

Singing Through the Ages

ACDA

MINNEAPOLIS

MARCH 7-10

2027

EXHIBITOR PROSPECTUS

2027 NATIONAL CONFERENCE

AMERICAN
CHORAL
DIRECTORS

ASSOCIATION



EXHIBITS • SHOWCASES • ADVERTISING
COMPOSER FAIR • BOOK FAIR • COLLEGE/UNIVERSITY FAIR

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IMPORTANT DEADLINES

2026

- SEP 15 Ordering OPEN for Exhibits, Showcases, and Expo
- OCT 1 Housing Details Sent to Exhibitors; Conference Registration Opens
- NOV 5 *Choral Journal* advertising for January 2027 National Conference *Preview*
- DEC 1 *Choral Journal* advertising for February 2027 National Conference *Program*

2027

- FEB 15 Artwork for Conference APP



The Minnesota Orchestra's Lindahl Auditorium is renowned for the 114 acoustic cubes which allow even the softest sounds to travel from the stage throughout the audience, which can reach 2,085. Hotel guests can access Orchestra Hall via the Minneapolis Skyway system without ever having to step outdoors.

EXHIBIT AT THE ACDA NATIONAL CONFERENCE

Join us at the Minneapolis Convention Center!

Join the community of music publishers, performance travel companies, software providers, concert attire, colleges/universities, and others who serve the choral profession.

Meet In Person

Forge invaluable connections with decision-makers among the more than 3,000 choral professionals

Increase Visibility

Dramatically increase brand recognition and presence in the market

Drive Sales

Exhibiting allows for on-site sales! Introduce your products and services to a receptive audience

Look to the Future

Meet early career educators and build relationships with the next generation of clients

ACDA brings together diverse and influential consumers!



Educators



Students



Conductors



Composers



Performing
Ensembles



Family
Members



Key Decision
Makers



ACDA Leaders
throughout the U.S.

EXHIBIT BOOTH INFO

Minneapolis Convention Center

ACDA Membership is required.

10x10 space Auditorium Lobby - \$1,500

10x10 space Ballroom - \$1,300

EACH BOOTH PURCHASE INCLUDES

- Listing in the Exhibitor Directory in the *Choral Journal* Conference Program mailed to all ACDA members (Deadline December 1)
- Listing in the Directory in the Conference App
- 3-foot high side rails and 8-foot high backdrop
- One 6-foot table
- Two chairs
- Waste basket
- Identification sign with booth number
- Two badges for staff working the booth

ADDITIONAL ITEMS

- Additional Badges: \$75 per badge (Limit 4) for staff working the booth. Badges provide access to concerts, interest, and reading sessions based upon availability.
- WiFi: MCC offers complimentary WiFi in the Meeting Rooms, Lobby, and other common spaces.
- Shipping, drayage, furniture rental, electricity, custom WiFi connectivity, and other services are available for order through Stetson Convention Services at exhibitor's expense. Exhibitor manual and ordering instructions are emailed upon booth purchase.

BOOTH ASSIGNMENTS

ACDA assigns all booth locations with priority given to sponsors and previous exhibitors. Assignment is made in the order of receipt with the goal of having all locations assigned by December 1, 2026.

SCHEDULE

SET-UP

Sunday, March 7

1 PM - 5 PM

EXHIBITING HOURS

Monday, March 8

8:30 AM - 2:30 PM

BREAK

4:30 PM - 6:30 PM

Tuesday, March 9

8:30 AM - 2:30 PM

BREAK

4:30 PM - 6:30 PM

Wednesday, March 10

8:30 AM - 12 PM

TEAR DOWN

Wednesday, March 10

12 PM - 4 PM



CLICK to Place Your Orders

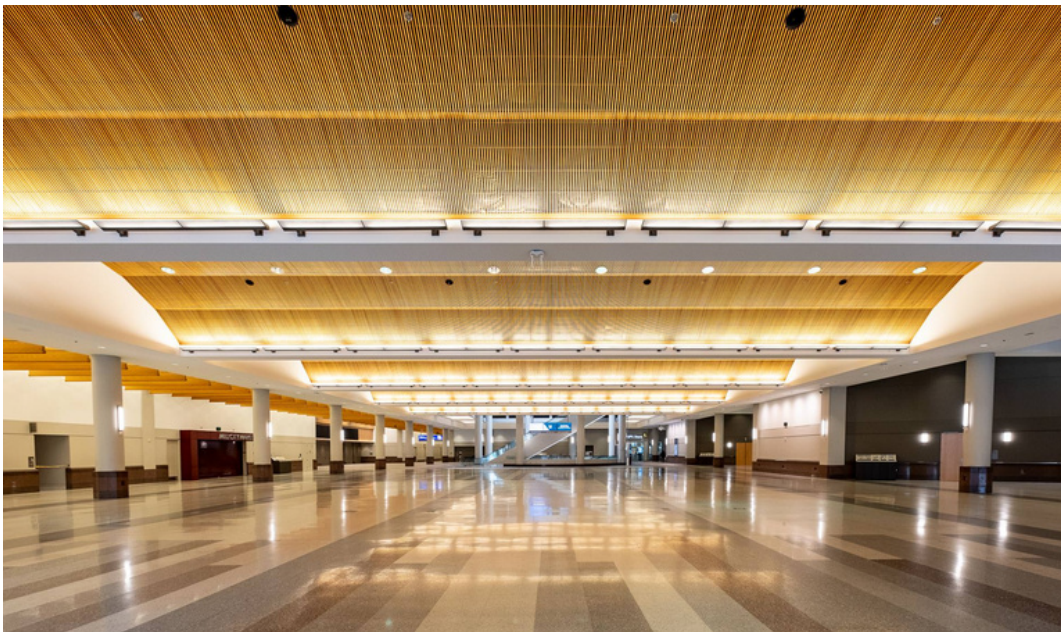
MINNEAPOLIS CONVENTION CENTER AUDITORIUM LOBBY

Auditorium Lobby - \$1,500 per booth. 70 available.

A high-traffic area frequented by attendees attending concerts and interest sessions in the Auditorium.



View from middle of Lobby looking towards doors to Auditorium.



View from end of lobby looking towards area from which attendees will enter. Doors to Auditorium on the right (not shown). Escalator to Second Level can be seen in the center.

MINNEAPOLIS CONVENTION CENTER BALLROOM

Ballroom - \$1,300 per booth. 120 available.

A high-traffic location on the same level as the Auditorium and just steps away from the Registration Desk. All attendees must pass the Ballroom's entry doors as they use either the MCC's Main Entrance or the East Skyway (route to Minnesota Orchestra Hall and hotels).



View of the Ballroom looking towards the front. Attendees will enter via multiple doors on the right, indicated by arrows.



CLICK to Place Your Orders

EXHIBITOR SHOWCASES

Showcase presenters are welcome to promote their business, products, or services and are encouraged to make the content as robust, targeted, and useful as possible. **ACDA membership is required; purchase of an exhibit booth is not.**

Session times are available Monday, March 8 and Tuesday, March 9 between 9 am and 5 pm. Sessions will be filled on first-come, first-served basis with full payment. Last session begins at 5 pm. Showcases will be listed in the Program Book (if purchased by Dec. 1) and in the Conference App, which includes the presenter logo and a brief description.

- \$250 per 50 minute session; you may purchase multiple sessions.
- Showcases are assigned on a first-come, first-served basis and typically sell out quickly.
- Sessions are 50 minutes in length with a 10 minute allowance for set up for the next session.
- Seating capacity of 500
- ACDA provides one stand microphone, one music stand, an electric keyboard, a projector, screen, and connection to an audio system.
- You provide a laptop, cords, or adapters to connect with the AV system and all materials for your session. Limited storage is available. You must be able to transport all needed materials yourself.

MINNEAPOLIS CONVENTION CENTER LOWER LEVEL



Stock photo. Actual room set up may vary.

EXPO 2027

The Expo offers an alternative to traditional exhibiting. Conveniently located on the 2nd Level of the Minneapolis Convention Center, the Monday Expo features Composer Fair. The Tuesday Expo features Colleges/Universities and Book Fair.

ACDA Membership is required.
66 tables available.

6-FOOT TABLE SPACE - \$175.00

EACH TABLE PURCHASE INCLUDES

- Listing in the ACDA Conference App
- One 6-foot table
- Two chairs
- Identification sign

DETAILS

• WiFi: The Minneapolis Convention Center offers complimentary WiFi in the common spaces. If you require custom connectivity for live-streaming, demonstrations, or POS devices, Stetson Convention Services will coordinate that purchase with Smart City Networks, the exclusive internet service provider for the MCC.



CLICK to Place Your Orders

SCHEDULE

TWO days available only to
authors, colleges, universities
and composers

Monday, March 8 Composer Fair

SET UP

3:30 PM - 4:30 PM

EXPO HOURS

4:30 PM - 6:30 PM

TEAR DOWN

6:30 PM - 7:00 PM

Tuesday, March 9 College/University Fair & Book Fair

SET UP

11:45 AM - 12:45 PM

EXPO HOURS

12:45 PM - 2:30 PM

Honor Choir Students

4:30 PM - 6:30 PM

Conference Attendees

TEAR DOWN

6:30 PM - 7:00 PM

ADVERTISING

CHORAL JOURNAL

NATIONAL CONFERENCE PRINT ADVERTISING

- The **January 2027 Preview** is published in December and offers a first look at the National Conference—introducing headline performers, featured presenters, and the breadth of session topics that shape the experience. [Click to read the January 2025 National Conference Preview.](#)
- **The February 2027 Program** is published in January and serves as the definitive guide to the National Conference, offering complete schedules and curated features on headline performers, presenters, interest sessions, and exhibitors—all highlighting the depth and artistry of our community. [Click to read the February 2025 National Conference Program.](#)
- Only ACDA institutional and industry members may advertise in these issues.

RATE CARD

for JANUARY and FEBRUARY only

AD SIZE	PRICE PER AD 1 ISSUE JANUARY <i>or</i> FEBRUARY	PRICE PER AD PER ISSUE FOR BOTH JANUARY <i>and</i> FEBRUARY <i>(if purchasing 2 of the same size, multiply x2)</i>
	MEMBERS Only	MEMBERS Only
FULL PAGE	\$2,000	\$1,825
1/2 PAGE	\$1,290	\$1,177
1/3 PAGE	\$1,075	\$980
1/4 PAGE	\$1,010	\$920
1/6 PAGE	\$820	\$748
INSIDE FRONT COVER	\$2,085	\$1,900
INSIDE BACK COVER	\$2,085	\$1,900
BACK COVER	\$2,085	\$1,900

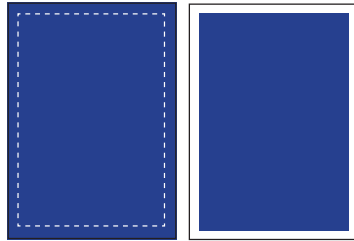
DEADLINES

NOVEMBER 5 for JANUARY ISSUE

DECEMBER 1 for FEBRUARY ISSUE

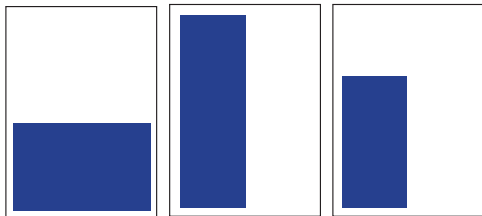
CHORAL JOURNAL PRODUCTION INFO AD SPECIFICATIONS, and POLICIES

SUBMISSION DETAILS



Full page with bleed
8.37" x 11"
Trim: 8" x 10.75"

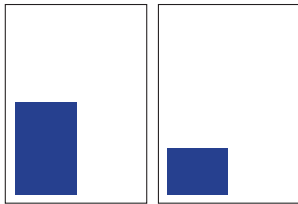
Full page
7" x 9.75"



Half horizontal
7" x 5"

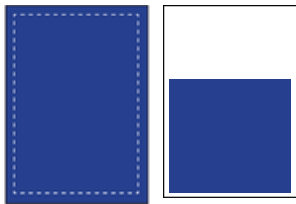
Half vertical
3.42" x 9.75"

One-third
3.42" x 6"



One-quarter - 3.42" x 5"

One-sixth - 3.42" x 3.25"



Inside Front & Back Covers
8.4"x11" - Trim: 8"x10.75"

Back Cover - 8.4" x 9"

- All ads must be built in 4-color CMYK.
- All fonts, graphics, and images must be embedded.
- Postscript Type 1 fonts are strongly preferred.
- All images must be a minimum of 300 dpi.
- No images downloaded from a website will be accepted.
- Build ad to the exact dimensions specified for the ad size.
- Do not include printer's marks, slug, or bleed marks.
- PDF files are preferred; .jpg at 300 dpi will be accepted.
- Advertiser is solely responsible for the print resolution, copy, all content, errors, or printing defaults.
- Finish size is 8" wide by 10.75" high.
- **Email files to tkopacka@acda.org. Include advertiser's name and issue month in subject line.**
- NOV 5 DEADLINE for the January issue
- DEC 1 DEADLINE for the February issue

ADVERTISING POLICIES

ACDA reserves the right to:

- Approve and edit all submitted ads. Advertiser assumes all liability for content of ads (including errors) and assumes responsibility for any claims against ACDA arising from advertising.
- Cancel any ad reservation for any reason and will provide a refund.
- Cancel any ad reservation in the event the advertiser fails to submit art by the deadline. No refund will be issued.

CONFERENCE APP

Conference attendees use the App throughout the day for the activity feed, reference the schedule, maps, and floor plans. Advertising on the App puts you in front of 3,000+ choral music educators!

SPONSORED POSTS - \$300 each

Offer a targeted promotional opportunity to drive attendance to your booth or a call-to-action.

Post Graphic: 650 px wide x 450 px tall - png or jpg

Logo Graphic: 180 px x 180 px - png or jpg

Message limited to 255 characters

BANNER ADS - \$200 each

Displayed on the homepage, banner ads ensure that your brand is regularly in front of attendees navigating the app for schedules and updates elevating brand recognition.

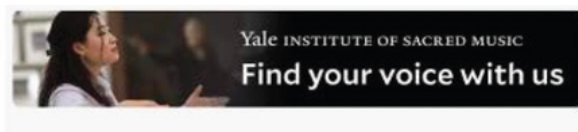
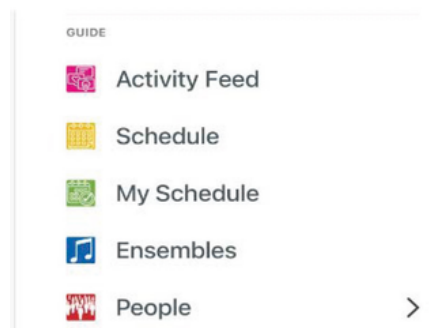
Banner Graphic: 610 px wide x 110 tall - png or jpg

Displays for 10 seconds in rotation

SAMPLE SPONSORED POST



SAMPLE BANNER AD



Banner Ad



DEADLINE FOR PURCHASE & ART

FEBRUARY 15, 2027



CLICK to Place Your Orders

EXHIBITOR INFO & REGULATIONS

Booth Sales Open September 15!

Assignment of Booth Location

Booth locations are assigned at the sole discretion of ACDA. Consideration is given to sponsorship, exhibiting history, and balance of industry types represented. Exhibit booths are assigned specifically to the purchaser. Exhibitors are not permitted to change booth locations without the expressed permission of the ACDA exhibit floor manager.

Badges Must Be Worn at All Times

The exhibit floor is limited only to personnel with a conference badge. Two badges are provided for use by exhibitor staff for each purchased booth. Additional staff badges may be purchased at \$75 each. Badges provide access to concerts, interest, and reading sessions *based upon availability* and are limited only to exhibitors.

Booths Must Be Staffed

Exhibitors are expected to staff their booths during the scheduled hours. A penalty fee of \$500 may be assessed for early departure. Exhibitors are precluded from exhibiting at future ACDA conferences until the penalty fee is paid.

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 exhibit hours, may be resold or reassigned. A refund will not be provided.

Booths Must Conform to Codes

Furniture and accessories must be confined to the spatial limits of a 10 x 10 booth. Displays and accessories are prohibited from blocking attendees' view of surrounding booths. All booth materials must conform to applicable building, electrical, fire safety, and environmental codes. Aisles and exits must be kept clear at all times.

Subletting Booth Space

Exhibitors may not assign, sublet, or apportion any part of their space to another company. Exhibitors may not advertise or display goods or services other than those manufactured, distributed, or sold by their company in the regular course of business.

WiFi

The Minneapolis Convention Center offers complimentary WiFi in the Meeting Rooms, Lobby, and other common spaces. If you require custom connectivity for live-streaming, in-booth demonstrations, or POS devices, Stetson Convention Services will coordinate that purchase with Smart City Networks, the exclusive internet service provider for the MCC.

Sound and Product Demonstrations

Instrumental, vocal, and other live sound-producing demonstrations are permitted for the brief demonstration of products or services. Demonstrations must be conducted at a reasonable volume and must not interfere with the activities of neighboring exhibitors or attendees. Permitted live demonstrations include handbells and vocalizing. Demonstration of musical recordings must include headphones.

Exhibitors may not use sound as an attention-getting or promotional device. Distributing noise-makers is prohibited.

ACDA reserves the sole discretion to determine whether the volume, duration, frequency, or nature of any sound-producing demonstration is appropriate.

Ambush Marketing is Prohibited

Promotional activities are limited only to the exhibit floor. Violators may be asked to leave the conference without refund.

Housing

Exhibitor housing information will be available on October 1. A link to the housing reservation site will be sent to all exhibitors.

Stetson Convention Services provides all services including booths, furniture, booth accessories, carpet rental, drayage rates, and shipping.

Please Note

Violations of any of these regulations by an exhibitor, its employees, or agents shall annul the right to occupy current or future exhibit space and all monies paid will be forfeited. ACDA maintains sole discretion in all cases.

CONTACT INFO

MEMBERSHIP, ADVERTISING & INSERTION

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SPONSORSHIP OPPORTUNITIES

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EXHIBITS & EXPO QUESTIONS

Email **membership@acda.org** and our team members will assist you!

