EXHIBITING AND ADVERTISING INFORMATION
Pricing and Booth Assignments

One 10 x 10 booth $1,000

To view hall floor plan go to the conference page on www.acda.org and click on the exhibiting and advertising information link.

Details

- Security provided.
- Shipping, drayage, furniture rental, electricity, phone and other service information is located at www.stetsonexpo.com.
- Exhibitor manual and online ordering will be launched at www.stetsonexpo.com on 12/3/14.

Exhibit Schedule

<table>
<thead>
<tr>
<th>Move In &amp; Set up:</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Tues, Feb. 24,</td>
<td>10:00 am - 8:00 pm</td>
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<table>
<thead>
<tr>
<th>Tear Down &amp; Move Out:</th>
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<tbody>
<tr>
<td>Sat, Feb. 28,</td>
<td>1:00 pm - 6:00 pm</td>
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<table>
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<tr>
<th>Open Hours:</th>
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<tr>
<td>Wed, Feb 25,</td>
<td>9:00 am - 1:00 pm and 3:00 pm - 6:00 pm</td>
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<tr>
<td>Thu, Feb 26,</td>
<td>9:00 am - 1:00 pm and 3:00 pm - 6:00 pm</td>
</tr>
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Exhibiting

EXHIBIT HALLS ARE LOCATED IN THE SALT PALACE CONVENTION CENTER

Exhibit Hall Includes:

- Concessions
- Education Technology Resources
- LiteratureTables
- Publisher Reading Sessions
- Industry Showcases
- Conference регистрации

Booth Package

Every 10ft x 10ft booth includes the following:

- Identification sign with booth number
- 3’ high side rails and 8’ high backdrop
- Two staff badges
- Two copies of the program book
- Listing in Exhibitor Directory in program book
- Web link from our site to yours

Decorating Company

Stetson Convention Services
Phone: (412) 223-1090
www.StetsonExpo.com

Restrictions In Use of Space

Exhibit attendants may explain, show, and demonstrate products and services. All demonstrations, interviews, or other sales activities must be confined to the limits of the exhibit booth. Displays shall not be placed in such a manner as to interfere with other exhibits. Exhibitors shall not assign, sublet, or share the whole or any part of the space allotted without express written consent from ACDA. Exhibitors are not permitted to show items other than those manufactured or dealt in by the exhibitor in the regular course of business.

Sound-Making Exhibits

Exhibits which include the operation of musical instruments, recording or playback equipment, public-address systems, vocalizing and singing, or any sound-making machines must be conducted or arranged so that the sound resulting from the demonstrations of the same will not annoy or disturb other exhibitors or their patrons.

Liability and Insurance

ACDA, the venue, the official decorating company, and/or any officers or staff members of the same will not be responsible for the safety of the property of the exhibitors, their representatives, or employees from theft, damage by fire, accident, or any other causes, but will use reasonable care to protect the exhibitors from such loss. Exhibitors wishing to insure their exhibits must do so at their own expense.

Fire Protection

Booth decorations and table coverings must be flame proofed and all hangings or drapes must clear the floor. Electrical wiring must conform to the National Electricians Code of Safety Rules and the applicable codes or regulations of the venue, the city and/or the state. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of the exhibit as may be irregular. Fire regulations will be strictly enforced.

Restriction In Operation of Exhibits

ACDA reserves the right to restrict exhibits, which because of sound, method of operation, or any other reason, become objectionable. ACDA also reserves the right to prohibit or evict any exhibit which, in the opinion of the ACDA management, may detract from the general character of the exhibit or convention as a whole. This restriction includes persons, things, conduct, printed matter, or anything of a character which ACDA management determines to be objectionable. In the event of such restrictions, ACDA, the venue, or the official decorating company will not be liable for any resulting loss or other expense suffered by the exhibitor or its representatives. No refunds will be given.

Care of Building and Equipment

Exhibiting firms and/or their representatives shall not injure or deface the halls, walls, windows, or floors of the building, the booths, or the equipment of the booths. The exhibiting firms are liable for any such damage caused by the exhibiting firm and/or its representatives.

In the event of fire, strike, or other uncontrollable circumstances rendering the building unfit or unavailable for use, the contract shall not be binding on either party. These rules are subject to revision by ACDA, and all points not covered herein are subject to its decision.

Exhibit deadline is 11/3/14. Booth assignments will be given by 11/21/14. If booth spaces are left, they will be assigned on a first come first serve basis. Exhibit reservations made after 11/3/2014 may not be listed in the conference program book.

Staff badges provide limited access to concert sessions, interest sessions, and reading sessions as space allows. All staff badges (complimentary and purchased) are exclusively for those employees of the exhibiting firm attending the exhibit booth only; official staff badges must be worn at all times in the exhibit hall.

Listing in Exhibitor Directory in program book
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Two staff badges
3’ high side rails and 8’ high backdrop
Identification sign with booth number
Staff badges provide limited access to
web link from our site to yours

Exhibit Rules and Regulations

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This year the February issue of the Choral Journal will serve as the National Conference Program Book. Not only will all conference attendees receive a copy of the program book, but those not able to attend will also learn what goes on at a National Conference. The February Choral Journal/ National Conference Program Book will hit mailboxes in the middle of January. Choral Journal ad rates do not apply to the February Choral Journal/ National Conference Program Book. All ads for the February Choral Journal/National Conference Program Book will be in color; pricing is listed below.

**Reservation Deadline**
Ad reservations due by Nov 3, 2014
Ad copy due by Dec 3, 2014

**Mechanical Details and Ad Submission**
- Book finish size: 8” wide by 10.75” high
- Orientation: Portrait
- Build ad to exact dimensions, do not include printer’s marks, slug or bleed
- Ad copy must be submitted as a PDF (preferred) or Jpg at 300 dpi. All fonts and graphics must be embedded
- Advertising firm is responsible for the print resolution of copy and all content, errors or printing defaults
- Send ad by email to: lawrence@acda.org. Include advertiser’s name in subject line
- To avoid misidentification, the ad file name should be the same as that of the advertiser

**Advertising Policies**
ACDA reserves the right to approve and edit all materials proposed for publication and distribution.
Advertiser shall assume all liability for content of ads printed, including errors, and also assume responsibility for any claims arising therefrom against ACDA.
ACDA reserves the right to cancel any ad reservation in the event the advertiser fails to submit ad copy by the appointed deadline. In this event, no refunds will be given.

**Ad Specifications**
- Ad size: 228px W x 100px H
- Resolution: 72 dpi
- PNG, JPG, or GIF files only
- Include complete URL address for hyperlink information when sending the ad

**ACDA.org**
Advertise to Members and Nonmembers online

**60-day Rates**
Home and Conference pages $500

**Reservation Deadlines**
No deadlines. Requires 48 hour lead time in uploading to site

**ChoralNet.org**
Advertise to Members, Nonmembers, and a thriving choral community

**30-day Rates**
$250 to $300

**Reservation Deadlines**
No deadlines. Requires 48 hour lead time in uploading to site

**Mechanical Details and Ad Submission**

**Rotating Banner**
- Logo size: 470 px wide x 60 px tall in GIF, PNG, or JPG
- Animated GIFs (not Flash) allowed
- $300 per month

**Constant ad**
- Logo listed with website link on right-hand side of every page
- Logo size: 90 px wide x 90 px tall in GIF, PNG, or JPG
- $250 per month
We are pleased to announce that the 2015 ACDA National Conference will host publisher-sponsored and publisher-run choral reading sessions for the benefit of the ACDA membership and in support of publishers that are ACDA industry members. These sessions will be available to publishers exhibiting at the 2015 ACDA National Conference at no additional fee.

- Publisher may request one (1) 50 minute session for booth spaces rented.

- Scheduling of requested reading sessions will be determined after exhibit space is contracted. Times will be determined by lottery. There are approximately 28 available slots for publisher reading sessions during the length of the conference.

- Choral reading sessions will contain ONLY choral literature from the exhibiting publisher or their exclusive exhibiting distributor.

- Publisher sponsored reading sessions are listed in the master conference schedule.

- Publishers will be responsible for marketing and promotions of showcase beyond the program book listing and on-site signage.

- If you are interested in participating in a publisher reading session, please check the box on the reservation form on this brochure. You will be notified by Dec 5, 2014 the time and location of your publisher reading session. Publisher reading sessions are assigned on a first come first served basis.

INDUSTRY SHOWCASES  A PLATFORM ON WHICH EXHIBITORS CAN PROMOTE THEIR TOPIC OF CHOICE

These showcases will be 50 minutes in length. Scheduling is currently open for 28 showcases.

All reservations made before Dec 5, 2014 will be listed within the program book. Signage with schedule times will be posted at the entrance of the exhibit halls.

- Present a fashion show with your latest designs
- Book Presentation and Signing
- Promote the ULTIMATE Choir Tour

- Please note exhibitors with one or more booths are eligible for an industry showcase. Industry showcase requests are available on a first come first served basis.

- Industry Showcases are listed in the master conference schedule.

- Company/Organization will be responsible for marketing and promotions of showcase beyond the program book listing and on-site signage.

- ACDA reserves the right to cancel or halt any showcase due to inappropriate material or promotions.

- Any reservations made after December 5, 2014 will not be listed in the program book.
2015 National Conference Advertising and Exhibiting Reservation Form

Ways to Reserve:
1. Email to lawrence@acda.org
2. Fax 405-232-8162 (no cover sheet please)
   ACDA, Attention: Chris Lawrence, 545 Couch Drive, Oklahoma City, OK 73102

STEP 1 - Conference Contact Information
Please Print Clearly

Company: ________________________________
Contact Name: ____________________________
Mailing Address: __________________________
Phone: __________________ Fax: _____________
Email: __________________ Website: __________
Type of Company: _________________________

STEP 2 - Program Book Contact Information
Please Print Clearly

Person name and contact info.
☐ Same as above

Contact Name: ____________________________
Phone: __________________ Fax: _____________
Email: __________________

STEP 3 - ACDA Membership
(Select A, B, C or D below)

ACDA membership is required in order to make a reservation.

☐ A: Current member # ______________________

☐ B: Renew membership # ___________________ (indicate type below)
   ___ Institution $110   ___ Industry $135

☐ C: We’d like to join ACDA today and receive discounted pricing
   ___ Institution $110   ___ Industry $135
   Go to www.acda.org for a description of membership types and benefits.

☐ D: We are not a member of ACDA.

STEP 4 - February CJ/Nat’l Conf. Program Book Ad Reservation

<table>
<thead>
<tr>
<th>Member Price</th>
<th>Non-Member Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>Color  $1,500</td>
</tr>
<tr>
<td></td>
<td>2/3 page Color</td>
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<tr>
<td></td>
<td>1/2 page Color</td>
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<td>1/3 page Color</td>
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<td>1/4 page Color</td>
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<td>1/5 page Color</td>
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<td></td>
<td>1/6 page Color</td>
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</tbody>
</table>


☐ I am interested in the publisher reading sessions.
☐ I am interested in the industry showcases.

STEP 5 - Exhibit Booth Reservation

Must be a Industry or Institution member to reserve booth space

10ft x 10ft Location ☐ x $1,000

You will be notified by Nov 21, 2014 of your booth location.

Step 6 - Staff Badges

Receive two complimentary badges per booth space reserved.

# Booths reserved: ________ x 2 = ________ Complimentary badges

# Additional badges: ________ x $50 ea = $ ________

Please indicate staff badge names below:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Email name changes and additions to: lawrence@acda.org.

STEP 7 - Payment

ACDA Membership = $____________
Ad Reservation = $____________
Booth Reservation = $____________
Extra Badges = $____________
Total Due $____________

All fees must be payable in US Dollars. Select one payment type below.

☐ Check #____________________

☐ PO #___________________________ (PO form & this form must arrive together)

☐ Credit Card. Print Name on Card: ______________________________

Visa, MasterCard and Discover Only:

___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ __
Expiration Date: ___ ___ / 20 ___   CV V 2: ___ ___ ___

Card Billing Address: _______________________________________________________
Billing City, State, Zip: ____________________________
Authorized Signature: ____________________________ Date: __________

I agree to pay the total amount according to the credit card issuer agreement. I acknowledge that
no refunds will be given. I will comply with the terms and conditions outlined in this brochure. Note:
booth payment is due in full before a booth assignment is confirmed. ACDA is not responsible for
USPS mail, shipping, fax, or electronic submission failures. Tax ID # 62-0695675