



ACDA 2021

March 17-20

VIRTUAL CONFERENCE

Keynote Speakers:

Anton Armstrong, Francisco Núñez, Alice Parker, and Eric Whitacre

Special "Welcome to Dallas" and GALA Choirs concert performances

Raymond Brock Commission: "Songs my heart taught me"
by Bob Chilcott and performed by the BBC Singers

Invited international choirs:

• Formosa Singers from Taiwan • Coro Entrevoces from Cuba

42 Interest Sessions

37 performances by children, junior/senior high, college/university, community, and church choirs

R&R area and publisher reading sessions

Introducing the National Student Leadership Academy for students grades 8-12

2021 ACDA NATIONAL CONFERENCE MARKETING OPPORTUNITIES

Conference Sponsor Package	\$7500
Sponsored Sessions	\$1200 (\$1000 each for two or more)
Premium Virtual Exhibit Room	\$600
Virtual Exhibit Room	\$450
Website and Program Book Listing	\$250

CONFERENCE SPONSOR PACKAGE (8 AVAILABLE)

- **1 Sponsored Concert Session** 30-second video played before the concert along with the company logo and name listed on the page during the concert
- **2 Sponsored Reading/Interest Sessions** 30-second video played before the session along with the company logo and name listed on the page during the session
- **Full Ad Page in the March Choral Journal/Program Book**
- **Premium Virtual Exhibit Room** - Including: • embedded videos • designated exhibit hours • visitor analytics • uploading capability for visitors • in platform email messaging and session/meeting room capability via zoom
- **Premium Logo placement on the ACDA conference website**
- **Logo on the official conference t-shirt**
- **Logo on the pre-conference email blast**
- **4 tickets to the full conference**

SPONSORED SESSIONS

- **1 Sponsored Reading or Interest Session**
- **30-second video played before the concert**
- **Company logo and name listed on the page during the session**
- **1 ticket to the conference**

PREMIUM VIRTUAL EXHIBIT ROOM

- Each room includes: • embedded videos • designated exhibit hours • visitor analytics • uploading capability for visitors • in platform email messaging and session/meeting room capability via zoom
- **Listing in the program book**
 - **2 tickets to the conference**

VIRTUAL EXHIBIT ROOM

- Each room includes: • designated exhibit hours • visitor analytics • uploading capability for visitors • in platform email messaging and session/meeting room capability via zoom
- **Listing in the program book**
 - **1 ticket to the conference**

WEBSITE AND PROGRAM BOOK LISTING

- **Company Logo on the conference website with hyperlink capability** • **Company listing in the conference program book**

NATIONAL CONFERENCE PROGRAM BOOK/MARCH ISSUE

This year the March issue of the *Choral Journal* will serve as the National Conference Program Book. A digital version of the program book will be available to all conference attendees and will hit mailboxes in the middle of February. *Choral Journal* ad rates do not apply to the Conference Program Book. All ads will be in color; pricing is listed below.

RESERVATION DEADLINE

Ad reservations due by

Dec 18, 2020

Ad copy due by Jan 5, 2021

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: shail@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

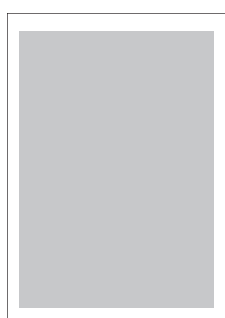
ADVERTISING POLICIES

ACDA reserves the right to approve and edit all materials proposed for publication and distribution.

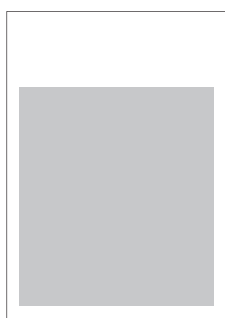
Advertiser shall assume all liability for content of ads printed, including errors, and also assume responsibility for any claims arising therefrom against ACDA.

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.

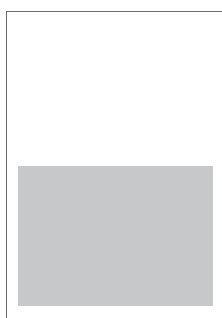
AD SIZES



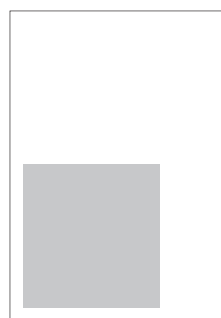
Full Page
7" x 9.75"



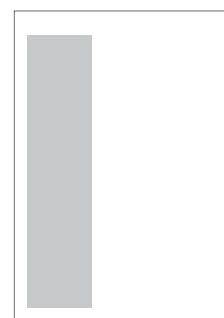
2/3 Page
7" x 6.67"



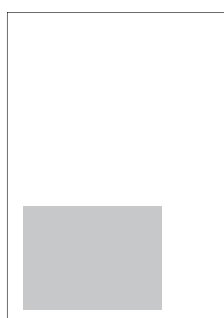
1/2 Page
7" x 5"



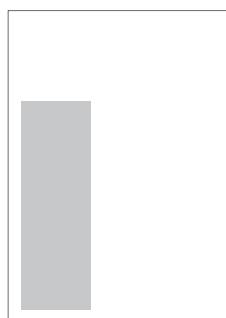
1/3 Horizontal
4.625" x 5"



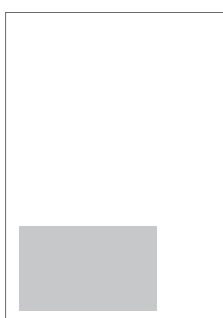
1/3 Vertical
2.25" x 9.75"



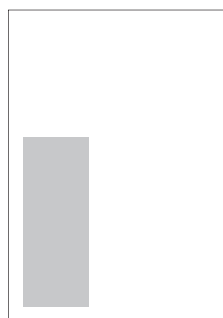
1/4 Horizontal
4.625" x 3.55"



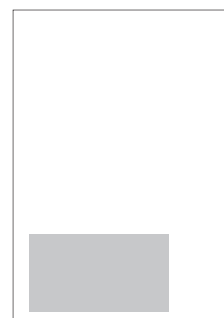
1/4 Vertical
2.25" x 7.25"



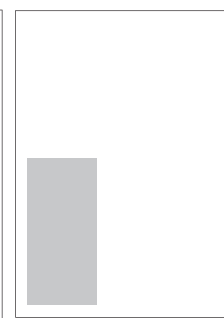
1/5 Horizontal
4.625" x 3"



1/5 Vertical
2.25" x 6"



1/6 Horizontal
4.625" x 2.5"



1/6 Vertical
2.25" x 5"

2021 National Conference Reservation Form

Ad reservation deadline: Dec 18, 2020. Ad Copy deadline: Jan 5, 2021

- Ways to Reserve**
1. Email to shail@acda.org
 2. Fax 405-232-8162 (no cover sheet please)
 3. Mail ACDA, Attention: Sindy Hail, P.O. Box 1705, Oklahoma City, OK 73101-1705

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 information ☐ Same as above

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

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

ACDA membership is not required to make an ad reservation in the program book; however, **current members qualify for discounted pricing.**

☐ Renew membership # _____ (indicate type)

___ Institution \$125 ___ Industry \$150

☐ B: We'd like to join ACDA today and receive discounted pricing

___ Institution \$125 ___ Industry \$150

STEP 4 - CONFERENCE MARKETING OPPORTUNITIES

ACDA industry/institution membership is required to participate.

Contact Sindy Hall, shail@acda.org for concert and session selections.

- ☐ Conference Sponsor Package \$7500
- ☐ Sponsored Sessions \$1,200 (\$1,000 each for 2 or more)
- ☐ Premium Virtual Exhibit Room \$600
- ☐ Virtual Exhibit Room \$450
- ☐ Website and Program Book listing \$250

STEP 5 - MARCH CHORAL JOURNAL/NATIONAL CONFERENCE PROGRAM BOOK AD RESERVATION

		Member Price	Non-Member Price
Full page	- Color	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$1,800
2/3 page	- Color	<input type="checkbox"/> \$ 1,200	<input type="checkbox"/> \$1,500
1/2 page	- Color	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$1,300
1/3 page	- Color	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$1,100
1/4 page	- Color	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 800
1/5 page	- Color	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 700
1/6 page	- Color	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 600

STEP 6 - PAYMENT ACDA Membership = \$ _____

Conference Items = \$ _____

Ad Reservation = \$ _____

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

☐ Check # _____

☐ PO # _____

(PO form & this form must arrive together)

☐ Credit Card.

Visa, MasterCard, American Express and Discover Only:

Print Name on Card: _____

____ - ____ - ____ - ____ - ____ - ____ - ____ - ____

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: payment is due in full by March 10, 2021. ACDA is not responsible for USPS mail, shipping, fax, or electronic submission failures. Tax ID # 62-0695675

CONCERT SESSIONS

Concerts session sponsorship purchases will be selected on a first-come first-serve basis.

Session 1 Casper Children's Chorale, Cedar Park High School Varsity Mixed Choir, Portland State University Chamber Choir, and Georgia State University Singers

Session 2 Sound of Ages, Smithfield Middle School Raider Chorale, Toronto Children's Chorus Chamber Choir, and Olympia High School Bella Voce

Session 3 Trinity Springs Middle School Varsity Tenor-Bass Choir, Montgomery High School Chorale Women's Choir, Duncanville High School A Cappella Men's Choir, and Mt. San Antonio College Chamber Singers

Session 4 Nimitz Middle School Varsity Treble Choir, Kinder High School for the Performing and Visual Arts Chorale, Hour of Power Choir, and University of North Texas A Cappella Choir

Session 5 La Cañada High School Chamber Singers, Riverside City College Chamber Singers, University of Hawai'i at Mānoa Nā Wai Chamber Choir, and Rutgers University Glee Club

Session 6 Fort Worth Academy of Fine Arts Children's Choir of Texas, California State University Long Beach Bob Cole Chamber Choir, and Oregon State University Bella Voce

Welcome to Dallas Concert Dallas Chamber Choir, St. John Church Music Ministry, and Turtle Creek Chorale

GALA Collaboration Concert Austin Gay Men's Chorus, San Diego Women's Chorus, and Our Song: The Atlanta Gay and Lesbian Chorus

President's Concert BBC Singers, Coro Entrevoces, and Formosa Singers

Jazz/Showchoir/Barbershop Concert Indiana University Singing Hoosiers, East High School Headliners, California State University Long Beach Pacific Standard Time, and Vocal Majority

INTEREST SESSIONS

Interest session sponsorship purchases will be selected on a first-come first-serve basis.

Accessing Diverse Tuning Possibilities presented by Andrew Withington

The Accompanist's Perspective presented by Kurt Knecht

Applying Dalcroze Eurhythmics to Choral Literature presented by Marla Butke and David Frego

Baroque Choral Works with Period Instruments from the Archives of Prince Carl Liechtenstein of Kroměříž presented by Allen Hightower and Paul Leenhouts

Beyond Elijah Rock: The Non-Idiomatic Choral Music of Black Composers presented by Marques L. A. Garrett

continued on the next page

Beyond "Special Music": The Church Choir's Role in Worship presented by Zebulon M. Highben

Blurring the Binary: Transgender Students in the Choral Ensemble presented by Melanie Stapleton

Building Resilient Organizations presented by Catherine Dehoney, Liza Beth and Christie McKinney

Choral and Contemporary A Cappella: Bridging the Gap presented by Rob Dietz

The Choral Rehearsal in a Post-COVID-19 World presented by Matthew Caine

Choral Teaching for Community Transformation: Purpose, Exploration, and Agency
presented by Elizabeth Cassidy Parker and Rollo Dilworth

Conducting Men's Choirs from Leading Authorities presented by Donald Trott, Jerry Blackstone, Jefferson Johnson,
Mary Hopper, Dennis Shrock, David Murrow, and Allen Crowell

Conducting/Non-Conducting: Expressiveness Re-interpreted presented by Wei Cheng

Creating Preparatory Sheets to Maximize Sequential Teaching presented by Carolyn Cruse and Denise Eaton

Culturally Responsive Pedagogy in the Choral Classroom presented by Jason Bowers

The Diversity of Sisterhood: Exploring and Advocating for Choral Music by Women of Color
presented by Edryn Coleman and Vinroy D. Brown

Embrace the Crack presented by Erin Plisco and Daniel Gutierrez

Enrich and Expand Your Repertoire with Beautiful Music from Taiwan presented by Thomas Holm

From Classroom to Chorus: Building on the K-5 Foundation presented by Susan Brumfield

Increasing Access and Engagement: Musical Creativity as a Culturally Responsive Approach to Choral Music Education
presented by Aimee D. Pearsall

Inherent Biases Found in the Choral Music Education Curriculum presented by Felicia Barber

Intentional In-Between: The Art of Seamless Performance Transitions presented by Kristina Caswell MacMullen

Intergenerational Music Repertoire for Adult + Children/Youth Choir presented by Joy Hlrokawa

I Sing Because I'm Happy: Engaging and Retaining Black Men in Choral Music presented by Marshaun Hymon

Kirby Shaw's Instant Soul Clinic presented by Kirby Shaw

The Lyricist's Guide to Performing Choral Music presented by Charles Anthony Silvestri

Middle School Choral Students: How Do You Motivate Them? presented by Lynn Brinckmeyer

Musica Femina: Reclaiming Our Time presented by Elizabeth Schauer

An Opera Star, a Belter, and a Guitarist Walk into a Choir... presented by Walter Huff and Chris Albanese

Our Shared Song: Creating a Choral Collective through Introspection, Depiction, and Reflection
presented by Kevin Fenton, Kari Adams, and Michael Hanawalt

continued on the next page

Programming in the 21st Century: Tools and Trends to Improve Gender Balance on Today's Choral Programs
presented by Helena von Rueden, Elaine Bennington, and Rob Deemer

The Quiet Conductor: Best Practices for Leading Diverse Personalities presented by Hilary Apfelstadt and Marci Major

(re)Consider the Canon: Bringing the Past into the Present presented by Liza Calisesi Maidens and Katy Lushman

The Relevance of the Contemporary African-American Spiritual in the 21st Century presented by Uzee Brown Jr.,
Brandon Waddles, Rosephyne Powell, Stacey V. Gibbs, and Marques L. A. Garrett

Rethinking Concert Programming: Extended Works for SA Chorus presented by Christopher Boveroux

Sacred Music for All in an Age of Anxiety presented by Joan Szymko

The Sea Hath its Pearls: Romantic American Choral Music presented by David DeVenney

Sight-Reading REMIX: Music Literacy in the Title 1/Urban Classroom presented by Coty Raven Morris and Maria A. Ellis

Strong Body, Strong Mind, Strong Music presented by Steven Hankle and Jaclyn Normandie

Teachers Don't Get Sued for Copyright Infringement, Do They? presented by Kirsten Foyles and Terry Sinclair

Teaching Traditional South African Music presented by Michael Joseph Barrett and Mpumelelo Manyathi

Valuing Girls' Voices: Guiding and Empowering Adolescent Girls Through the Vocal Change presented by Ashley Leland

READING SESSIONS

Reading session sponsorship purchases will be selected on a first-come first-serve basis.

Children's Choirs

Music in Worship Choirs

College and University Choirs

Senior High School Choirs

Contemporary/Commercial Choirs

Vocal Jazz/Showchoirs

Community Choirs

Women's/SSAA Choirs

Junior High/Middle School Choirs

World Musics and Culture Choirs

Men's/TTBB Choirs