A LIFE OF SONG

ACDA 2017 MINNEAPOLIS
MARCH 8-11, 2017 | #ACDA4LIFE

Exhibiting and Advertising Information for the 2017 ACDA National Conference
Pricing and Booth Assignments

One 10 x10 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 1/9/17.

Exhibit Schedule

<table>
<thead>
<tr>
<th>Move In &amp; Set up:</th>
<th>Open Hours:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues, Mar. 7, 2:00 pm - 8:00 pm</td>
<td>Wed, Mar. 8, 9:00 am - 4:00 pm and 7:00 pm</td>
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<tr>
<td>Tear Down &amp; Move Out:</td>
<td>Thur, Mar. 9, 9:00 am - 4:00 pm and 7:00 pm</td>
</tr>
<tr>
<td>Sat, Mar. 11, 1:00 pm - 6:00 pm</td>
<td>Fri, Mar. 10, 9:00 am - 4:00 pm and 7:00 pm</td>
</tr>
<tr>
<td></td>
<td>Sat, Mar. 11, 9:00 am - 1:00 pm</td>
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</tbody>
</table>

* Exhibit Hall hours are subject to change

Exhibitor Showcases

We are pleased to announce that the 2017 ACDA National Conference will host exhibitor showcases for the benefit of the ACDA membership and in support of ACDA industry members. These sessions will be available to exhibitors at the 2017 ACDA National Conference at no additional fee.

- Exhibitor may request one (1) 50 minute session for 1-2 booth spaces purchased. Exhibitor may request two (2) 50 minute sessions for 3 or more booth spaces purchased. No more than 2 showcases per exhibitor.

- Scheduling of requested shows will be determined after exhibit space is contracted. Times will be determined by lottery. There are 56 (Wednesday-Saturday) available slots for exhibitor showcases during the length of the conference.

- Exhibitor Showcases are listed in the master conference schedule along with a 10-12 word description of the showcase.

- Exhibitors 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 an Exhibitor Showcase, please check the box on the reservation form on this brochure.

You will be notified by Dec 12, 2016, the time and location of your Exhibitor Showcase. Exhibitor Showcases are assigned on a first-come, first-served basis.
This year the March 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 the National Conference. The March Choral Journal/National Conference Program Book will hit mailboxes in the middle of February. Choral Journal ad rates do not apply to the March Choral Journal/National Conference Program Book. All ads for the March Choral Journal/National Conference Program Book will be in color; pricing is listed below.

### Advertisement 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.

### Reservation Deadline

Ad reservations due by Dec 5, 2016
Ad copy due by Jan 5, 2017

### Ad Rates - Member/Non-Member

- **Full Page, Color:** $1,500/$1,800
- **2/3 Page, Color:** $1,200/$1,500
- **1/2 Page, Color:** $1,000/$1,300
- **1/3 Page, Color:** $800/$1,100
- **1/4 Page, Color:** $600/$800
- **1/5 Page, Color:** $500/$700
- **1/6 Page, Color:** $400/$600

### 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**

### Ad Sizes

- **Full Page**
  - **7” x 9.75”**

- **2/3 Page**
  - **7” x 6.67”**

- **1/2 Page**
  - **7” x 5”**

- **1/3 Horizontal**
  - **4.625” x 5”**

- **1/3 Vertical**
  - **2.25” x 9.75”**

- **1/4 Horizontal**
  - **4.625” x 3.55”**

- **1/4 Vertical**
  - **2.25” x 7.25”**

- **1/5 Horizontal**
  - **4.625” x 3”**

- **1/5 Vertical**
  - **2.25” x 6”**

- **1/6 Horizontal**
  - **4.625” x 2.5”**

- **1/6 Vertical**
  - **2.25” x 5”**
Basic App Listing (This offer is ONLY for Advertisers in the Conference Program Issue of Choral Journal) $100

Enhanced listing in Exhibitor/Sponsor Section - this includes:

- Live link to webpage
- Live link to email address
- Live phone number
- Live link to booth location (if an exhibitor)
- Link to conference profile of lead person

Basic Package also includes:

- One header graphic (think company logo) - MUST BE 256 px X 256 px jpg or png
- One graphic for description field - maximum 275 px WIDTH X maximum 375 px length
- Designation of Bronze Sponsor
- Unlimited add copy with unlimited listing of email addresses, phones, and web pages

Blue App Package $300

- Live link to webpage
- Live link to email address
- Live phone number
- Live link to booth location (if an exhibitor)
- Link to conference profile of lead person
- One header graphic (think company logo) - MUST BE 256 px X 256 px jpg or png
- One graphic for description field - maximum 275 px WIDTH X maximum 375 px length
- Designation of Bronze Sponsor
- Unlimited add copy with unlimited listing of email addresses, phones, and web pages
- 1 promoted posts in the activity feed - this includes:
  - Graphic - MUST be 640 px X 640 px - png file
  - 150 CHARACTER limit (think text message - spaces count)
  - Link to ad, external website, or call to action (survey or poll)

Gold App Package $500

Everything above, plus:

- 3 promoted posts in the activity feed - this includes:
  - Graphic - MUST be 640 px X 640 px - png file
  - 150 CHARACTER limit (think text message - spaces count)
  - Link to ad, external website, or call to action (survey or poll)

Online Advertising

**ACDA.org**

Reservation Deadlines

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

Mechanical Details and Ad Submission

Home Page Rotating Banner

- Ad size: 900 px wide x 500 px tall
- PNG, JPG, or GIF files only
- Include complete URL address for hyperlink information when sending the ad.
- $1,000 per 60 days

Secondary Rotating Banner

- Ad size: 250 px wide x 800 px tall
- PNG, JPG, or GIF files only
- Include complete URL address for hyperlink information when sending the ad.
- $600 per 60 days

**ChoralNet.org**

Reservation Deadlines

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

Mechanical Details and Ad Submission

Square Rotating Banner - Limited Space Available

- Logo size: 300 px wide x 300 px tall in GIF, PNG, or JPG
- Animated GIFs (not Flash) allowed
- $400 per 30 days

Large Rotating Banner - Limited Space Available

- Logo size: 700 px wide x 300 px tall in GIF, PNG, or JPG
- Animated GIFs (not Flash) allowed
- $600 per 30 days
2017 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)
3. Mail 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 not required in order to make an ad reservation; however, current members qualify for discounted pricing.

☐ 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 - March CJ/Nat’l Conf. Program Book Ad Reservation

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Member Price</th>
<th>Non-Member Price</th>
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STEP 5 - Exhibit Booth Reservation
Must be an Industry or Institution member to reserve booth space
10ft x 10ft Location[ ]  ___ x $1,000
You will be notified by Dec 12, 2016 of your booth location.
*Up to 2 additional badges for each booth may be purchased for $75 each. Additional badges will be $250 per badge.

☐ I am interested in the exhibitor showcases.

STEP 6 - Staff Badges
Receive two complimentary badges per booth space reserved.

# Booths reserved: ________ x 2 = ________ Complimentary badges

# Additional badges: ________ x $75 ea = ________

Please indicate staff badge names below:
______________________________________________________
______________________________________________________
______________________________________________________
______________________________________________________

STEP 7 - Payment
ACDA Membership = $______________
Ad Reservation = $______________
Booth Reservation = $______________
App package = $______________
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, American Express and Discover Only:
  ___ ___ ___ - ___ ___ ___ - ___ ___ ___ ___
  Expiration Date: ___ __/ 20 ___   CVV 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

You will be notified by Dec 12, 2016 of your booth location.
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You will be notified by Dec 12, 2016 of your booth location.
Mission
The mission of ACDA is to inspire excellence in choral music through education, performance, composition, and advocacy.

Exhibit Hours
Exhibitors are expected to operate and provide staffing at their booths during the scheduled conference exhibit hours. A penalty fee of $500 may be assessed for early departure or dismantling. If this fee is incurred, the exhibitor must pay this amount before submitting a reservation for future ACDA exhibit space.

Assignment of Booth Space
Booths will be assigned at the sole discretion of ACDA with consideration given to booth configuration requirements, seniority, date of contract submission, sponsorships, and balance. Exhibitors may state preferences for booth location. Booth assignments will be made upon receipt of full payment and will be on a first come-first serve basis.

Booth Arrangement and Construction
Each exhibit will be confined to the spatial limits of its respective booth(s). Exhibits or displays that block the view of adjoining booths will not be permitted. Aisles and exits must be kept clear of displays and exhibits at all times. All booth materials must conform to applicable local building, electrical, fire safety, and environmental code.

GENERAL CONDITIONS
Subletting Booth Space
Exhibitors may not assign, sublet, or apportion all or any part of their space, and may not advertise or display goods or services other than those manufactured, distributed, or sold by their company in the regular course of business.

Unclaimed Booth Space
Any booth space not claimed and occupied or for which no special arrangements have been made prior to the official start of the conference exhibit hours, may be resold or reassigned without any obligation on the part of ACDA for any refund whatsoever.

Exhibitor Representatives
Each exhibiting firm/college must provide an attendant in its booth during the open hours of the conference.

Within the designated exhibit area, promotion of goods and services, or conducting of business related thereto, is limited to registered exhibitors and exhibitors’ representatives.

2 Complimentary Badges are provided for each booth purchased. Additional badges are available for purchase for $75 per badge.

Audio and Audiovisual Sound Effects
Audiovisual, audio, and other sound and attention-getting devices and effects will be permitted only in such intensity as in the opinion of ACDA do not interfere with the activities of neighboring exhibitors. Instruments played or vocal performances for the purpose of demonstration should be played for brief periods and at a reasonable sound level. Audio visual equipment must be equipped with earphones. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors. This will be strictly enforced. Distribution of noisemakers of any kind is not permitted. All exhibitors distributing approved “stick-ons” may not place the “stick-on” on the attendees’ badge. Exhibitors may only distribute materials from their booths.
Ambush Marketing
Anyone conducting ambush marketing techniques or distributing materials in the aisles, concourse, or lobbies will be requested to stop this activity immediately.

Meetings and Social Functions
Association meetings, sales meetings, and social functions may be scheduled at the primary conference location and/or official conference hotels at times that will not interfere with major programs offered by ACDA. Soliciting ACDA registrants to attend events in conflict with ACDA Conference events is prohibited.
Unauthorized Concerts, Performances, or Clinics Concerts, performances, clinics, and mini-clinics, held in any area of the conference hotels, including lobbies and exhibit halls, without the permission of ACDA are prohibited.

Violations
Violations of any of these regulations on the part of the exhibitor, its employees, or agents shall, at the option of ACDA, annul the right to occupy current or future space and such an exhibitor will forfeit to ACDA all monies paid.