



Alabama Music Educators Association

Garry Taylor, Executive Director
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YOU ARE INVITED!

On behalf of the 2051 members of the Alabama Music Educators Association, I would like to invite you to be an exhibitor at our AMEA In-Service Conference January 20-22, 2011, at the Renaissance Montgomery Hotel and Spa at the Convention Center.

The 2010 AMEA Conference was attended by a record number of music educators from throughout the state, representing the profession from all levels of instruction, elementary through college. Much of the success of the past conferences can be attributed to the participation of the music industry. Once again, we sold out of exhibit spaces in 2010. 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 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 20-22, the exhibit schedule is Thursday and Friday only. Exhibits will open at 10:00 a.m. Thursday, January 20 and close Friday, January 21 at 5:00 p.m.

We also offer the opportunity to advertise in the conference program and the *Ala Breve Magazine*. Your advertising will direct people to your booth location. Please note the information sheet included and respond with your application.

To be included in the conference exhibits, please complete the enclosed form(s) and send with check, payable to Alabama Music Educators Association by November 1, 2010, to ensure your inclusion in the official conference program.

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

Sincerely,

A handwritten signature in cursive script that reads "Garry Taylor".

Garry Taylor
Executive Director

Collegiate/Non-Profit Exhibit Information

Alabama Music Educators Association
2011 AMEA In-Service Conference
January 20-22, 2011
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. All conference performances, clinics and sessions will be scheduled in the Convention Center and the adjacent Montgomery Performing Arts Center – all under one roof.

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.

Exhibitors are encouraged to plan drawings for prizes at their booth to encourage business. Also, vendors who wish to schedule receptions may do so by contacting the executive director.

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 1, 2010). These advertising opportunities provide exhibitors additional exposure to potential customers before, during, and after the conference.

FACILITIES AND SERVICE

The cost for exhibit space in the Convention Center is \$300 for each 10 X 10 booth. The booths, including 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. **All exhibit booths are sold on a first-come, first-served basis.**

SCHEDULE

Exhibit Hours: Thursday, January 20 from 10:00 a.m. - 5:00 p.m.; Friday, January 21 from 8:30 a.m. - 5:00 p.m. **All exhibitors are required to keep their exhibits open until Friday, January 21st at 5:00 p.m. No business prior to exhibit schedule, please!**

(Over, please)

SET-UP

Set-Up: Exhibits may be set up on Wednesday, January 19, beginning at 1:00 p.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 21 and must be completed by 9:00 P.M.

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 exhibits. 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 \$25.00 service charge, will be refunded if received on or before December 15, 2010. **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 HOTEL

Renaissance Montgomery Hotel & Spa at the Convention Center, 201 Tallapoosa Street, Montgomery, Alabama 36104. Reservations can be made by requesting AMEA Conference rate before December 20, 2010 - Phone-334-481-5000.

Reservations for Exhibit Space

Alabama Music Educators Association
2011 AMEA In-Service Conference
January 20-22, 2011
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 () _____

Fax: () _____ E-mail Address _____

To whom should additional information be sent? _____

Address: _____

City _____ State _____ Zip _____ Telephone () _____

Fax: () _____ E-mail Address _____

Identification sign wording for booth: _____

Brief description of product or service (30 words or less for conference program)

(Over, please)

Exhibitor Financial Statement

Alabama Music Educators Association

Exhibit Spaces Desired: Colleges/Universities () 10' X 10' booth(s) @ \$ 150_____

Non-Profit Groups () 10' X 10' booth(s) @ \$ 150_____

Each booth includes ONE 6-ft. table

Exhibit Space TOTAL \$ _____

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

Program Advertisement: (Press-ready pdf file or camera ready only)

Back Cover (Color) \$300_____

Full Page (B&W) \$200_____

1/2 Page (B&W) \$100_____

1/4 Page (B&W) \$75_____

Advertising TOTAL \$ _____

GRAND TOTAL \$ _____

Make checks payable to **Alabama Music Educators Association** and return to address below.
(November 1, 2010 is the deadline to be included in the conference program)

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. _____

Date received _____

Date paid _____

Amount _____

Check # _____

Booth(s) # _____

Location _____

Confirmation _____

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

Conference Program Advertising Opportunity

Alabama Music Educators Association

2011 AMEA In-Service Conference

January 20-22, 2011

Renaissance Montgomery Hotel and Spa at the Convention Center
Montgomery, Alabama

Opportunities for advertising in the 2011 AMEA In-Service 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.

Advertisement spaces are available in the following sizes:

Black & White Only

Full Color Back Cover (Dimensions: 8 ½ x 11)	Cost: \$300.00
Full Page B&W (Dimensions: 7 ½ x 10)	Cost: \$200.00
Half Page B&W (Dimensions: 7 ½ x 5)	Cost: \$100.00
Quarter Page B&W (Dimensions: 3 ¾ x 4 ¾)	Cost: \$75.00

Reservations for space in the conference program, accompanied by payment and ad copy should be received by **November 1, 2010.**

All copy should be e-mailed as a press-ready pdf file to **amea@bellsouth.net** or sent camera-ready with reservation.

**Reservation for Conference Program Advertising Space
Alabama Music Educators Association
2011 In-Service Conference**

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____ Telephone() _____

Size advertisement requested _____

Payment of \$ _____ enclosed.

Check payable to: **Alabama Music Educators Association. Send the bottom half of this form with payment to: Garry Taylor, AMEA Executive Director, 1600 Manor Dr. NE, Cullman, AL 35055**