

2009 Exhibitor Prospectus

Music City 2009



2009 Nashville Exhibitor Prospectus  
Sweet Adelines International  
63rd Annual Convention and Competition  
October 20 – 24, 2009

Sweet Adelines International 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 2009 and beyond. Send in your application today to exhibit at the 2009 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 Web site which is linked to your Web site
- 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
- Opportunity to purchase the convention mailing listings for pre-show marketing
- Identification sign consisting of company name and booth number
- 8' high backwall drape and 3' high sidewall drape around each booth
- Aisle carpeting
- 8' skirted table & 2 chairs per 10' x 10' booth
- After-hours security



## Harmony Bazaar Schedule

### Exhibitor Set-up:

Monday, October 19, 8:00 a.m. – 9:00 p.m.

### Harmony Bazaar Open:

Tuesday, October 20, 11:00 a.m. – 6:00 p.m.

Wednesday, October 21, 9:00 a.m. – 6:00 p.m.

Thursday, October 22, 9:00 a.m. – 6:00 p.m.

Friday, October 23, 9:00 a.m. – 6:00 p.m.

Saturday, October 24, 9:00 a.m. – 1:00 p.m.

### Exhibitor Tear Down:

Saturday, October 24, 1:00 p.m. – 7:00 p.m.

Harmony Bazaar is located in the Nashville Convention Center. The Renaissance Hotel, which is connected to the Convention Center, is the headquarters hotel for the 2009 International Convention and Competition. The competitions and shows will be held in the Sommet Center, which is across the street from the Convention Center.



## 2009 International Competition Schedule

### Monday, October 19

Harmony Bazaar exhibitor move-in

### Tuesday, October 20

Harmony Bazaar Opening Day  
Young Women in Harmony Festival  
Harmony Classic Competition

### Wednesday, October 21

Harmony Bazaar  
Quartet Semifinals

### Thursday, October 22

Harmony Bazaar  
Chorus Semifinals

### Friday, October 23

Harmony Bazaar  
Quartet Finals  
Coronet Club Show

### Saturday, October 24

Harmony Bazaar  
Rising Star Quartet Contest  
Chorus Finals



## Harmony Bazaar Sponsorship Packages

Get the most for your money by purchasing a sponsorship package when you exhibit at Harmony Bazaar in Nashville! Sponsorships allow you to achieve your objectives before, during and long after the event. Any sponsorship can be customized to meet your company's needs and budget.

### Platinum Level – *Only 4 spots available!*

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

	INDIVIDUAL PRICE	PACKAGE VALUE
10' x 30' 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
Convention attendee mailing list on disk.....	\$500 .....	\$350
Product listing on exhibitor web page.....	\$30.....	\$0
Premium exhibit location on show floor .....	\$50.....	\$0
Sponsor ribbon for each employee staffing your booth .....	\$30.....	\$0
<b>TOTAL .....</b>	<b>\$3,847 .....</b>	<b>\$2,809</b>

### Gold Level – *Only 7 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.....	\$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 web page.....	\$30.....	\$0
Premium exhibit location on show floor .....	\$50.....	\$0
Sponsor ribbon for six employees staffing your booth .....	\$20.....	\$0
<b>TOTAL .....</b>	<b>\$2,647 .....</b>	<b>\$1,924</b>

### Silver Level – *Only 10 spots available!*

	INDIVIDUAL PRICE	PACKAGE VALUE
10' x 20' booth in Harmony Bazaar.....	\$1,399 .....	\$1,199
Corner booth.....	\$299 .....	\$100
1/2 page black & white ad in the Convention Program .....	\$250 .....	\$200
Video billboards (2 slides) .....	\$250 .....	\$200
Product listing on exhibitor web page.....	\$30.....	\$0
Premium exhibit location on show floor .....	\$50.....	\$0
Sponsor ribbon for four employees staffing your booth .....	\$15.....	\$0
<b>TOTAL .....</b>	<b>\$2,293 .....</b>	<b>\$1,699</b>

## Bronze Level

	INDIVIDUAL PRICE	PACKAGE VALUE
10' x 10' booth in Harmony Bazaar .....	\$999 .....	\$899
Corner booth.....	\$299 .....	\$100
Video billboards (2 slides) .....	\$250 .....	\$200
Product listing on exhibitor web page .....	\$30 .....	\$0
Sponsor ribbon for two employees staffing your booth .....	\$10 .....	\$0
<b>TOTAL.....</b>	<b>\$1,588.....</b>	<b>\$1,199</b>

## Harmony Bazaar Booth Rental Rates

BOOTH SIZE	COMMERCIAL	FUNDRAISER
10' x 10' .....	\$999 .....	\$499
10' x 20' .....	\$1,399 .....	\$799
10' x 30' .....	\$1,799 .....	\$999

### CORNER BOOTH

Add a corner to any booth.....	\$299 .....	\$299
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### ADDITIONAL SPACE

Add 10' x 10' to booth.....	\$499 .....	\$299
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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](mailto: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 27,000 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' monthly publication, *The Pitch Pipe*, you can begin to spark interest among Sweet Adelines members leading up to the event.

### Convention Program Ad Rates:

#### Interior Pages, color

Full page, no bleeds (5.5" x 5.5") .....	\$460
Full page with bleeds (5.75" x 8.75") .....	\$460
1/2 page (3.5" x 4.5") .....	\$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 (3.5" x 4.5") .....	\$250

#### Covers, color

Inside Back (5.75" x 8.75") .....	\$600
Back Cover (5.75" x 8.75") .....	\$725



## 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 8,000 attendees. Between performances your message will project on the screen in 20-second intervals.

**Banner Ad:** The Sweet Adelines International Web site ([www.sweetadelineintl.org](http://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 Web site to register for convention, make travel plans and get information about convention.

**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.

**Mailing List:** Send your message to Convention-goers before they arrive.

### Video Billboard

First 2 slides.....	\$250
Additional Slides.....	\$99

### Web Site Banner Ad

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

### Webcast Shout Out

Announcements on Webcast.....	\$25
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### Convention Mailing List

Mailed on disk .....	\$500
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Call the communications department at (800) 992-7464 for more information. Download advertising rates, advertising reservation form and mechanical specifications at [www.sweetadelineintl.org](http://www.sweetadelineintl.org).





# 2009 Harmony Bazaar Exhibitor Application

OFFICE USE ONLY	
ID #:	_____
Contract #:	_____
Booth #:	_____

Company Name \_\_\_\_\_

(Company name as it should appear on booth sign)

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_ Fax \_\_\_\_\_

Previous Exhibitor:  Yes  No

We desire to be next to or across from: \_\_\_\_\_

We do NOT want to be next to or across from: \_\_\_\_\_

**Exhibitor Web site 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 Web site under your name as well as in the Convention Program. Deadline for submitting descriptions for program information is August 3, 2009.

### Requested Booth Space

Commercial  Fundraiser (please call for Fundraiser rates)

Sponsorship Package	Early Rate	Late Rate	Amount Due
<input type="checkbox"/> Platinum Level	\$2,809	\$2,909	\$ _____
<input type="checkbox"/> Gold Level	\$1,924	\$2,024	\$ _____
<input type="checkbox"/> Silver Level	\$1,699	\$1,799	\$ _____
<input type="checkbox"/> Bronze Level	\$1,199	\$1,299	\$ _____

Booth Rental	Early Rate	Late Rate	
<input type="checkbox"/> 10' x 10'	\$999	\$1,099	\$ _____
<input type="checkbox"/> 10' x 20'	\$1,399	\$1,499	\$ _____
<input type="checkbox"/> 10' x 30'	\$1,799	\$1,899	\$ _____
<input type="checkbox"/> Add a 10' x 10' booth	\$299	\$349	\$ _____
	\$499	\$549	\$ _____

TOTAL AMOUNT DUE \$ \_\_\_\_\_

50% Deposit \$ \_\_\_\_\_

### Important Dates & Payment Schedules

Early Rate is available until August 3, 2009. A 50% deposit is required with application and must be received on or before August 3, 2009. Early Rate must be paid in full by August 3, 2009, or it will be converted to the late rate.

Late Rate is available after August 3, 2009 and full payment is required with application.

### Method of Payment

Check (payable to Sweet Adelines International)

Visa  MasterCard

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### Return Information

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



# 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 14, 2009, or your space will be forfeited with no refund.
- If we run out of corner booths, you will be assigned a 10' x 10' or 10' x 20' standard booth respectively. If the amount owed changes, it 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 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 a written request prior to August 1, 2009.
- 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 11:00 a.m. on designated 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 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.
- 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 exhibitor booths 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.

