

The 2017  
*Virginia Music Educators Association*

Professional Development Conference

November 16, 17 & 18, 2017

**THE HOMESTEAD**  
**Hot Springs, VA**



## The opportunity is yours to:

- Showcase your product to the hundreds of music educators from across the Commonwealth of Virginia
- Make immediate sales
- Create a forum to receive direct customer feedback
- Enhance your visibility as a major supplier of music education products and services
- Build new customer relationships and strengthen old ones
- Meet the purchasing decision makers face to face
- Reach the massive buying power of the attendees
- Be recognized as an advocate of music education in Virginia

## Who attends the conference?

The attendees represent the following sections:

- Band and Orchestra Directors 35%
- Elementary General Music Teachers 17%
- Collegiate members (future teachers) 17%
- Choral Directors 23%
- College Music Educators 5%
- Music Administrators 3%

## Selling Policy

Exhibitors may sell products on the exhibit floor during regular exhibit hours. Exhibitors are responsible for any and all permits required by law or local ordinance.

## Badges

Three complimentary badges will be provided at the exhibit registration booth on Thursday, November 16, 2017. Additional badges are available at a cost of \$90 each.

## Sponsorship Opportunities

Exposure beyond the exhibit hall is encouraged by presenting and supporting guest artists and by the presentation and sponsorship of clinic sessions. It is a VMEA policy that all sponsors of clinic sessions must exhibit in the exhibit hall. Clinic sessions are expected to be educational in focus for the session attendees. Sessions are not to be purely sales oriented sessions. In turn, VMEA will:

- Provide special recognition in the conference program book distributed on-site to all attendees.
- Acknowledgement by the room presider through introduction of the session.

Any company wishing to sponsor a session **without exhibiting** at the VMEA Conference can do so for a fee of \$365 and would be listed in the official program with no other benefits. This fee must be paid by September 15th in order to be included in the program. There are no refunds for this commitment.

## Exhibit Cost

- One 10' x 6' Booth           \$ 365
- Additional 10' x 6' Booth \$ 345

## Exhibit Hours for 2016

- Thursday - Exhibits will open at 2:00 pm and close at 6:00 pm (There is a possibility that exhibit hours be extended until 8:00 pm for those exhibitors who are interested.)
- Friday - Exhibits will open at 10:30 am and close at 5:00 pm
- Saturday - Exhibits will open at 9:00 am and close at 11:30 am

## Booth Assignment

The Exhibits Business Manager following the contract return deadline, **March 1<sup>st</sup>** will assign exhibit spaces. Assignment will be made according to the priority number based on these factors:

- The number of consecutive years a firm has exhibited at VMEA (1 point per year - since 1989)
- The number of booths requested (5 points per booth)

- The number of days prior to the **March 1st** deadline the contract is received. (1 point per day),
- Sponsorship Opportunities (1 point per sponsorship - clinic, providing instruments, etc. - see Sponsorship Opportunities)

Contracts received after the contract return deadline will be assigned on a first come, first served basis.

VMEA will consider your request for booth locations however; final placement will be assigned and determined by VMEA.

## Payment Policy

Deadline with full payment and the Exhibitors Booth Contract is March 1<sup>st</sup>. A \$100 service charge will be made for cancellations before October 1<sup>st</sup>, no refunds after that date. Cancellations due to emergencies will be considered as requested. In the event an emergency cancellation refund is approved, the refund will be for the contract amount less a \$100 service charge. Payment may be made with **check** or **money order** and should be sent along with the **completed contract** to:

James Stegner  
VMEA Exhibits  
PO Box 602,  
Powhatan, VA 23139.

## Installation and Dismantling

Installation may begin at 8:00 am on Thursday, November 16, 2017. Installation must be completed no later than 2:00 pm Thursday, November 16, 2017. Space not claimed by 2:00 pm on the first day will be reassigned without refund of booth fee. The exhibitor agrees not to dismantle exhibit or do any packaging before the closing of the exhibit venue at 11:30 am on Saturday, November 18, 2017. Exhibitors leaving the conference early will have the lowest priority of booth choice at the 2017 Conference and will be charged a \$100 non-refundable surcharge. The complete display must be removed, boxed or crated for shipment by the exhibitor or make arrangements through Hollins Exposition Services to have this done immediately following the close of the exhibits.

## Decorating Services

All spaces will be provided with pipe and flame resistant fabric back wall drape and 3' high pipe and flame resistant fabric side divider drape. One table (6') topped with flame resistant white vinyl and draped with a pleated flame resistant fabric skirt. Two chairs and one wastebasket will be provided. A standard 7" x 44" identification sign will be furnished.

Please note that the exhibit hall is carpeted.

Hollins Exposition Services will provide each exhibitor with additional information prior to the conference. Contact information for Hollins is as follows:

Hollins Exposition Services  
PO Box 7001  
Roanoke, VA 24019  
Telephone: (540) 362-3940  
Contact person: Woody Weaver  
Email: [Wweaver@hollins-expo.com](mailto:Wweaver@hollins-expo.com)

## Floor Plan

**See Floor Plan for booth locations.**

## For Further Information

Contact: James Stegner, Exhibits Business Manager  
PO Box 602  
Powhatan, VA 23139  
[vmeaexhibits@gmail.com](mailto:vmeaexhibits@gmail.com)  
Phone 804-357-4103

