

**Exhibiting,
Advertising,
and
Sponsorship
Opportunities**



HOUSTON
NOVEMBER 9-12

**NATIONAL
★ ARTS ★
MARKETING
PROJECT CONFERENCE**

PRIMING *the* PUMP

**Fueling Integrated Arts Marketing, Fundraising
and Sponsorships to OPTIMIZE REVENUE**

NATIONAL ARTS MARKETING PROJECT CONFERENCE ★ A PROGRAM OF AMERICANS FOR THE ARTS

NATIONAL ARTS MARKETING PROJECT CONFERENCE

NOVEMBER 9-12, 2008

HOUSTON

HILTON AMERICAS



Be a part of the foremost convening of arts marketers and fundraisers! This November, more than 700 attendees will come to Houston to learn from the best and the brightest about arts marketing and fundraising.

Who Attends?

Attendees are professionals involved with marketing, public relations, membership, fundraising, audience development, and research—from all budget sizes, and from across the country—along with executive directors and board members. Organizations of all types gather together for this event: from performing arts centers, orchestras, and dance companies to local arts agencies, foundations, and universities.

In 2007, there were nearly 700 attendees: 45 states represented and at least 40 percent of attendees were senior management or above. In 2008, expect much more new energy and more than 700 attendees!

2008 keynote and plenary speakers:

- Ed Keller, CEO of Keller Fay Group and word-of-mouth guru
- Karen Brooks Hopkins, President of Brooklyn Academy of Music
- Alan Brown, Principal of WolfBrown
- Pat Martin, author of *RenGen: Renaissance Generation*

The Preconferences

The Pricing Institute, a full-day intensive workshop, offers pricing decisionmakers a solid grounding in the economic principles of pricing and a framework for considering future pricing decisions.

The Sponsorship Boot Camp, which offers an understanding of the corporate mindset, the strategies to make your approach more effective, and the know-how to turn a corporation into a sponsor.

This is your chance to exhibit, advertise, or sponsor the preeminent conference for this growing group of arts marketers and fundraisers. Don't miss this opportunity to be seen!

Houston will play host to this dynamic and exciting gathering of arts professionals looking for new ideas to energize their marketing and fundraising initiatives! Known as the Energy Capital of the World, Houston is the nation's fourth largest city, home to two million people, and a hub of international commerce.

Be there to network and connect with your target audience.

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, Americans for the Arts represents a national network of more than 100,000 citizens and organizations working to create opportunities for every American to participate in and appreciate all forms of the arts. With offices in Washington, DC and New York, and more than 5,000 organizational and individual members and stakeholders across the country. Contact us at 202.371.2830 or visit www.AmericansForTheArts.org.

Americans For The Arts
National Arts Marketing
Project Conference

www.AmericansForTheArts.org/NAMPC



Don't miss out on this opportunity to connect with arts marketers and fundraisers from across the country. Get direct contact with more than 700 participants to boost revenue and awareness.

Exhibiting \$1,200

In addition to the 6' skirted table top exhibit and one complimentary registration, you also receive:

- Complimentary pre-convention registered attendee list
- Company description and contact information in the final onsite program
- Company representation in onsite signage
- Company presence on the 2008 National Arts Marketing Project Conference website
- Option to purchase additional passes at a discounted rate

Past exhibitors include:

- Artsmarketing Services Inc.
- AudienceWorks
- Blackbaud
- eTapestry
- Enertex Marketing
- Patron Technology
- TheaterMania
- Tessitura Software

Advertising \$600-\$2,000

The onsite program goes to all participants and is used as a resource throughout the year. Your print ad can generate awareness and revenue among creative leaders from the arts and creative business communities.

Past advertisers include:

- AMS Planning and Research
- American University: Arts Management Program
- ArtsMarket, Inc.
- CRA/LA
- ERC Systems
- Goucher College: Master of Arts in Arts Administration Program
- Houston Arts Alliance
- The Roan Group

Half page ad: \$600

Full page ad: \$1,000

Inside Cover: \$1,500

Back Cover: \$2,000

(All ads are four color. See Terms and Conditions for ad specs)

Sponsorship \$1,000 and up

Want additional exposure? Why not inquire about sponsorship opportunities? You can get additional exposure through sponsoring the Americans for the Arts Cyber Lounge, lanyards, tote bags, and much more.

Contact Communications and Marketing Associate Elizabeth Van Fleet at 202.371.2830 or evanfleet@artsusa.org with any questions.

Ask about package deals!

Exhibit and advertise at NAMP and receive a **5%** discount.

Exhibit at both NAMP and the Annual Convention and save **10%**.

Exhibit and advertise at both NAMP and Annual Convention, and get **15%** off the total!



2008 Americans for the Arts National Arts Marketing Project Conference
November 9-12, 2008 | Hilton Americas—Houston

TERMS AND CONDITIONS FOR TABLE TOP EXHIBIT SPACE

APPLICATION AND ELIGIBILITY: Application for table-top space must be made on the printed form provided by Americans for the Arts, contain the information requested, and be executed by an individual who has authority to act for the applicant (exhibitor). Organizations that are producers or suppliers of equipment and other products or services whose proposed exhibit will support the business of arts management and the purposes of the convention, may apply for table-top display space. Americans for the Arts reserves the absolute right to reject any such application.

AGREEMENT TO CONDITIONS: Each exhibitor, agrees to abide by these conditions, it being understood and agreed that the sole control of the display area rests with Americans for the Arts. Exhibitor also shall be subject to any applicable rules of the hosting hotel.

ASSIGNMENT OF SPACE: Classification of table-top displays and assignment of space will be determined by Americans for the Arts based upon the character of the proposed display and individual requirements and preferences as to the location for each exhibitor. Once the space has been approved by Americans for the Arts no exhibit will be moved except by the mutual consent of the parties.

PAYMENT: Full payment must accompany this application. All applications must be received by Americans for the Arts no later than May 1, 2008 for the Annual Convention and August 18, 2008 for NAMP Conference.

INSURANCE: In all cases, exhibitors wishing to insure their goods must do so at their own expense. Americans for the Arts holds no responsibility for table-top area security, nor for the value of any goods. All materials supplied by the exhibitor are displayed at their own risk and liability.

BOOTHS: Each table will be six feet in length, skirted with two chairs and Americans for the Arts will provide signage of company name. If any additional equipment is needed (electrical, internet, etc.) it is the responsibility of the exhibitor to contract for and arrange payment for all related activities.

CARE OF SPACE: The exhibitor is responsible for, at his own expense, maintaining, cleaning the area of the exhibit space.

PROTECTION OF EXHIBIT SPACE: Nothing shall be nailed, tacked, screwed or otherwise attached to any building structure. If any damage occurs it is at the responsibility of the exhibitor to pay any damages.

DEFAULT OCCUPANCY: If space is not occupied by the designated time, Americans for the Arts has the right to use the space as necessary and no refund will be granted to the exhibitor.

PERSONNEL: Booth personnel must confine their activities to their designated space. Exhibitors that are Convention attendees should make necessary arrangements to have their booth space covered when they deem necessary.

DISTRIBUTION OF PRINTED MATTER: Exhibitor shall not dis-

tribute materials, souvenirs outside of their exhibit space.

CONFLICTING MEETINGS & SOCIAL EVENTS: In the interest of the success of the annual meeting, no exhibitor shall extend invitation, call meetings or otherwise encourage absence of attendees during the hours of the convention.

COMPLIANCE WITH THE LAW: Exhibitor shall comply with all applicable governmental laws, regulations, and rules.

CANCELLATION: Cancellations received in writing by close of business on May 1, 2008/August 1, 2008 will receive a full refund less a \$100 processing fee. There will be no refunds for cancellations after May 1, 2008/August 1, 2008 for Annual Convention/NAMP Conference.

RIGHT TO REMOVE PROPERTY: Americans for the Arts reserves the right to remove from the hotel any and all property if the exhibitor violates any conditions of this agreement.

LIABILITY: Americans for the Arts makes no warranties, express or implied, and disclaims the same. Without limiting the foregoing, Americans for the Arts undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of the exhibitor, its personnel, and its property used in connection to the exhibit, from injury or harm, including theft and damage or destruction by fire. The exhibitor should remove small and easily removed articles during non-peak convention hours. No security of goods will be provided by Americans for the Arts. Notwithstanding any other provision in the application, including these terms and conditions, the maximum liability of Americans for the Arts to exhibitor under any circumstances and with respect to any claim, whether arising in tort or contract, shall not exceed the amount paid by exhibitor for the exhibit space. Under no circumstances shall Americans for the Arts be liable to Exhibitor for any indirect, special, consequential, or punitive damages.

INDEMNIFICATION: Exhibitor shall indemnify and hold harmless Americans for the Arts, and the Sheraton Philadelphia City Center and their respective directors, employees, members, and affiliates, for any damage, expense (including attorneys' fees), fines, penalties, or loss incurred by, or imposed upon, any of the same and arising out of the negligent or other wrongful acts or omissions of exhibitor, its principals, employees, or agents.

DISPUTE RESOLUTION: With respect to any dispute between the parties that cannot be resolved by them, the sole method of dispute resolution shall be arbitration under the auspices and pursuant to the rules of the American Arbitration Association, such arbitration to be filed and to take place in Washington, DC. District of Columbia law shall be applied without regard to conflicts of laws principles. Any award or decision may be submitted to a court of competent jurisdiction for enforcement.

ASSIGNMENT: The privileges granted to exhibitor may not be assigned, nor may the exhibit space be sublet, by exhibitor without express written permission of Americans for the Arts.

TERMS AND CONDITIONS FOR PRINT ADVERTISING

Americans for the Arts publications are created on behalf and for the benefit of our membership. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or goals.

SUBMITTING FILES:

For NAMP: Application Deadline: August 11, 2008. Artwork submitted by August 18, 2008.

All ads should be submitted as 300dpi 4-color tiff files or high-res PDFs at full size.

Full page ad (includes covers): full bleed (.25" bleed) - (W)9" x (H)11.5" - LIVE AREA (all text and vital imagery must be inside these dimensions) (W)8" x (H)10.5"

Half page ad: full bleed (.25" bleed) - (W)9" x (H)6" - LIVE AREA (all text and vital imagery must be inside these dimensions)) (W)8" x (H)5"

Quarter page ad: full bleed (.25" bleed) - (W)4.75" x (H)6" - LIVE AREA (all text and vital imagery must be inside these dimensions) (W)3.75" x (H)5"

CONFIRMATION: Orders must be confirmed in writing by deadline. Verbal or electronic mail order, without contracts, are not acceptable.

CHANGES TO CONTENT: No typesetting or alterations will be done by the printer or Americans for the Arts.

RESPONSIBILITY: It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any advertiser-submitted ad. Ads must be re-submitted if advertisers wish to have ad altered in any manner.

COLOR: Americans for the Arts cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser cancelling advertisements after the closing date must pay the full space charge.

ADVERTISEMENT: The word "advertisement" will be placed with copy, which, in the publisher's opinion, resembles editorial content.

PLACEMENT: Publisher reserves the right to determine ad placement.

CONDITIONS: No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's state policy will be binding on the publisher.

LIABILITY: Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

PAYMENT: Payment must be received by the deadline.

DISCOUNTS: Agency discounts are not applicable.