

the 72nd annual

conference for community arts education

NOVEMBER 11-14, 2009 | MINNEAPOLIS, MN | WWW.COMMUNITYARTSED.ORG

sponsor, exhibitor and advertiser opportunities

REACH 500+ ARTS EDUCATION DECISION MAKERS



Show your commitment to access and excellence in arts education and rub shoulders with hundreds of current and potential clients by participating in the conference as a sponsor, exhibitor or advertiser.



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Your Gateway to the Community Arts Education Market

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get involved with the guild as a sponsor, exhibitor or advertiser

The National Guild's annual Conference for Community Arts Education is the preeminent gathering of community arts education providers in the United States, providing essential professional development and networking opportunities for over 500 executive directors, senior staff, faculty, and trustees. The 2009 conference will be presented at the Hyatt Regency in Minneapolis, MN, November 11–14.

BUILDING YOUR BUSINESS'S RELATIONSHIP WITH LEADING ARTS EDUCATORS

Through the Conference for Community Arts Education, we are pleased to connect you with 500+ arts education decision makers and an influential market of more than 400 community arts education organizations, 16,000 teaching artists, one million students, and five million arts enthusiasts with a strong interest in your products and services.

As a sponsor, exhibitor or advertiser, you will build your relationship with these leading arts educators, increase your visibility and institutional sales and reach serious students of all ages and backgrounds across the country.

Recent conference sponsors and exhibitors include:

- Yamaha
- Julliard
- Blick Arts
- Music Together
- Remo
- Boyer College of Music and Dance, Temple University
- Alfred Publishing
- ActiveEducate
- Copyright Alliance
- Sam Ash
- Center for Arts Management & Technology at Carnegie Mellon University
- Cornerstone Theater Company
- NAMM Foundation
- The Wallace Foundation
- Steinway

PROMOTING LIFELONG PARTICIPATION IN MUSIC AND THE ARTS

Since its founding in 1937, the National Guild has advanced high quality community arts education so that people of all ages, aptitudes and backgrounds may participate in the arts.

The Guild's 400+ member institutions include neighborhood music schools, multi-arts centers, youth orchestras, and education divisions of universities, theater companies, dance studios and other organizations. These organizations provide classes, lessons and workshops to the general public in every corner of the United States. In concert with this dynamic network, we research and promote best practices, provide opportunities for professional development and dialogue, engage in advocacy, and make grants to the field.

Guild members include some of America's most prominent arts education providers:

- MacPhail Center for Music (Minneapolis)
- Samuel S. Fleisher Art Memorial (Philadelphia)
- Hubbard Street Dance Chicago
- Center for Creative Arts (St. Louis)
- Levine School of Music (Washington, DC)
- Mesa Art Center (Mesa, AZ)
- Old Town School of Folk Music (Chicago)
- Harlem School of the Arts (New York, NY)
- Baltimore Clayworks
- Neighborhood Music School (New Haven, CT)
- The Colburn School (Los Angeles)
- New Orleans Ballet Association
- New England Conservatory of Music, Division of Preparatory and Continuing Education (Boston)

sponsorship levels and benefits

As a conference sponsor, you will build your relationship with leading arts educators and increase your visibility in the field. * Detailed benefit descriptions are outlined on page 5.



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PLATINUM—\$10,000

PLATINUM

1. Be recognized as an official sponsor of the Opening Plenary
2. Address delegates at the Opening Plenary
3. Be recognized from the stage at the Opening Reception, Opening Plenary, Friday Plenary and Awards Luncheon
4. Host a showcase session
5. Host a table at the Topic Table Luncheon
6. 8' x 10' exhibit booth
7. Logo & web link on weekly e-blasts
8. Full page ad in program book
9. Delegate mailing list
10. Include promo materials in 500+ program books
11. Logo on all printed communications (brochure, program book, registration sign, *GUILDNotes* Summer 2009)
12. Logo & web link on homepage of conference site
13. Logo & web link on sponsors page of conference site
14. 5 full conference registrations

GOLD—\$7,500

GOLD

1. Address delegates at the Opening Night Reception, Friday Plenary, or Awards Luncheon
2. Be recognized from the stage at the Opening Reception, Opening Plenary, Friday Plenary and Awards Luncheon
3. Host a table at the Topic Table Luncheon
4. 8' x 10' exhibit booth
5. Logo & web link on weekly e-blasts
6. Full page ad in program book
7. Delegate mailing list
8. Include promo materials in 500+ program books
9. Logo on all printed communications (brochure, program book, registration sign, *GUILDNotes* Summer 2009)
10. Logo & web link on homepage of conference site
11. Logo & web link on sponsors page of conference site
12. 4 full conference registrations

SILVER—\$5,000

SILVER

1. Address delegates at the Friday Night Celebration
2. Be recognized from the stage at the Opening Reception, Opening Plenary, Friday Plenary and Awards Luncheon
3. Host a table at the Topic Table Luncheon
4. 8' x 10' exhibit booth
5. Full page ad in program book
6. Delegate mailing list
7. Include promo materials in 500+ program books
8. Logo on all printed communications (brochure, program book, registration sign, *GUILDNotes* Summer 2009)
9. Logo & web link on sponsors page of conference site
10. 3 full conference registrations

The earlier you commit to sponsorship, the greater your visibility!

Opportunities continued on next page...



sponsorship levels and benefits (cont'd)

* Detailed benefit descriptions are outlined on page 5.

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PATRON—\$2,500

PATRON

1. Be recognized as a workshop, showcase, or roundtable sponsor
2. Host a table at the Topic Table Luncheon
3. 8' x 10' exhibit booth
4. Half page ad in program book
5. Delegate mailing list
6. Listing & web link on sponsors page of conference site
7. Logo on all printed communications (brochure, program book, registration sign, *GUILDNotes* Summer 2009)
8. 2 full conference registrations

BENEFACTOR—\$1,500

BENEFACTOR

1. 8' x 10' exhibit booth
2. Half page ad in program book
3. Delegate mailing list
4. Listing & web link on sponsors page of conference site
5. Logo on all printed communications (brochure, program book, registration sign, *GUILDNotes* Summer 2009)
6. 2 full conference registrations

ROUNDTABLE—\$750

ROUNDTABLE

1. Be recognized as the official sponsor of a roundtable session
2. Delegate mailing list
3. Listing on all printed communications

Roundtable Sessions:

Discipline-specific roundtables enable delegates to focus their discussions and further build relationships with their peers.

- **Collegiate-Divisional Roundtable:** For directors of community arts education divisions at colleges, universities and conservatories
- **Large School Roundtable:** For directors of independent schools with budgets of \$1.5 million or more
- **Visual Arts Roundtable:** For representatives of organizations offering visual arts instruction
- **Dance Education Roundtable:** For representatives of organizations offering dance instruction
- **Theater Education Roundtable:** For representatives of organizations offering theater instruction



Become a High Visibility Sponsor. Contact the Guild Today!

description of sponsorship benefits

Sponsors enjoy all the benefits of exhibiting plus these exclusive perks:

Benefits of exhibiting are outlined on the following page of this brochure.



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Address Delegates at Opening Plenary (Platinum only)

Be recognized as an official sponsor of the Opening Plenary and address over 500 delegates from the stage.

Address Delegates at Opening Night Reception, Friday Plenary, Friday Night Celebration, or Annual Awards Luncheon

Share your message with delegates at one of our popular all conference events. The Opening Night Reception (Thursday, Nov. 12) celebrates the kick-off of the 2009 conference, the Friday Plenary (Nov. 13) features a visionary speaker, the Friday Night Celebration (Nov. 13) celebrates the field, and the Annual Award Luncheon (Saturday, Nov. 14) honors extraordinary leaders in community arts education.

Be Recognized from the Stage

Be acknowledged for your support during all three days of the conference. You will be publicly recognized from the stage during the Opening Reception (Nov. 12), Friday Plenary (Nov. 13), and Annual Awards Luncheon (Nov. 14).

Host a Showcase Session

Showcase your product, program or service and meet with potential clients during a 75- or 90-minute breakout session.

Host a Table at the Topic Table Luncheon

Meet with a group of up to 9 delegates interested in learning more about your company and its products and services during this 90-minute luncheon. (Friday, Nov. 13)

Be Recognized as a Sponsor of a Workshop, Showcase, or Roundtable Session

Attach your name to a session that reaches your target audience.

Visibility on Conference Website

Platinum & Gold Sponsors: Your logo and link will be featured prominently on the homepage, as well as on the top of the sponsors/exhibitors page, where interested parties can read a brief description of your company/organization and connect directly to your website for more information. Your listing will stay up through February 15, 2010, and later be archived on future conference sites.

Silver Sponsors: Your logo and link will be featured on the sponsors/exhibitors page.

Patron and Benefactor Sponsors: Your sponsor listing and link will be featured on the sponsors/exhibitors page.

Lead Logo Placement & Web Link on Weekly Conference E-Blasts

Your logo and link will be included in our weekly conference e-blasts, which go out to a mailing list of 5,500+ community arts education professionals.

Lead Listing on all Printed Communications

Conference Brochure: An attractive four-color brochure that is mailed to over 10,000 community arts education providers nationwide. Platinum and Gold sponsors receive lead logo placement on the cover; Silver sponsors receive logo placement on the inside front cover; and Patron and Benefactor sponsors receive a listing in the inside front cover. For guaranteed placement, sponsorship applications must be received by June 30.

Program Book: Every conference delegate, speaker, and presenter receives a copy of the program book, which includes a participant directory. Your logo or listing will be featured on the title page and your full contact information will be listed in the directory.

Welcome Sign: Our welcome sign features our sponsors and is displayed prominently by the registration desk.

Special conference feature in our quarterly newsletter, GUILDNotes summer issue, which reaches over 5,000 community arts education leaders.

Full or Half Page Ad in Program Book

Your message will reach every conference delegate and presenter. The program book is distributed all participants and features detailed session descriptions, biographies of presenters and performers, and a full participant directory.

Program Book Insertions

Include your promotional materials in 500+ hard cover program books.

Complimentary Conference Registrations with Access to All Conference Events

Platinum sponsors receive 5 full conference registrations; Gold and Silver sponsors receive 4; Patrons and Benefactors receive 3 & 2 respectively. As a registrant, you are invited to participate in plenary sessions, workshops and networking events.



exhibiting at the arts education expo

For two full days, the Arts Education Expo is where vendors and community arts education leaders connect.

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SPACE IS EXTREMELY LIMITED AND WILL BE RESERVED ON A FIRST COME, FIRST-SERVED BASIS.

as an exhibitor, you will...

Connect with 500+ Community Arts Education Leaders from over 350 Organizations

Save time and money by meeting your target audience in one place.

Enjoy a Listing and Web Link on the Sponsors/Exhibitors Page of the Conference Website

Interested parties can read a brief description of your company and connect directly to your website for more information. Your listing will stay up through Feb. 15, 2010, and later be archived on future conference sites. You want to be on this list early to notify delegates you're coming to the conference and to invite them to learn more about your products and services.

Receive Our Delegate Mailing List

One month prior to the conference, you will receive an electronic mailing list of all registered delegates to target key decision makers. This list will be updated and re-distributed after the conference allowing you to follow-up on relationships with potential clients.

Be Listed in the Participant Directory

Your full contact information will be featured in the Participant Directory, which is given to every delegate, speaker and presenter upon arrival.

Enjoy one free conference registration

Receive one full registration with access to plenary sessions, workshops, networking and social events, and more. This is your opportunity to network and gain "insider" knowledge of the community arts education market.

Increase your Visibility through the Arts Education Raffle

Donate a prize to the Arts Education Raffle, and gain even greater visibility before, during and after the conference. Your prize will be added to the sponsors/exhibitors page, and featured in at least one e-blast prior to the conference. The raffle also will be promoted in the program book, and at the Expo itself. Delegates will each receive a "passport to prizes" during the conference, requiring them to visit at least five booths in order to be eligible to win.

SPECIAL EXPO PERKS

High Traffic Area

Booths will be centrally located in the pre-function areas outside of the conference meeting rooms ensuring high traffic and the opportunity for you to connect with your target audience.

Exclusive Expo Viewing Time

The conference schedule will include open blocks of time for exclusive Expo viewing. No other conference sessions or events will be scheduled during these breaks, allowing you the opportunity to have meaningful interactions with potential clients.

8' x 10' Booths

Exhibit booths include a skirted table, two chairs, wastebasket, and sign. Additional furniture and equipment as well as electrical service and internet access are available at cost. Details on shipping/handling, booth furnishings and services, and booth assignments will be provided beginning August 2009.

PRICING

Member Rate	Nonmember Rate
\$550	\$695

SCHEDULE

Date	Expo Hours
Thursday, November 12	Load-in: 10:00 am – 2:00 pm Expo Open: 2:15 – 7:00 pm Opening Reception in the Expo Hall 5:30 – 7:00 pm
Friday, November 13	Expo Open: 8:00 am – 4:00 pm Arts Education Expo Raffle: 1:30 pm
Saturday, November 14	Expo Open: 8:30 am – 12:30 pm Load-Out: 12:30 – 4:00 pm

advertising in the conference program book

Gain direct access to influential decision makers at community arts education organizations across the country.



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Advertising in the conference program book is the most affordable way to ensure your message reaches every conference delegate, speaker and presenter. Discounts are available for Guild members. Program books will be distributed to over 500 delegates on-site and an electronic version will be posted online at www.communityartsed.org and www.nationalguild.org, allowing audiences to receive your message year-round.

	1/2 PAGE AD: 7.5"W X 4.75"H	FULL PAGE AD: 7.5"W X 10"H
Member Rate	\$425	\$795
Nonmember Rate	\$540	\$995

DEADLINE FOR RESERVATIONS AND ARTWORK: MONDAY, SEPTEMBER 14, 2009
Email Heather Ikemire at heatherikemire@nationalguild.org for more information

SPECIFICATIONS:

- All advertising is black & white
- Ads must be submitted as PDF files
- High resolution (300 dpi or higher) files are required

CANCELLATIONS:

Exhibitors

In the event that notification of intent to cancel is received by the National Guild at least 90 days prior to the opening of the Expo, all sums by the exhibitor, less a service charge of \$100, will be refunded. Cancellations within 90 days prior to the opening of the Expo obligates the exhibitor to full payment of the rental. No refunds will be made after this date unless the space has been resold.

Advertisers

No cancellations or changes in insertion orders will be accepted after September 14, 2009. Cancellations must be received in writing or by email. Advertisers canceling their ad after the space closing date must pay the full space charge.



Student artwork from Guild member organizations (clockwise from top left): Sitar Arts Center (Washington, DC); Community School of Music and Arts at Finn Center (Mountain View, CA); Community School of Music and the Arts, Samuel S. Fleisher Art Memorial (Philadelphia, PA); Community Arts Center (Wallingford, PA); Dayspring School of the Arts (Maryland Heights, MO); Samuel S. Fleisher Art Memorial.



2009 conference for
community arts education

Sponsorship, Exhibiting and Advertising Reservation

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Sponsorships

- Platinum Sponsor: \$10,000
- Gold Sponsor: \$7,500
- Silver Sponsor: \$5,000
- Patron Sponsor: \$2,500
- Benefactor Sponsor: \$1,500
- Roundtable Sponsor: \$750
 - Collegiate-Divisional Roundtable
 - Directors of Large Independent Community Arts Schools Roundtable
 - Visual Arts Roundtable
 - Theater Roundtable
 - Dance Roundtable

Exhibiting

- 8' x 10' Booth - Member: \$550
- 8' x 10' Booth - Nonmember: \$695

Advertising

- Full page: \$795 (Member), \$995 (Nonmember)
- Half page: \$425 (Member), \$540 (Nonmember)

Name: _____ Company _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email _____

- Check payable to National Guild enclosed
- Invoice me



Acct. # _____ Expiration Date _____ / _____

Print name on card _____

Cardholder's signature _____ Date _____



Please mail or fax this form to:
 Heather Ikemire, Marketing & Communications Manager
 National Guild of Community Schools of the Arts
 520 8th Avenue, Ste. 302, New York, NY 10018
 FAX: (212) 268-3995