

## ANNUAL CONFERENCE OPPORTUNITIES FOR SPONSORS AND EXHIBITORS

**SPCM: October 22 – 24, 2026**

**AYME: October 23 – 25, 2026**

**Sheraton DFW Airport Hotel – Dallas, Texas**

Dear Friends,

Please join us as a sponsor or exhibitor at the Annual SPCM and/or AYME Conferences in Dallas, Texas, Thursday-Sunday, October 22-25, 2026, at the **Sheraton DFW Airport Hotel**, 4440 West John Carpenter Freeway, Irving, TX 75063.



**Who we are?** SPCM is a leading scholarly guild for evangelical academicians in the field of practical theology, particularly in the disciplines of education, discipleship, and ministry leadership. AYME grew out of SPCM and is a Christian faith-based organization that hosts a collegial gathering of professionals committed to developing the next generation of youth ministers.

Membership in both organizations include teachers, scholars, researchers, practitioners, and graduate students in the various fields of ministry. This includes those affiliated with institutions of higher education as well as organizations involved in non-formal education such as denominational and para-church organizations.

### **What do we do?**

We gather for annual conferences to further various Christian ministries through professional development, cooperative networking, scholarly dialogue, and critical engagement with various practices of ministry and other related disciplines.

### **What core values govern our work?**

- Service to Christ's church
- Critical thinking and scholarship
- Collegial and collaborative relationships
- Dialogue with people from distinct backgrounds and contexts

**Attending the Conferences:** Many sponsors and exhibitors have expressed how the conferences are professional development opportunities for them, which includes renewing old relationships with educators and the opportunity to establish new ones. Thought leaders from colleges, seminaries, and para-church organizations attending the conference represent thousands of up-and-coming ministry leaders in desperate need of quality resources for ministry.

**Conferences Themes:** The theme for the SPCM Conference this year is: *Preparing Ministry Leaders for the Church to Come*. General sessions will feature **Dr. J.R. Briggs** who is passionate about equipping and investing in kingdom leaders and feels called to partner with people who are called to follow Jesus while they lead others. For more than 15 years, J.R. served in pastoral roles in mega-churches, church plants, and house church networks. In 2011 he started Kairos Partnerships, an organization committed to help leaders overcome their unique leadership challenges through leadership coaching, consulting, speaking, and writing.

The theme for the AYME Conference this year is *Relational Evangelism and Discipleship*. General sessions will feature **Dr. Josh Packard** who is the co-founder of Futures of Faith. Josh is an accomplished researcher and one of the foremost experts on the spiritual lives of modern American youth, **Dr. Mike King** who serves as the President of YouthFront in Kansas City, an organization ministering to young people and providing support to churches and youth workers, and **Mr. Alex Matthews** is a veteran of Youth for Christ and serves as director of YouthFront Pathways to positively impact youth and families in the urban areas of Kansas City.

**Exhibitor Space:** The hotel facilities are outstanding, and exhibit tables will be in the ballroom where meals and general sessions are held. Tables will be the standard 6' long x 30" wide. Exhibits are open throughout the conference providing maximum opportunities for connecting with attendees.

**Connecting with Attendees:** Exhibits are always open in the ballroom, and we have designated breaks for attendees to connect with exhibitors. We also suggest that exhibitors: 1.) Bring giveaways or collect business cards for a drawing; and 2.) bring order forms that offer discounts attendees place orders at the conference and a discount code for ordering online before Thanksgiving.

**Registration:** There are several opportunities for your organization to be a sponsor or exhibitor at the conferences and we strive to ensure that you will receive a strong return on your investment. Please visit the [SPCM exhibitor webpage](#) or the [AYME exhibitor webpage](#) to explore your options or see the sponsor and exhibitor opportunity below. *You may register online or by mail with the form below.*

As you plan for next Fall, please contact me if you have any questions. We would love for you to join us!

Blessings,

*Mark*

Dr. Mark Cannister  
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Society of Professors in Christian Ministry  
Association of Youth Ministry Educators  
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**Exhibitor and Sponsor opportunities.**  
**Payment with contract should be made no later than August 15th.**

*Many exhibitors and sponsors attend both the SPCM and AYME Conferences, which dovetail with each other and share the same ballroom at the hotel. For those attending both conferences please see the "Combo Registration" fee, which is lower than registering for each conference separately. If you need an additional registration or table, you just pay once for that addition as part of the Combo registration.*

**Option 1      Program Advertising: \$100—\$250      SPCM/AYME Combo Prices: \$200—\$500**

Full-page color ad for \$250 or Combo \$500 for both conferences.

Half-page full-color ad for \$150 or Combo \$300 for both conferences.

Quarter-page full-color ad for \$100 or Combo \$200 for both conferences.

**Option 2      General Exhibitor: \$200 or Free Book      SPCM/AYME Combo Price: \$300**

You may send catalogs and/or promotional materials for distribution to the attendees.

We will distribute promotional materials for your organization when accompanied by a free book, another significant resource, or \$200 fee. You may combine options 1 & 2.

**Option 3      Unattended Exhibit Table: \$400      SPCM/AYME Combo Price: \$600**

Allow us to handle your exhibit table. When it is impossible to have a representative at the conference, you can still exhibit and sell your resources with this option.

- One unattended exhibit table (tablecloth and skirt)
- One item placed on the Conference Registration table.
- Quarter-page ad in the Conference Program. (Upgrade to half-page ad for \$100 or Combo \$200, full page ad \$200 or Combo \$350.)
- Logo posted on the SPCM website.
- Our team will be delighted to take orders for you and send you the orders.

**Option 4      Standard Exhibitor: \$600      SPCM/AYME Combo Price: \$1,000**

- One exhibit table (tablecloth, skirt, and chairs)
  - Additional exhibit tables \$100 each.
- One item placed on the Conference Registration table.
- Quarter-page ad in the Conference Program. (Upgrade to half-page ad for \$100 or Combo \$200, full page ad \$200 or Combo \$350.)
- Logo posted on the SPCM website.
- Access to the current SPCM membership list upon request.
- One-conference registration including meals served at the conference.
  - Additional exhibitor registrations \$150/person.

**Option 5      Bronze Sponsor: \$1,000      SPCM/AYME Combo Price: \$1,500**

- Three exhibit tables (tablecloth, skirt, and chairs)
  - Additional exhibit tables \$100 each.
- One item placed on the Conference Registration table.
- Logo on the SPCM website registration page.
- Half-page ad in the Conference Program. (Upgrade to full page ad \$100 or Combo \$200.)
- Access to the current SPCM membership list upon request.
- Two-conference registrations including meals served at the conference.
  - Additional registrations \$150/person.
- One Complimentary full-page ad in the December issue of the *Christian Education Journal*, upon request.
- A 10min. marketing opportunity to the entire group at a general session with one item at each place setting (supplied by sponsor).

**Option 6 Silver Sponsor: \$2,000 SPCM/AYME Combo Price: \$3,000**

- Three exhibit tables (tablecloth and skirt).
  - Additional exhibit tables \$100 each.
- One item placed on the Conference Registration table.
- Logo on the SPCM website.
- Full-page ad in the Conference Program.
- Three-conference registrations including all conference meals.
  - Additional registrations \$150/person.
- Your ad emailed to the SPCM membership list.
- Access to the SPCM membership list upon request.
- One Complimentary full-page ad in the December & April issues of the *Christian Education Journal*, upon request.
- A 12min. marketing opportunity to the entire group at a general session with one item at each place setting (supplied by sponsor).

**Option 7 Gold Sponsor: \$3,000 SPCM/AYME Combo Price: \$4,000**

- Three exhibit tables (tablecloth, skirt, and chairs).
  - Additional exhibit tables \$100 each.
- One or two items on the Conference Registration table.
- Logo on the SPCM website.
- Full-page ad in the Conference Program.
- Three conference registrations including all conference meals.
  - Additional registrations \$150/person.
- Your ad emailed to the SPCM membership list.
- Access to the SPCM membership list upon request.
- One Complimentary full-page ad in the December, April, & August issues of the *Christian Education Journal*, upon request.
- A 12min. marketing opportunity to the entire group at the opening general session with one item at each place setting (supplied by sponsor).

**Option 8 Meal Sponsor:**

- A. Dinner/General Session Sponsor \$5,000**
- B. Lunch/General Session Sponsor \$4,000**
- C. Dinner Outing Sponsor \$4,000**

- Exhibit booth or tables of your choice.
- Unlimited items on the Conference Registration table.
- Item drop on meal tables at the sponsored session.
- Logo on the SPCM or AYME website registration page.
- Full-page ad in the Conference Program.
- Four conference registrations including all conference meals.
- Your ad emailed to the SPCM or AYME membership list upon request.
- Access to the SPCM or AYME membership list upon request.
- Two Complimentary full-page ads in the fall and spring issues of the *Christian Education Journal* or the *Journal of Youth Ministry*, upon request.
- A 15min. marketing opportunity to the entire group at the opening general session with one item at each place setting (supplied by sponsor).
- Other benefits mutually agreed upon.

## SHIPPING & RECEIVING PROCEDURES

The hotel requests that packages arrive no earlier than three (3) days prior to the date required. Packages should be labeled and identified as follows, please contact the hotel operator upon arrival to retrieve your packages.

Please address shipments as follows:

***Your Company/Organization; Name of On-Site Contact***  
**SPCM/AYME CONFERENCE, October 22-25, 2026**  
**Sheraton DFW Hotel – Lavell Donald**  
**4440 West John Carpenter Freeway**  
**Irving, TX 75063**  
**Box # of #**

The Sheraton will not charge for receiving, handling, or storage if your materials arrive no earlier than three (3) business days prior to or following the conference. For complete hotel policies on shipping, receiving, and storage, please contact our hotel Conference Services Manager: Lavell Donald at [Lavell.Donald@sheratondfwairport.com](mailto:Lavell.Donald@sheratondfwairport.com) or 972-929-8400 x 383.

## EXHIBIT SETUP

Exhibits will be set-up in the hotel ballroom. You will be able to start setting up your SPCM display Thursday afternoon prior to the start of the conference. Those attending AYME only may set-up displays Friday afternoon prior to the start of the conference. Setting up your display at these times allow attendees to browse the exhibits during registration times prior to the opening dinner.

## HOTEL & GROUND TRANSPORTAION

The hotel offers complementary ground transportation to/from the Dallas/Fort Worth Airport (DFW). Our discounted hotel room rate is \$139/night and hotel registration information is available on the [SPCM](#) and [AYME](#) websites.

## SPCM and AYME CONFERENCE SCHEDULE

Exhibit tables are located around the perimeter of the ballroom and are essentially open throughout the conference. We intend for exhibitors to be part of the SPCM and AYME family, eating in the ballroom with attendees, attending general sessions, and breakout sessions as you desire. Please visit the [SPCM](#) and [AYME](#) websites for the conference schedules.

**SPONSOR AND EXHIBITOR CONTRACT 2026**

Please complete this contract and indicate which option your organization will be choosing for this year's conference. Exhibitor cancellation requests must be made at least 30 days prior to the conference.

Name of Organization \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_ Amount of check enclosed: \$ \_\_\_\_\_

**Names of people who will represent your organization at the conference.**

1. \_\_\_\_\_

2. \_\_\_\_\_

Please check the option and add-ons you are choosing for this year's conference.

Option 1  Program Advertising: Full-page \$250, or  Combo \$500;  
 Half-page \$150, or  Combo \$300,  Quarter-page \$100, or  Combo \$200

Option 2  General Exhibitor: \$200, or  Combo \$300

Option 3  Unattended Exhibit Table: \$300, or  Combo \$500 (1 table, 0 exhibitors)

Option 4  Standard Exhibitor: \$600, or  Combo \$1,000 (1 table, 1 exhibitor)

Option 5  Bronze Sponsor: \$1,000, or  Combo \$1,500 (3 tables, 2 exhibitors)

Option 6  Silver Sponsor: \$2,000, or  Combo \$3,000 (3 tables, 3 exhibitors)

Option 7  Gold Sponsor: \$3,000, or  Combo \$4,000 (3 tables, 3 exhibitors)

Option 8  Meal Sponsor: \$8,000 Dinner or  \$7000 Lunch or  \$6,000 Dinner Outing

Add-on  Additional Tables: \$100 each

Add-on  Additional Registrations: \$150 each

Upgrade Options 3 or 4 to:  half-page ad for \$100 or  Combo \$200;  
 full page ad \$200 or  Combo \$350.

Upgrade Option 5 to:  full page ad \$100 or  Combo \$200.

Please mail this completed form with the appropriate check payable to SPCM or AYME to:

Dr. Mark Cannister, mail stop BCM  
SPCM/AYME Administrator  
255 Grapevine Road, Wenham, MA 01984

Questions? Please email me at: [mark.cannister@gordon.edu](mailto:mark.cannister@gordon.edu)