



## 2020 NATIONAL CONFERENCE

# Advertise! Exhibit!

## 56<sup>th</sup> National Conference Rate Sheets

Join members of National Association of Teachers of Singing, along with voice professionals and enthusiasts from around the world for five days of networking, learning sessions, recitals and so much more!

### Program Book Advertising

The Conference Program book is distributed to all attendees and features all-inclusive information of the day's events. All ad placements are 4-color. Page size is 8.5" x 11."

Back Cover... <b>SOLD</b> .....	\$1,800
Inside Front Cover ... <b>SOLD</b> .....	\$850
Inside Back Cover ... <b>SOLD</b> .....	\$850
Premium Full Page .....	\$550 (preferred placement)
Full Page .....	\$500
Half Page (horizontal) .....	\$400
Quarter Page (vertical) .....	\$325

### Competition/Recital Program Covers

Exclusive banner position on the program covers for the competition and performance events during the conference. Ad placement is 4-color. Size is 7.5" x 2.5."

Featured Artist Cover .....	\$750
All other covers .....	\$350
(NATSAA Winner( <b>SOLD</b> ), NMTC Winner( <b>SOLD</b> ), NSA Finals)	

**Flyer Inclusion in Attendee Registration Packet** Each registrant will receive a bag with essential items to help them prepare for the week.

Flyer or materials: Standard rate .....	\$350 per insertion
Flyer or materials: Advertiser/ Exhibitor rate .....	\$200 per insertion
Flyer Printing: 4-color, no bleed.....	\$200 per 1,000 copies

### Sponsored E-Blasts

Reach attendees by E-mail in advance of their conference arrival and let them know about you. Your sponsored message will be delivered in June 2020.

Attendee E-Blast to conference registrants .....	\$175
Student E-Blast to NSA competition participants .....	\$75



### Exhibit Space

More than 1,000 attendees come to learn, gather ideas, and shop. They cite the Exhibit Hall among the conference highlights. Space is 8'x10' and includes two exhibitor badges. Each additional person in your booth must have a badge or be registered for the conference.

Exhibit Booth (One company per booth) .....	\$575
Additional Exhibitor Badge (Maximum two per booth)... ..	\$200

### Exhibitor Showcase—Limited Availability

Take this opportunity to showcase your brand with a guaranteed presentation session.

Premium Showcase Event—Featured event with 45-minute dedicated time slots .....	\$650
Regular Showcase Event—Simultaneously running 30-minute time slots .....	\$500

### College Showcase

More than 500 students, with their parents and teachers, will be in attendance. Introduce your school to these rising stars! Package includes Table, Student contact list, Student e-blast, and Student bag insert.

College Showcase Booth .....	\$500
Exhibitor Discounted Price .....	\$250

**To reserve your space, contact us at (904) 992-9101 or [tina@nats.org](mailto:tina@nats.org) • [nats.org/Knoxville2020](http://nats.org/Knoxville2020)**

**(904) 992-9101 • [info@nats.org](mailto:info@nats.org) • [www.nats.org/Knoxville\\_2020\\_-\\_Marketing\\_Sponsorship](http://www.nats.org/Knoxville_2020_-_Marketing_Sponsorship)**



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# Sponsor!

## 56<sup>th</sup> National Conference Rate Sheets

The NATS 56<sup>th</sup> National Conference offers exceptional exposure to the largest concentration of singing teachers in the world. Sponsorship opportunities revolve around our most popular conference events and promotional items. Your brand will be promoted front and center before, during, and after our conference.

### Grand Sponsor .....\$10,000

You will receive exclusive recognition as the premier sponsor on all conference promotional items and signs, as well as these complimentary perks: 2 exhibit booths; premium exhibitor showcase; featured full page program book advertisement, flyer insert in to attendee bags, e-blast to all attendees, students, and members, and much more!

### Gold Sponsor .....\$7,500

Recognition as the Gold sponsor on all conference promotional items and signs, as well as these complimentary perks: 1 exhibit booth; exhibitor showcase, e-blast to all attendees, premium full page program book advertisement, flyer insert for attendee bags, and much more!

### Silver Sponsor .....\$5,000

Recognition as the Silver sponsor on all conference promotional items and signs, as well as these complimentary perks: 1 exhibit booth; e-blast to all attendees, flyer insert for attendee bags, premium full page program book advertisement, and much more!

### Bronze Sponsor .....\$2,500

Recognition as the Bronze sponsor on all conference promotional items, as well as these complimentary perks: e-blast to all attendees, flyer insert for attendee bags, full page program book advertisement, discounted exhibit booth, and much more!

### Events, Receptions & Hospitality Sponsorship Opportunities (all include a variety of special perks)

Opening Night Reception	Two-hour reception in the exhibition hall for all attendees, students, and exhibitors.	\$7,500
President's Reception	Invitation-only event featuring NATS leaders and invited friends.	\$4,000
Leadership Luncheon	Luncheon with NATS officers, incoming officers, and staff.	\$2,500
Refreshment Break—Saturday	Beverages offered to all conference attendees during morning sessions.	\$2,000
Refreshment Break—Sunday	Beverages offered to all conference attendees during morning sessions.	\$2,000
Refreshment Break—Monday	Beverages offered to all conference attendees during morning sessions.	\$2,000
Intern Program Reunion	All past master teachers and students who participated in NATS Intern Program.	\$900
SNATS Gathering	Student NATS members, leaders and chapter advisors gather for lunch and discussion.	\$900
Journal of Singing Luncheon	Contributors and JOS Editor Dick Sjoerdsma gather for conversation and lunch.	\$850

### Branded Resources

Attendee Bags <b>SOLD</b>	Branded bags given to all attendees, student, exhibitors with conference materials.	\$4,000
Mobile Application	Branded mobile app with conference info and real-time news (90% downloaded in 2016!).	\$4,000
Attendee Folders	Document pocket envelope given to attendees; PLUS front position for your flyer.	\$1,500
Conference Notebooks <b>SOLD</b>	Add your brand to notebooks given to all attendees.	\$1,500
Selfie Spot Sponsor	Your brand can be added to the "Selfie Spot" that will be displayed all four days.	\$1,500

Many other complimentary perks for each sponsor level are listed on our conference page, [NATS.org/Knoxville2020](http://NATS.org/Knoxville2020).