

Christian Science in Metro Chicago  
BODY MIND SPIRIT EXPO in Northlake, IL  
Wrap Up Report 3/11/2019



### Summary

Christian Science in Metro Chicago coordinated participation on behalf of the local Christian Science community at the recent Body Mind Spirit Expo. The Expo was a two-day conference held at the Midwest Conference Center in Northlake, IL over the weekend of March 2-3, 2019.

Organized by Body Mind Spirit Expo (BMSE), the Ashland Oregon based company sponsors 19 expos each year across the United states that cater to the metaphysical and alternative health communities. Two of the 19 events are held in the Chicago area.

Representing the Christian Science Reading Room, 10 volunteers served in 3-hour and 4-hour shifts during the 17 exhibit hours on Saturday and Sunday. In addition to the exhibit booth, two Christian Science lectures were given as part of the Expo's presentations.

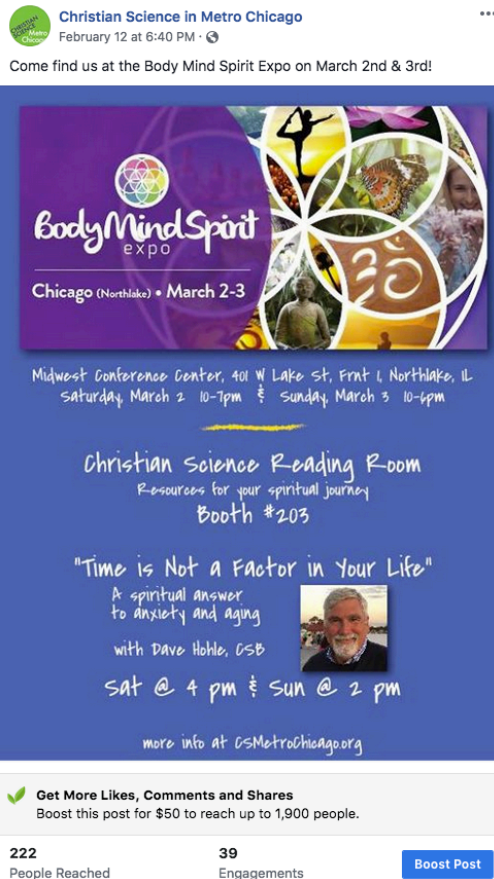
### ACTIVITY LEADING UP TO THE BMS EXPO

#### Website updated in the weeks leading up to the event

- Online sign up form to help at the expo (booth staff, RR coupon flyer participation, lecture sponsorship financial contributions, other ideas invited)
- Event webpage explaining CS presence at Expo and promoting lectures

#### Facebook posts in the weeks leading up to the event

- Five posts between Jan-Mar promoting opportunities to help at the Expo as well as invitations to attend the Expo were posted on the CSMC Facebook page and then shared by other Facebook users.



### Lecture Sponsorship

- 2nd Church Chicago and lecture chair, Amy Petersen, organized the lecture activity & its finances, including contacting The Mother Church to “call for the lectures” and coordinating communication between the sponsoring branches, lecturer and Event Manager. Five churches co-sponsored the two lectures.

### Lecture Promotion

- A lecture flyer was designed and made available to download via [csmetrochicago.org](http://csmetrochicago.org) and CSMC Facebook page

### BOOTH DISPLAY STRATEGY

1. To display and sell products of interest to an audience of metaphysical seekers, New Thought followers, and alternative healing users that
  - a. Support their spiritual practices
  - b. Introduce them to the ideas of Christian Science and the life of Mary Baker Eddy
2. To offer free take-aways that
  - a. Provide inspiration (goverse cards)
  - b. Connect them [csmetrochicago.org](http://csmetrochicago.org) – an online resource filled with local and online resources
  - c. Introduce them to the 23 local RR retail resource (coupon)
3. To appear professional, uncluttered, modern
  - a. Simple, clear displays
  - b. Focused product selection from the RR
  - c. Demo GoVerse app and JSH-Online on iPad in booth
  - d. Take credit card sales via Square card reader technology on iPad



## 5 BOOTH DISPLAY AREAS

1. "Inspiration on the go" banner  
Product featured - free GoVerse Inspiration Cards
2. "Clarity from timeless classics" banner  
Products featured - Bible and Science & Health
3. "Empowerment from a woman ahead of her time" banner  
Products featured - MBE biographies
4. "Community wherever you are" banner  
Products featured - CS Journal, RR Coupon, CSMC Bookmark
5. "Reinforcement in your back pocket" banner  
Products featured - Pamphlets
6. "Confidence for children as the grow" banner  
Products featured - Hardcover books for children

## SALES

Science and Health (\$10)	17
CS Bible Lesson Full Text ~ March 2019 (\$10)	2
Bible (\$5)	1

\$195.00 Total Income ~ Sales were handled in cash and via the credit card feature of the Barrington Reading Room iPad. Inventory provided by Barrington Reading Room.

## CONVERSATIONS

Over 250 (approximately)  
17 Exhibit Hours - 14 conversations per expo hour  
10 Staff Workers (from 9 branch churches)

## Conversations/Sales Experiences

1. A woman seemed to make a beeline for a staff worker and appreciated having someone to listen to her concerns. She said she'd had enough of doctors, had endured so much suffering in treatments, and showed her bruised hand resulting from some medical procedure. She's also had mental health struggles and counsels others in need at various hospitals, etc. She'd heard of MBE and the church in Boston and they were soon sharing ideas about spirituality and the essence of life being the spirit, not the body! Out of the blue, she said fear is false evidence appearing real. The staff worker smiled at that!



She also said we're God's thoughts, and we have to get rid of ego, and the staff agreed. She decided to buy SH and then got into a discussion about the Bible Lesson and proceeded to buy the March full-text.

2. While a staff worker was gathering his belongings from the booth after the talk, he saw one young woman from the speakers audience eagerly approach the booth looking for the book that the speaker had referred to so often (SH) and engaged in conversation and bought SH.
3. A gentleman on his second time past the booth, stopped and said, "This is a good book." He bought SH.
4. A young woman asked about the Bible that was on the table. Her stepdad reads the KJV, and she wanted to know more about it. She was embarrassed that she didn't know anything about it and didn't want to ask him. She liked the idea that it was written in Old English. The Staff gave her helpful suggestions on reading it. Yes, she bought the Bible.

**FREE DISTRIBUTION**

GoVerse Inspiration Cards	300
20% Off next RR Purchase Coupon	75
Spring Events Flier	25
CSMC Bookmarks	70



*Resources for your spirituality journey*

20% OFF Your Next Purchase  
at these participating Christian Science Reading Rooms

<p>Aurora      34 S Stolp Ave</p> <p>Barrington    125 E Main St</p> <p>Burbank      5620 S 80th Ave</p> <p>Chicago      5940 N Lincoln Ave</p> <p>                2628 N Clark St</p> <p>                2852 W Fullerton</p> <p>                5308 N Kenmore Ave</p> <p>                55 E Wacker Dr</p> <p>                935 E 50th ST</p> <p>Crystal Lake    431 Woodstock St</p> <p>Downers Grove 1101 Curtiss St</p> <p>Elmhurst      109 N Addison St</p>	<p>Evanston      1936 Central St</p> <p>Geneva        127 South First St</p> <p>Glen Ellyn    600 N Main St</p> <p>Glenview     1333 Glenview Rd</p> <p>Highland Park 1774 2nd St</p> <p>Hinsdale     14 E 1st St</p> <p>Libertyville   120 E Cook Ave</p> <p>Naperville    16 E Jefferson Ave</p> <p>Palatine      1 S Rohlwing</p> <p>Park Ridge    13 N Prospect Ave</p> <p>Winnetka      804 Elm St</p>
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[www.csmetrochicago.org](http://www.csmetrochicago.org)

**LECTURES AND RESULTS**

- Two lectures sponsored by five branch churches who paid for all associated speaker expenses: 1st C Barrington, 2nd C Chicago, 17th C Chicago, 1st C Geneva, 1st C Park Ridge
- 27 people attended Saturday's lecture (approx 24 not familiar with CS)
- 17 people attended Sunday's lecture (approx 12 not familiar with CS)
- 2 copies of SH sold after Sunday's lecture at the exhibit booth



**EXPO EXPENSES**

\$1,295 Total (not including Lecturer Speaker's Fee and Event Coordinator)

Booth/One Speaker time	\$720
Add'l speaker time	\$295
Add'l Badges	\$20
Handouts	\$108
CSPS Literature	\$151

**COMMENTS FROM BOOTH WORKERS**

"Thanks Kim, for your excellent leadership in pulling the event together, including the booth, the staff, and the lecture preparations!

"Dave Hohle's talk was a highlight for me and clearly resonated with those who attended it. Dave was a great ambassador for the cause and an excellent choice as our EXPO speaker!"

**NEXT EVENT**

Christian Science in Metro Chicago will participate at the August 17-18, 2019 Body Mind Spirit Expo in Skokie. We will start acting on the needs for this event in June. We look forward to your support.

Submitted by Kim Schmidt, Event Coordinator