



JULY 8-12, 2025
GREENSBORO, NC

FOLLOW
JESUS 25

EXHIBITOR PROSPECTUS



Follow Jesus 25 is the biennial gathering of Mennonite Church USA. It is an exciting event combining learning, growing and fun with friends! The purpose of our convention is for members and friends of Mennonite Church USA to gather for community, worship, and faith formation.

CONFERENCE ATTENDEES

Convention week offers a PERFECT OPPORTUNITY to connect with the Mennonite Church USA community, share your mission, and highlight your resources in a vibrant, faith-centered setting.

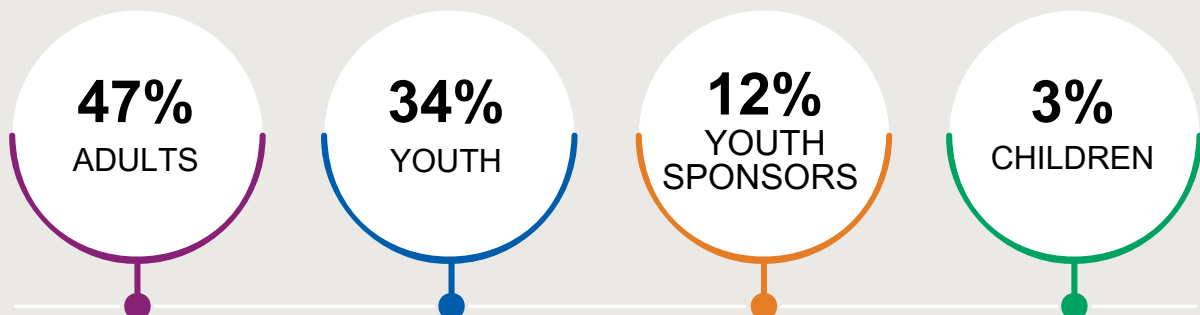
WHO ATTENDS THE MENNONITE CONVENTION?

The Mennonite Church USA Convention attracts a diverse audience from across Mennonite Church USA, with a mix of adult and youth attendees. The convention is a vibrant gathering focused on community, worship, and faith formation, offering exhibitors the unique opportunity to engage with a wide range of church leaders and young participants.

- ◆ Youth and young adults (youth group leaders, high school and college students, young professionals)
- ◆ Church leaders (Program Agency Executives, Executive Conference Staff, Local Pastors, Pastors, Youth Workers, Global Partners, etc.)
- ◆ Ministry and service program directors
- ◆ Church administrators and staff
- ◆ Worship leaders and music ministers
- ◆ Communications, marketing, and tech professionals
- ◆ Educators and faith formation leaders
- ◆ Nonprofit and mission organization representatives
- ◆ Service and product providers for church communities

This diverse group provides a valuable opportunity for exhibitors to connect with members of the denomination, building relationships that can extend beyond the convention.

2024 ATTENDEES AT A GLANCE



OVER 1500 ATTENDEES
focused on faith formation,
community building, and leadership development

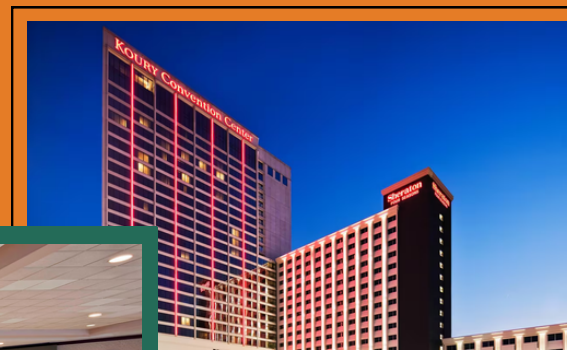


EXHIBITING INFORMATION

The Exhibit Hall at Follow Jesus 25 offers an exciting opportunity for participants to explore a wide range of products, services, and resources from organizations and vendors that align with the values of Mennonite Church USA.

LOCATION

Joseph S. Koury Convention Center
3121 W Gate City Blvd.
Greensboro, NC 27407



Images Courtesy of Koury Convention Center



EXHIBIT HALL DATES & HOURS

Exhibits will be located on the third-floor pre-function area of Joseph S. Koury Convention Center.

Setup & Installation

Monday, July 7, 2025

9:00 am – 6:00 pm

Tuesday, July 8, 2025

9:00 am – 6:00 pm

Move Out

Friday, July 11, 2025

2:30 pm – 10:00 pm

EXHIBIT HALL HOURS

Tuesday, July 8, 2025	8:15 pm - 10:00 pm
Wednesday, July 9, 2025	12:15 pm – 2:15 pm 8:00 pm – 10:00 pm
Thursday, July 10, 2025	12:15 pm – 2:15 pm 8:00 pm – 10:00 pm
Friday, July 11, 2025	12:15 pm – 2:15 pm

THE BENEFITS

- ◆ Exclusive exhibitor opportunities to showcase your products and services to attendees passionate about faith, church leadership, and community building.
- ◆ Increased brand recognition through your company’s name and logo displayed prominently across convention materials.
- ◆ Priority access to sponsorship opportunities for additional event visibility and branding.
- ◆ Complimentary exhibitor passes for your team members to attend the convention and participate in key events and seminars.
- ◆ Networking opportunities with other exhibitors, sponsors, and attendees through dedicated event spaces and sessions.

EXHIBITING RATES

MC USA agencies and organizations receive a 20% discount.

[APPLY NOW!](#)

EXHIBITING PACKAGE | \$1,900

MC USA AGENCIES & ORGANIZATIONS | \$1,560

WHAT'S INCLUDED:

- ◆ 10+ hours of exhibit hall time
- ◆ 1 Furnished 10' x 10' booth (A furnished booth includes an 8' back drape, 3' side drape, 1 table, 2 chairs, identification sign.)
- ◆ One convention registration for Follow Jesus 25 valued at \$460.00 (Discounted additional exhibitor tickets available)
- ◆ Listing as an Exhibitor on the Convention website, including organization name, link, and description
- ◆ Digital Ad in the daily newsletter during the Convention
- ◆ Listing as an Exhibitor on the Convention App
- ◆ Access to Exhibitor Lounge valued at \$200

ACCESSORY INFORMATION

Additional accessories (e.g. tables, chairs, drape, electrical hookup, carpet) can be ordered. Additional labor or equipment (i.e. rigging for overhead signs) will incur additional charges from the decorator. **A detailed exhibitor services packet, with options and price list, will be sent to each exhibiting organization in Spring 2025.**

FREQUENTLY ASKED QUESTIONS

How Will Space Be Assigned?

Booth space will be assigned on based on theme and type service provided. Priority will be given to MC USA organizations and ministry partners.

Can my organization have a larger space?

Yes, a 50% discount is available for additional booths. Spaces with 3-5 booths will be given an additional 10% discount. Spaces with 5+ booths will be given a 20% discount.



SPONSORSHIP OPPORTUNITIES

APPLY NOW!

Follow Jesus '25 offers a unique opportunity for organizations to engage with a dynamic audience of church leaders, youth, and professionals from across Mennonite Church USA. By becoming a sponsor, you will not only gain visibility and recognition but also play a key role in supporting the mission of the convention. Our sponsorship packages are designed to provide a wide range of options, from prominent branding at key events to targeted promotional opportunities throughout the convention. We invite you to explore the various ways you can showcase your organization, connect with attendees, and make a lasting impact at the Convention.

**Sponsorship opportunities subject to change. Mennonite Church USA reserves the right to decline advertisements or exhibitors that do not align with the mission, theology, or values of our organization.*

<p>CONVENTION APP</p> <p>Be the exclusive sponsor of the Follow Jesus '25 Convention App. Your logo will appear prominently within the app, and you'll have the opportunity to provide a welcome message, as well as push notifications to attendees throughout the event.</p>	<p>\$10,000</p>
<p>CONVENTION SHIRTS</p> <p>Sponsor the official Follow Jesus '25 convention t-shirt, worn by attendees throughout the event. Your logo will be prominently featured on the shirt, providing exposure to all participants.</p>	<p>\$10,000</p>
<p>OPENING RECEPTION</p> <p>Sponsor the Opening Reception, a key event where attendees gather to network and celebrate. Your logo will be featured at the event, and you'll have the opportunity to address attendees.</p>	<p>\$8,000</p>

SPONSORSHIP OPPORTUNITIES

<p>CONVERSATION ROOM</p> <p>Sponsor the Conversation Room, an interactive space for small group discussions. Your branding will be prominently displayed, and you'll be recognized as the sponsor of these meaningful conversations. You will have the opportunity to introduce the Conversation Room session and address attendees.</p>	<p>\$8,000</p>
<p>ATTENDEE BAGS</p> <p>Sponsor the official conference bags given to all attendees. Your logo will be featured on the bags, ensuring visibility throughout the convention and beyond.</p>	<p>\$7,000</p>
<p>ATTENDEE BAG INSERTS</p> <p>Include a promotional item or flyer in the official convention bags given to attendees. This offers a direct way to reach participants with your message</p>	<p>\$500</p>
<p>ATTENDEE LANYARDS</p> <p>Sponsor the official convention lanyards worn by all attendees. Your logo will be displayed on every attendee's lanyard, ensuring continuous exposure throughout the event.</p>	<p>\$5,000</p>
<p>PROMO CUPS AT OPENING RECEPTION</p> <p>Provide branded cups for the Opening Reception, ensuring your logo is seen as attendees enjoy refreshments throughout the event.</p>	<p>\$3,000</p>
<p>ATTENDEE NAME BADGES</p> <p>Sponsor the name badges for all participants. Your logo will appear alongside each attendee's name, ensuring visibility for the duration of the convention.</p>	<p>\$3,000</p>





SPONSORSHIP OPPORTUNITIES DIGITAL ADS

<p>CONVENTION NEWSLETTER – Spotlight Entry</p> <p>A spotlight entry featured in the Follow Jesus '25 Daily Newsletter, highlighting your company or services with a brief description. This provides visibility in the official event materials sent out to all attendees every morning.</p>	<p>\$500/entry 4 available</p>
<p>CONVENTION NEWSLETTER – Image Entry</p> <p>Sponsor a visual ad (image-based) that will be featured in the Follow Jesus '25 Daily Newsletter. Your branded image will be featured not only to convention attendees but also to all Peace Mail subscribers, providing exposure to a wider audience every morning throughout the event.</p>	<p>\$300/entry 8 available</p>
<p>CONVENTION NEWSLETTER – Logo Entry</p> <p>Your company's logo will be prominently displayed in the Follow Jesus '25 Daily Newsletter. A simple and effective way to gain recognition and visibility throughout the event.</p>	<p>\$200/entry 8 available</p>
<p>WORSHIP SERVICE SCREEN AD</p> <p>Your ad will be displayed on digital screens in the worship space as attendees gather and disperse for services. This provides excellent visibility during key moments of the event, ensuring your brand is seen by a captive audience before and after worship sessions.</p> <p><i>Only available for Program Agencies & Partners of Mennonite Church USA</i></p>	<p>\$400/ad</p>
<p>APP PROMOTED POST</p> <p>Promote your business with a featured post on the Follow Jesus '25 Convention App. Your message will be seen by all attendees using the app throughout the event.</p>	<p>\$300/post</p>

SPONSORSHIP OPPORTUNITIES DELEGATE ASSEMBLY

<p>DELEGATE ASSEMBLY LUNCH</p> <p>Sponsor the Delegate Assembly lunch, which provides a key opportunity to address the delegate body. As a sponsor, you'll have the chance to address the delegates briefly during the lunch break. Your logo will be displayed prominently during the event, and you'll be listed as the sponsor in the official program.</p> <p><i>You may include one branded item for lunch, such as napkins or placemats, and an opportunity to include a flyer or promotional material at Delegate tables.*</i></p>	<p>\$10,000</p>
<p>DELEGATE ASSEMBLY COFFEE BREAK</p> <p>Sponsor the coffee break during the Delegate Assembly, providing a much-needed refreshment and networking opportunity for delegates. Your organization's logo will be prominently displayed during the break, and you'll be acknowledged in the official convention materials.</p> <p>◆◆ Add an Additional Perk: Option for a small, branded item (e.g., branded napkins, cups, or coffee sleeves) to accompany the coffee service. The item must be provided by the sponsoring organization in advance.</p>	<p>\$2,500</p> <p><i>Additional Perk: \$500</i></p>
<p>DELEGATE TABLE PROMOTIONAL MATERIALS</p> <p>As a sponsor, you'll have the opportunity to place your promotional item or message directly on the delegate tables.* This could include:</p> <p>◆◆ Printed Materials: Flyers, brochures, or informational packets.</p> <p>◆◆ Branded Items: Pens, notepads, or small giveaways that delegates can use during the assembly and take home.</p>	<p>\$1,500</p>

***NOTE:** Sponsors must provide items ahead of the assembly, and all materials must be approved for consistency with the convention's messaging and values.

Sponsorship opportunities subject to change

**FOLLOW
JESUS 25**





**Mennonite
Church
USA**

MORE INFORMATION?

 convention.mennoniteusa.org/why-attend/exhibit-hall/

QUESTIONS? CONTACT CONVENTION PLANNING

 convention@mennoniteusa.org  866-866-2872

EXHIBITOR & SPONSOR APPLICATIONS ARE OPEN!

[APPLY NOW!](#)