



Study Week 2021 Exhibit and Sponsor Team

Ken Griesemer, Co-Chair
6199 Chimayo Drive NW
Albuquerque, New Mexico 87120

November 9, 2020

Dear ACLS Member,

On behalf of the Southwest Liturgical Conference (SWLC) Board of Directors, it is my pleasure to invite you to be an Exhibitor or Sponsor for our annual Study Week 2021. This event, to be held February 2-4, 2021, will be hosted by the SWLC Board of Directors using the Whova Virtual Event Platform. The Board is excited about this opportunity for a virtual Study Week - and for you, as an Exhibitor or Sponsor - to potentially connect with registrants far beyond the Southwest Region. Study Week participants will have access to your virtual exhibit booth from the time they register to a point six weeks after the event, or until about March 19, 2021.

If you have not yet experienced the Whova Virtual Event Platform, please see how it functions at <https://whova.com/virtual-conference-platform/>. Whova operates via both a Web and a Mobile App. The Mobile App, available from the App Store (for iPhone) or Google Play (for Android), has been successfully used at Study Weeks since 2017.

Please look at the options for being a Study Week Exhibitor - or a Sponsor - on the following pages. To register, follow the links provided or visit <https://swlc.org/virtual-2021>. Contact me at 505.259.6399 or STFstudio@att.net with any questions, concerns, or recommendations.

If you have participated in previous Study Weeks, thank you. Study Week 2021 will be a great opportunity to learn and connect, and we look forward to everyone's participation. On the Whova app, the event is titled *Southwest Liturgical Conference 2021*. We are most grateful for your partnership in "stimulating the people of God to a full, conscious, and active participation in liturgical celebrations."

Wishing you God's Blessings,

Ken Griesemer (SWLC Associate Board Member, ACLS Member and Past President)

Attn: Joanna Haston, Co-Chair



Southwest Liturgical Conference 2021
2-4 February 2021 - Exhibitor and Sponsor Information

Information for Exhibitors

1. New with Study Week 2021:
 - Your Virtual Exhibit Booth will be “live” as soon as you post it.
 - Your Virtual Exhibit Booth will be available to registrants as soon as they register.
 - Your Virtual Exhibit Booth will remain available to registrants for six weeks following the dates of Study Week.
 - There are lead retrieving tools and you will receive a lead generation report soon after the end of Study Week.
2. To learn more about being an exhibitor, go to:
<https://whova.com/pages/whova-app-exhibitor-guide/>
3. The cost to be an Exhibitor is \$200.
4. Register to be an Exhibitor via the SWLC website at <https://swlc.regfox.com/2021-swlc>.
5. Once registered, a Whova link just for your business/company, as well as a direct link to the Whova App Exhibitor Guide, will be sent to you.
6. Use the first link to connect to the interactive virtual Exhibitor Center.
7. Create a company/business profile page, which becomes your Virtual Exhibit Booth, in a time frame that works for you. Include your:
 - Name*
 - Logo*
 - Description of Products/Services
 - Website URL*
 - Phone Number
 - Primary Contact Name and Email
 - Other Contact Names and Emails

*(*Note that Whova may capture your logo and website URL when you type your company name.)*
8. To your Virtual Exhibit Booth, you can upload:
 - Photos
 - Catalogs
 - Video URLs – Live Stream and Recorded
 - Conference Sales or Coupons
9. From your Virtual Exhibit Booth, you can contact, chat with, and send messages to:
 - Attendees
 - Exhibitors
 - Sponsors
10. As with past Study Weeks:
 - Your company/business will be promoted via the SWLC social media accounts.
 - There will be time during the Study Week for attendees to explore all exhibits.



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Information for Sponsors

1. A Sponsor has the benefits of an Exhibitor, as listed on the previous page. with additional brand exposure via the company name/business logo rotation in a “banner” on all the web and mobile screens.
 - On the Web App these banners rotate at the top of the screen.
 - On the Mobile App these banners rotate on the home screen, at the bottom of session screens, on the agenda page, and on the attendee profiles pages.
2. To learn more about being a sponsor, go to:
<https://whova.com/pages/whova-sponsor-guide/>
3. The cost to be a Sponsor of Study Week 2021 is \$400.
4. Register to be a Sponsor via the SWLC website at <https://swlc.regfox.com/2021-swlc>.
5. Once registered, a Whova link just for your business/company, as well as a direct link to the Whova Sponsor Guide, will be sent to you.
6. Use the first link to connect to the interactive virtual Sponsor Center.
7. Create a company/business profile page, which becomes your Virtual Sponsor Booth, in a time frame that works for you. Include your:
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 - Logo*
 - Description of Products/Services
 - Website URL*
 - Phone Number
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