

Texas Music Teachers Association

98th Annual

Convention

June 14 - 17, 2012
Hyatt Regency DFW
Grapevine, Texas

Over ^{the}
Rainbow

Convention Exhibitor Information

WELCOME!

- Please join TMTA in Grapevine, TX at the 98th Annual Texas Music Teachers Association State Convention, June 14-17, 2012. This is a great opportunity to meet and introduce your company to over 500 music teachers from throughout the state of Texas, as well as over 5,000 students and their family members.
- Sign up early to ensure you will be able to showcase your products and services.

LOCATION

- The TMTA 2012 State Convention will be at the DFW Hyatt Regency.
- Convention attendees will enjoy the special rate of \$119, plus tax, by calling the DFW Hyatt Regency Hotel at (972) 453-1234, before the group rate cut-off of May 29, 2012, 12:00 noon. After this date, reservations will be on a space- and rate-available basis. Check-in is 3 pm and check-out is 12 noon.
- Self-parking at the DFW Hyatt Regency is complimentary with validation. Valet overnight parking is \$25.00.

EXHIBITOR SERVICES

- Freeman Exhibit Services is the decorator for the Exhibit Hall. Their office is located at 8801 Ambassador Row Dallas, TX 75247. Telephone is (214) 634-1463.
- After TMTA receives your signed and paid booth contract, Freeman will e-mail an Exhibitor Services Manual for exhibitors to order and pay for services such as electrical, internet, etc.

TRUCK/TRAILER PARKING

- The DFW Hyatt Regency is accessible via loading dock. Trucks and trailers will be allowed to unload on Thursday, June 14. Parking for large trucks and trailers is off-site, and at the exhibitor's expense. Standard vehicle/van parking is complimentary with validation.
- A schedule of unloading/loading will be distributed to all exhibitors before the convention.

EXHIBIT INFORMATION

- The Exhibit Hall will be located in the Made in Texas room at the DFW Hyatt Regency.
- Exhibit booths include a fully-draped 8'x10' booth, two chairs, one wastebasket, one 6' table, and a standard identification sign. General lighting and cleaning will be available.
- Each booth will be entitled to two exhibitor badges; extra badges will be \$25 each. College and University table-top attendees must register on the teacher registration form (available March 2012).
- All booths will be assigned on a first-contracted, first-served basis.
- Payment must be included before booth space is assigned. A security guard will be on duty in the Exhibit Hall during non-show hours.

Information and Tentative Agenda

FEES

	Price
Exhibit Booth	\$400
Incentive Package	\$700
Table-Top Exhibit (for colleges and universities ONLY)	\$100

HOURS

Effort has been made in the scheduling of exhibit times to give exhibitors the maximum amount of exposure to convention attendees. Setup is conveniently scheduled for Thursday afternoon and tear-down will be Sunday evening. Prize drawings always create interest, and we encourage you to participate in the Treasure Hunt (additional information on page 4).

Booth Set-up Time:

Thursday, June 14 8:00 am – 5:00 pm

Exhibit Hours:

Friday, June 15 8:00 am – 5:30 pm

Saturday, June 16 8:00 am – 5:30 pm

Sunday, June 17 8:00 am – 4:00 pm

Booth Tear-down:

Sunday, June 17 4:00 pm

DEADLINES

January 15 Incentive package contract/payment

April 1 Receipt of all contracts

April 10 Notification of booth location

April 15 Convention Program Book advertising

Thursday, June 14, 2012

Exhibitor Move-In
Pre-convention meetings
TMTA-SA Performance Contest Semi-Finals
Opening Session

Friday, June 15, 2012

TMTA-SA Performance Contest Finals
Ensemble Performances
Sessions
Exhibits

Saturday, June 16, 2012

Ensembles
Sessions
Exhibits
Delegate Assembly

Sunday, June 17, 2012

Ensembles
Sessions
Exhibits (Last Call Shopping)
Exhibitor Move-Out

To reserve your exhibit or advertising space for the 2012 TMTA Annual Convention, and to view terms and conditions, please visit www.TMTA.org.

Exhibitor Opportunities

Incentive Package \$700

Total value \$1,050. The TMTA Convention Incentive Package includes the following items:

- One 8'x10' booth for Convention 2012 (Value \$400)
- Quarter-page ads in the Fall 2012 and Spring 2013 *Texas Music Teacher* magazine (Value \$170)
- Quarter-page ad in the Convention 2012 Program Book (\$85)
- Link to your company web site on TMTA web site from March 2012 until June 30, 2012 (\$100)
- TMTA membership database (Excel format) (\$250)
- Business listing in 2012-2013 TMTA Member Handbook (\$45)

Limit of one Incentive Package per company. Additional exhibit booths or advertising can be purchased at the regular rate.

Membership Database \$250

Purchase the TMTA membership database of approximately 2,000 members (Excel format) for only \$250; TMTA members \$125. The database is included in the Incentive Package.

Exhibitor Showcase \$250

Exhibitors may present a Showcase that introduces products or materials to the TMTA Convention attendees. Showcase presenters must also be exhibitors. No order taking or selling is permitted during the Showcase. Limit of one Showcase per contracted exhibit space. Showcase times are assigned on a first come, first served basis.

Special Exhibitor Showcase \$750

If a company does not have an exhibit booth, it may purchase a special Showcase for \$750. This special showcase allows a company to make a presentation of materials with no display booth. Sales of showcased materials may only be made at the Showcase.

Treasure Hunt

The Treasure Hunt provides a prize for teachers, students, or both for each day of the Exhibit Show. A box and entry forms will be delivered to your booth. Winners will be announced at the end of each day. Exhibitors will keep all entry forms.

Advertising and Sponsorship

Convention Program Book and *Texas Music Teacher Magazine Advertising*

Advertising is available in the Convention Program Book distributed to attendees at the TMTA Convention. The Program will be an 8-1/2" x 11" booklet with 1/8 page (3-5/8 x 2-7/16), 1/4 page (3-5/8 x 5), 1/2 page (3-5/8 x 10-1/4 vertical or 5 x 7-1/2 horizontal), and full page (7 x 10-1/4) ads, starting from \$80. Preferred placement ads (Back Cover, Inside Covers, or Centerfold) are also available. (A 1/4 ad is included with Incentive Package.)

Save money by placing ads in the Convention Program Book and the Fall and/or Winter issues of the *Texas Music Teacher* magazine at the same time — 2x and 3x rates are available.

Ad Size	1 Issue	2 Issues	3 Issues
1/8 Page	\$80	\$130	\$190
1/4 Page	\$110	\$170	\$255
1/2 Page	\$185	\$300	\$445
Full Page	\$320	\$510	\$765
Inside Cover	\$530	\$850	\$1275
Centerfold	\$690	\$1105	\$1655
Outside Back Cover	\$740		

Sponsor Donation Recognition

Donations to defray the cost of any special event at the convention are gratefully accepted and are also tax deductible. Recognition will be given to all contributors both at the event and in the Convention Program Book.

Sponsorship classifications include:

Platinum — \$1,000+	Gold — \$500+	Silver — \$200+
Bronze — \$100+	Sustaining — \$50+	Contributor — \$25+

Events include:

Concerts

Ensemble Programs

Joann Dunn Fargason Memorial Concert

Original Composition Concert

Receptions

Welcome Reception, Certification Tea,

Exhibitors' Receptions, Last Call Shopping,

Farewell Reception, Student Affiliate Awards Reception

Meals

Past Presidents' Meal, Volunteer Appreciation Brunch,

Performance Judges' Steering Committee Breakfast,

Hospitality

Texas Music Teachers Association
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FOR ADDITIONAL INFORMATION CONTACT

Texas Music Teachers Association, State Office Staff
1106 Clayton Lane, Suite 240W, Austin TX 78723, (512) 419-1352,
Fax: (512) 419-1354, E-mail texasmta@tmta.org, or Web site: www.tmta.org

Texas Music Teachers Association
Texas Music Teachers Educational Foundation
1106 Clayton Lane, Ste. 240W
Austin, TX 78723