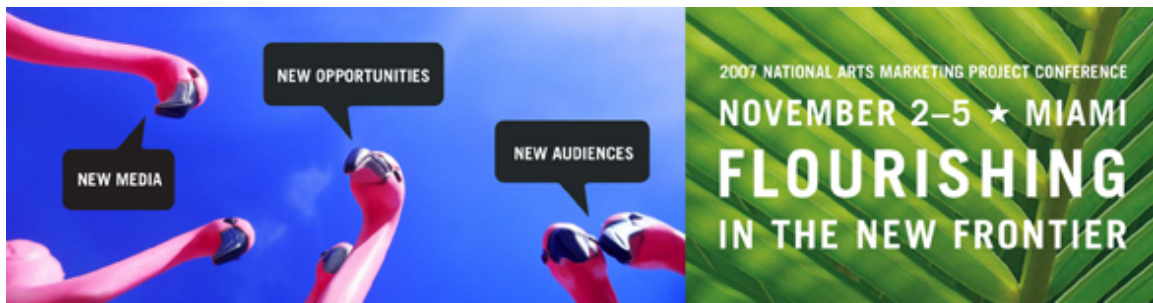


Announcing
The Mosh-Pit
for Best Practices in Arts Marketing

JUMP IN!



National Arts Marketing Project Conference

**Flourishing in the New Frontier:
New Media, New Audiences, New Opportunities**

November 2–5, 2007, Hyatt Regency Miami, FL

Submission Deadline: August 17, 2007
Acceptance Deadline: September 1, 2007



Sponsored by American Express
Presented by the National Arts Marketing Project
of the Arts & Business Council of Americans for the Arts

New this year! ...Introducing ...

The Mosh-Pit... an extreme Resource Room for Best Practices

The National Arts Marketing Project Conference is taking a totally new, full-contact approach to best practices by creating a new event! If you have a successful practice to share with your colleagues on a national stage, we invite you to submit a proposal. Don't miss this opportunity to show off your recent efforts, creativity, and successes!

During this 90 minute time, which replaces the Roundtable event, leading marketers from approximately 20 arts organizations will share their successes over the past year, hand out samples of their collateral material, and discuss what's working in the field today.

We're looking for collateral material, websites, signage, subscription and single ticket promotion, branding efforts, a new campaign, guerrilla marketing or peer to peer tactics, TV and radio spots, enewsletters, anything that is new, now, hot, and exciting - while exemplifying best practices and innovation! The goal is to showcase the exceptional work that is going on in the field and to provide conference participants with direct and informal access to those doing exemplary work.

The Mosh-Pit will be the center of attention on Sunday, Nov 4th from 3:30pm - 5:00pm. If selected, you will be asked to set up a display of the practice that you are sharing, which may be as simple as displaying brochures or something more elaborate. Then man your table as the rest of the conference participants surf the room looking for ideas.

SELECTION CRITERIA AND PROCESS

Participants may be selected from applications and samples of their work, based on the quality of the work and its practical application to the field. A committee of arts marketers from the NAMP Conference Advisory Committee will review the proposals and recommend the participating marketers.

As a Mosh-Pit participant for the 2007 NAMP Conference, you will:

- **Be popular!** You'll gain recognition and distinction. NAMP Conferences draw more than 550 arts marketing experts, and they'll all want to talk to you.
- **Be everywhere!** In addition to being displayed in the Mosh-Pit, participants are highlighted on the Americans for the Arts website in advance of the conference and ArtsMarketing.org website afterward!
- **Save a bunch of money!** In appreciation of your expertise and service, conference registration will be at a discounted rate.

Acceptance Notification is: September 1, 2007

As a participant, you must confirm your attendance by September 10, 2007, and submit convention registration by September 17, 2007.

Applicants should send current work along with the **Mosh-Pit proposal and 4 original print material copies or 4 CDs of media work or still/moving images of onsite work** for review, as well as the application with a description of what you did, why you did it, and how it worked. Materials **must be postmarked or received by standard mail by August 17, 2007**.

MOSH-PIT PROPOSAL

I would like to submit an application to participate in the Mosh-Pit at the 2007 National Arts Marketing Project Conference in Miami!

Participant:

Name:

Nickname (for badge):

Title:

Organization:

Address:

City, State, Zip:

Phone:

Fax:

E-mail:

Audio Visual:

All participants will be given 3x6 foot table. Please specify any technical or electronic needs that you may have.

Please submit:

- A background description of the exemplary practice (what you did, why you did it, and how it worked), as well as a list of suggested words that tag your topic to help make the conference website easy to search. Please make a clear statement of what you did, your goals, and the outcomes from this promotion or campaign, and any lessons learned that you would share with your Peers. Word limit: 250.
- 4 copies of original print material copies and/or 4 CDs of media work or still/moving images of onsite work for review.
- A biography and high-resolution photo with your proposal.
- There is no fee to submit a proposal.

As a Mosh-Pit participant, I understand that if selected, my registration will be \$100 (regular registration is \$440). I will be responsible for all travel and lodging costs.

Name (please print):

Signature (if sending electronically, insert an electronic signature, or an X):

Date:

Materials must be postmarked or emailed no later than August 17, 2007.

Please submit Application and samples to:

Julie Peeler, Vice President of Arts & Business Programs

Americans for the Arts

324 East Pine Street, #5004

Tarpon Springs, FL 34688-5004

Fax and e-mail entries are strongly encouraged.

Fax: 727.937.2219

E-mail: artsmarketingconference@artsusa.org

Fed Ex and UPS shipments only: 100 Beekman Lane, Tarpon Springs, FL 34689