

## ***Guidelines for Approving General Conference Exhibitors***

### Goals and objectives:

1. Connect ministers and constituents with resources and services that can enhance or benefit their local church or ministry.
2. Create an opportunity for professional and ministry networking.

### Exhibitors generally accepted:

1. Businesses or ministries endorsed or recommended by UPCI or any ministry of UPCI.
2. Businesses or ministries owned, operated, or endorsed by a UPCI minister in good standing.
3. Businesses owned or operated by UPCI constituents with Pastor endorsement.
4. Secular businesses of good reputation offering products or services that directly benefit local churches or ministries, or individuals.

### Exhibitors generally rejected:

1. Ministries rejected for endorsement or recommendation by UPCI or any ministry of UPCI.
2. Businesses rejected for recommendation by UPCI, any ministry of UPCI, or any official of UPCI.
3. Businesses of questionable reputation.
4. Unrelated businesses that do not offer products or services directly benefiting local churches or ministries, or individuals.

### Exclusive oversight:

1. Exhibitors may not sell, promote, or distribute published or copyrighted material (including print or digital resources to include but not limited to books, Bibles, Bible studies, online spiritual growth content) except through UPCI's sole publisher, Pentecostal Publishing House (PPH). Promotional flyers, advertisements, or product catalogs are not subject to exclusive distribution.
2. Exhibitors offering ministries or services similar to what is offered by the UPCI must be approved or recommended by the UPCI division or ministry. Examples: (1) an exhibitor promoting church planting would need approval or recommendation from North American Missions, (2) an exhibitor promoting Bible quizzing would need approval or recommendation from Children's Ministries or Youth Ministries, and (3) an exhibitor promoting insurance would need approval or recommendation from UISI.
3. Exhibitors desiring to promote digital resources (such as podcasts, YouTube channels, blogs, social media platforms, etc...) should be UPCI-credentialed ministers with a minimum amount of existing content provided as a representation of the resource's purpose.