



53RD NATIONAL ASSOCIATION OF TEACHERS OF SINGING NATIONAL CONFERENCE

Boston, Massachusetts · July 5-9, 2014 · Boston Marriott Copley Place

Exhibit! Sponsor! Advertise! 2014 Conference Media Kit

Join members of National Association of Teachers of Singing and their students in Boston for five days of networking, education, and music. Attendees are voice professionals and teachers at universities and private studios around the world.

Make your plans to exhibit at the NATS 53rd National Conference. Take this opportunity to promote your products and services to over 700 voice professionals at the Boston Marriott Copley Place, the official hotel for NATS 53rd National Conference.

- **Increase brand recognition** in the voice educator community.
- **Your company logo** and description in the conference program book.
- **Learn about new developments** in voice instruction.
- **Meet colleagues and prospective customers** at professional development sessions and networking events.
- **Show your support** of the only professional organization dedicated to the field of voice pedagogy and the art of singing.

Contact: Tom Strother, Marketing & Communication Administrator
(904) 992-9101 · info@nats.org · <http://www.nats.org>



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Rate Card

Conference Program Book Advertising Rates	
Back Cover – 8-1/2" x 11"h	-SOLD-
Inside Front Cover – 8-1/2" x 11"	\$600
Inside Back Cover – 8-1/2" x 11"	\$600
Premium Full Page – 8-1/2" x 11"	\$550
Full Page – 8-1/2" x 11"	\$500
Half Page – 7-1/2" x 4 7/8"	\$400
Quarter Page – 3-5/8" x 4 7/8"	\$300

Conference Program Book Ad Specs

Please submit camera-ready files (TIF, JPG, PDF or EPS) at 100% of your completed ad size in 300dpi CMYK color. Full page ads that are to be intended to print to the edge of the page should allow 1/8" bleed around all four sides. Artwork supplied without bleed will be sized to fill the 7-1/2"x10" ad space. DEADLINE for ad space reservations in the 2014 Conference Program Book is March 1, 2014. DEADLINE for Artwork submission is April 1, 2014.

Publisher Showcases

Showcase opportunities are available to Exhibitors at designated thirty-minute and forty-five minute time slots on a limited basis. Sessions will be held in theater-style ballrooms in which products and services can be introduced and demonstrated. Showcase Rooms will include a piano, lectern, and microphone. Additional equipment is the responsibility of the Showcase Exhibitor.

Exhibit Space Rates	
Exhibit Booth (10x10)	\$575
Additional Exhibitor Badges (each booth reserved receives two badges)	\$125
Reserve Exhibit Space by March 1, 2014. Reserve additional exhibitor badges by June 1, 2014.	

Flyer Inclusion Rates (Conference Packet)	
Distribute Your Flyer or Brochure in Attendee Registration Packets	\$300
Discounted Rate for Exhibitors and Advertisers	\$150
Reserve Advertising Space by March 1, 2014. Ship Materials by May 1, 2014.	

Publisher Showcase Rates	
Premium: Featured event with a dedicated time slot (45 minutes)	\$595
Regular: Simultaneously running time slots (30 minutes each)	\$495
Reserve Showcases by March 1, 2014 or until sold out. SPACE IS LIMITED!	

**To order, contact Tom Strother,
Communications and Marketing
Administrator:
tom@nats.org.**



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Exhibit Registration and Contract

Use one form per registrant; photocopy as necessary. Return completed form to NATS with full payment.
Space will not be reserved until full payment is received. Deadline for Reservations: March 1, 2014.

Exhibitor/Company		
Address	State/Province	Postal Code
City	Email	Phone
Contact Person	Email	Phone

Customize Your Conference Marketing Campaign	Each	Qty	Amount
Exhibit Space Reservation			
Submit camera-ready files (TIF, JPG, PDF or EPS) at 100% of completed ad size in 300dpi CMYK. Full page ads that will print to the edge of the page should allow 1/8" bleed around all four sides. Artwork supplied without bleed will be sized to fill the 7-1/2"x10" ad space.			
<input type="checkbox"/> Exhibit Booth	\$575		
Flyer or Brochure inclusion in attendee registration packets			
Exhibitor is responsible for design, printing, and delivery of flyers and all advertisements.			
<input type="checkbox"/> Regular Rate	\$300		
<input type="checkbox"/> Discounted Rate for Exhibitors and Advertisers	\$150		
Publisher Showcase Reservation - Very Limited Space Available!			
<input type="checkbox"/> Premium: Featured event with a dedicated time slot (45 minutes)	\$595		
<input type="checkbox"/> Regular: Simultaneously running time slots (30 minutes each)	\$495		
Grand Total			

Method of Payment	
<input type="checkbox"/> Check enclosed, payable to NATS, Inc.	
<input type="checkbox"/> Please charge to my <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	Card Number:
Expiration Date:	Verification Code (3 digits on signature bar on back of card):
Name as printed on card:	
Signature:	

Attendees will have dedicated times to visit the exhibits. NATS will host an opening reception (in the exhibit hall area) to highlight the products and services available.

CANCELLATIONS: Written notice of cancellation for any reserved space must be received by NATS prior to April 1, 2014. Full amount paid to NATS will be refunded less \$50 processing fee. Cancellations received after space is assigned will not be refunded.

Exhibit space may not be shared between companies or individuals.



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Terms and Policies

In accordance with the policies and procedures of National Association of Teachers of Singing, Inc., the following rules apply to all registered exhibitors. NATS reserves the right to make additions to these policies if necessary and will notify all exhibitors, in writing, of any changes or additions.

- Booth space will be assigned on a first-come-first-served basis according to the postmark date or date registration contract is received. Booth location requests will be honored if possible; however, NATS reserves the right to arrange the exhibition hall to maintain the best use of space and the safety of exhibitors and conference attendees.
- Your exhibit space (a 10'x10' booth package) will include one 6' draped table, two plastic side chairs, one wastebasket, one 7"x44" standard identification sign, 8' high drape, and 3' high draped side rails.
- Exhibitors may order additional equipment, signage, and services through our official conference contractor. Information packets, which will include information about shipment of material to the event, will be sent to all registered exhibitors after the March 1 registration deadline.
- Any audio-visual equipment used in the exhibit hall MUST use headphones.
- Exhibit space may not be shared between companies or individuals. Only one name of a company or individual may be registered and listed on each reserved booth and identification sign.
- The exhibitor assumes entire responsibility and liability for losses, damage, and claims arising from injury or damage to exhibitor's displays, equipment, and other property brought to the premises, and shall indemnify and hold harmless National Association of Teachers of Singing, Inc., and/or the Boston Marriott Copley Place agents, servants, and employees, from any and all such losses, damages, and/or claims.
- Exhibitors may take orders and sell merchandise within the exhibition hall. However, each exhibitor is responsible for complying with the State of Massachusetts sales tax requirements.
- SECURITY: National Association of Teachers of Singing, Inc. Conference Exhibition Hall will be a secured area which will be locked at all times when exhibits are closed. However, exhibitors are responsible for their own materials and should be insured against any possibility of loss or damage.
- Reservations must be received on or before March 1, 2014.
- CANCELLATIONS: Written notice of cancellation of any reserved space must be received by NATS prior to April 1, 2014. The full amount paid to NATS will be refunded less a \$50 processing fee. Cancellations received after exhibit space is assigned are not eligible for refund.



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Sponsor!

The NATS 53rd National Conference offers exceptional exposure to the largest concentration of singing teachers in the world. More than 800 participants are expected to attend, including voice teachers and their students, vocal coaches, musicians, singers, and other industry professionals.

Special sponsorships are available revolving around our most popular conference events: the opening night reception, the gala banquet, and our coffee breaks. These events are extremely well-attended, and your sponsorship of one of them will afford your company or educational institution visibility to virtually every attendee at each event. Each sponsorship has a variety of complimentary perks, such as exhibit booth space, advertising space in the conference program book, signage at all events, free advertising on the conference and NATS websites, and discounts on other NATS advertising opportunities.

Increase your brand recognition in the voice community

Recognition of your sponsorship begins months before the conference and extends through 2014 in NATS publications and with hyperlinked logos on the conference web pages. The sooner you make your sponsorship commitment, the sooner recognition begins! Sponsors are recognized in the program book and on signs at conference registration. Sponsors of specific events are recognized verbally and with signage at those events.

Network with your existing and prospective customers

Gold and Silver Level sponsorships include a table with prime visibility in the Exhibit Hall. Visitors to the Registration Center and a complimentary coffee service will ensure regular traffic throughout the day.

Show your support for the largest organization serving singing teachers

The respect that singing teachers and singers give to NATS is extended to those who support it. Everyone in the singing world knows that membership dues alone cannot sustain all of NATS's programs. It is also well-known that arts patrons are inclined to favor corporations that support the arts.

Customized sponsorship packages are available!

The benefits of the various levels of sponsorship are described within this package. Customized packages are available that will best achieve your marketing and branding goals.

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NATS Conference Sponsorship Opportunities

You are invited to partner with the largest organization of teachers of singing in the world to support the 53rd National Conference in Boston, Massachusetts. We anticipate another record attendance in Boston, so join us and highlight your product as our attendees join together for five days of networking, education, and music. The 2014 National Conference will feature the semifinal and final rounds of the NATS Artist Award Competition, the NATS National Music Theater Competition, and new this year – the NATS National Student Audition Competition.

We have a variety of opportunities to meet your marketing goals, and your budget. We can also work with you to create the right sponsorship package for you. We anticipate another record attendance in Boston, so join us and highlight your product as our attendees join together for five days of networking, education, and music.

\$15,000 – Platinum Level Grand Sponsor

You will receive headline sponsor recognition as the Grand Sponsor for the national conference event, prior to the event, and after on our website and promotions.

- Full page ad – premium placement in the conference program book
- Full page ad – regular placement in the conference program book
- Premium recognition on all conference promotional items and signs
- Premium recognition and banner ad on the website and in all mass email promotions for conference*
- Two complimentary exhibit booths
- Plus all the discounts listed below for the Gold Level Sponsors

\$10,000 – Gold Level Grand Sponsorship Packages

are available for the following items:

Gold Level Grand Sponsor – Guest Artist Recital

You will receive headline recognition for the Thomas Hampson Concert, plus all other items listed below.

Gold Level Grand Sponsor – Music Theater Competition

You will receive headline recognition for the National Music Theater Competition (during preliminary, semifinal, and final competition), plus all other items listed below.

- Full page ad – premium placement in the conference program book
- Premium recognition on all conference promotional items and signs
- Premium recognition and banner ad on the website and in all mass email promotions for conference*
- One complimentary exhibit booth
- Complimentary flyer or brochure inclusion in registration bags*
- Complimentary one-time 30-day website banner advertisement*
- Complimentary one-time half page ad in the *Journal of Singing**
- 50% Off one Premium Publisher Showcase
- 50% Off one-time full page ad in the *Journal of Singing**
- 50% Off one-time order of any other NATS advertising item*

\$5,000 – Silver Level Grand Sponsorship Packages

are available for the following items:

- Conference Registration Bags (your company logo, name and link featured)
- Conference Event Mobile App (your company logo, name and link featured)
- Opening Night Reception (in conjunction with Grand Opening of Exhibits)
- Gala Banquet and Dance (your company featured and recognized during event)
 - Premium full-page ad in the conference program book
 - Recognition on all conference promotional items and signs
 - Premium recognition and banner ad on the website and in all mass email promotions for conference*
 - Complimentary flyer or brochure inclusion in registration bags*
 - Complimentary one-time ½ page ad in the *Journal of Singing*
 - Complimentary one-time 30-day website advertisement
 - 50% Off one Premium Publisher Showcase
 - 50% Off one-time half page ad in the *Journal of Singing**
 - 50% Off one-time order of any other NATS advertising item*

\$3,000 – Sponsorship Packages

are available for the following items:

Opening Night Reception

(held in conjunction with the Grand Opening of Exhibits)

Refreshment Break Sponsor

(held in the morning between sessions)

- Full-page ad in the conference program book
- Recognition on all conference promotional items and signs
- Special recognition on the website and in all mass email promotions for conference*
- Complimentary flyer or brochure inclusion in registration bags*
- 50% off one-time half-page ad in *Journal of Singing*
- 50% off one-time order of any NATS advertising item*

* Sponsor is responsible for design, printing, and delivery of flyers and all advertisements. All complimentary or discounted advertisement orders must be placed by December 31, 2014.



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Advertiser/Company		
Address	State/Province	Postal Code
City	Email	Phone
Contact Person	Email	Phone

Customize Your Conference Marketing Campaign	Each	Qty	Amount
Conference Program Book Advertising Space Reservation			
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<input type="checkbox"/> Back Cover: 8-1/2"x11" - SOLD	\$900		
<input type="checkbox"/> Full Page: 8-1/2"x11"	\$500		
<input type="checkbox"/> Premium Full Page: 8-1/2"x11"	\$550		
<input type="checkbox"/> Inside Front Cover: 8-1/2"x11"	\$600		
<input type="checkbox"/> Half Page: 7-1/2"x4-7/8"	\$400		
<input type="checkbox"/> Inside Back Cover: 8-1/2"x11"	\$600		
<input type="checkbox"/> Quarter Page: 3-5/8"x4-7/8"	\$300		
Flyer or Brochure inclusion in attendee registration packets			
Advertiser is responsible for design, printing, and delivery of flyers and all advertisements.			
<input type="checkbox"/> Regular Rate	\$300		
<input type="checkbox"/> Discounted Rate for Advertisers and Exhibitors	\$150		
Publisher Showcase Reservation - Very Limited Space Available!			
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