

*The Urban Alternative presents...*

*the 10th Anniversary*

# *First Lady Conference*



Dr. Lois Evans, Host

**June 11-13, 2009**

**Fairmont Hotel • Dallas, TX**

## **EXHIBITOR OPPORTUNITIES**

# Letter from Dr. Lois Evans

**Dearest Friend,**

I would like to extend a personal invitation for you to expose your organization to nearly 1,000 first ladies nationwide at our **10<sup>th</sup> Anniversary Celebration First Lady Conference** to be held June 11-13, 2009 at The Fairmont Hotel in Dallas, Texas.

We all know it's a proven fact that women represent the major buying power in this country and influence many of the buying decisions in their homes. The ladies in attendance at this conference are no exception to that rule, with a scope. If you want an inexpensive, yet effective means of getting into the ministries, businesses and homes of hundreds of pastors' wives, this is an excellent opportunity you cannot afford to miss!

The event will be advertised via the Internet, national print magazines, local newspapers, email and direct mail campaigns, radio, church partnerships & more. For additional information about The Urban Alternative, the Pastors' Wives Ministry or the 2009 First Lady Conference, call 1-800-800-3222 or log on to [www.LoisEvans.org](http://www.LoisEvans.org) or [www.TonyEvans.org](http://www.TonyEvans.org).

Once again, thank you for considering our invitation. We look forward to a positive response and a wonderful partnership.

For Such A Time As This,



Dr. Lois Evans  
Senior Vice President - The Urban Alternative  
First Lady - 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 wives of senior pastors from around the world.

**WHAT:** The three-day event includes training and development workshops, plenary sessions, and worship in prayer and song. Well-known national speakers and musical artists, as well as Christian instructors from Dallas and across the country, combine to produce a unique experience for both new and alumni attendees.

**WHEN:** June 11-13, 2009

**WHY:** So often there are demands placed upon wives of senior pastors that they are unprepared to handle. The objective of the First Lady Conference is to provide “A Safe Place” for senior pastors’ wives to come to be revived and have a time of reflection, renewal and relaxation. It is also a place for the ladies to steal away from the day-to-day hustle and bustle of ministry and even family and meet other first ladies that share the same joys and challenges of ministry.

## KEY FACTS:

- Held annually in Dallas, Texas; currently in its ninth year
- Five (5) General Sessions with nationally renowned speakers
- Over 25 workshops offered
- Round-table discussions
- Networking forums
- Annual Cheryl Crummie “Esther” Award is presented to a senior pastor’s wife with notable achievements.
- Free time for shopping and pre-conference spa-day
- 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

## GENERAL SESSION SPEAKERS



**Lois Evans**  
The Urban Alternative  
Oak Cliff Bible Fellowship  
Dallas, TX



**Tony Evans**  
Oak Cliff Bible Fellowship  
Dallas, TX



**Devi Titus**  
The Mentoring Mansion  
Colleyville, TX



**Patricia Ashley**  
Pat Ashley Ministries  
Los Angeles, CA



**Lynne Hybels**  
Willow Creek Association  
South Barrington, IL

## MUSICAL GUESTS & EMCEE



**Beverly Crawford**  
Gospel Recording Artist  
Gainesville, FL



**Priscilla Shirer**  
Going Beyond Ministries  
DeSoto, TX (Emcee)



**Chrystal Hurst**  
Oak Cliff Bible Fellowship  
Dallas, TX (Worship Leader)

# Conference Schedule

## **WEDNESDAY, JUNE 10<sup>TH</sup>**

12:00 p.m. – 6:00 p.m.

Spa Day

## **THURSDAY, JUNE 11<sup>TH</sup>**

**8:00 a.m. – 10:00 a.m.**

12:00 p.m. – 4:00 p.m.

4:00 p.m. – 7:30 p.m.

7:30 p.m. – 9:30 p.m.

**Exhibitor Set-up (open at 11:00 a.m.)**

Intensive Practicum Workshops

FREE TIME

Opening General Session *w/ Lois Evans*

## **FRIDAY, JUNE 12<sup>TH</sup>**

6:00 a.m. – 6:45 a.m.

8:00 a.m.

8:30 a.m. – 10:30 a.m.

10:30 a.m. – 10:45 a.m.

10:45 a.m. – 12:30 p.m.

12:30 p.m. – 1:00 p.m.

1:00 p.m. – 2:30 p.m.

2:30 p.m. – 3:00 p.m.

3:00 p.m. – 4:30 p.m.

4:30 p.m. – 7:30 p.m.

7:30 p.m. – 9:30 p.m.

9:30 p.m. – 10:00 p.m.

10:30 p.m.

Aerobics

Exhibit Hall Opens

Morning General Session *w/ Lynne Hybels*

Break

Networking “Make the Connection”

Break

Lunch & Learn General Session *w/ Tony Evans*

Break

Workshops

FREE TIME

Evening General Session *w/ Patricia Ashley*

Book Signing in Exhibit Hall

Exhibit Hall Closes

## **SATURDAY, JUNE 13<sup>TH</sup>**

6:00 a.m. – 6:45 a.m.

8:00 a.m.

8:30 a.m. – 9:45 a.m.

9:45 a.m. – 10:00 a.m.

10:00 a.m. – 11:15 a.m.

11:15 a.m. – 11:30 a.m.

11:30 a.m. – 12:45 p.m.

12:45 p.m. – 7:30 p.m.

2:30 p.m. – 4:30 p.m.

7:30 p.m. – 9:30 p.m.

**10:30 p.m.**

Aerobics

Exhibit Hall Opens

Morning General Session *w/ Devi Titus*

Break

Workshops

Break

Workshops

FREE TIME

Round Table Discussions

First Lady Gala Banquet *w/ Rhoda Gonzales*

**Exhibit Hall Tear-Down**



# Exhibitor Information

## Exhibit Options

### **Option #1: \$400.00**

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

### **Set-up**

Thursday, June 11, 2009 from 8:00 a.m. – 10:00 a.m.

### **Option #2: \$750.00**

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

### **Tear-down**

Saturday, June 13, 2009 at 10:30 p.m.

## **Application**

Please complete the enclosed exhibit application and return it along with the exhibit fee. Deadline: April 24, 2009. Exhibit confirmations will be mailed by May 15, 2009.

## **Shipping**

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

Receiving Department

Fairmont Hotel

1717 N. Akard St.

Dallas, Texas 75201

(HOLD FOR GROUP ARRIVAL)

Attn: TUA-The First Lady Conf./ (Your Company Name)

## **Payment**

Make checks or money orders payable to:

The Urban Alternative

Attention: Finance-TFL Exhibits

P.O. Box 4000

Dallas, Texas 75208

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



# Quick Contacts



## **Sponsorship/Advertisement Inquiries**

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

## **Group Tables**

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

## **The Fairmont Hotel**

*(Hotel reservations should be made directly with the Fairmont Hotel)*  
1717 North Akard Street  
Dallas, Texas 75201  
(214) 720-2020  
(800) 874-3006

## **Conference Registration**

Toll free (800) 800-3222  
Fax (214) 944-0691  
Online: [www.LoisEvans.org](http://www.LoisEvans.org)

## **Exhibitor Inquiries**

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

## **Cheryl Crummie Esther Award**

To contribute to the Cheryl Crummie Esther Award, call (800) 800-3222  
To apply for this scholarship, visit our website at:  
[www.LoisEvans.org](http://www.LoisEvans.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](mailto:dtolbert@tonyevans.org)

## **American Airlines (Group Discounts)**

Meeting service desk at (800) 433-1790  
[Star #A2269AQ](#)

## **Avis (Group Discounts)**

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

