

**The 2010
Virginia Music Educators Association**

In-Service Conference

November 18-20, 2010

NORFOLK WATERSIDE MARRIOTT
&
SHERATON NORFOLK WATERSIDE

Norfolk, Virginia



Special Thanks

To the following for providing prizes for the drawings held at the
2009 Conference

Cookie Lee Jewelry
Gertrude Hawk Chocolates
GIA Publications, Inc.
Gianni's Fundraising
Joe Corbi's
J.W. Pepper
Kid Pan Alley
Ozark Delight Candy
Macie Publications / Ed Sueta Music
Macmillan / McGraw Hill

Menchey Music Services
Mollard Conducting Batons
Musical Source, Inc.
Neighborhood Promotions
Pearson / Silver Burdett
Peripole - Bergerault
Virginia Diner
Wenger
West Music

The opportunity is yours to:

- Show your product to the hundreds of music educators from across 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 16%
- Collegiate members (future teachers) 19%
- Choral Directors 23%
- College Music Educators 4%
- 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 18, 2010. 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 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.

Exhibit Cost

- One 8' x 6' Booth \$ 290
- Additional 8' x 6' Booth \$ 270
- One 10' x 6' Booth \$ 340
- Additional 10' x 6' Booth \$ 320

Exhibit Hours for 2010

- Thursday - Exhibits will open at 2:00 pm and close at 6:00 pm
- Friday - Exhibits will open at 10:15 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, May 1st 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 May 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 May 1st. A \$100 service charge will be made for cancellations before October 1st, 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:

VMEA Conference Exhibits,
David Solomon,
PO Box 230,
Basye, VA 22810.

Installation and Dismantling

Installation may begin at 8:00 am on November 18, 2010. Installation must be completed no later than 2:00 pm Thursday, November 18, 2010. 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 20, 2010. Exhibitors leaving the conference early will have the lowest priority of booth choice at the 2011 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. 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

Floor Plan

See Floor Plan for booth locations.

For Further Information

Contact: David Solomon, Exhibits Business Manager
PO Box 230
Basye, VA 22810
vaxhibts@shentel.net
phone 703-909-4239