2017 Exhibit Information

Alabama Music Educators Association
2017 AMEA Professional Development Conference
January 19-20
Renaissance Montgomery Hotel at the Convention Center
Montgomery, Alabama

GENERAL INFORMATION

The exhibits will be located in the exhibit hall of the Renaissance Montgomery Hotel at the Convention Center. Conference performances, clinics and sessions will be scheduled in the Convention Center, the adjacent Montgomery Performing Arts Center, and the Embassy Suites Hotel across the street.

By returning the Reservation for Exhibit Space and Exhibitor Financial Statement with payment, registration will be complete and the packet of information, with name badges, programs, and other information will be at the assigned booth at set-up time. A confirmation email will be sent upon receipt of application and a follow-up letter with more information, including booth/s assignment, will be sent approximately three weeks prior to the event. **Booths will be assigned on a first-come, first-served basis, based on the date registration and payment is received.**

Exhibitors are encouraged to plan drawings for prizes at their booth to encourage business.

ADVERTISING

Advertising opportunities in the conference program are available by completing the enclosed application. If interested in advertising in the conference issue (or any issue) of the *Ala Breve Magazine*, the official journal of AMEA, contact the executive director for information. (Deadline for the conference issue of the *Ala Breve Magazine* is September 15). These advertising opportunities provide exhibitors additional exposure to potential customers before, during, and after the conference.

INDUSTRY/INSTITUTIONAL MEMBERSHIP

Please review the enclosed "Industry Membership" page for an opportunity to save money on exhibiting and advertising while partnering with AMEA to support music education in Alabama.

FACILITIES AND SERVICE

The cost for exhibit space in the Convention Center $325.00 for each 10 X 10 booth. The booths include an 8’ high background drapery and 3’ high side divider drapery, one (1) company I.D. sign, one (1) 6’skirted table, two (2) side chairs, and one (1) wastebasket with liner. A limited number of 20’ X 20’ islands, with exposure on all four sides are available for $1500 each. **All exhibit booths are sold and spaces are assigned on a first-come, first-served basis.**

SCHEDULE

**Exhibit Hours:** Thursday, January 19 from 10:00 a.m. - 5:00 p.m.; Friday, January 20 from 8:30 a.m. - 5:00 p.m.

All exhibitors are required to keep their exhibits open until Friday, January 20th at 5:00 p.m. Vendors leaving before 5:00 pm will not be allowed to return the next year!
SET-UP

Set-Up: Exhibits may be set up on Wednesday, January 18, from 1:00 until 8:00 p.m. and Thursday from 7:00 until 10:00 a.m. Set up must be completed by Thursday at 10:00 a.m. Unless the exhibit chairman is contacted, space not claimed by the opening of the exhibits may be reassigned without refund.

TEAR-DOWN

Tear-Down will begin at 5:00 p.m. Friday, January 20 and must be completed the same day. All exhibitors are required to keep their exhibits open until Friday, January 20 at 5:00 p.m. Vendors leaving before 5:00 pm will not be allowed to return the next year.

IDENTIFICATION

Exhibitors will be issued two free exhibitor’s badges per booth. These non-transferable badges should be worn at all times while in the exhibit area or at concerts and receptions. Exhibitors wearing the blue badges are welcome at concerts and receptions. However, AMEA members must register for the conference to attend sessions, etc.

USE OF SPACE

All demonstrations and sales activities must be confined to the limits of the exhibit booth. No exhibitor shall use any space other than the designated assigned areas. Displays must not be placed in such a manner as to interfere with other exhibitors. Headphones should be utilized for sound equipment. The exhibit chairman maintains the rights to restrict exhibits, which, because of undue noise, method of operation of equipment, or any other reason becomes objectionable. In the event of restriction or eviction, the AMEA is not liable for refunds of rentals or other exhibit expense.

CARE OF BUILDING

Nothing shall be posted on or attached to columns, wall, floor, or other parts of the building or furniture. Any issue or circumstances not covered by this agreement are subject to the decision of the AMEA exhibit chairman.

LIABILITY

The AMEA, nor management of conference facilities, nor any individual connected with either group is responsible for the safety of the property of the exhibitors from fire, theft, accident, or other causes of damages. AMEA will not be liable for any loss or damage resulting from the perils of fire, smoke, or natural disaster. The exhibitor is required to carry his own insurance to cover multiple perils or acts of God. No responsibility is assumed for goods delivered to the exhibit area before the exhibits are set up or for unpacked materials left at the exhibit area after the closing hour. (Monitor on duty during exhibit hours).

CANCELLATION

Cancellations must be made in writing. All money, less a $50.00 service charge, will be refunded if received on or before December 10, 2015. No refunds will be made after this date!

SHIPPING AND STORAGE

Address shipments to: Alabama Music Educators Conference, Renaissance Montgomery Hotel and Spa, 201 Tallapoosa Street, Montgomery, Alabama 36104. Shipping to and return is the responsibility of the vendor.

CONFERENCE HOTELS

Renaissance Montgomery Hotel & Spa at the Convention Center, 334-481-5000. Embassy Suites Hotel (Use code AME), (334) 269-5055. Reservations can be made by requesting AMEA Conference rate before December 10, 2016. Check AMEA’s website (www.alabamamea.org) for a list of other hotels offering group rates.
YOU ARE INVITED!

On behalf of the 2,247 members of the Alabama Music Educators Association, I would like to invite you to be an exhibitor at the AMEA Professional Development Conference January 19-21, 2017, at the Renaissance Montgomery Hotel and Spa at the Convention Center.

Much of the success of the past conferences can be attributed to the participation of the music industry. Exhibits, an integral part of the conference, offer members of AMEA professional tools that are practical, stimulating, and essential. By exhibiting, you will help music educators make creative and informed decisions regarding equipment, music, materials and services that support music education, and at the same time familiarize the music educators and collegiate students of your products and services.

While the conference is scheduled for January 19-21, the exhibit schedule is Thursday and Friday only. Exhibits will open at 10:00 a.m. Thursday, January 19 and close Friday, January 20 at 5:00 p.m. All exhibitors are required to keep their exhibits open until Friday, January 20 at 5:00 p.m. Vendors leaving early will not be allowed to return the next year.

We also offer the opportunity to advertise in the conference program and the Ala Breve, the official publication of the Alabama Music Educators Association. Your advertising will direct people to your booth location. Please note the advertising information on the enclosed exhibitor financial statement.

Please review the enclosed "Industry Membership" page for an opportunity to save money on exhibiting and advertising while partnering with AMEA to support music education in Alabama.

To be included in the conference exhibits, please complete the enclosed form(s) and send with check, payable to AMEA, by December 1, 2016, to ensure your inclusion in the official conference program. Remember, exhibit booths are assigned on a first come, first served basis, so don't delay.

If you have any questions, please feel free to contact me. We look forward to hearing from you soon.

Sincerely,

Garry Taylor
Executive Director
Reservations for Exhibit Space

Alabama Music Educators Association
2017 AMEA Professional Development Conference
January 19-21 2017
Renaissance Montgomery Hotel and Spa at the Convention Center
Montgomery, Alabama

Please type or print the following as you wish it to appear in the conference program.

Name of firm:______________________________________________________________________________
Address:__________________________________________________________________________________
City_____________________________State________________________Zip____________________

Name of person(s) in charge of display:__________________________________________________________
Address:__________________________________________________________________________________
City_____________________________State________________________Zip____________________ Telephone (        )______________
E-mail Address_____________________________________________________________________________
To whom should additional information be sent?___________________________________________________
Address:__________________________________________________________________________________
City_____________________________State________________________Zip____________________ Telephone (        )______________
E-mail Address_____________________________________________________________________________

Identification sign wording for booth: ___________________________________________________________

Brief description of product or service (30 words or less for conference program)
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
(Over, please)
Exhibit Financial Statement

Exhibit Spaces Desired:

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Quantity</th>
<th>Price per Unit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' X 10'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20' X 20'</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each booth includes ONE 6-ft. table

Accessories: Order directly from the George Fern Company (More info later)

Program Advertisement:
Opportunities for advertising in the 2017 AMEA Professional Development Conference Program are available. The Conference Program will include advertisement opportunities for music-related businesses and services. Renting exhibit space is not a requirement for advertising in the program.

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Width x Height</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (Color)</td>
<td>8 ½ x 11</td>
<td>$400</td>
<td>1st come, first served</td>
</tr>
<tr>
<td>IFC or IBC (Color)</td>
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<td>$300</td>
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</tr>
<tr>
<td>1/2 Page (B&amp;W)</td>
<td>7 ½ x 5</td>
<td>$100</td>
<td></td>
</tr>
</tbody>
</table>

(Press-ready pdf file or camera ready only) Advertising TOTAL $___________

GRAND TOTAL $___________

Make checks payable to AMEA and return to address below. December 1, 2016 is the deadline to be included in the conference program. Remember, exhibit booths are assigned on a first come, first served basis, so don't delay.

The above named exhibitor acknowledges receipt of and intention to abide by the AMEA Exhibitors Agreement.

_______________________________________
Signature of authorized person

FOR OFFICE USE ONLY

_______________________________________
Type or print name

Please list names as you wish them to appear on the name badges.

1. ________________________________
2. ________________________________

(Extra Badges: $10.00 each)

Send with payment to: Garry Taylor, AMEA Executive Director
1600 Manor Dr. NE,
Cullman, AL 35055