



# EXHIBITOR PROSPECTUS



*Serving All Music Educators*

## WMEA 37<sup>TH</sup> ANNUAL STATE CONFERENCE

**Yakima, Washington  
Convention Center  
February 12-15, 2010  
Exhibits, February 12-14**

### *Inside Information...*

- Special Discounts Available
- Special Exhibitor and Sponsorship Opportunities
- Exhibit Facts and Procedures
- Conference Timeline
- Exhibit Floor Plan
- Housing and Travel Information
- And Much More

#### **For more information**

Gayla Stewart  
WMEA Exhibits Manager  
Post Office Box 1117  
Edmonds, WA 98020-1117  
425-712-9632 • 800-324-WMEA  
FAX 425-776-1795 •  
exhibits@wmea.org  
www.wmea.org



## An invitation to exhibit at the 2010 WMEA State Conference



WMEA Vice President  
**Linda Honn**

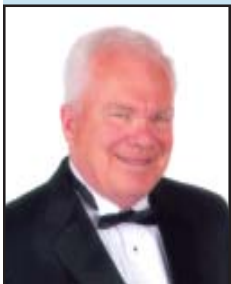
It is a pleasure to invite you to the largest gathering of music educators in Washington! On behalf of the more than 1,500 active members of WMEA, I invite you to exhibit at our next state conference.

Our annual conference is a huge meeting of music teachers, students, industry representatives, clinicians and guest conductors. We pride ourselves in providing a comprehensive convention dealing with music education from pre-school through university level.

There are many great reasons to exhibit at the 2010 WMEA Conference, including the world-class clinicians that will draw more than 1,200 participants to the conference. Additionally, more than 3,000 students will be present as members of the WMEA All-State groups and other performing and demonstration ensembles.

It is our hope to have the largest and most comprehensive exhibit show in our history! Booths are assigned based on history (2008 exhibitors can have the same booth if registered by July 1, 2009) and order of receipt.

Don't miss this opportunity to showcase your products at THE premier music meeting in Washington!



WMEA Executive Director  
**Bruce Caldwell**

It is my privilege to invite you to participate in the WMEA professional development conference in February 2010. We wish to contract with vendors who will meet the needs of our membership.

As is our tradition, we will have a Gala Opening Ceremony on Friday from 4:30 to 6:00 pm. Ted Brown Music will again sponsor refreshments for all delegates.

We will also set aside times when each major teaching area has no sessions scheduled so those educators will have additional incentive to visit the exhibits.

We have not raised our basic booth price of \$475, but we have added "premium locations" at \$500. We also have an **Early Bird discount of \$25 per exhibitor** for those registered and paid in full by July 1, 2009.

Exhibitors receive first priority for Industry Showcase sessions proposed ONLINE ([www.wmea.org](http://www.wmea.org)) by April 15, 2009.

We have sold out all booths at our last several conferences, so we encourage you to register early. Please join us in making this exhibit area the best ever!

## WHY THIS EVENT?

### Gain the Competitive Edge with an Exhibit at Our Conference

- **Enhance your visibility** as a major supplier of music education products, a major educational institution or a provider of services and supplies to music education activities.
- **Make the most** of your marketing dollar.
- **Meet thousands** of your best customers.
- **Discuss new trends** in your product line with music educators, administrators and their students.
- **Explain your music education program** to teachers who can relay your strengths to their students.
- **Secure your role** as a problem solver for music educators.
- **Check out** the competition.
- **Network with music educators** and other institutional members.
- **Be seen** at the Northwest's premier music educators' event of the year.
- **Interact** with your colleagues.

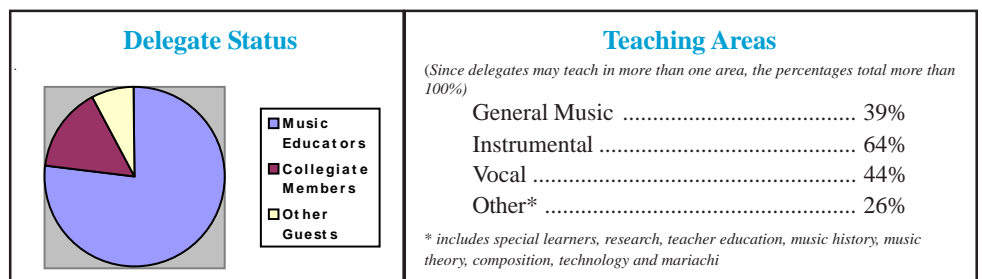
### The Conference Attracts Washington's Best Music Educators

The WMEA State Conference programming is outstanding and provides some of the best professional development opportunities available. Nearly half of the state's music educators attend this conference, and they are responsible for the purchase of most music-related products in their schools. They need to see your products and services in order to make informed decisions.

### Exhibit Facilities

Exhibits are located in Hall A of the Yakima Convention Center. Conference registration is directly outside the Exhibit Hall entrance. All booths are 8' x 10'. Prices and discounts are available as described in the General Exhibitor Information on page 3.

### Historic Conference Attendee Profiles



Gayla Stewart  
WMEA Exhibits Manager  
Post Office Box 1117  
Edmonds, WA 98020-1117  
425-712-WMEA • 800-324-WMEA  
FAX 425-776-1795  
exhibits@wmea.org  
[www.wmea.org](http://www.wmea.org)

# TENTATIVE CONFERENCE SCHEDULE

EXHIBIT HOURS: 4:30-6:00 Friday 9:00-4:00 Saturday 9:00--1:15 Sunday

TIME	FRIDAY	SATURDAY	SUNDAY	MONDAY
7		REGISTRATION OPENS	REGISTRATION OPENS	
8		REGIONAL BREAKFASTS	ORGANIZATION BREAKFASTS	<i>BACKSTAGE</i> WITH WMEA ALL-STATE BREAKFAST
		BREAK	BREAK	
9		BREAKOUT SESSIONS	BREAKOUT SESSIONS	WMEA ALL-STATE GALA CAPITOL AND CENTER CONCERTS
		EXHIBITS OPEN	EXHIBITS OPEN	
10		<i>VISIT THE EXHIBITS</i> BREAK	<i>VISIT THE EXHIBITS</i> BREAK	
		ELEMENTARY CONCERT HOUR	SECONDARY CONCERT HOUR	
11	REGISTRATION OPENS	SECONDARY SESSIONS	ELEMENTARY SESSIONS	
12	OPENING LUNCHEON	GENERAL MUSIC LUNCHEON	GROUP LUNCHEONS	<i>BACKSTAGE</i> WITH WMEA ALL-STATE LUNCH
	EXHIBITS CLOSED (SETUP TIME)			
	BREAK	BREAK	BREAK	
1	BREAKOUT SESSIONS	BREAKOUT SESSIONS	BREAKOUT SESSIONS	WMEA ALL-STATE GALA SUNDOME CONCERT
			EXHIBITS CLOSED (BREAK DOWN)	
2	BREAK	BREAK	BREAK	
3	KEYNOTE CONCERT HOUR HALL OF FAME	BREAKOUT SESSIONS	BREAKOUT SESSIONS	
		BREAK	BREAK	
4	BREAK	YOUTH HONOR CHORUS CONCERT CAPITOL THEATRE	CONCERT HOUR	
5	GALA EXHIBIT OPENING AND RECEPTION			
	EXHIBITS OPEN			
6	RECEPTION FOR EXHIBITORS	CONFERENCE RECEPTION		
	EXHIBITS CLOSED			
7	UNIVERSITY RECEPTIONS	CONFERENCE BANQUET		
8	BAND ORCHESTRA CHOIR GALA CONCERTS		WMEA ALL-STATE JAZZ CONCERT	
9				
10			JAZZ RECEPTION	


**SESSION PLANNING**  
 DURING EACH SESSION WHEN EXHIBITS ARE OPEN, ONE OR MORE SUBJECT AREAS WILL HAVE NO SESSIONS PLANNED. IN THE PRINTED PROGRAM THOSE TEACHERS WILL BE ENCOURAGED TO VISIT THE EXHIBIT AREA.

SPECIAL TIMES FOR EXHIBITORS WHEN EXHIBITS ARE CLOSED

EXHIBITS OPEN



## BOOTH PRICE INFORMATION

Booth Location	Regular Price	Member Discount **	** Associate Member Discount per exhibitor, not per booth. Valid for 2009-2010 WMEA Associate Members.
<b>A</b> – 8' x 10' Premium Locations (green on diagram)	\$500	\$25	
<b>B</b> – 8' x 10' Prime Locations (blue on diagram)	\$475	\$25	
<b>C</b> – 8' x 10' Overflow Only Locations (red on diagram)	\$475	\$25**	



### Early Bird Discount

**\*\*Affiliate Associations Associate Members**  
Contact office for special discount available

A discount of **\$25 per exhibitor** will be applied for all exhibitors whose exhibit booths are paid in full by **July 1, 2009** (contract AND payment postmarked, faxed or e-mailed on or before that date).

### Upgrade consideration

If any **A** booths are unsold as of **December 31, 2009**, purchasers of **B** grade booths will be offered the opportunity to upgrade at no additional charge. Invitations will be made by phone or e-mail to paid exhibitors according to the order the original booth registrations were received.



## BOOTH EQUIPMENT INFORMATION

### This IS furnished for all booths (8' x 10')

- 8' high back wall drape
- 3' side drape
- Standard identification sign
- Aisle carpeting
- One all-conference badge per booth ordered
- Staff exhibit-hall-only badges per booth ordered
- Listing in the conference's official program if information is received by December 31, 2009
- Basic hall security during closed times

### This IS NOT included in the booth price

- Booth furnishings (including no table and no chairs)
- Booth carpet
- Inbound and outbound shipping and freight handling costs
- Electrical service
- Audiovisual equipment
- Booth installation and dismantling
- Booth cleaning
- Individual booth security

## COLLEGE/CAREER FAIR FOR HIGH SCHOOL HONOR GROUPS

### Special Discount for Conference Exhibitors

WMEA is continuing the tradition started at last year's MENC Northwest Division/WMEA State Conference with the **College/Career Fair** night for the 1,000 WMEA All-State high school honor group students. Participating schools and music career organizations will each have a special table at the students' social on Saturday evening at Washington Middle School (about a mile from the Convention Center) where they provide materials and personnel explaining their programs to these outstanding music students. The cost will be \$100 per table.

Organizations exhibiting at the conference will receive a discounted special table price of only \$50. Other than multiple campuses of the same school, organizations or schools may not combine for a table.

**College Fair Tables**  
Standard Fee ..... \$100  
Exhibitor Special..... \$50

Qualified organizations should receive a College/Career Fair Prospectus with this publication. If not, one can be downloaded from the website, [www.wmea.org](http://www.wmea.org), or by calling 1-800-324-9632 and asking that one be mailed.

The tables will be assigned in the order the College/Career Fair Contracts are received. In other words, the sooner the response, the better the table location.

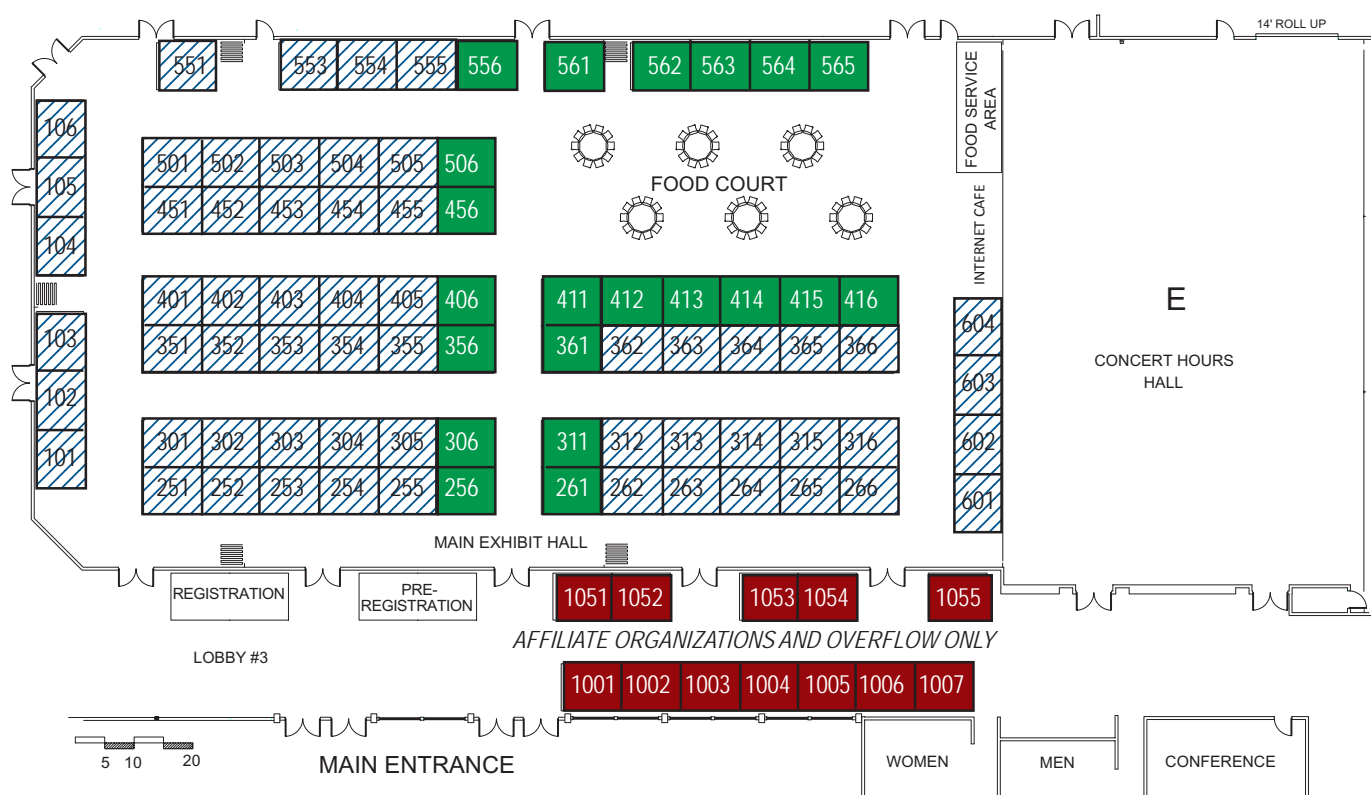
A standard two-line identification sign giving the name of the institution as well as the city and state in which it is located will be provided on the back wall drape behind each table.

**Saturday, February 13**  
**5:30 PM - 7:30 PM**  
**Washington Middle School**

## Food Court and Internet Café Included This Year

We are pleased to again provide food service in the Exhibit Hall. Delegates will be able to purchase espresso beverages as well as have the option of light meal service, allowing them to stay on the convention campus during lunch time and browse the exhibits while having meals available.

Located near the back of the exhibit hall, the **FOOD COURT** and **INTERNET CAFÉ** will draw many delegates to and through the exhibits.



**YAKIMA CONVENTION CENTER**  
Yakima, Washington

**DISCOUNTS**  
ASSOCIATE MEMBERS RECEIVE  
\$25 PER EXHIBITOR DISCOUNT  
EARLY BIRDS RECEIVE  
\$25 PER EXHIBITOR DISCOUNT

## Exhibit Area Location is Prime to Activities

The Yakima Convention Center is located in the heart of the conference events. Directly west of the convention center is the Red Lion Hotel, conference headquarters and home to several meeting rooms.

Just south of the exhibit area, within the Convention Center, is the new ballroom which can be divided into six meeting rooms. And, a short block east of the Convention Center is the Howard Johnson Hotel, site of additional meeting rooms and delegate housing.

The shortest route connecting all these resources passes through the Convention Center down the hall by the exhibits. The location is prime; the exhibits are visited!

## APPLICATION FOR SPACE

Booth pricing information appears on page 4 of this publication. Booths are assigned type and location according to the date the application is received.

All booth applications received on or before July 1, 2009, will be considered as received on **July 1, 2009**, and will be randomly drawn for assignment priority.

1. A minimum deposit of \$200 per booth must accompany the *Exhibit Contract*. The balance due must be paid by **December 1, 2009**, or the exhibitor will be invoiced and a **\$25** billing fee will be added. **All orders placed after December 1, 2009, must include full payment for the desired level.** For those requesting A or B locations, if the desired level is no longer available, a refund of the price difference will be sent. Payment may be by check, Purchase Order, Visa or MasterCard.
2. The contract and payment (fax OK if PO or credit card) must be sent together (PLEASE do not send separately) to:

### Washington Music Educators Association

Gayla Stewart, Exhibits Manager  
Post Office Box 1117  
Edmonds, Washington 98020  
Fax: 425-776-1795

3. Cancellation notification must be submitted in writing to the WMEA Exhibits Manager. Refunds of the total amount paid minus \$100 per booth service charge will be sent for cancellation notices received on or before **December 1, 2009**. Refunds will not be paid for cancellations received after **December 1, 2009**, unless all booths in the hall are sold, including resale of the cancelled booths. If the hall sells out, \$150 per booth will be withheld from the refund as a service charge.
4. WMEA reserves the right to cancel or refuse rental of display space to any exhibiting firm or person whose conduct or display of goods is, in the opinion of show management, incompatible with the general character and objectives of the exhibition or the conference. In such cases, any refund will be made according to the policy in point 3 above.

Yakima Valley, with Mount Rainier in the background



## EXHIBIT FACTS

### Exhibit Location

**Yakima Convention Center – Exhibit Halls A-D**  
10 North Eighth Street  
Yakima, Washington 98201  
www.yakimacenter.com

### Ceiling Heights

15 feet working height, tallest door is 14 feet.

### Hall Colors

Green and White, with gray aisle carpet where used.

### Event Decorator

The official show decorator is:

#### LCD Exposition Services

**Barbara Lockard**, Vice President  
East 222 Augusta  
Spokane, Washington 99207

509-325-9656  
Fax 509-325-9670  
barbara@lcdexpo.com  
www lcdexpo.com



Booth furnishings, storage and material handling will be available only through LCD Exposition Services. Rates and order forms will be available in the conference's *Exhibitor Service Kit*, which will be e-mailed to all exhibitors in December 2009.

### Exhibit Installation and Dismantling

The loading dock of the **Yakima Convention Center** is located off Yakima Avenue at Eighth Street. Center officials will work with LCD to designate appropriate dock locations for vehicles to unload and load during move-in and move-out periods. Vehicles left at the loading dock unattended for an excessive period of time, or not in the actual loading or unloading process, will be subject to towing at the owner's expense. All installation of decorator materials is the purview of LCD Exposition Services.

### Material Handling

Exhibitors may hand-carry their own materials into and out of the exhibit facility. **LCD Exposition Services** will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only bona-fide, regular employees of the exhibiting companies will be permitted to hand-carry items in and out of the exhibit facility. Unloading or reloading at the dock of any and all contracted carriers will be handled exclusively by **LCD Exposition Services**.

## SPECIAL NOTES

### Food Court and Internet Café

We will have a Food Court and an Internet Café inside the exhibit area. Food always draws people in!



### Exhibit Tidbits

Access to the exhibit areas will be limited to exhibitors and delegates during open hours. Students in guest performing groups will also be allowed to visit the exhibits if directly chaperoned at a ratio of one adult for five students.

We discontinued furnishing chairs and tables several years ago as the majority of exhibitors were furnishing their own. For us to provide them, unused by many exhibitors, would increase the booth price for everyone.

Please note that we have made arrangements with **LCD Exposition Services** to furnish your accessory needs at a rate that is lower than that charged by the average area decorator—especially those ordered in advance. We believe our approach will save you all money in the long run.

**Exhibits must remain within the allocated dimensions.** If extra room is needed, the exhibitor needs to purchase additional booth space and not plan to "overflow" an end booth or into the aisles.

### Exhibitor Registration

WMEA provides **one** complimentary *Conference* registration badge and **three** staff *Exhibit Hall Only* badges for each booth purchased. Additional *Exhibit Hall Only* badges can be obtained on site. Additional *Conference* registration badges can be purchased through normal conference registration procedures at the appropriate cost. *Conference* badges are non-transferable. They provide admission to the exhibit hall and all convention programs and events. *Exhibit Hall Only* badges provide admission only to the exhibit hall.

### Security and Insurance

Basic hall security will be provided around the clock by WMEA and the **Yakima Convention Center**. However, exhibiting firms are solely responsible for their own exhibit materials and are encouraged to hire individual booth security. Although every effort will be made to protect merchandise and displays, exhibiting firms are required to maintain the insurance coverage as specified in the Exhibit Rules and Regulations set forth in the *Exhibit Contract*. Exhibiting firms are expected to have a *Certificate of Insurance* on site to verify appropriate coverage for liability and property damage.

### Exhibitors' Reception

WMEA will sponsor a complimentary Exhibitors' Reception on Friday from 6:00-7:00 PM. You and your staff members are invited to spend time socializing. An exhibitor's badge will be your admission to the reception. A no-host bar will be available in addition to the hors d'oeuvres provided by WMEA. *Sponsored by M & M Catering.*

### Housing

Housing information will be available at [www.wmea.org](http://www.wmea.org) for all exhibitors upon receipt of their deposit. Exhibitors are encouraged to use official conference hotels as that helps provide our meeting, concert and exhibit space. The headquarters hotels are the Red Lion Hotel, adjacent to the Spokane Convention Center, and Howard Johnson's, just one block away (easy walk to the Yakima Convention Center).

### Shipping, Packing and Storage

**LCD Exposition Services** is the official receiving and shipping agent for the handling of exhibits which are shipped by freight and therefore necessitate local pick-up and forwarding. Deliveries will be made to the space number of the exhibitor and picked up at the close of the conference. Empty crates and cartons must be stored with LCD. The rate schedule for these services will be mailed from LCD.

These charges are to be assumed by the individual exhibitor. All shipments should be prepaid. Bills of Lading and Notice of Shipment should be made promptly to LCD.

The Yakima Convention Center is unable to accept any United Parcel Service or other shippers' deliveries. Please use LCD for all deliveries. Contact LCD Exposition Services (**Barbara Lockard**, Vice President, PO Box 4487, Spokane, WA 99202, [barbara@lcdexpo.com](mailto:barbara@lcdexpo.com), 509-325-9656) for further information.

### Booth Representative

An attendant must be in charge of the display during the open hours of the exhibits.

Exhibit spaces not claimed by 2:00 pm Friday may be reassigned without refund of rental paid.

All exhibitors are required to keep their exhibits open until closing at 1:15 pm Saturday and agree not to dismantle or pack up before that time. Goods must be crated for shipment immediately following the closing at 1:15 Saturday unless prior arrangements are made with LCD.

### Advertising

Exhibitors that advertise in the official *Conference Program* will receive a 25% discount on that advertising. This discount supersedes all other discounts and cannot be combined with other discounts.

### Sales Permitted

Sales are permitted at exhibit booths. Collecting and reporting applicable taxes are the responsibility of the exhibitor. Washington sales tax is required on taxable items.

### Smoking

Smoking is not permitted anywhere in the Spokane Convention Center nor in any other conference venue.



## SPECIAL EXHIBITOR OPPORTUNITIES

### Sponsor Hotel Room Keycards

Exhibitors will have first priority for the exclusive opportunity to sponsor keycards for the conference hotels. These souvenir cards will be used by delegates every time they go into their hotel rooms, and they can be kept afterward as a reminder of the conference—and of your company. Available for all hotels, the cost is negotiable. Interested parties should contact the WMEA office.

### Sponsor Clinicians

If you would like to sponsor a clinician, contact the WMEA office and we will work with the appropriate session committee to provide you that opportunity. You are encouraged to invite your sponsored clinicians to spend time at your booth.

We are looking for sponsored clinicians who can present sessions in any of the following areas or other music education fields:

- Bands
- Choirs
- Elementary Music
- General Music
- Jazz
- Orchestras
- Publications

### Contact Information

Here is how to contact the WMEA office to take advantage of any of these special exhibitor opportunities or to investigate other possibilities for sponsorship of conference needs.

**WMEA**  
**PO Box 1117**  
**Edmonds, Washington 98020-1117**

(TOLL FREE) **1-800-324-WMEA**  
(SEATTLE-EVERETT AREA) **425-712-WMEA**  
(FAX) **425-776-1795**

**office@wmea.org**  
**www.wmea.org**

### Sponsor Materials

Many sessions need special materials for clinicians' use. Samples of music, elementary rhythm instruments, music stands, publications and a myriad of other equipment that may be desired. Companies willing to furnish those materials will be acknowledged in the official conference program as well as at each clinic where those supplies are used.

To volunteer such materials, please contact the WMEA office for more information.



## A Partial Listing of Exhibitors at Recent Conferences

104th Division Army Band  
133d Army Band  
Accent Musical Instruments  
ACFEA Tour Consultants  
Alfred Publishing Co, Inc.  
Affinity Group Tours  
ANG Band of The Northwest  
Antigua Winds  
Blaze Cone Co. - Hi-Gear  
Boise State University  
Bourne Marimbas  
Brodin Music  
Buffet Crampton USA  
BYU - Idaho  
Capitol Music Center  
Cascade Publishing  
Centrum  
Cherrydale Farms  
Collegiate Apparel  
Concordia University  
Conn-Selmer, Inc.  
Cornish College of the Arts  
DeMoulin Brothers & Company  
Discovery Tours  
Disneyland-Disney Magic Music Days  
Dough-To-Go  
Eastman Music Company  
Ed Sueta/Macie Publishing  
Educational Travel Services  
Educational World Tours  
Ellison Travel & Tours, Ltd.  
Empire Music Co, Ltd.  
Gemeinhardt/Gemstone Musical Instruments  
George Fox University  
Getzen Company, Inc.

Glencoe and Macmillan/McGraw-Hill  
Gordon Bernard Company  
Hammond Ashley Violins  
Haynes Flutes  
HeartSong Jewelry  
Hoffman Music  
J. W. Pepper  
John Groves Music Publications  
Jupiter Band Instruments, Inc.  
Kennelly Keys Music, Inc.  
Kersten Music Corporation  
Kilimanjaro Imports  
Knilling String Instruments  
Lesley University  
LifeSounds Educational Services  
Little Caesar Pizza Kits  
Macmillan/McGraw-Hill  
MakeMusic, Inc.  
Malmark, Inc.- Bellcraftsman  
Manhasset Specialty Company  
Mills Music, Inc.  
Music Centers, Inc.  
Music Educators National Conference  
Music Works Northwest  
musicgiftsonline  
National Band Association  
Neff Motivation Company  
Neil A Kjos Music Co.  
New Horizons Tour and Travel  
Northwest Choice Fundraising  
Ozark Delight Candy Company  
Pacific Northwest Fundraising  
Part Predominant Recordings  
Pearl Corporation  
Peery Products Co, Inc.

PeppWear  
Peripole-Bergerault  
Principle Fund Raisers  
Rhythmetrics  
Rubberband Arrangements  
School Music USA/TYRO  
Schulmerich Bells  
Seattle Pacific University  
Seattle Symphony  
Seattle Youth Symphony Orchestras  
Sheet Music Service  
Sibelius  
Silver Burdett/Pearson  
Shirts by Sherry  
Shoreline Community College  
Sound Music Publications  
Soundwaves Recording  
Ted Brown Music Company  
The Music Toolbox  
The Synthesis Midi Workshop  
Tianjiao International Education Group  
United States Marine Corps  
University of Idaho  
University of Oregon School of Music  
University of Washington School of Music  
U.S. Army Bands  
Washington American Choral Directors Association  
Washington Music Educators Association  
Washington State Music Teachers Association  
Washington State University Cougar Marching Band  
Washington Universities Music Administrators  
Wenger Corporation  
World Projects  
Yamaha Corporation of America  
Young Musicians Excelling