



**Exhibiting,
Advertising,
and Sponsorship
Opportunities**

PHILADELPHIA

**AMERICANS FOR THE ARTS
2008 ANNUAL CONVENTION**

AMERICAN EVOLUTION: ARTS IN THE NEW CIVIC LIFE

JUNE 20–22, 2008

THE SHERATON PHILADELPHIA CITY CENTER



AMERICANS FOR THE ARTS 2008 ANNUAL CONVENTION

American Evolution: Arts in the New Civic Life

Philadelphia is the birthplace of American democracy, and today it is a leader in the evolution of civic life. From history to hip, the city is alive with creativity. Cultures abound in Philadelphia, an open and engaged metropolis that welcomes a diverse community of artists, innovators, and creators.

Arts professionals from across America will come together to share the strategies and the secrets of leading creative communities. By exhibiting in Philadelphia you will get to meet with more than 1,300 creative leaders including presidents, executive directors, board members, and middle management staff from nonprofit arts and culture organizations and arts councils of all budget sizes. The convention will also draw elected officials, urban planners, economic developers, business owners, educators, journalists, and foundation officers.

Some of our past exhibitors include:

- Botti Studios
- Decision Support Partners, Inc.
- Mosaika Art & Design
- Derix Art Glass Consultants
- The Guild
- Theatermania.com
- Peter's Glass Studio
- Door County Chamber of Commerce
- Milwaukee Convention & Visitors Bureau

Past advertisers include:

- AMS Planning and Research
- American University: Arts Management Program
- ArtsMarket, Inc.
- CRA/LA
- ERC Systems
- Goucher College: Arts Administration Program
- Houston Arts Alliance
- PatronMail
- The Roan Group

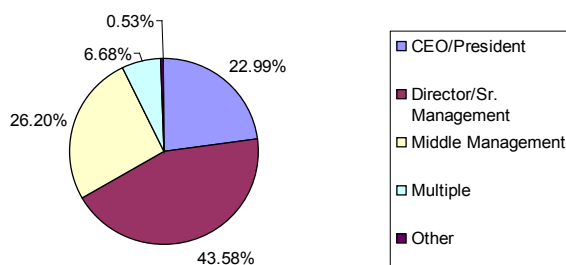
ABOUT AMERICANS FOR THE ARTS

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, Americans for the Arts represents a national network of more than 100,000 citizens and organizations working to create opportunities for every American to participate in and appreciate all forms of the arts.

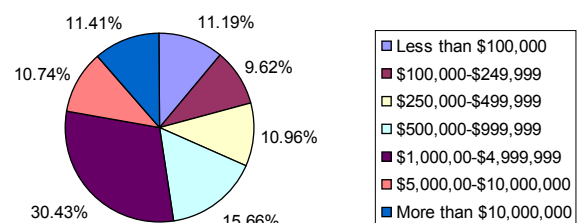
SIGN UP TODAY TO EXHIBIT AT THE PREMIER GATHERING OF CREATIVE LEADERS!

The Annual Convention draws nearly 1,500 creative leaders from the arts and creative business, as well as our partners in education, community building, and economic development at the local, state, and national levels.

Percentage of Attendees by Title



Organizational Budget



2008 ANNUAL CONVENTION HIGHLIGHTS

Purchase a table top exhibit space and use this opportunity to network face-to-face with attendees and enjoy some of the great features our convention has to offer. By attending sessions, you will be able to participate in discussions and learn about your potential clients.

INNOVATOR SERIES

The Innovator Series allows arts leaders to listen in on conversations with innovative and pioneering individuals working in and around the arts.

CAREER 360

The Career 360 focuses on every aspect of successful and sustainable careers in the arts and includes sessions, discussion groups, and one-on-one opportunities.

GENERAL SESSIONS

Americans for the Arts Annual Report and Federal Update luncheon, Keynote Address on Saturday, and the Public Art Year in Review Luncheon.

PEER GROUP MEETINGS

Peer-to-peer networking is where the work gets done. Meet with colleagues who share your interests.

Visit our website www.AmericansForTheArts.org/Convention for more information and to view the entire schedule.

SPONSOR OPPORTUNITIES

Stand out in Philadelphia! Take advantage of the many opportunities to get up close and personal with arts professionals from across the country. Sponsorship opportunities include the conference totebag, the Cyber Café, lanyards, session sponsorship and much more. Contact Elizabeth Van Fleet at evanfleet@artsusa.org or 202.371.2830.



Purchase a Table Top Exhibit Space

Exhibits will be located in "CenterStage." Activities in the CenterStage area include Convention Registration, food and beverage functions, networking breaks, Americans for the Arts Store, and the Cyber Café. Exhibiting hours will be from 5:30 p.m.–7:30 p.m. on Thursday, 8:00 a.m.–5:30 p.m. on Friday and Saturday, and 8:00 a.m.–4:00 p.m. on Sunday.

Rate: \$1,500.00

- * Complimentary registration for (1) to the 2008 Annual Convention, which includes admission to all sessions and daytime meals
- * Option to purchase additional passes at the member rate.
- * Complimentary pre-convention registered attendee list
- * One 6' skirted tabletop with two chairs and one complimentary company identification sign.
- * Complimentary company listing in the final onsite program guide for the 2008 Annual Convention.
- * Company representation in onsite signage.
- * Company presence on the 2008 Annual Convention website.

In order to be guaranteed listing in the Onsite Program, exhibit contract must be submitted by March 10, 2008.

Advertise in Onsite Program

The Onsite Program goes to the more than 1,300 attendees and is kept by many as a reference.

All ads are black and white unless otherwise noted.

Half Page: \$1,300

Full Page: \$2,300

Inside Cover (full color): \$2,900

Back Cover (full color): \$3,300

Advertising contract must be submitted by March 10, 2008. All advertising artwork must be submitted by March 21, 2008.

Exhibit and Advertise

Receive a 5% discount off total.

Special Americans for the Arts Multiple Exhibit and Advertising Packages

Exhibit and advertise at both the Annual Convention and The National Arts Marketing Project (NAMP) Conference and receive a 15% discount of the total.

Exhibit only at both the Annual Convention and NAMP Conference and receive 10% off the total.

*Reservation for both meetings must be made together to receive the discount.

2008 National Arts Marketing Project Conference November 9–12, 2008 in Houston
Expected attendance: 750

Purchase a Table Top Exhibit Space

Table Top Rate: \$1,200

Advertise in Onsite Program

Currently the NAMP ads are full color.

Half Page: \$600

Full Page: \$1,000

Inside Cover: \$1,500

Back Cover: \$2,000

Exhibit and Advertise

Receive a 5% discount off total.



HOTEL ACCOMMODATIONS

A discounted block of rooms have been set aside at the Sheraton Philadelphia City Center. Room rates for our group are \$159/night single or double occupancy plus tax. To obtain the group rate you must mention Americans for the Arts when making your reservation. All reservations must be confirmed by Monday, May 26, 2008. Reservations can also be made online.

AIR TRAVEL

Americans for the Arts has made it easier for you to come to the 2008 Annual Convention. Contact Diplomat Travel Services for discounts and special fares by telephone at 800.476.2333 or 703.318.9400 or by e-mail at diplomat@diplomatetravel.com and be sure to identify yourself as an Americans for the Arts 2008 Annual Convention attendee and have your preferred arrival, departure, and payment information ready. Please be advised that Diplomat Travel charges a \$32 booking fee for all airline reservations and charges a \$10 fee for car or hotel booking if air is not booked with them. Diplomat Travel is unable to help with air reservation made online if problems should arise.

GROUND TRANSPORTATION

A variety of shuttle and limousine services are available at the Philadelphia International Airport. The Sheraton City Center has a shuttle service available for \$10.00. You can request this service through the free telephone bank in the baggage claim area by selecting "Lady Liberty." Additional information and other services can be found at the ground transportation counters centrally located in the baggage claim areas of each terminal.

PARKING

The Sheraton Philadelphia City Center offers self service (\$25.00 per day) and valet (\$35.00 per day) parking. Both valet and access to the parking garage are located in front of the main entrance.

TERMS AND CONDITIONS FOR TABLE TOP EXHIBIT SPACE

APPLICATION AND ELIGIBILITY: Application for table-top space must be made on the printed form provided by Americans for the Arts, contain the information requested, and be executed by an individual who has authority to act for the applicant (exhibitor). Organizations that are producers or supplier of equipment and other products or services whose proposed exhibit will support the business of arts management and the purposes of the convention, may apply for table-top display space. Americans for the Arts reserves the absolute right to reject any such application.

AGREEMENT TO CONDITIONS: Each exhibitor, agrees to abide by these conditions, it being understood and agreed that the sole control of the display area rests with Americans for the Arts. Exhibitor also shall be subject to any applicable rules of the Sheraton Philadelphia City Center.

ASSIGNMENT OF SPACE: Classification of table-top displays and assignment of space will be determined by Americans for the Arts based upon the character of the proposed display and individual requirements and preferences as to the location for each exhibitor. Once the space has been approved by Americans for the Arts no exhibit will be moved except by the mutual consent of the parties.

PAYMENT: Full payment must accompany this application. All applications must be received by Americans for the Arts no later than May 1, 2008.

INSURANCE: In all cases, exhibitors wishing to insure their goods must do so at their own expense. Americans for the Arts holds no responsibility for table-top area security, nor for the value of any goods. All materials supplied by the exhibitor are displayed at their own risk and liability.

BOOTHS: Each table will be six feet in length, skirted with two chairs and Americans for the Arts will provide signage of company name. If any additional equipment is needed (electrical, internet, etc.) it is the responsibility of the exhibitor to contract for and arrange payment for all related activities.

CARE OF SPACE: The exhibitor is responsible for, at his own expense, maintaining, cleaning the area of the exhibit space.

PROTECTION OF EXHIBIT SPACE: Nothing shall be nailed, tacked, screwed or otherwise attached to any building structure. If any damage occurs it is at the responsibility of the exhibitor to pay any damages.

DEFAULT OCCUPANCY: Space must be filled and completed with set-up by 2:00 PM on Thursday June 19, 2008. If space is not occupied by the designated time, Americans for the Arts has the right to use the space as necessary and no refund will be granted to the exhibitor.

PERSONNEL: Booth personnel must confine their activities to their designated space. Exhibitors that are Convention attendees should make necessary arrangements to have their booth space covered when they deem necessary.

DISTRIBUTION OF PRINTED MATTER: Exhibitor shall not distribute materials, souvenirs outside of their exhibit space.

CONFLICTING MEETINGS & SOCIAL EVENTS: In the interest in the success of the annual meeting, no exhibitor shall extend invitation, call meetings or otherwise encourage absence of attendees during the hours of the convention.

COMPLIANCE WITH THE LAW: Exhibitor shall comply with all applicable governmental laws, regulations, and rules.

CANCELLATION: Cancellations received in writing by close of business on May 1, 2008 will receive a full refund less a \$100 processing fee. There will be no refunds for cancellations after May 1, 2008.

RIGHT TO REMOVE PROPERTY: Americans for the Arts reserves the right to remove from the hotel any and all property if the exhibitor violates any conditions of this agreement.

LIABILITY: Americans for the Arts makes no warranties, express or implied, and disclaims the same. Without limiting the foregoing, Americans for the Arts undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of the exhibitor, its personnel, and its property used in connection to the exhibit, from injury or harm, including theft and damage or destruction by fire. The exhibitor should remove small and easily removed articles during non-peak convention hours. No security of goods will be provided by Americans for the Arts. Notwithstanding any other provision in the application, including these terms and conditions, the maximum liability of Americans for the Arts to exhibitor under any circumstances and with respect to any claim, whether arising in tort or contract, shall not exceed the amount paid by exhibitor for the exhibit space. Under no circumstances shall Americans for the Arts be liable to Exhibitor for any indirect, special, consequential, or punitive damages.

INDEMNIFICATION: Exhibitor shall indemnify and hold harmless Americans for the Arts, and the Sheraton Philadelphia City Center and their respective directors, employees, members, and affiliates, for any damage, expense (including attorneys' fees), fines, penalties, or loss incurred by, or imposed upon, any of the same and arising out of the negligent or other wrongful acts or omissions of exhibitor, its principals, employees, or agents.

DISPUTE RESOLUTION: With respect to any dispute between the parties that cannot be resolved by them, the sole method of dispute resolution shall be arbitration under the auspices and pursuant to the rules of the American Arbitration Association, such arbitration to be filed and to take place in Washington, DC. District of Columbia law shall be applied without regard to conflicts of laws principles. Any award or decision may be submitted to a court of competent jurisdiction for enforcement.

ASSIGNMENT: The privileges granted to exhibitor may not be assigned, nor may the exhibit space be sublet, by exhibitor without express written permission of Americans for the Arts.

TERMS AND CONDITIONS FOR PRINT ADVERTISING

Americans for the Arts publications are created on behalf and for the benefit of our membership. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or goals.

SUBMITTING FILES: All ads should be submitted as 300dpi black and white tiff files or high-res PDFs at full size.

Full Page: 9"x11.5" (trim size 8.5x11). Keep vital information in the live area of 7.5x10

Half Page: 6"(H)x9" (trim size 5.5(H)x8.5). Keep vital information in the live area of 4.5x7.5

Quarter Page: 4.75"(H)x6" (trim size 4.25(H)x5.5). Keep vital information in the live area of 3.75x4.5

The ads for inside front cover and outside back cover are the same as the full page, but need to be submitted as 4-color process CMYK.

CONFIRMATION: Orders must be confirmed in writing by deadline. Verbal or electronic mail order, without contracts, are not acceptable.

CHANGES TO CONTENT: No typesetting or alterations will be done by the printer or Americans for the Arts.

RESPONSIBILITY: It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any advertiser-submitted ad. Ads must be re-submitted if advertisers wish to have ad altered in any manner.

COLOR: Americans for the Arts cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser canceling advertisements after the closing date must pay the full space charge.

ADVERTISEMENT: The word "advertisement" will be placed with copy, which, in the publisher's opinion, resembles editorial content.

PLACEMENT: Publisher reserves right to determine ad placement.

CONDITIONS: No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's state policy will be binding on the publisher.

LIABILITY: Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

PAYMENT: Payment must be received by the deadline.

DISCOUNTS: Agency discounts are not applicable.