, July 26 ..... 8:30 a.m. – 7:00 p.m.  
 Wednesday, July 27 ..... 8:30 a.m. – 7:00 p.m.  
 Thursday, July 28 ..... 8:30 a.m. – 7:00 p.m.  
 Friday, July 29 ..... 8:30 a.m. – 7:00 p.m.



# SPONSORSHIP PACKAGES

## Business Session Sponsor.....\$30,000\*

- 20' X 40' Premium booth w/ electricity & Internet provided
- Named & Branded Sponsor of Session (Only Six Sessions Available)
- Pre-Session Video at Start of Session (3-Minute Max Length) (Video Provided by Sponsor)
- Full Screen Slide Announcing Session Sponsorship with Logo Branding (Shown periodically throughout the session)
- Lower-third Screen Branding with Logo Branding as Session Sponsor (Shown periodically throughout the session)
- Literature/Brochure Distribution in Seats Prior to Session (3000 seats)
- Two-Podium Announcements (by moderator) of Sponsorship per Session
- Exhibit Booth Location Announcement—If Applicable

## Partnering Sponsor .....\$25,000\*

- 20' X 40' Premium booth w/ electricity & Internet provided
- Five 60-second promotional videos (provided by sponsor) to be played prior to the main evening event
- Five full-page/full-color ads in GA TODAY (provided by sponsor)
- Five Slides to be shown daily from screens or video during main events, breaks or pre-service
- Five Facebook posts (100,000 views)
- Ten Twitter posts (10,000 views)
- One Instagram post
- LEAD Conference Access 3 minutes stage presentation and two tables
- Delegate Bag Insert (Insert Provided by sponsor)
- Logo on Sponsorship Signage (Digital & Print)
- One Pre-Conference E-blast to Registered Delegates
- One Post- Conference E-blast to Registered Delegates
- One Pre-Service Live Stream Sponsorship & Interview

**\*Combine Business Sponsor & Partnering Sponsor for \$50,000 (40'x40' booth size)**

## Heritage Sponsor.....\$15,000

- 20' X 30' Premium booth w/ electricity & Internet provided
- Three 60-second promotional videos (provided by sponsor) to be played prior to the main evening event
- Three full-page/full-color ads in GA TODAY (provided by sponsor)
- Three Slides to be shown daily from screens or video during main events, breaks or pre-service
- Three Facebook posts (100,000 views)
- Five Twitter posts (10,000 views)
- One Instagram post
- LEAD Conference Access (One Table) (1000 Church Leaders in Attendance)
- Delegate Bag Insert (insert provided by sponsor)

## Legacy Sponsor .....\$10,000

- 20' X 20' Premium booth w/ electricity & Internet provided
- Two 60-second promotional videos (provided by sponsor) to be played prior to the main evening event
- Two full-page/full-color ads in GA TODAY (provided by sponsor)
- Two Slides to be shown daily from screens or video during main events, breaks or pre-service
- Two Facebook posts (100,000 views)
- Three Twitter posts (10,000 views)

## Influence Sponsor.....\$5,000

- 10' X 20' Premium booth w/electricity & Internet provided
- One full-page/full-color ad in GA TODAY (provided by sponsor)
- One Slide to be shown daily from screens or video during main events, breaks or pre-service
- One Facebook post (100,000 views)
- Two Twitter posts (10,000 views)

## Standard Sponsor .....\$2,500

- One 10' x 10' standard booth w/electricity
- One half-page/full-color ad in GA TODAY
- One Twitter post (10,000 views)

*\* While every request will be considered, all requests are at the discretion of conference leadership.*

*\* All sponsors will receive one 6' table per 10x10 section.*

*\* All booth assignments will be issued 10 days prior to event.*

# EXHIBITOR PACKAGES

## 20 X 20 Standard Booth .....\$4,500

- 4 – 6’ Tables
- 8 Chairs
- Electricity Provided

## 10 X 20 Standard Booth .....\$2,500

- 2 – 6’ Tables
- 4 Chairs
- Electricity Provided

## 10 x 10 Standard Booth .....\$1,500

- General Location
- 1 – 6’ Table
- 2 Chairs
- Electricity Provided

## 10 x 10 General Booth .....\$1,250

- General Location
- 1 – 6’ Table
- 2 Chairs
- No Electricity Provided

## 10 x 10 Economy Booth ..... \$1,000

- Economy Location
- 1 – 6’ Table
- 2 Chairs
- No Electricity Provided

# ADD-ON OPTIONS

## LEAD Conference Sponsorship

- Sponsor  
- one table in meeting area ... **\$2,500**
- Partner  
- two tables in meeting area.. **\$5,000**

## Livestream Session Sponsorship

- Pre-Business Session..... **\$1,000**  
- 5 min. live interview or up to 3 min video
- Pre-Evening Worship ..... **\$2,000**  
- 5 min. live interview or up to 3 min video

## Facebook Posts

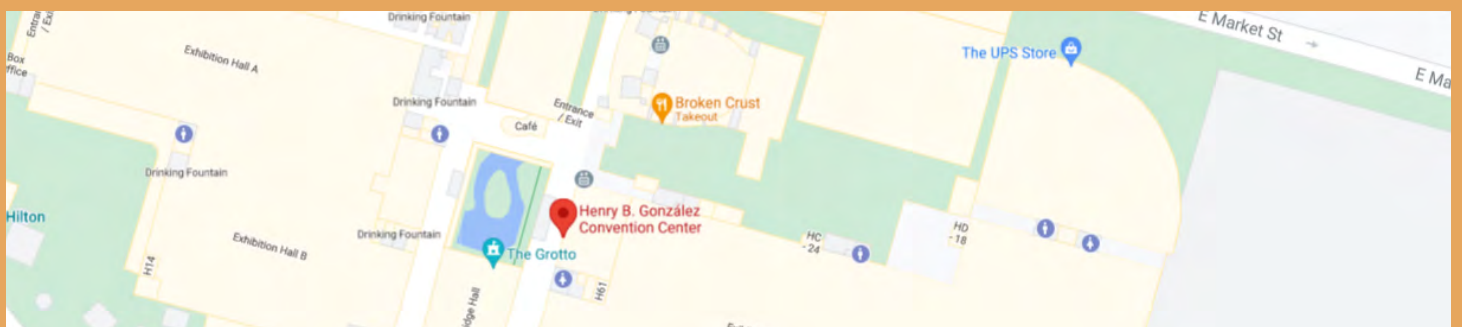
- Daytime Post ..... **\$500**
- Evening Post..... **\$1,000**

## Twitter Post

- Daytime Post ..... **\$500**
- Evening Post..... **\$1,000**

## LOCATION

Henry B. González Convention Center , 900 E Market St, San Antonio, TX 78205



# EXHIBIT HALL & SPONSOR LOCATIONS

Online Exhibitor Map Coming Soon

## 78th International General Assembly Henry B. Gonzáles Convention Center, San Antonio, Texas



**“50 Best Family Vacations in America” in 2021**

Family Vacation Critic

**Travelers’ Choice Best of the Best, Destinations**

TripAdvisor

**2020 Readers’ Choice Awards**

Convention South’s

**Among the top 15 Airports in North America**

J.D. Power

**WHERE TO GO IN 2020**

AFAR Magazine’s

**#5 in the Best Big Cities in the U.S. category**

Condé Nast Traveler’s

# GA22 San Antonio

San Antonio is widely known as a favorite vacation destination, with more than 37 million people visiting the city each year.

## Henry B. González Convention Center

Enjoy an experience unlike any other in San Antonio, where a cutting-edge, modern meeting scene has evolved amid a city full of unforgettable attractions, history, and Old-World charm.

The 1.6 million square foot Henry B. González Convention Center accommodates groups of all sizes and sits on the River Walk in the heart of downtown within walking distance of historic sites, restaurants, museums, theaters, shops, and thousands of hotel rooms.

Throughout the city, a blend of vibrant culture, modern attractions, acclaimed cuisine and breathtaking nature promises something for everyone.

San Antonio has a unique sense of place that just can’t be experienced in other destinations.

## Hemisfair Updates

Hemisfair, site of the 1968 World’s Fair, is well into the second of a three-phase development plan to become San Antonio’s very own Central Park, a place where you can meet, eat, play and relax.

Located steps outside of the Convention Center, Hemisfair is the perfect location for various group events.

Other offerings include the family friendly Yanaguana Garden, which includes a splash pad, a challenging playscape of ropes and slides. Local favorites and candy shops, Chocollazo and Sugar Sugar opened in Hemisfair, featuring handcrafted chocolates, truffles and other candies. Don’t miss the recent public art installation from the government of Mexico City and Mexican artist, Jorge Marín, “Alas de México” or “Wings of Mexico” to celebrate San Antonio’s Tricentennial.

## GA22 REGISTRATION

To register for General Assembly 2022 and lock in your discounted hotel rates,

**visit [ga22.org](https://ga22.org)**

or

**[churchofgod.org](https://churchofgod.org)**

and click on the GA22 in the top menu.

(Note: A limited number of rooms are available at each hotel, so act quickly to reserve your room.)

# SPONSORSHIP/EXHIBITOR REGISTRATION FORM

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COMPANY NAME

CONTACT PERSON

---

ADDRESS

---

CITY

STATE

ZIP

---

EMAIL

---

PHONE

SECONDARY PHONE

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Briefly Describe the type of product or service you will be promoting

## SPONSOR OPPORTUNITIES

Please check all that apply

- Business Session Sponsor / \$30,000
- Partnering Sponsor / \$25,000
- Business /Partnering Combo Sponsor / \$50,000
- Heritage Sponsor / \$15,000
- Legacy Sponsor / \$10,000
- Influence Sponsor / \$5,000
- Standard Sponsor / \$2,500

## EXHIBITOR OPPORTUNITIES

Please check all that apply

- 20 x 20 Standard Booth / \$4,500
- 10 x 20 Standard Booth / \$2,500
- 10 x 10 Standard Booth / \$1,500
- 10 x 10 General Booth / \$1,250
- 10 x 10 Economy Booth / \$1,000

### PLEASE NOTE

See page 4 for detailed explanation regarding each sponsor/exhibitor opportunity. Church of God International General Assembly reserves the right to deny sponsor/exhibitor participation. This application does not guarantee a spot at GA22. Once we have received this completed application, you will receive a contract, at which time payment will be due.

**Completed applications may be submitted to [partners@churchofgod.org](mailto:partners@churchofgod.org).**