



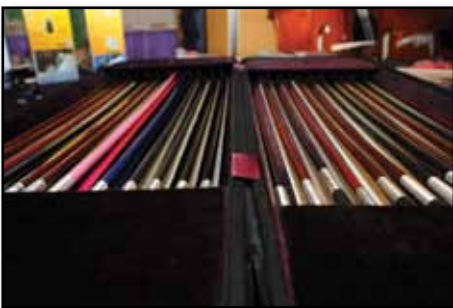
(Photo credit: Mitchell Prout Photography)

2014 ASTA NATIONAL CONFERENCE

March 5-8, 2014

Kentucky International Convention Center
Louisville, Kentucky

Exhibitor Prospectus



RESERVE TODAY! SPACE SELLS OUT QUICKLY!

Exhibits

The Exhibit Hall for the 2014 ASTA National Conference will be located in Exhibit Hall 1 A/B at the Kentucky International Convention Center. This location allows you personal access to decision makers, to introduce new products and services to ASTA members, to shorten the sales process by making immediate sales, to strengthen customer relationships and receive feedback, network with peers, and see what other segments of the music industry are currently doing.

The Grand Opening Reception, refreshment breaks and other reception events will be held in the exhibit hall increasing the amount of traffic to your booth. As with all past national conferences, ASTA will also hold some other special events that will drive attendees to visit your exhibit.

Exhibit Dates and Hours

* NOTE: There will be dedicated break times and special events held in the exhibit hall during the hours listed. Exact times of these events will be determined once the planning committee has secured the session times. Times are subject to change as full conference schedule is devised.

The Exhibit Hall hours during the conference are as follows:

Thursday, March 6

8:00 a.m. - 3:00 p.m. Exhibitor Set-Up
2:45 p.m. - 3:45 p.m. Meeting of Exhibitors/Council Members*
5:00 p.m. - 7:30 p.m. Grand Opening & Reception - all attendees

Friday, March 7

10:00 a.m. - 6:30 p.m. Exhibit Hall Open
11:15 a.m. - 12:15 p.m. Coffee Break with Exhibitors*
5:30 p.m. - 6:30 p.m. Reception in Exhibit Hall – all attendees

Saturday, March 8

10:00 a.m. - 2:30 p.m. Exhibit Hall Open
10:15 a.m. - 11:15 a.m. Coffee Break with Exhibitors*
1:30 p.m. - 2:30 p.m. Dessert Reception in Exhibit Hall*
2:30 p.m. Exhibit dismantle & Move-out

Exhibit Hall

The exhibit hall will be open to attendees during the times indicated above. ASTA will have badge checkers posted at entrances to the hall during open hours checking for proper access. It is at the discretion of each exhibitor as to exact coverage of the booth during the show hours. If an exhibitor chooses to leave his or her exhibit area unattended, it is at the sole risk of each exhibitor. ASTA assumes no liability or responsibility for unattended exhibit booths during show hours.

Exhibit Space Set-up

Set-up is allowed only during the stated times and all exhibitor personnel must have an exhibitor badge to enter the hall. **Exhibiting companies must be completely set-up by 3PM on Thursday, March 6 for inspection of the hall by the fire marshal.** If an exhibiting company is not set-up by 3PM it will not be allowed to set-up until after the close of the grand opening reception or the space may be forfeited. Exhibiting companies are not allowed to dismantle exhibit space prior to the official close of the show. *Early dismantle will result in a \$500 fine and the inability to exhibit at future shows.*

Security of the Hall

The exhibit hall will be secured at the close of daily exhibit hours, allowing after-hours access to no one, and will remain inaccessible until ½ hour prior to the published opening time the following day. Please be sure to retrieve all materials you need during non-exhibit hours prior to leaving the exhibit hall each night. In no case will show management be responsible for theft, loss, or damage to exhibitor's property or booth.

Booth Space Rental Fees

String Industry Council Members \$875 per 10'x10' exhibit space
Institutional Members \$875 per 10'x10' exhibit space
Non-Members (Join and save) \$1,800 per 10'x10' exhibit space

A minimum 50% deposit is required with application to reserve exhibit space. However, exact space assignment will not be made until space is paid for in full. All fees must be paid 60 days prior to the shows opening or space will be forfeited. Consult the enclosed exhibit floor plan or the exhibitor section of the ASTA website to select booth preferences. Please note that space is assigned on a first come, first served basis and therefore may not be available in every case. ASTA reserves the right to assign alternate space if preferences are not available.

Each exhibit space is 10'x10' and includes the following:

- (1) 8' high back wall and (2) 3' high side rails;
- (1) 6'x2' 30" high skirted table;
- (1) 7" x 44" exhibitor ID sign;
- (2) chairs;
- (1) wastebasket;
- (1) company profile in conference program;
- (1) full conference main registration to attend education sessions; and
- (3) exhibit hall personnel badges.

NOTE: The Exhibit Hall is NOT carpeted. You may wish to purchase carpet through the show decorator for look and comfort. ASTA will install aisle carpet only.

Sharing/Subletting of Space

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment of materials from other than their own firm in the rented space. Only the name of the exhibitor that appears on the contract may be placed in the booth and in the show's printed exhibitor directory. Should an exhibitor cancel, exhibit space reverts back to show management for resale.

Exhibit Booth Cancellation Policy

All cancellations of allowable exhibit contract items must be made in writing and received by the ASTA national office no later than **December 23, 2013**. Cancellations incur a 10% cancellation processing fee of the total contracted amount. Cancellations made within the accepted time frame will receive a refund of the money paid minus the cancellation processing fee. Any refund due will be issued and mailed within 30 days of the close of the conference. Any cancellation made less than 45 days prior to start of the conference, obligates the exhibitor to make full payment of all contracted items. All cancelled items revert back to show management for resale.

Shipping/Handling of Exhibit Materials

Advanced shipping to the Kentucky International Convention Center is not accepted. ASTA has selected **George Fern Exposition Services** as the official service contractor for the 2014 national conference. Each confirmed exhibiting company, registered with ASTA at least 60 days prior to the show, receives exhibitor service kit information directly from our decorating company. In it will be instructions on ordering additional booth furnishings and other services such as carpet, electrical, internet, telephone, etc. as well as shipping information and addresses.

Questions?

For additional information, questions about this prospectus, or to join the association as a corporate member to save money, please contact Beth Danner-Knight at 703-279-2113 ext. 11 or beth@astaweb.com.

PROMOTIONAL OPPORTUNITIES

Conference Program Listing

Each exhibiting company will receive a complimentary company listing in the official conference program. In addition, any company may choose to send a jpg or gif of their company logo for placement in the program. Companies not meeting the published deadline for submission will not be included.

Music Industry Showcases **\$295**

LIMITED AVAILABILITY!

A limited number of exhibitor showcases are available at the 2014 National Conference. **Showcases are first come, first served and must be paid in full at the time of the reservation.** A Showcase session is one hour in length and gives you the opportunity to launch new products and services directly to attendees and provides increased visibility for your business. As they did in all previous years, we anticipate that the showcases will sell-out quickly so reserve your space early. A company may request a maximum of one showcase. If a showcase is cancelled, once reserved and confirmed, 100% cancellation fee applied and no refund will be issued. If a showcase is not available at the time of your request, a full refund of the fee paid will be reimbursed or your credit card not charged.

Conference Bag Insert **\$295**

LIMITED AVAILABILITY!

A limited number of opportunities exist for exhibitors to place a promotional piece in the conference tote bags. **Inserts are reserved on a first come, first served basis and must be paid in full at the time of the reservation.** Only one insert is allowed per company, sorry no catalogs. You will be required to provide the quantity of inserts for inclusion in the bags. **Exact quantity and due date will be determined closer to conference based on attendance numbers.*

Program Ads

Reach your target audience! You may wish to increase your exposure to attendees both at the conference and for years to come by advertising in the conference program. **Ad prices are for members, non-members must add 30% to stated rate, or contact the national office for details about membership.** Companies advertising in the program booklet must submit artwork no later than January 15, 2014.

Available Ad Sizes	Black/white	Color
Full page	\$1,095	\$1425
2/3 vertical	\$ 895	\$1165
1/2 vertical	\$ 695	\$ 905
1/2 horizontal	\$ 695	\$ 905
1/3 vertical	\$ 595	\$ 775
1/3 horizontal	\$ 595	\$ 775
1/4 vertical	\$ 495	\$ 645

Inside front or

Inside back cover (color) \$2,000

Back cover (color)*

* Back cover is available to the company sponsoring the conference program book as part of the sponsorship package.

Sponsorships

ASTA continuously strives to provide all members with vital access to a variety of activities and programs. We are also pleased to offer additional marketing avenues to members by providing several high visibility opportunities to showcase your company through sponsorship of receptions, conference breaks, concerts and performances and other conference materials. Several different types of sponsorship opportunities exist this year helping ASTA, and the National Conference in reaching its goals. **Plus, if you are a sponsor of Platinum, Gold or Silver level you may select premium sponsors only exhibit spaces!** See the floor plan for these designated booth selections.

Promotion of the individual company sponsoring each event includes not only recognition at the time of the sponsored event, but on the ASTA website, in issues of the *American String Teacher* journal, news releases and the official conference program. Promotion of your sponsorship begins as soon as the sponsorship is confirmed. To see what each sponsorship opportunity offers and how it will be promoted to the membership and conference attendees please visit the conference information section of the ASTA website. All sponsors will also be recognized in one of the following categories based on total sponsorship dollars. Once confirmed, sponsorship is not cancellable.

Sponsorship Levels

Platinum\$10,001 or more	Silver\$2,501 – \$5,000
Gold\$5,001 – \$10,000	BronzeUp to \$2,500

Sponsorship Opportunities

Please visit the sponsorship section of the ASTA website for full descriptions of each of the following opportunities:

National Orchestra Festival.....	\$7,500
Eclectic Strings Festival.....	\$7,500
National High School Honors Orchestra.....	\$7,500
Exhibit Hall Grand Opening Reception.....	\$6,000
Conference Finale Performance.....	\$2,500
Live Streaming - select conference sessions	\$5,000
Official Conference Program.....	\$4,250
Conference Tote Bags.....	\$4,000
Wednesday Evening social/reception.....	\$3,000
Friday Evening Reception Exhibit Hall.....	\$2,800
Mobile App for Smart Phones.....	\$2,500
Thursday Evening Recital	\$2,500
Registration Area/Materials	\$2,300
Dessert Reception in Exhibit Hall	\$1,900
Sunrise Sessions.....	\$1,000
Coffee Break in Exhibit Hall (2 available)	\$900
Opening Ceremonies (Keynote).....	\$500
Conference Directional Signs.....	\$500
Master Class Sponsors	
Eclectic Styles.....	\$1,000
Chamber Music	\$1,000
Bass.....	\$1,000
Cello	\$1,000
Guitar.....	\$1,000
Harp	\$1,000
Violin.....	\$1,000
Viola.....	\$1,000
Elizabeth A.H. Green Award.....	\$750
Artist-Teacher Award	\$750

Hotel Accommodations

ASTA has secured a preferred rate room block at the host hotel – The Marriott Louisville Downtown Hotel. Please contact the hotel by calling 800-266-9432 by the cut-off date of **February 3, 2014** to secure your reservations – be sure to mention you are with ASTA in order to receive the special room rates. We are anticipating that the ASTA room block will sell out before the cut-off date so you will want to reserve early to ensure space availability.

Marriott Louisville Downtown
 280 West Jefferson Street
 Louisville, KY 40202
 Tel: 888-627-8449

Single/ \$145.00++/night
 Double
 Triple/ \$160.00++/night
 Quad

Membership Advantages

If you are already a member you are already receiving great benefits like those listed below. Take a moment to renew your upcoming dues or join the association. Members receive:

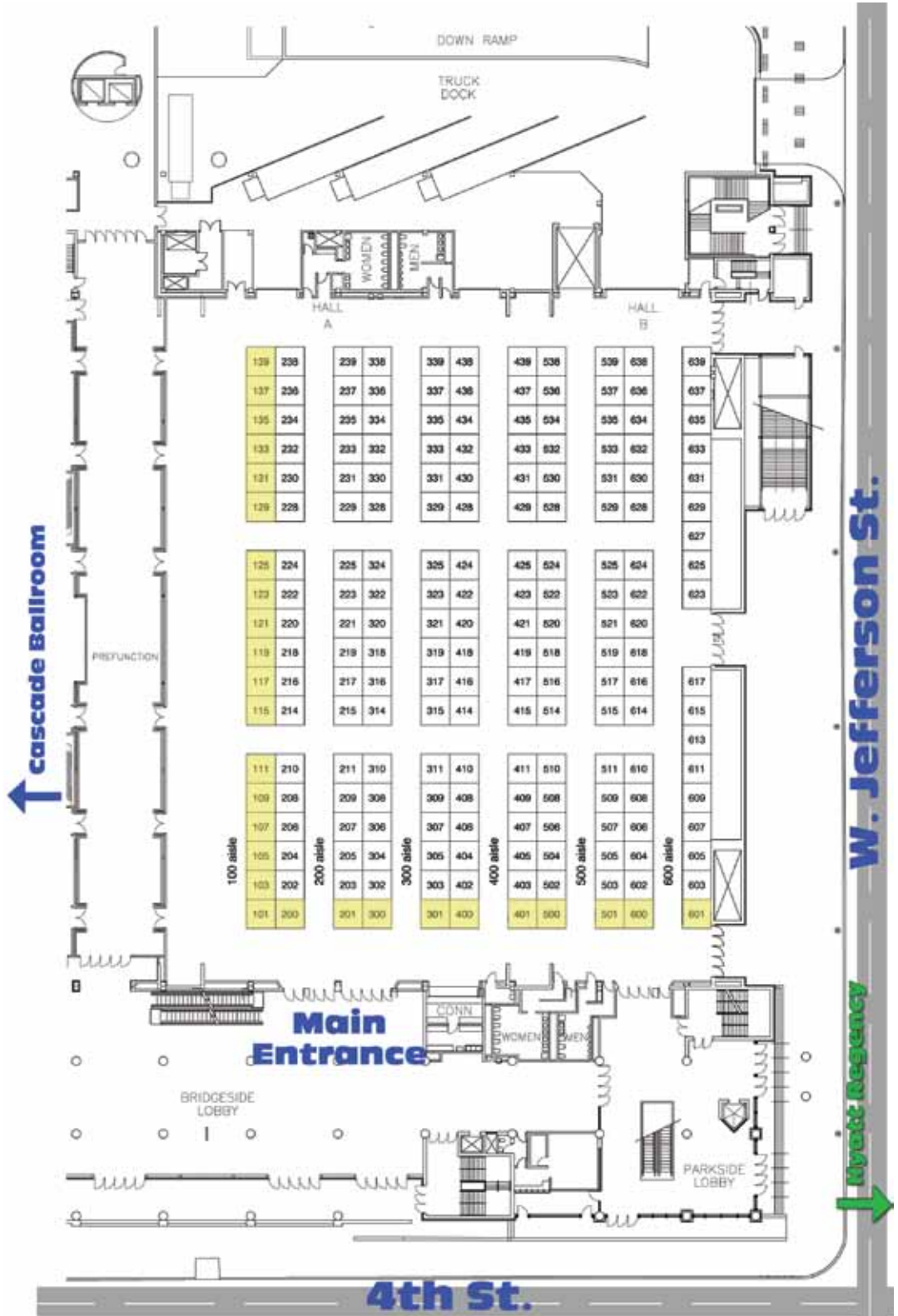
- Member rates on exhibit space and conference program advertising
- Link from the ASTA website – directory listings in print and online
- Recognition in AST journal and opportunity to highlight products in the showcase section
- Discounts on AST journal advertising, publications, and mailing list rentals
- Subscription to the AST journal, e-news and other newsletters
- And so much more!

Dues are based on annual sales of your company
 <\$1 million \$199
 \$1 million–\$2.5 million.... \$275
 >\$2.5 million..... \$378
 For non USA companies, please add postage fee..... \$10

To renew your dues or join the association, please include the appropriate amount of dues in the payment section on your contract.

Kentucky International Convention Center, Exhibit Hall

To view the most up-to-date floor plan with company assignments visit our website at www.astaweb.com. We advise you to review this floor plan if you have specific booth spaces or companies in mind prior to submitting your contract.





American String Teachers Association
 2014 National Conference
 March 5-8, 2014
 Louisville, KY

Return Contract and Payment to:

ASTA
 Attn: Exhibits Dept.
 4155 Chain Bridge Road
 Fairfax, VA 22030

Or by fax:
 703-279-2114

Contract for Exhibit Space, Sponsorship, and Program Advertising

Company Name _____ Member # _____
 Contact Name _____
 Address _____
 City State Zip _____
 Phone _____ Fax _____
 Website _____ Email _____

Exhibit Space

Exhibit spaces are 10 x 10 each. **A minimum 50% deposit is required with application to reserve exhibit space**, however space assignment will not be made until space is paid for in full. Consult the exhibit floor plan to select booth preferences, but please note that space is assigned on a first-come, first-serve basis.

String Industry Council Members \$875 per 10 x 10 space
 Institutional Members \$875 per 10 x 10 space
 Non-Members \$1,800 per 10 x 10 space

Join Today and Save \$\$\$

Booth selection(s)
by preference

1st _____
 2nd _____
 3rd _____

Please do not place my company near the following companies:

No. of Spaces Requested _____ X Price _____ = Total \$ _____

Music Industry Showcase \$295

Showcases are reserved on a first come, first served basis. Full payment of showcase must accompany request. Showcases are not cancellable and once confirmed no refunds will be issued.

Conference Bag Insert \$295

Inserts are reserved on a first come, first served basis. Full payment must accompany request.

Conference Program Advertising

The following ad sizes are available for the **2014 National Conference** program booklet. *The following prices are for ASTA members – non-members add 30% to listed prices.*

	Black/white	Color
Full page	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,425
2/3 vertical	<input type="checkbox"/> \$ 895	<input type="checkbox"/> \$1,165
1/2 vertical	<input type="checkbox"/> \$ 695	<input type="checkbox"/> \$ 905
1/2 horizontal	<input type="checkbox"/> \$ 695	<input type="checkbox"/> \$ 905
1/3 vertical	<input type="checkbox"/> \$ 595	<input type="checkbox"/> \$ 775
1/3 horizontal	<input type="checkbox"/> \$ 595	<input type="checkbox"/> \$ 775
1/4 vertical	<input type="checkbox"/> \$ 495	<input type="checkbox"/> \$ 645
Inside Front Cover (color included)	<input type="checkbox"/> \$2,000	
Inside Back Cover (color included)	<input type="checkbox"/> \$2,000	

Sponsorship Opportunities

Sponsorships are reserved on first come, first-served basis, are not cancellable and once confirmed, no refunds will be issued.

National Orchestra Festival	\$7,500		
Eclectic Strings Festival	\$7,500		
National High School Honors Orchestra	\$7,500		
Exhibit Hall Grand Opening Reception	\$6,000		
Conference Finale Performance	\$2,500		
Live Streaming -select conference sessions	\$5,000		
Official Conference Program	\$4,250		
Conference Tote Bags	\$4,000		
Wednesday Evening social/reception	\$3,000		
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Mobile App for Smart Phones	\$2,500		
Thursday Evening Recital	\$2,500		
Registration Area/Materials	\$2,300		
Dessert Reception in Exhibit Hall	\$2,000		
Sunrise Sessions	\$1,000		
Coffee Break in Exhibit Hall (2 available)	\$900		
Opening Ceremonies (Keynote)	\$500		
Conference Directional Signs	\$500		
Master Class Sponsors			
Eclectic Styles	\$1,000	Guitar	\$1,000
Chamber Music	\$1,000	Harp	\$1,000
Bass	\$1,000	Violin	\$1,000
Cello	\$1,000	Viola	\$1,000
Elizabeth A.H. Green Award	\$750		
Artist-Teacher Award	\$750		

Payment (make checks payable to ASTA)

Please complete the following section regarding payment of your contract. A minimum 50% deposit of exhibit space must accompany this contract for reservation, but exact space is assigned upon full payment. All balances must be paid in full 60 days prior to the shows open or space will be forfeited.

Exhibit Space Total	\$ _____
Showcase Total	\$ _____
Advertising/Insert Total	\$ _____
Sponsorship Total	\$ _____
Membership Dues	\$ _____
Grand Total	\$ _____

Check enclosed Amount \$ _____
 Check No. _____

or **Bill my credit card** Amount \$ _____

VISA
 MasterCard
 American Express

Card Number _____
 Exp Date _____
 Signature _____
 Name on Card _____

or **Send Invoice**

Exhibit Booth Cancellation Policy

All cancellations of allowable exhibit contract items must be made in writing and received by the ASTA national office no later than **December 23, 2013**. Any cancellation made less than 45 days prior to start of the conference, obligates the exhibitor to make full payment of all contracted items. Cancellations incur a 10% cancellation processing fee of the total contracted amount. Cancellations made within the accepted time frame will receive a refund of the money paid minus the cancellation processing fee. Any refund due will be issued and mailed within 30 days of the close of the conference. All cancelled items revert back to show management for resale.

Acknowledgement Statement

By my signature below, I agree that I have read all of the terms and conditions contained in the exhibitor prospectus, including the Rules and Regulations section on the front and back of this contract and agree to be bound by them. I attest that I am an authorized agent for my company able to enter into binding contracts on its behalf.

_____ Company Show Contact
 _____ Printed Name
 _____ Date _____ Title

Rules & Regulations

Assignment of Space

The initial assignment of booth space will be made on a first-come, first-serve basis. ASTA reserves the right to change the location of an exhibitor and also retains the right to arrange the exhibit hall in the most appropriate and safe manner. No booth space will be assigned until payment is received in full by ASTA.

The contracting exhibitor may not sublet or reassign, in part or in whole, space to any other firm or individual without prior written consent of ASTA.

Exhibit Space

Exhibits must be confined to space purchased. Adherence to this policy will be strictly enforced. Any exceptions to this require written approval from the executive director of ASTA.

Nothing shall be pasted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Exhibitors are solely responsible for any fees incurred for damage to the exhibit hall.

Distribution of circulars or promotional material is permitted only within the contracted booth space. Advertising material or signs of firms other than those that have rented booth space are prohibited. Canvassing and solicitations of business except by exhibiting firms are prohibited. Exhibitors will be expected to adhere to ethical standards in their canvassing, interviews, demonstrations, etc.

Order taking and selling will be permitted in assigned booth spaces only. It is the responsibility of the exhibitor to comply fully with any applicable state and local sales and use tax laws and requirements.

Security

ASTA has secured exhibit hall space that has some built-in security measures, such as lockable doors, video camera monitors, and convention center security. In addition to these measures, ASTA may provide additional security during exhibitor move-in, show hours, and non-show hours. Security personnel will check badges for entrance to the exhibit space. Absolutely NO ONE without a proper badge will be granted access.

ASTA will not be held liable for any losses of merchandise, damage to property, or injury to individuals. Exhibitors are held totally responsible for their own materials at all times and should take whatever extra care necessary to prevent loss or damage. ASTA does not provide security within the exhibitor's booth space; if such security is desired by exhibitors, they may contract with an appropriate security service.

Music Sound Levels

Reasonable sound levels must be employed in all exhibit booths. The executive director of ASTA reserves the right to restrict exhibits that, because of undue noise, method of operation, material, or any other reason, become objectionable or unruly. In the event of such a restriction or eviction, ASTA is not liable for any refunds, rentals, or any other expense.

Headphones, rather than speakers, are recommended for use of sound equipment when possible.

Demonstrations

For the consideration of both attendees and fellow exhibiting companies, ASTA has set out some guidelines for demonstrations in exhibit areas. Exhibitors may demonstrate their own product(s) in their assigned booth space provided that demonstrations include product manufactured or distributed by the exhibitor; that demonstrations do not exceed 80 decibels; and that demonstrations do not exceed 5 minutes in duration.

Music Performance and Licensing

Live or recorded music attractions used in an exhibit must have prior written approval from ASTA. It is the sole and exclusive responsibility of the exhibiting company to arrange for performance and mechanical licenses for copyrighted music used in booths. Exhibitors will indemnify and defend ASTA against any claims or suits alleging copyright infringement for the use of music by the exhibitor.

Insurance

The exhibiting company acknowledges that ASTA has no responsibility for exhibitors' property, and that the exhibitor takes full responsibility for all risks to the property the exhibitor brings to the conference. Each exhibitor shall be required to maintain the following insurance coverages during the ASTA National Conference: Commercial General Liability, Products/Completed Operations, Personal Injury and Automotive Liability (where appropriate) with minimum limits of not less than \$1,000,000; Fire Liability with a minimum of \$50,000; and Medical Payments with a minimum limit of \$5,000. Policies of coverage for all such coverage shall name ASTA and the Kentucky International Convention Center as additional insureds. Proof of the certificates of coverage may be requested by ASTA.

Liability

The exhibiting company agrees to protect, indemnify, defend, and hold harmless ASTA against all claims, losses, damages, and accidents to person or property, governmental charges or fines, and attorneys' fees arising out of or caused by negligence of the exhibiting company or those acting on behalf of the exhibiting company during installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof.

Cancellation

In the event of cancellation of the 2014 National Conference because of circumstances beyond ASTA's control, or in the event of failure or inability to fulfill this contract, or to furnish the space due to fire, strikes, authority of the law, acts of God, terrorism, or any other cause or reason, the ASTA Board of Directors shall determine an equitable basis for the refund of monies received from exhibitors, if any, after deducting the portion of the expenses incurred that are allocable to each exhibitor.

Arbitration

ASTA reserves the right to interpret and enforce all Rules and Regulations contained in this contract and to make any additional Rules and Regulations that may be necessary for the proper conduct of this national event. All such decisions shall be binding upon the exhibiting company. Any controversy or claim arising from the terms of this contract, including the Rules and Regulations that cannot be acceptably negotiated by the parties involved, shall be settled by arbitration in accordance with the rules of the American Arbitration Association.

Sponsorship

The 2014 National Conference is sponsored by the American String Teachers Association, 4155 Chain Bridge Road, Fairfax, VA 22030, 703-279-2113, www.astaweb.com.