

To: Pastors and Men's Leaders
From: Sam Richbart, Scott Haima
Re: **Iron Sharpens Iron Church Promotion Packet**



We are pleased to send you this Promotion Packet for our Rochester, NY Iron Sharpens Iron Men's Conference on Saturday, October 24th! We pray that the conference will be a tool that will help to sharpen and equip your men to serve our Lord better in all areas of their lives.

We are very pleased to once again have a third sixty-minute seminar block in our conference schedule. This was overwhelmingly popular as it adds more equipping to the conference.

Included in this promotional packet are:

- Conference Posters
- Conference Brochures (includes the conference schedule and speaker lineup)
- Two-Sided Bulletin Insert (for you to make copies)
- Sample Text for Bulletins or Email Alerts
- Sign Up / Registration Sheet
- Tips for Mobilizing Men
- The 2026 Gameplan

Visit RochesterISI.com to see helpful information, including:

- Seminar Descriptions & Speaker Information
- PowerPoint Slides
- Promo and Informational Videos

Each enclosure is important – but we want to draw special attention to the "Gameplan". This tool comes from lessons learned in mobilizing men to a number of events. It should be a big help to you! The Gameplan has guidance to follow each week starting eight weeks before the event. Eight weeks out for this conference is August 30th. Write the appropriate dates on the printout and begin using this as a guide.

We are here to serve you. Contact us if you have any questions. We believe that God will use this conference to sharpen mighty men of God who will stand strong for Him.

Serving Christ with you,

Sam Richbart

Scott Haima



Cost Structure for Iron Sharpens Iron

Start with the men of your church!

Early registration is a great way for you and the men of your church to save money on registration. By registering 10 days early, you can save on all your registrations.

You can register online, over the phone, or by completing and submitting your registration form. A registration form for this conference is available at RochesterISI.com

Admission now includes access to all conference audio downloads!

*Early Registration	\$60 per man
*Early Registration Group Price (10+ men attending)	\$52 per man
Regular Price Registration (after Oct. 14th)	\$65 per man
Regular Group (10+ men) Price Registration (after Oct. 14th)	\$57 per man
Student, Pastor, Active Military Registration	\$35 per man
Optional Lunch – Includes Coffee & Refreshments	\$10 per man

*Lunch must be ordered by Oct. 19th

*Early Registration means that the registration is received ten or more days prior to the conference. (Wednesday, October 14th)