

This is where the Christian products industry meets.

The annual convention is designed to encourage the widespread distribution of Christian products and foster unity and cooperation within the worldwide Christian products industry.

In 2017, UNITE will be held June 27-30, in Cincinnati, Ohio, at the Duke Energy Convention Center. Propelled by the theme “Envision the Legacy,” UNITE 2017 will be a time of looking forward and building on a foundation in a way that sets up future leaders to continue building.

Convention Insights

- It is the largest gathering of Christian-resource providers, thought leaders, faith leaders, and Christian artists and authors engaged in the production and distribution of Christian resources and related lifestyle materials.
- The convention began in 1950 in Chicago with 279 retailers and 48 suppliers. Today, it is held in a different U.S. location each year and attracts more than 2,000 participants.
- The event remains in the top 250 U.S. trade shows of more than 6,000 reporting events as ranked by *Trade Show News Network* in 2016.
- Retailers, publishers, suppliers, artists, filmmakers and others gather from more than 50 countries.
- Products represented include Bibles, books, church curriculum/supplies, gifts, lifestyle products and family entertainment such as music, faith- and family-friendly films and other media.
- UNITE serves as a common meeting space for businesses and industry groups, and attendance is far more economical for participants than hundreds of individual meetings with business partners.
- Participants benefit from trainings on topics such as retailing, authorship, marketing and best business practices.
- The convention offers opportunity for international rights and licensing sales.

Ministry in Action

- CBA and UNITE support a local ministry in the host city each year as a way for the industry to give back. Participants at UNITE have the opportunity to donate funds and products. Since 1998, CBA has given more than \$208,000 in cash donations and material donations to ministries in host convention communities.
- In 2017, CBA partners with BLOC (Believing and Living One Christ), an embedded ministry in one of Cincinnati's toughest areas riddled with gangs, drugs, sex trafficking, homelessness, and domestic violence and abuse. The ministry provides relief, education, job training, and more.