



**MEN AT THE CROSS**  
EMPOWERING MEN TO REACH MEN



Exhibitor  
Handbook and Application  
2008



Dear Exhibitor,

June 2008

*Here is exciting news for those that want to reach men!* Men At The Cross, a new men's ministry geared toward "empowering men to reach men," announces its 2008 men's regional event schedule. Currently, Men At The Cross anticipate hosting events in 7 cities during 2008, its inaugural season: St. Louis, MO; Houston, TX; Omaha, NE; Hershey, PA; Charlotte, NC; (2) Dallas, TX, and Ft. Worth, TX.

These one and two day events offer an excellent opportunity to reach men of all ages. Exhibit space provides you with a unique opportunity to hand out information and talk with event attendees. What better way to get the word out about your product, service or organization than to put it in front of thousands of guys.

This information packet contains everything you will need to make an informed decision. Complete the application and agreement (pages 8 & 9) and return to the address below. Safety Regulations and Guidelines, specifics for Certificate of Insurance (required) and fee structures are included. Exhibit space is limited and available on a first come first served basis so make plans now to be part of this new and exciting men's conference launch.

Please contact me with any questions.

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**Core Values**

**TRUST-** James 4:12

“Creating Unbelievable Trust”

A promise made builds hope; a promise kept builds trust.

**POSITIVITY-** Philippians 2:14 & 15

“Always expecting the best in every person in every situation.”

**MULTIPLICATION-** II Timothy 2:2

1 X 1 X 2 X 10 = 7 Billion

“Love a man to Jesus until he’s ready to love a man to Jesus.”

**GOD FIRST, THEN**

**FAMILY-** Ephesians 5:25  
“God—Family—Ministry”

The home—a man’s priority

**THE UNCOMPROMISED WORD-** II Timothy 5: 6 & 17

“All Scripture is God breathed.”

**PRAYER-** Philippians 4:5 & 6

“Utter dependency on God and His grace.”

**ACCOUNTABILITY-**  
Proverbs 9:9 & 10

“Deficit free financial stewardship—uncompromised moral purity.”

**TEAM (ME)-** Proverbs 11:14

“Succeeding through the collective brilliance of a highly synergized team.”

**I’M Third-** Luke 22:26

“God first, others second and I’m third - we will win by serving others.”

**DELIBERATE DISCIPLESHIP-** Colossians 1:28

“Thorough and timely follow-up ministry to new believers.”

## **MISSION/PURPOSE**

Radically Committed Men Serving Christ, Family,  
Church and the Workplace

## **Statement of Beliefs**

**ONE TRUE GOD:** Genesis 1:1; Exodus 3:14; Isaiah 43:10-11. We believe the one true God has revealed Himself as the eternally self-existent “I AM,” the creator of Heaven and Earth.

**THE LORD JESUS CHRIST:** Colossians 1:15-22; I Thessalonians 4:16; 1 Peter 3:18. We believe that Jesus Christ is the “Image of the invisible God” and that in Him “all deity dwells in bodily form.” We believe in His virgin birth, His sinless life, His death on the cross as the substitutionary atonement for sin, His literal bodily resurrection from the dead, His present ministry of intercession in Heaven, and His personal future return to the earth.

**THE HOLY SPIRIT:** John 14:16; Romans 8:14, 16; Ephesians 1:13; Philippians 1:6; Philippians 2:13. We believe the Holy Spirit convicts men of sin and regenerates, indwells, seals, sets apart, and empowers all sincere believers for service and for Holy living and a Holy life. We believe that “God is at work within us both to will and work to His good pleasure” and that “He will continue to perfect us until the day of Christ Jesus.”

**THE GODHEAD:** Genesis 1:27; John 1:14, 15:26, 17:21; Ephesians 4:4-6. We believe in the unity and Trinity of the God head existing in three persons: The Father, the Son, the Holy Spirit. These three persons are One God having the same nature, attributes, and perfection.

**MAN:** Genesis 1:27; Genesis 2:22; Romans 3:23; Hebrews 9:27; Romans 5:12. We believe that man was created in the image of God, but was separated from God by sin and shall be judged. Only through the Blood of Christ and regeneration by the Holy Spirit can salvation and eternal life be obtained.

**SALVATION:** Ephesians 2:8-10; I Corinthians 15:3-4; John 1:12. We believe in salvation by grace, a free gift from God apart from works. Salvation comes through repentance, a turning from one’s own way, and accepting Jesus Christ in personal faith.

**THE SCRIPTURES:** II Timothy 3:15-17; II Peter 1:19-21. We believe both the Old and New Testaments of the Bible to be the inerrant Holy work of God, inspired in every part by the Holy Spirit. The Bible is the revelation of God for the equipping of man and is the supreme and final authority for faith and life.

## History

After thirty years of men's ministry and speaking to hundreds of thousands of men world-wide, Joe White has a gigantic heart for men, a heart for evangelism and a heart for discipleship through men empowering men. He believes in the philosophy of loving a man to Jesus until he is ready to love another man to Jesus. It would take ten years to reach our world if each man would spend six months with another man to equip him to equip another and another and another until the world has known the saving grace of Jesus Christ.

Joe also has a huge heart for city evangelism, service, missions, college kids, and most of all, his family. In 1978 the Lord gave Joe a vision to work with inner-city kids. That ministry (Kids Across America) reaches 7,000 inner-city kids each summer and 900 urban leaders from 31 states and 571 cities across the country.

Seven years ago Joe and his good friend, Mark Kielar, also began a foundation called Cross International under the leadership of Jim Cavnar. Cross International has expanded into 27 countries working with 250 different ministries and touching over a million lives that are suffering in poverty. Joe specifically has a heart for the poorest country in the world, Haiti. Through his efforts and the staff of Cross International, the ministry in Haiti offers a feeding program and education for 17 schools and 1 orphanage supporting 168 teachers and over 6,000 children.

Igniting a new generation of committed Christian leaders to lead our nation tomorrow is the passion of Joe's seven year old quest, "After Dark." This ministry of campus evangelism travels to thirty university campuses annually where he seeks to lead one million radically transformed students to the cross where they will commit themselves to a lifetime of Christian leadership.

Joe is the father of four and grandfather of seven and is more in love with his wife of 35 years, Debbie Jo, than ever before. His family is his greatest ministry and joy on earth. He consistently strives to follow the husband's call in Ephesians 5:25, "Husbands, love your wives, just as Christ also loved the church and gave Himself up for her."

Out of his heart for family, evangelism, and service grew the vision for "Men at the Cross." Through long term friendships with Michael W. Smith, Stephen Curtis Chapman, Tony Evans, Max Lucado and multi-decade friendships with the faculty of Men at the Cross this new men's ministry was born. After thirty years of men's events, he's developed relationships with men around the country, regional leaders and pastors that have shown great excitement and need for the men's ministry...

***"I have been contacting several men each day and introducing them to and updating them on MATC. The men are so eager and hungry for this. Many of the men had become discouraged, including myself. This is a fresh breath of air. All are shouting when I tell them what is up. Many break down and weep. God has to be in this!" - Regional Leader in North Carolina.***

***" In the famous words of Pastor Sipe, "Oh Baby"! With the endorsement of the church alliance and promotion from the pulpits . . . how many buses will you allow us to bring? I'll buy new running shoes so I have lots of fresh tread to use up in getting the word out. I'm doing a little happy dance here in my desk chair just thinking about the ripple effect of that stone thrown in the pond." - Regional Leader in Ohio.***

Joe is in awe of God's goodness and blessings as Men at the Cross is expanding and becoming a powerful men's movement for the glory of Christ! He is exceedingly grateful for each person that is bringing his heart and abilities to team up with him to further the Kingdom!





For the safety of all, exhibitors must comply with all federal, state, and municipal codes that apply to places or buildings of public assembly.

Electrical equipment must be Underwriters Laboratory (U.L.) approved for their specified use.

Smoking is prohibited in the exhibit area.

All display materials must meet public safety regulations.

Use of flash pots, fireworks, open flame, burning and smoke-emitting materials is prohibited. Signs and/or decorations may not be taped, nailed, tacked, stapled or otherwise fastened to any wall, ceiling, column, stone, window, or painted surface.

Lights with UL approved clamp-on types of portable spotlights, with porcelain based and metal guards are allowed. Clip types are not permitted.

All exhibit show entrances/exits must be clear at all times. No obstructions will be allowed near the entrance/exit areas at any time.

Storage of empty cartons, boxes, other flammable materials under tables, behind booth walls, etc. is prohibited. Please check with the Exhibit Team Lead to determine where to store these items.

## **Insurance**

Each exhibitor/sponsor shall be responsible to procure and maintain a comprehensive general liability policy with an A+ rated insurance company. This policy shall verify Comprehensive General Liability Insurance covering bodily injury of at least \$1,000,000/Person, \$1,000,000/Accident, and property damage of at least \$1,000,000/Accident. The cost of this policy shall be at the exhibitor's expense.

Each exhibitor/sponsor shall provide evidence of insurance coverage by means of a Certificate of Insurance (COI). A qualified COI will:

- Be issued by an insurance provider licensed in the state where the event is to be held.
- Show the dates of coverage, the facility, and physical address of the specific "Men At The Cross" event.
- Name Kanakuk Ministries DbA "Men At The Cross" as certificate holder and additional insured
- Be sent to "Men At The Cross" at least 30 days prior to the event
- Indicate comprehensive general liability coverage's as follows:
  - \$1 Million per occurrence General Liability
  - \$1 Million Personal & Advertising Injury
  - \$1 Million Products and completed operations (if selling or distributing)
  - \$50,000 Fire Legal Liability

Failure to provide a COI at least 30 days prior to the event meeting the above criteria constitutes a breach of the Exhibitor Agreement and forfeiture of booth space and payments

# Exhibit Application and Fee Structure

**Exhibit Fees:**

<b>2 Day Events</b>	
Individual Events	\$600.00 each
Multiple Events	\$500.00 each
<b>1 Day Event</b>	
Individual Event	\$300.00 each

*If the venue charges to provide electrical power, the cost will be passed on to the exhibitor.  
There will be an additional fee for Internet connection which will be passed on to the exhibitor.*

\*Electrical Power \_\_\_ Yes \_\_\_ No                      \*Internet Connection \_\_\_ Yes \_\_\_ No

**MATC Conference Schedule (check each event where you plan to exhibit)**

	<b>November 22</b>	<b>Dallas, TX</b>	<b>Watermark</b>
	<b>January 30-31</b>	<b>Charlotte, NC</b>	<b>Cricket Arena</b>

**Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### Payment Information

1 day event _____	Number of 2 day events _____
1 @ \$300.00 =            \$300.00	1 @ \$600.00 =            \$600.00
	2 or more @ \$500.00= _____
<b>Total</b> _____	<b>Total</b> _____
<b>Grand Total</b> _____	<b>Method of payment:</b>

Check payable to MATC     Credit Card MC / Visa – call 1.417.266.3247 to make pmt.

(Initial at each line)

\_\_\_\_\_ Exhibitor agrees to carry Comprehensive General Liability Insurance at a limit no less than \$1,000,000. Exhibitor agrees to provide **Certificate of Insurance (C.O.I.)** no later than 15 days prior to the event where exhibiting, naming Kanakuk Ministries Dba “Men At The Cross” as Additional Insured and Certificate Holder.

\_\_\_\_\_ Exhibitor agrees to supply all required applications and payments to MATC no later than 15 days prior to each event where exhibiting.

\_\_\_\_\_ Exhibitors with “Men At The Cross” will be allowed to sell at the events. Exhibitor agrees to charge and remit any required state and local sales tax on product sales, and to comply with all state and local tax regulations, including obtaining of tax permits.

\_\_\_\_\_ Exhibitor agrees, when offering free resources, that those resources be designed to reach men. Exhibitor agrees to remove any materials from the booth that “Men At The Cross” deems inappropriate or offensive.

\_\_\_\_\_ Exhibitor agrees to pay for shipping of their materials. Shipped items cannot arrive sooner than the Thursday before the event. Exhibitor is also responsible for shipping items on Saturday after the event. “Men At The Cross” will not be responsible for items left at an event venue.

\_\_\_\_\_ Exhibitor agrees to indemnify, defend and hold harmless Kanakuk Ministries Dba “Men At The Cross” against any damages, claims, harms or causes of action, including injuries to persons or to property, which may be alleged to have arisen from the activities of Exhibitor, or any of Exhibitor’s employees, agents, or invitees at the event.

\_\_\_\_\_ Nothing herein shall be construed to create an employer-employee relationship between Exhibitor and MATC. Exhibitor is an independent contractor and not an employee of the Company or any of its subsidiaries or affiliates. Exhibitor will not represent to be or hold herself out as an employee of MATC.

\_\_\_\_\_ This Agreement constitutes the entire agreement of the parties with regard to the subject matter hereof, and replaces and supersedes all other agreements or understandings, whether written or oral. No amendment or extension of the Agreement shall be binding unless in writing and signed by both parties.

\_\_\_\_\_ Nothing in this Agreement shall be construed to permit the assignment by Exhibitor of any of its rights or obligations hereunder, and such assignment is expressly prohibited without the prior written consent of MATC.

\_\_\_\_\_ “Men At The Cross” is not responsible for the loss or damage of any property that the exhibitor owns or has possession, including but not limited to product, booth, exhibit, inventory, supplies or personal items. (Note: General liability does not provide coverage for the exhibitor’s own property and each exhibitor is responsible for procuring this coverage at his own expenses.)

Exhibitor: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_