



AMPLIFY 2020:
— **BRINGING** —
— **THE** —
FUTURE
— **INTO** —
FOCUS
NOVEMBER 4-8 | ORLANDO

2020 NafME NATIONAL CONFERENCE

EXHIBITOR AND SPONSOR PROSPECTUS



National Association
for Music Education

AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS



Amplify your message when you exhibit, sponsor, and advertise at the NAfME National Conference!

Maximize your engagement with your target audience by participating in Amplify 2020: Bringing the Future into Focus, the National Conference of the National Association for Music Education (NAfME).

The conference provides your company or organization with the prime opportunity—through sponsoring, exhibiting, advertising, and in-person and digital engagement—to meet teachers, administrators, and other prospective clients who are most interested in the solutions that you offer.

Don't miss this opportunity to connect with more than 1,500 of the most dedicated and engaged:

- PreK–12 music educators
- Music education researchers
- Music teacher educators
- Administrators and supervisors
- College students studying to become teachers
- National honor ensemble high school students, their music directors, and their parents

Plus, reach the NAfME membership as a whole with post-conference communications opportunities:

- 7,000+ Higher Education
- 10,000+ Orchestra
- 11,000+ Jazz
- 25,000+ Band
- 36,000+ Choral/Voice
- 50,000+ General Music

**Some members teach in multiple areas*

From sponsoring strands, sessions, and social events, to branding and other exposure opportunities, participating companies have a variety of options to make the most of their presence at the NAfME National Conference.

Amplify Strands

These topic areas, led by some of today's best thinkers and practitioners, will allow teachers to reflect on their own practices, engage with colleagues from across the nation, and build their toolkit of supports, ideas, models, and activities.

Strand 1: Amplify: Change

What is needed to advocate, collect data, and influence decision-makers? How do technological, societal, educational, and professional expectations for teachers in the classroom influence the profession and student learning?

Strand 2: Amplify: Music for Life

What role can schools and music educators play in creating a music-centered community that fosters lifelong music-makers?

Strand 3: Amplify: All Music, All Students

How does music education reach all students, those currently in music classrooms and those who are not?

Strand 4: Amplify: Creating and Responding

What can music educators do in their classrooms to encourage reflection, creativity, and critical thinking, that ensures lifelong music-making?

Strand 5: Amplify: Student-Centered Learning

How do we co-create music education experiences with students while maintaining rigor and relevance?

Strand 6: Amplify: Urban Music Education

How do music educators in urban settings support, educate, and meet the needs of all students given their varying environments?

Strand 7: Amplify: Rural Music Education

How do music educators in rural settings support, educate, and meet the needs of all students given their varying environments?



Exhibit Hall Schedule

Thursday, November 5:

9:00 AM – 5:00 PM

Load In

2:00 PM – 7:30 PM

Exhibit Hall Hours

6:00 PM – 7:30 PM

6th Annual NAfME Jam Session and
Happy Hour in Exhibit Hall

Friday, November 6:

10:00 AM – 4:00 PM

Exhibit Hall Hours

11:45 AM – 12:45 PM

Cash concessions available

5:45 PM – 7:15 PM

Amplify Inspiration Showcase

5:45 PM – 7:15 PM

Collaborative Action/Special Projects
Poster Session

7:30 PM – 8:30 PM

Happy Hour and Drum Circle

Saturday, November 7:

9:00 AM – 2:00 PM

Exhibit Hall Hours

9:30 AM – 11:45 AM

All-National Honor Ensembles
College Fair Visits

- 9:30 AM – 10:00 AM

Soprano/Alto (Choir), Guitar & Modern
Band

- 10:05 AM – 10:35 AM

Tenor/Bass (Choir) & Jazz

- 10:40 AM – 11:10 AM

Strings, Winds (Orchestra) & Woodwinds
(Band)

- 11:15 AM – 11:45 AM

Percussion (Orchestra), Brass & Percussion
(Band)

- 11:45 AM – 12:45 PM

Cash concessions available

- 4:00 PM – 5:30 PM

Biennial Research Poster Session #1

2:00 PM – 5:00 PM

Load Out

AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS

Sponsorship Opportunities

In our ongoing efforts to create deeper and more meaningful relationships between NAfME, our members, and our industry partners, we have developed opportunities that extend beyond the one-time event sponsorship.

Sponsoring the conference expresses your company's dedication to music, and the role it plays in every student's education. With packages at every investment level, you're guaranteed to get quality exposure at our conference. Each opportunity includes pre- and post-conference outreach, as well as on-site promotion during the event. Read on to see the variety of options we offer.

Note: Top-level sponsorships include the benefits of NAfME Gold Corporate Membership!

NAfME Gold Corporate Membership



- * Use of NAfME Proud Corporate Member logo
- * Recognition in NAfME Corporate Member Appreciation ad featured in two issues of *Teaching Music* magazine (\$400 value)
- * Acknowledgment in the National Conference program book
- * One Associate Membership assigned to company contact
- * One sponsored blog in "Music in a Minuet" (content must be educational and is subject to approval)
- * 20% discount on first NAfME mailing list rental for the year (up to \$1,200 value)
- * One hosted webinar through NAfME Academy. Webinar is made available to more than 5,000 subscribers. Content must be educational and is subject to approval
- * One co-branded email to active NAfME members (50,000+). Content must be educational and is subject to approval
- * One social media post on a NAfME channel, either Facebook (63K), Twitter (35K), or Instagram (6.6K). Content must be educational and is subject to approval
- * 20% discount on subsequent ads placed in NAfME periodicals, *Teaching Music* or *Music Educators Journal* (50,000+ subscribers).
- * Membership to the Music Education Policy Roundtable – a seat at the table of music education policy discussions

| | |
|-----------------------|-----------------|
| AMPLIFY 2020 | BRINGING |
| NAfME NATIONAL | THE |
| CONFERENCE | FUTURE |
| NOVEMBER 4-8 | INTO |
| ORLANDO | FOCUS |

Amplify 2020 NAfME National Conference Title Sponsor: \$20,000 (1 available)

The 2020 Amplify Title Sponsorship provides one-of-a-kind access to conference attendees while providing maximum branding opportunities to showcase your company. This robust sponsorship includes two complimentary hotel rooms for three nights, year-round visibility with our 60,000 NAfME members, as well as a Gold Corporate NAfME membership for one year. As the title sponsor, you will also be the leading sponsor on our National Conference app, with branding included in our banner and your company's logo appearing throughout the app.

Sponsorship includes:

- Naming rights for the event and inclusion of sponsor logo on all event materials (website, event app, program book, onsite signage)
- Opportunity for a two-minute welcome to attendees at opening keynote. Sponsor onstage recognition by NAfME President
- Opportunity for a two-minute welcome at the Poster Session event and table at front of room
- Leading sponsor on event app, which includes screen welcome banner
- One 30-minute corporate sponsored session (content must be approved by NAfME Professional Development Committee)
- Sponsor hyperlinked logo on NAfME conference website for one year
- One banner ad on NAfME website, two months of sponsor's choosing through May 2021 (six available per month)
- Two co-branded emails to all active NAfME members (content must be educational, subject to approval by NAfME)

(continued on pg. 7)



AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS

Title Sponsor: \$20,000 (1 available) (continued)

- Two sponsored blogs on the NAfME “Music in a Minuet” blog, to be shared in the NAfME e-newsletter to all active members and on NAfME social media channels (content must be educational, subject to approval by NAfME)
- One full-page ad in *Teaching Music* magazine (choose one of four issues: August 2020, October 2020, January 2021, April 2021)
- One full-page ad in *Music Educators Journal* (choose one of four issues: June 2020, September 2020, December 2020, March 2021)
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website
- One 10x20 exhibit hall booth (fully carpeted)
- Four conference registrations
- Two complimentary hotel rooms for three nights

★ **NAfME Gold Corporate membership for one year**



| | |
|-----------------------|-----------------|
| AMPLIFY 2020 | BRINGING |
| NAfME NATIONAL | THE |
| CONFERENCE | FUTURE |
| NOVEMBER 4-8 | INTO |
| ORLANDO | FOCUS |

Amplify Strand Sponsor: \$7,500 (7 available)

"Amplify: (strand) presented by (sponsor)"

Dive deep with conference attendees as they explore specific areas of interest at the NAFME National Conference. Led by some of today's best thinkers and practitioners, attendees will reflect on their own practice, collaborate with colleagues from across the nation, and build a valuable, hands-on toolkit of supports, ideas, models, and activities. Each strand will include a keynote along with 5 to 6 in-depth and engaging sessions, workshops, and poster sessions across two days. Each session will be led by a different speaker. Each Strand Sponsorship provides consistent and significant branding for your company with the added benefit of additional signage and messaging on the NAFME Academy landing page, as well as a Gold Corporate NAFME membership for one year.

Sponsorship includes:

- Naming rights for one of the following individual Strands (descriptions of each above):
 - Amplify: Change
 - Amplify: Music for Life
 - Amplify: All Music, All Students
 - Amplify: Creating and Responding
 - Amplify: Student-Centered Learning
 - Amplify: Urban Music Education
 - Amplify: Rural Music Education
- Logo on all individual Amplify Strand conference materials (website, event app, program book, onsite signage)
- Opportunity for a 2- to 3-minute welcome during Amplify Strand
- One 30-minute session related to Amplify Strand (content must be approved by NAFME Professional Development Committee)
- Sponsor hyperlinked logo on NAFME conference website for one year
- One co-branded email to all active NAFME members (content must be educational, subject to approval by NAFME)
- One sponsored blog on the NAFME "Music in a Minuet" blog, to be shared in the NAFME e-newsletter to all active members and on NAFME social media channels (content must be educational, subject to approval by NAFME)
- One half-page ad in *Teaching Music* magazine (choose one of four issues: August 2020, October 2020, January 2021, April 2021)
- Special offer inclusion in NAFME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAFME website
- One 10x20 exhibit hall booth (fully carpeted)
- Two conference registrations

 **NAfME Gold Corporate membership for one year**

AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS

Amplify Gold Sponsor: \$5,000 (4 available)

Engage with conference attendees with the Gold Sponsorship. With ample branding and networking opportunities, the Gold Sponsorship allows companies to build relationships with both attendees and NAfME members and provides ongoing messaging through the pre- or post-event co-branded email and NAfME Virtual Swag Bag.

Sponsorship Includes:

- Logo in all conference-branded materials (website, event app, program book, onsite signage)
- One 30-minute corporate sponsored session related to Amplify track (content must be approved by NAfME Professional Development Council)
- One banner ad on NAfME website for one month of sponsor's choosing through May 2021
- Sponsor hyperlinked logo on NAfME conference website for one year
- One pre- or post-event co-branded email to all active NAfME members (content must be educational, subject to approval by NAfME)
- One one-quarter page ad in *Teaching Music* magazine (choose one of four issues: August 2020, October 2020, January 2021, April 2021)
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website
- One 10x20 exhibit hall booth (fully carpeted)
- Two conference registrations

★ **NAfME Gold Corporate membership for one year**



AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS

Amplify Track Sponsor: \$3,500 (9 available)

"Amplify: (track) presented by (sponsor)"

Dive deep with conference attendees as they explore specific areas of interest at the NAFME National Conference. Led by some of today's best thinkers and practitioners, attendees will be able to reflect on their own practice, collaborate with colleagues from across the nation, and build a valuable, hands-on toolkit of supports, ideas, models, and activities. Each track will include four sessions, all led by the same presenter in one day (Friday or Saturday). Each Track Sponsorship provides consistent and significant branding for your company with the added benefit of additional signage and messaging on the NAFME Academy landing page, as well as a Gold Corporate NAFME membership for one year.

Sponsorship Includes:

- Naming rights for one of the following individual tracks:

Friday, November 6:

- Steel Drums with Ed Anderson
- Ukulele and Composition with Scott Burstein
- Hip Hop with Kenrick Wagner
- Mariachi with Ramon Rivera

Saturday, November 7:

- Composing in the Ensemble Classroom with Rob Deemer
- Music Technology with Bill Bauer
- Social Emotional Learning with Scott Edgar
- Culturally Responsive Teaching with Vicki Lind and Connie McKoy

- Logo on all individual Amplify track conference materials (website, event app, program book, onsite signage)
- Opportunity for a two-minute welcome during day long track
- Sponsor hyperlinked logo on NAFME conference website for one year
- One co-branded email to all active NAFME members (content must be educational, subject to approval by NAFME)
- One sponsored blog on the NAFME "Music in a Minuet" blog, to be shared in the NAFME e-newsletter to all active members and on NAFME social media channels (content must be educational, subject to approval by NAFME)
- Special offer inclusion in NAFME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAFME website
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations

 **NAfME Gold Corporate membership for one year**

| | |
|-----------------------|-----------------|
| AMPLIFY 2020 | BRINGING |
| NAfME NATIONAL | THE |
| CONFERENCE | FUTURE |
| NOVEMBER 4-8 | INTO |
| ORLANDO | FOCUS |

Amplify Silver Sponsor: \$2,500 (6 available)

The Silver Sponsorship allows for both onsite branding and networking as well as ongoing communication with conference attendees and NAFME members through the co-branded email and NAFME Virtual Swag Bag.

Sponsorship Includes:

- Logo in all conference-branded materials (website, event app, program book, onsite signage)
- One banner ad on NAFME website for one month of sponsor's choosing through May 2021
- One pre- or post-event co-branded email to all active NAFME members. Content must be educational, subject to approval by NAFME
- Sponsor hyperlinked logo on NAFME conference website for one year
- Special offer inclusion in NAFME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAFME website
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations

Amplify Bronze Sponsor: \$1,000

Connect with engaged and inspired attendees by participating at the Bronze Exhibitor Sponsorship level. With dedicated exhibitor hours positioned in the heart of the conference action, the Bronze Exhibitor Sponsorship provides the perfect opportunity for companies to showcase products and services.

Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- Special offer inclusion in NAFME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAFME website
- Sponsor hyperlinked logo on NAFME conference website for one year
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations

AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS

Amplify Exhibitor: \$799

Sponsorship Includes:

- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations

See page 4 for Exhibit Hall Schedule.

Amplify: Tote Bag Sponsor: \$5,000 (1 available)

Walk your company name and logo throughout the conference center on the NAfME Amplify tote bag!

Sponsorship Includes:

- Exclusive signage around the exhibit hall and onstage during event.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website

Amplify: Wi-Fi Sponsor: \$5,000 (1 available)

Help attendees stay connected and enhance their conference experience!

Sponsorship Includes:

- Logo on Wi-Fi flyers displayed around the convention center and in the event program book.
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website
- Acknowledgement from the NAfME President at the opening keynote

Amplify: Badge Holder Sponsor: \$3,500 (1 available)

This high-profile sponsorship ensures maximum visibility. Each attendee must wear a badge that will display your company logo.

Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website

Amplify: Jam Session Sponsor: \$2,500 (1 available)

Your company can play host to one of our most exciting and interactive events. The NAfME Jam Session is a highly attended night of fun that showcases musical collaboration and talent from NAfME members and conference attendees.

Jam Session and Happy Hour Schedule:

6:00 PM – 7:30 PM 6th Annual NAfME Jam Session and Happy Hour in Exhibit Hall

Sponsorship Includes:

- Exclusive signage around the exhibit hall and onstage during event
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- Introduction of event onstage by company spokesperson
- Two push notifications on event app promoting sponsored event and exhibit booth
- Introduction of event by company spokesperson
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations
- One co-branded email to all active NAfME members. Content must be educational, subject to approval by NAfME
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website

AMPLIFY 2020
NAfME NATIONAL
CONFERENCE
NOVEMBER 4-8
ORLANDO

BRINGING
THE
FUTURE
INTO
FOCUS

Amplify the Morning Sponsorship: \$2,500 (1 available)

Coffee and Tea Schedule:

7:30 AM – 9:30 AM

Friday, November 6, and Saturday, November 7

Sponsorship Includes:

- Exclusive signage and prize entry around morning coffee and tea setup
- Sponsor name and first prize giveaway announced during Friday Welcome Keynote by NAfME leadership
- Two push notifications on event app promoting sponsor giveaway
- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations



Amplify Sponsored Sessions: \$500 (12 available)

Offered in a one-hour block immediately following lunch.

The always-popular Conference Sponsored Sessions are a great vehicle for promoting your company through an educational presentation. Companies can utilize a workshop format or interactive lecture to present informative and hands-on material that can be applied directly in the classroom.

Please note that conference session sponsorships are limited to one session per company. Content must be educational and pre-approved by the NAfME Professional Development Committee.

Sponsorship Includes:

- Logo and signage in all conference branded materials (website, event app, program book, onsite signage)
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website
- One 30-minute session; content must be approved by NAfME Professional Development Committee
- One conference registration



| | |
|-----------------------|-----------------|
| AMPLIFY 2020 | BRINGING |
| NAfME NATIONAL | THE |
| CONFERENCE | FUTURE |
| NOVEMBER 4-8 | INTO |
| ORLANDO | FOCUS |

Amplify Pre-Conference Forum Presenting Sponsorships: \$5,000 (3 available)

The NAfME National Conference pre-conference forums will target the specific interests of those music educators who are the influencers of their community. As a presenting sponsor, your business will have multiple opportunities to brand and engage with participants over a one- or two-day period that will include program speakers, a sponsored networking mixer, and event signage. Available presenting sponsorships for 2020 are:

Music Program Leaders Forum: November 4–5

Music Program Leaders Forum will provide relevant professional development for music leaders and district arts coordinators working in the K–12 school setting, aimed at establishing and growing networks of collegial support for those in the profession. Geared for those in administrative roles, it is built with insights and models from your colleagues—music program leaders across the nation.

Emerging Leaders Forum: November 4–5

The Emerging Leaders Forum provides the ideal platform for individuals interested in taking the next step to serve as leaders in music education. Over the course of two days, participants will engage in roundtable discussions that include topics such as advocacy, personal leadership skills, and developing a comprehensive vision of music education.

Mentoring Collegiate Forum: November 5

Beyond sound pedagogy and good music-making, learn what it takes to be a successful music educator. Participants will have the opportunity to network and learn from district arts supervisors, music program leaders, and their peers as they prepare for a career in music education.

Sponsorships Include:

- Forum Presenting sponsor signage in all conference branded materials (website, app, program book, including event signage)
- Introduction of forum sponsorship by company spokesperson
- One co-branded email to all active NAfME members. Content must be educational, subject to approval by NAfME
- One banner ad on NAfME website for two months of sponsor's choosing through May 2021 (six available per month)
- Special offer inclusion in NAfME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAfME website
- One 10x10 exhibit hall booth (fully carpeted)
- Two conference registrations



**All-National
Honor Ensembles**

The 2020 All-National Honor Ensembles Gaylord Palms Resort & Convention Center Orlando, Florida



November 5–8, 2020



All-National
Honor Ensembles

NAfME ALL-NATIONAL HONOR ENSEMBLES SPONSORSHIP OPPORTUNITIES

Let NAfME help you identify and recruit students to your college music program!

The 2020 NAfME National Conference will once again host the NAfME All-National Honor Ensembles (ANHE) event. Taking place November 5–8 in Orlando, Florida, the highly regarded ANHE program is comprised of some of the nation's most proficient high school musicians who have vied for the opportunity to rehearse and perform in a one-of-a-kind national honor program. The students must first compete at their local, district, and state level to become eligible for this honor.

Colleges, universities, and conservatories will have the opportunity to interact with more than 600 accomplished student high school musicians, their parents, and hundreds of K–12 music directors at this invitation-only event. Many of these students are ready to make the important decision of which college to attend. Students will rotate and attend in groups throughout the morning of Saturday, November 7. Parents and NAfME National Conference attendees will also circulate during the event, including exclusive exhibit hall hours. In this section, you will find this year's NAfME All-National Honor Ensembles sponsorship opportunities.

The NAfME National Conference and the All-National Honor Ensembles are two separate events, but they will take place concurrently in our exhibit hall and will be located next to one another. You are welcome to purchase a 10x10 booth in the exhibit hall, which will take place from Thursday, November 5, to Saturday, November 7. Alternatively, there are several College Fair booth options listed here, including two-day or three-day booth options.

See page 4 for Exhibit Hall Schedule.



Let us help you choose the opportunity that best suits your company's marketing goals.

18 Contact Ashley Wales, NAfME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.



All-National
Honor Ensembles

ANHE Presenting Sponsor \$8,500 (1 available)

- Logo on all individual All-National Honor Ensembles program materials (website, event app, program book, onsite signage)
- Opportunity for a 2-3 minute welcome
- One 30-minute Sponsored Session. Content must be approved by NAFME Professional Development Committee
- Sponsor hyperlinked logo on NAFME conference website for one year
- One co-branded email to all active NAFME members. Content must be educational, subject to approval by NAFME
- One blog on Music In A Minuet, to be shared in NAFME e-newsletter to all active members. Content must be educational, subject to approval by NAFME
- One-half (1/2) page ad in *Teaching Music* magazine (choose one of four issues: August 2019, October 2019, January 2020, April 2020)
- Inclusion in NAFME Virtual Swag Bag emailed post-conference to all attendees
- One 10x20 exhibit hall booth (fully carpeted)
- Two conference registrations



NAfME Gold Corporate membership for one year



Let us help you choose the opportunity that best suits your company's marketing goals.
Contact Ashley Wales, NAFME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.



All-National
Honor Ensembles

College Fair Presenting Sponsor: \$5,000 (1 available)

“All-National Honor Ensembles College Fair presented by Sponsor”

The NAFME All-National Honor Ensembles College Fair provides an economical and efficient way to meet with potential candidates. With more than 60 top universities and colleges participating in last year’s event, the ANHE College Fair is the ideal platform to network with students in an inviting, interactive environment.

Sponsorship Includes:

- Naming rights for the ANHE College Fair event and inclusion of sponsor logo on all event materials (website, event app, program book, onsite signage)
- One full-page ad in the ANHE Program Book
- One 30-minute NAFME 2020 National Conference corporate sponsored session (content must be approved by NAFME Professional Development Committee)
- One 60-minute ANHE parent track sponsored session (content must be approved by ANHE staff)
- Sponsor hyperlinked logo on NAFME conference website for one year
- One co-branded email to all active NAFME members. Content must be educational, subject to approval by NAFME.
- One sponsored blog on the NAFME “Music in a Minuet” blog, to be shared in the NAFME e-newsletter to all active members and on NAFME social media channels (content must be educational, subject to approval by NAFME)
- One half-page ad in *Teaching Music* magazine OR *Music Educators Journal* (choose one of four issues)
- Special offer inclusion in NAFME Virtual Swag Bag emailed post-conference to all attendees and shared on the NAFME website
- One 10x20 exhibit hall booth (fully carpeted)
- Two conference registrations



NAfME Gold Corporate membership for one year



All-National
Honor Ensembles

College Fair Welcome Bag Sponsor: \$1,500

** Sponsor must also provide welcome bags and ship to NAFME office.*

Sponsorship Includes:

- Two conference registrations
- One table and two chairs in the College Fair
- One handout in ANHE Welcome Bag
- Logo displayed on the ANHE website through December 2020, within the 2020 ANHE program book, and included in onsite display signage

College Fair Lanyard Sponsor: \$1,500

** Sponsor must also provide lanyards and ship to NAFME office.*

Sponsorship Includes:

- Two conference registrations
- One table and two chairs in the College Fair
- One handout in ANHE Welcome Bag
- Logo displayed on the ANHE website through December 2020, within the 2020 ANHE program book, and included in onsite display signage



Let us help you choose the opportunity that best suits your company's marketing goals.



All-National
Honor Ensembles

College Fair Pencil Sponsor: \$1,500

** Sponsor must also provide pencils and ship to NAFME office.*

Sponsorship Includes:

- Two conference registrations
- One table and two chairs in the College Fair
- One handout in ANHE Welcome Bag
- Logo displayed on the ANHE website through December 2020, within the 2020 ANHE program book, and included in onsite display signage

Earplugs Sponsor: \$1,500

** Sponsor must also provide earplugs and ship to NAFME office.*

Sponsorship Includes:

- Two conference registrations
- One table and two chairs in Exhibit Hall
- One handout in ANHE Welcome Bag
- Logo displayed on the ANHE website through December 2020, within the 2020 ANHE program book, and included in onsite display signage



Let us help you choose the opportunity that best suits your company's marketing goals.
Contact Ashley Wales, NAFME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.



All-National
Honor Ensembles

Concert Reception Sponsor: \$1,000

Sponsor the one-hour reception following the Saturday evening concerts on November 7 from 9:30-10:30 PM with the ANHE student participants, their parents, and their high school directors.

Sponsorship Includes:

- One conference registration
- One table and two (2) chairs in the College Fair
- Logo displayed on the ANHE website through December 2020, within the 2020 ANHE program book, and included in onsite display signage

College Fair Exhibitor:

One-Day Exhibitor: \$300

Includes:

- One conference registration
- One table and chair in the College Fair
- Logo on all conference-branded materials (website, event app, program book, onsite signage)

| Saturday, November 7 | |
|----------------------|---|
| 9:00 AM | Exhibit Hall opens |
| 9:30 AM – 11:45 AM | ANHE Students will visit |
| 11:45 AM – 12:45 PM | Exclusive hour for conference attendees with cash lunch concessions served inside along with Passport to Prizes event |
| 2:00 PM | Exhibit Hall closes |

Let us help you choose the opportunity that best suits your company's marketing goals.

23 Contact Ashley Wales, NAFME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.



All-National
Honor Ensembles

Two-Day Exhibitor: \$375

Includes:

- Two conference registrations
- One table and two chairs in the College Fair
- Logo on all conference-branded materials (website, event app, program book, onsite signage)

| Friday, November 6 | |
|----------------------|---|
| 10:00 AM | Exhibit Hall opens |
| 11:45 AM – 12:45 PM | Exclusive hour for conference attendees, ANHE Directors, and ANHE Parents with cash lunch concessions served inside along with Passport to Prizes event |
| 4:00 PM | Exhibit Hall closes |
| Saturday, November 7 | |
| 9:00 AM | Exhibit Hall opens |
| 9:30 AM – 11:45 AM | ANHE Students will visit |
| 11:45 AM – 12:45 AM | Exclusive hour for conference attendees with cash lunch concessions served inside along with Passport to Prizes event |
| 2:00 PM | Exhibit Hall closes |



All-National
Honor Ensembles

Three-Day Exhibitor: \$650

Includes:

- Two conference registrations
- One table and two chairs in the College Fair
- Logo on all conference-branded materials (website, event app, program book, onsite signage)

| Thursday, November 5 | |
|----------------------|---|
| 5:30 PM – 7:30 PM | Exhibit Hall opens for a Jam Session/Happy Hour event with NAFME National Conference attendees |
| Friday, November 6 | |
| 10:00 AM | Exhibit hall opens |
| 11:45 AM – 12:45 PM | Exclusive hour for conference attendees, ANHE Directors, and ANHE Parents with cash lunch concessions served inside along with Passport to Prizes event |
| 4:00 PM | Exhibit Hall closes |
| Saturday, November 7 | |
| 9:00 AM | Exhibit Hall opens |
| 9:30 AM – 11:45 AM | ANHE Students will visit |
| 11:45 AM – 12:45 PM | Exclusive hour for conference attendees with cash lunch concessions served inside along with Passport to Prizes event |
| 2:00 PM | Exhibit Hall closes |

Let us help you choose the opportunity that best suits your company's marketing goals.

25 Contact Ashley Wales, NAFME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.



All-National
Honor Ensembles

PRINT ADVERTISING OPPORTUNITIES

Full-Page Ad in All-National Honor Ensembles Program Book: \$550

Sponsorship Includes:

- One full-page ad in ANHE Program Book
 - 8.187" x 10.875" (.25" bleed to all sides)
 - 7" x 10" (no bleed)

Half-Page Ad in All-National Honor Ensembles Program Book: \$300

Sponsorship Includes:

- One half-page ad in ANHE Program Book
 - 7" x 4.875" (no bleed)



Let us help you choose the opportunity that best suits your company's marketing goals.
Contact Ashley Wales, NAFME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.



All-National
Honor Ensembles

Welcome Bag Handout: \$100

** Sponsor must ship flyers/promotional items to the NAFME office.*

Sponsorship Includes:

- One promotional handout distributed to all ANHE student participants in the 2020 ANHE Welcome Bag

NAfME Rules and Policies

Advertising

NAfME reserves the right to refuse any ad or booth rental for reasons including, but not limited to those that:

1. Are of insufficient technical quality to be reproduced properly
2. Feature content that advertises a product, event, organization, or act that is likely to be held in violation of Federal law
3. Feature products or services that are widely considered inappropriate for use by the general public or by children or activities or consumption patterns not generally accepted by major legal, educational, or medical authorities.
4. Feature or promote political or social movements external to the mission of NAFME, except where such association is likely to materially further the mission of the Association.

Event Sponsorship

NAfME reserves the right to refuse any sponsorship for reasons including, but not limited to those that would be excluded for the reasons specified for advertisement or booth rental or that:

1. Are from entities deemed to reflect badly on the association by a significant number of members or constituencies.
2. Promote products or services that purport to provide music education without the involvement of music educators. This is because, in the judgment of the Association, such products or services are highly likely to be ineffective and to serve poorly the individuals who use them.

Let us help you choose the opportunity that best suits your company's marketing goals.

27 Contact Ashley Wales, NAFME Business Development Manager, at 571-323-3391 or AshleyW@nafme.org.

AMPLIFY 2020:
— **BRINGING** —
— **THE** —
FUTURE
— **INTO** —
FOCUS
NOVEMBER 4-8 | ORLANDO



National Association
for Music Education