

The background is a vibrant yellow with a subtle wood-grain texture. In the upper right corner, there are several white stars of varying sizes, some with a starburst effect. A yellow rocket with a red star and silver bands is positioned on the left side, pointing upwards and to the right. The central text is contained within a black, ornate, shield-like frame with a yellow border. The text is arranged as follows:

SWEET ADELINES INTERNATIONAL
INTERNATIONAL CONVENTION AND COMPETITION
HOUSTON
EXHIBITOR PROSPECTUS

Below the main text, there is a white treble clef symbol. The entire design is accented with decorative white scrollwork.

SWEET ADELINES INTERNATIONAL

INTERNATIONAL CONVENTION AND COMPETITION

HOUSTON

EXHIBITOR PROSPECTUS





2011 HOUSTON EXHIBITOR PROSPECTUS

SWEET ADELINES INTERNATIONAL

65TH ANNUAL CONVENTION AND COMPETITION

OCTOBER 17 – 22, 2011

Sweet Adelines International 65th Annual Convention and Competition presents a supreme opportunity to get in front of attendees who love to purchase your products and services! This exposure can build your brand and drive sales in 2011 and beyond! Send in your application today to exhibit at 2011 Harmony Bazaar!



WHY EXHIBIT AT HARMONY BAZAAR?

- Launch new products
- Reach out to new business
- Enhance your company profile
- Share industry knowledge and experience
- Generate immediate sales
- Put yourself in an ideal environment where decision-makers can see, touch, compare and buy

NEED MORE REASONS?

- Branding – Promoting Image Recognition
- Establishing a presence in the marketplace
- Recruiting distributors or dealers
- Customer relationship-building with existing clients

WHAT YOU GET WHEN YOU EXHIBIT WITH SWEET ADELINES INTERNATIONAL...

- One pair of complimentary single-event tickets
- At least two exhibit-only passes for booth personnel per booth
- Complimentary product description and hyperlink on Sweet Adelines International website which is linked to your website
- Opportunities to advertise in the Convention Program, on Video Billboards during Competitions, and in *The Pitch Pipe*
- Discounted advertising rates in *The Pitch Pipe* magazine
- Identification sign consisting of company name and booth number
- 8' high backwall drape and 3' high sidewall drape around each booth
- Aisle carpeting
- 1 skirted table & 2 chairs per 10x10 booth
- After-hours security

SCHEDULES

2011 INTERNATIONAL COMPETITION SCHEDULE

Sunday, October 16

Harmony Bazaar exhibitor move-in

Monday, October 17

Harmony Bazaar Opening Day

Tuesday, October 18

Harmony Bazaar
Harmony Classic Competition

Wednesday, October 19

Harmony Bazaar
Quartet Semifinals

Thursday, October 20

Harmony Bazaar
Chorus Semifinals

Friday, October 21

Harmony Bazaar
Quartet Finals
Coronet Club Show

Saturday, October 22

Harmony Bazaar
Rising Star Quartet Competition
Chorus Finals

HARMONY BAZAAR SCHEDULE

Exhibitor Set-up:

Sunday, October 16, 2:00 pm – 10:00 pm*

Harmony Bazaar Open:

Monday, October 17, 9:00 a.m. – 6:00 p.m.*

Tuesday, October 18, 9:00 am – 6:00 pm

Wednesday, October 19, 9:00 am – 6:00 pm

Thursday, October 20, 9:00 am – 6:00 pm

Friday, October 21 9:00 am – 6:00 pm

Saturday, October 22 9:00 am – 2:00 pm

Exhibitor Tear Down:

Saturday, October 23, 2:00 pm – 7:00 pm*

*Time subject to change

Harmony Bazaar is located in the George R. Brown Convention Center. The address is 1001 Avenida de las Americas, Houston, TX 77010. The Hilton Americas is the headquarters hotel for the 2011 International Convention and Competition. The competitions and Coronet Club show will be held in Toyota Center, which is connected by a walkway to the George R. Brown Convention Center.



HARMONY BAZAAR SPONSORSHIP PACKAGES

Get the most for your money by purchasing a sponsorship package when you exhibit at Harmony Bazaar in Houston! Sponsorships allow you to achieve your objectives before, during and long after the event.



PLATINUM LEVEL { ONLY 4 SPOTS AVAILABLE!

Platinum Sponsors will have special recognition and outstanding promotion opportunities including recognition during competition breaks, in addition to:

	Individual Price	Package Value
20' x 20' booth in Harmony Bazaar	\$1,799	\$1,599
Corner booth	\$299	\$100
1 full-page color ad in the official Convention Program	\$460	\$300
Video billboards (2 slides)	\$250	\$175
Web site banner ad for the month of convention with page placement	\$299	\$175
Web site banner ad for 2 months	\$130	\$110
Product listing on exhibitor page in SAI website	\$30	\$0
Premium exhibit location on show floor	\$50	\$0
Sponsor ribbon for each employee staffing your booth	\$30	\$0
TOTAL	\$3,347	\$2,459

GOLD LEVEL { ONLY 10 SPOTS AVAILABLE!

Gold Sponsors will receive special acknowledgement during the competition in addition to:

	Individual Price	Package Value
10' x 20' booth in Harmony Bazaar	\$1,399	\$1,199
Corner booth (if available)	\$299	\$100
1/2 page color ad in the official Convention Program	\$300	\$250
Video billboards (2 slides)	\$250	\$200
Web site banner ad for the month of convention with page placement	\$299	\$175
Product listing on exhibitor page in SAI website	\$30	\$0
Premium exhibit location on show floor	\$50	\$0
Sponsor ribbon for 6 employees staffing your booth	\$20	\$0
TOTAL	\$2,647	\$1,924

SILVER LEVEL { ONLY 20 SPOTS AVAILABLE!

	Individual Price	Package Value
10' x 10' booth in Harmony Bazaar	\$999	\$899
1/2 page black & white ad in the official Convention Program	\$250	\$200
Corner booth (if available)	\$299	\$100
Video billboards (2 slides)	\$250	\$200
Product listing on exhibitor page in SAI website	\$30	\$0
Sponsor ribbon for 2 employees staffing your booth	\$10	\$0
TOTAL	\$1,838	\$1,399



HARMONY BAZAAR BOOTH RENTAL RATES

BOOTH SIZE	Commercial	Fundraiser
10' x 10'	\$999	\$499
10' x 20'	\$1,399	\$799
20' x 20'	\$1,799	\$999

CORNER BOOTH	Commercial	Fundraiser
Add a corner to any booth (if available)	\$299	\$299

ADDITIONAL SPACE	Commercial	Fundraiser
Add 10' x 10' area to booth	\$499	\$299

The Commercial rate applies to all for-profit businesses, members and nonmembers.

The Fundraiser rate is limited to Sweet Adelines International choruses, regions or quartets – all proceeds must directly benefit the group.

Exhibit booth location is based on two factors - the type of sponsorship package your organization chooses and the date of sponsorship/exhibit registration. Reserve your space today to ensure you get the booth location of your choice.

Contact Nancy Aloway, Meetings & Exhibits Coordinator, at (800) 992-7464, ext. 136, or via e-mail at nancy@sweetadelineintl.org, to discuss sponsorship packages or booth pricing, including pricing for Fundraiser Sponsorship Packages.



ADVERTISING

We offer an array of advertising options to give you maximum exposure to this audience of more than 24,000 members worldwide. Your presence at this event – as an exhibitor, advertiser or both – guarantees exposure of your product or service to a receptive crowd. Attendees are serious about singing, learning, competing, seeing old friends and having fun.

THE PITCH PIPE AND THE INTERNATIONAL CONVENTION PROGRAM

PROGRAM:

If you are trying to get the word out about your company, don't limit yourself to attendees who happen to pass by your booth. By advertising in our official Program you can draw attendees to your booth at the most critical moment – when they're entering the exhibit hall.

THE PITCH PIPE:

By advertising in Sweet Adelines publication, *The Pitch Pipe*, you can begin to spark interest among Sweet Adelines members leading up to the event.

	Interior Pages, color	
Full page, no bleeds	(4.5" x 7.5")	\$460
Full page with bleeds	(5.75" x 8.75")	\$460
1/2 page	(4.5" x 3.5")	\$300
Two (2) page spread	(11.25" x 8.75")	\$800

	Interior Pages, Black & White	
Full page, no bleeds	(4.5" x 7.5")	\$400
Full page with bleeds	(5.75" x 8.75")	\$400
1/2 page	(4.5" x 3.5")	\$250

	Covers, color	
Inside Back	(5.75" x 8.75")	\$600
Back Cover	(5.75" x 8.75")	\$725

All dimensions are width by height.

INTERNET & MEDIA

VIDEO BILLBOARD:

Get your message out to a captive audience as it scrolls through a huge 12' x 16' screen in front of over 7,000 attendees. Between performances your message will project on the screen in 20-second intervals.

Video Billboard	
First 2 slides	\$250
Additional Slides	\$99

WEB SITE BANNER AD:

The Sweet Adelines International website (www.sweetadelineintl.org) is very popular, especially during the week of convention. Members logon to check the latest information on the competition, as well as listen to the Webcast. Prior to convention, members use the website to register for convention, make travel plans and get information about convention.

Web Site Banner Ad	
Banner Ad monthly rate	\$75
Banner Ad for 3 months (per month)	\$65
Banners Ad during Convention month	\$299

WEBCAST:

You can purchase a 10-second live announcement on the Webcast that will be read by the announcers. Webcast commentators will promote your products or services, as well as congratulate or cheer on your favorite competitor.

Webcast Shout Out	
Announcements on Webcast	\$25

CONTACT:

Mary Steil, Communications Assistant, for deadlines, submission requirements and general questions about advertising. She can be reached at (918) 388-8025 or via e-mail at mary@sweetadelineintl.org.



Company Name: _____
 (as it should appear on the booth sign)

Contact Name: _____

Address: _____

City, State, Postal Code: _____

Phone: _____ Mobile Phone: _____

E-mail: _____

Website: _____

Previous Exhibitor: Yes No

We desire to be next to or across from: _____

We do **NOT** want to be next to or across from: _____

IMPORTANT DATES & PAYMENT SCHEDULES

Early Rate is only available until April II, 2011.

A 50% deposit is required with the application and must be received on or before April II, 2010.

Early Rate must be paid in full by August I, 2011, or it will be converted to the late rate.

Late Rate is available after August I, 2011, and full payment is required with application.

RETURN INFORMATION

Mail or fax application and payment to:
 Sweet Adelines International
 Attn: Nancy Aloway,
 Meetings & Exhibits Coordinator
 P.O. Box 470168
 Tulsa, OK 74147-0168
 Fax: (918) 388-8083

EXHIBITOR WEBSITE AND PROGRAM LISTING

Describe the products or services to be exhibited in 30 words or less. **Please type the description on a separate sheet and return it with your application.** This information will appear on our website under your name.

REQUESTED BOOTH SPACE

Commercial Fundraiser (see rates in booth rental information)

SPONSORSHIP PACKAGE

	Early Rate	Late Rate	Amount Due
<input type="checkbox"/> Platinum Level	\$2,459	\$2,549	\$ _____
<input type="checkbox"/> Gold Level	\$1,924	\$2,024	\$ _____
<input type="checkbox"/> Silver Level	\$1,399	\$1,499	\$ _____

BOOTH RENTAL

	Early Rate	Late Rate	Amount Due
<input type="checkbox"/> 10' x 10'	\$999	\$1,099	\$ _____
<input type="checkbox"/> 10' x 20'	\$1,399	\$1,499	\$ _____
<input type="checkbox"/> 20' x 20'	\$1,799	\$1,899	\$ _____
<input type="checkbox"/> Add a corner	\$299	\$399	\$ _____
<input type="checkbox"/> Add a 10' x 10' area	\$499	\$599	\$ _____

ADVERTISING

If you are **NOT** purchasing a sponsorship package, add these advertising options to get the word out about your booth at Harmony Bazaar.

VIDEO BILLBOARD

	Early Rate	Late Rate	Amount Due
<input type="checkbox"/> First 2 slides	\$250	\$300	\$ _____
<input type="checkbox"/> Additional Slides	\$99	\$150	\$ _____

WEB SITE BANNER AD

	Early Rate	Late Rate	Amount Due
<input type="checkbox"/> Banner Ad monthly rate	\$75	\$125	\$ _____
<input type="checkbox"/> Banner Ad for 3 months (per month)	\$65	\$115	\$ _____
<input type="checkbox"/> Banners Ad during Convention month	\$299	\$350	\$ _____

WEBCAST SHOUT OUT

<input type="checkbox"/> Announcements on Webcast during event	\$25	\$50	\$ _____
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TOTAL AMOUNT DUE \$ _____
50% Deposit \$ _____

OFFICE USE ONLY

ID #: _____
 Contract #: _____
 Booth #: _____

METHOD OF PAYMENT

Check Visa MasterCard
 Card Number: _____ Expiration Date: _____
 Signature: _____



HARMONY BAZAAR GUIDELINES

TERMS AND CONDITIONS

Application for Space

- Applications are accepted by mail or fax. If faxing your application, please provide complete credit card payment information.
- Any application received without payment will not be processed until payment is received.
- A deposit of 50% of the total cost of the exhibit package is required at the time of application. Payment must be made by check or credit card.
- Monthly statements will be mailed to each exhibitor until payment is made in full.
- All Booths must be paid in full by September 16, 2011, or your space will be forfeited with no refund.
- If we run out of corner booths, you will be assigned an inline standard booth. If the amount owed changes, your charges will be adjusted to reflect the change.
- Cancellations must be in writing. No refunds made for cancellations less than 90 days prior to the convention.

ASSIGNMENT OF SPACE

Exhibit space will be assigned in August based on the following criteria

- The type of sponsorship package your organization chooses
- The date of sponsorship/exhibit registration
- Requests for space proximity to other exhibitors will be considered, and must be requested in writing prior to August 1, 2011. Assigned based on availability.
- Show Management reserves the right to refuse any exhibit in poor taste or inconsistent with a show of this kind.

BOOTH AND EXHIBITOR RULES

- All exhibit booth set-ups must be completed by the time designated on opening day unless prior arrangement is made with Show Management. No exhibit will be dismantled in any way prior to closing time on Saturday.
- All exhibits must have an attendant during show hours. A minimum of two (2) Exhibitor badges will be issued per Exhibitor, more for certain levels of sponsorship packages. Exhibitors and attendants with badges and exhibitor ribbons will be allowed inside the convention center one hour prior to start of show each day and one hour after show closing each day.
- Displays shall be contained within the exhibit space without projections, which could disturb other Exhibitors or hinder flow of traffic.
- Exhibitor signing this contract shall not sublet any part of the space without prior written approval of Show Management.
- Use of public address systems and other sound amplification must have prior approval and arrangement from Show Management.
- Show Management reserves the right to refuse any applicant for space. Show Management reserves the right to regain the immediate possession of any space and evict any Exhibitor from the show for cause, which shall not constitute a breach of this contract. This contract is not subject to cancellation by Exhibitor except as provided herein.
- All products and services displayed and/or sold from exhibits must be disclosed. The product description will be used to monitor the number of exhibitors selling similar products or services in order to maintain balance and fair competition.