



EXHIBITOR PROSPECTUS



photo courtesy of Spokane Regional CVB/Alan Bisson



MENC 41ST BIENNIAL NORTHWEST DIVISION CONFERENCE

*managed by the
Washington Music
Educators Association
and held in conjunction
with the*



WMEA 36TH ANNUAL STATE CONFERENCE

**Spokane, Washington
Convention Center
February 12-16, 2009
Exhibits, February 13-14**

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

Alaska



Idaho



Montana



Oregon



Washington



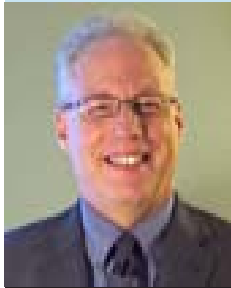
Wyoming



**For more information
Gayla Stewart**

WMEA Exhibits Manager
Post Office Box 1117
Edmonds, WA 98020-1117
425-771-7859 • 800-324-WMEA
FAX 425-776-1795
exhibits@wmea.org
www.mencnw.org

An invitation to exhibit at the 2009 Spokane MENC Northwest Division/WMEA State Conference



MENC Northwest
Division President
Dave Weathered

I sincerely hope that you will take advantage of this opportunity to exhibit at the Northwest Conference in Spokane in February of 2009. We are working hard to ensure this will be one of the best NW conferences both for our members and for our exhibitors. The facilities are beautiful, and the leadership understands the necessity and importance of ensuring a strong flow of music educators visiting and experiencing your booth!

Traveling from state to state this year, I have personally noticed a strong "buy-in" from each of the state boards, and I know that they are helping

make sure their teachers will make the trip to Spokane. One of the reasons for this renewed interest is that for the first time the six states have more local control of the conference. The WMEA office is our manager while the decisions are in the hands of the Northwest MENC board, enabling each state to feel a greater connection to this event. They want to see it succeed and grow!

The conference itself is taking shape with strong speakers, clinicians and performers. If your organization would like to participate in this aspect of the conference, we are accepting workshop titles online and would be happy to speak with you about special clinicians you would like to sponsor.

Thank you for your support of music education in the Northwest.



WMEA Executive
Manager
Bruce Caldwell

Welcome to our new, combined MENC Northwest Division and WMEA state conference. We are excited to have the management of the divisional conference here in the Northwest, and we are delighted that the strengths of the Northwest and Washington conferences will be combined to produce what we believe will be a bigger and better event for everyone concerned.

We're anticipating over 1,300 delegates, plus exhibitors and other participants at the conference. More than 1,600 students will be involved in the MENC All-Northwest and WMEA All-State honor groups. And 3,000 or more members of conference performing ensembles, K-college and beyond, will pass through our event.

Our headliners include Evelyn Glennie with the Spokane Symphony, the Dallas Brass, "Dr. Tim" Lautzenheiser, Peter Boonshaft and many more world-class participants.

Please take a moment and look through this prospectus. I hope you'll find it easy to use and will encourage you to join us in 2009. Sign up by our "Early Bird" deadline and save money.

This will be a great way to connect with music educators from our six Northwest states.

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 the Northwest's Best Music Educators

The MENC Northwest Division Conference programming is outstanding and provides some of the best professional development opportunities available. Nearly half of the division'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.

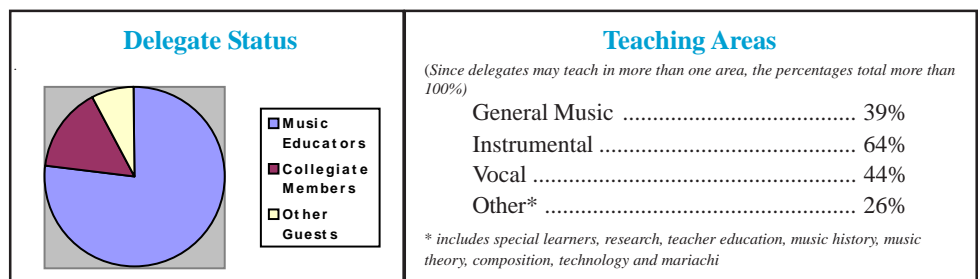
Exhibit Facilities

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

Historic Conference Attendee Profiles

Exhibits Contact

Gayla Stewart
WMEA Exhibits Manager
Post Office Box 1117
Edmonds, WA 98020-1117
425-771-7859 • 800-324-WMEA
FAX 425-776-1795
exhibits@wmea.org
www.mencnw.org



BOOTH PRICE INFORMATION

Booth Location	Regular Price	Member Price **
A – 10' x 10' Premium Locations (green on diagram)	\$850	\$700
B – 10' x 10' Prime Locations (blue on diagram)	\$750	\$600
C – 10' x 10' Basic Locations (red on diagram)	\$650	\$500

** Member Price

Valid for MENC Corporate Members and Washington Associate Members.

Associate Member
2008-2009



Early Bird Discount

A discount of **\$50 per booth** will be applied for all exhibitors whose exhibit booths are paid in full by **August 1, 2008** (contract AND payment postmarked, faxed or e-mailed on or before that date).

Upgrade consideration

If any **A** or **B** booths are unsold as of **December 31, 2008**, purchasers of the next-less-expensive grade will be offered the opportunity to upgrade one level 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 (10' 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, 2008
- 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

New this year, the Northwest Conference will feature a special **College/Career Fair** night for the 1,600 MENC All-Northwest and 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 where they can have 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. 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.mencnw.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 14
5:30 PM - 7:30 PM
Spokane Convention Center
Exhibit Hall B

APPLICATION FOR SPACE

Booth pricing information appears on page 3 of this publication. Booths are assigned type and location according to the date the application is received.

All booth applications received on or before June 15, 2008, will be considered as received on **June 15, 2008**, and will be randomly drawn for assignment priority.

1. A minimum deposit of \$300 per booth must accompany the *Exhibit Contract*. The balance due must be paid by **December 1, 2008**, or the exhibitor will be invoiced and a **\$25** billing fee will be added. **All orders placed after November 1, 2008, 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, 2008**. Refunds will not be paid for cancellations received after **December 1, 2008**, unless all booths in the hall are sold, including resale of the cancelled booths. If the hall sells out, \$200 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.

photo courtesy of Spokane Regional CVB/Alan Bisson

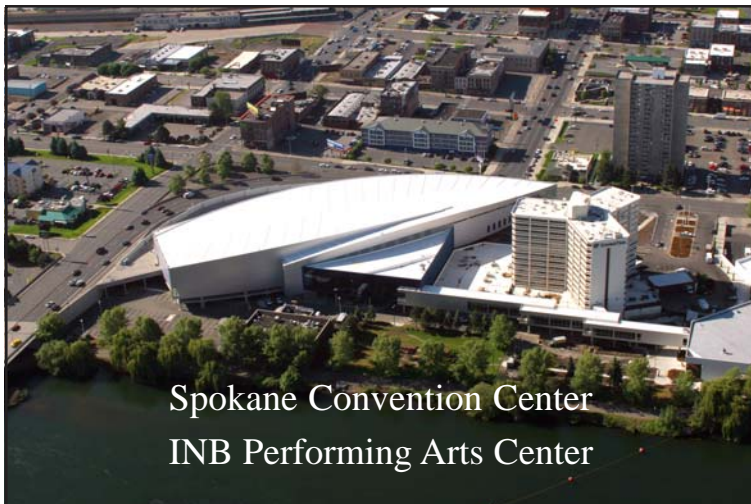


EXHIBIT FACTS

Exhibit Location

Spokane Convention Center – Exhibit Hall A
334 West Spokane Falls Boulevard
Spokane, Washington 99201
www.spokanecenter.com

Ceiling Heights

30 feet working height, tallest door is 19 feet.

Hall Colors

Blue, Burgundy 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

509-325-6959
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 and available on the MENC Northwest Division website (www.mencnw.org) in November 2008.

Exhibit Installation and Dismantling

The loading dock of the **Spokane Convention Center** is located off Division Street (Southbound). 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. The use or rental of dollies, flat carts and other mechanical equipment is not permitted. **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 a 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 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 **Spokane 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 5:00-6:00 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 snacks provided by WMEA.

Housing

Housing information will be online for all exhibitors upon receipt of their deposit, but not before October 1. Exhibitors are encouraged to use official conference hotels as that helps provide our meeting, concert and exhibit space. The headquarters hotels are the DoubleTree Hotel, adjacent to the Spokane Convention Center, and the historic Davenport Hotel, just blocks away in the heart of Spokane (free shuttle service available to the Spokane 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 Spokane Convention Center is unable to accept any United Parcel Service or other shipper's deliveries. Please use LCD for all deliveries. Contact LCD Exposition Services (**Barbara Lockard**, Vice President, PO Box 4487, Spokane, WA 99202, 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 10:00 am Friday may be reassigned without refund of rental paid.

All exhibitors are required to keep their exhibits open until closing at 4:00 pm Saturday and agree not to dismantle or pack up before that time. Goods must be crated for shipment immediately following the closing at 4:00 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 is the only one that exhibitors will receive.

Sales Permitted

Sales are permitted at exhibit booths. Collecting and reporting applicable taxes are the responsibility of the exhibitor.

Smoking

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

TENTATIVE CONFERENCE OVERVIEW

EXHIBIT HOURS: 11:30-5:00 Friday 9:00-4:00 Saturday

TIME	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:30-8:45		REGISTRATION OPENS EXHIBITS CLOSED (SETUP TIME)	REGISTRATION OPENS	
8:15-9:45		BREAKOUT SESSIONS	BREAKOUT SESSIONS	CONFERENCE GOSPEL BREAKFAST
9:15-10:45		BREAK	BREAK	
10:15-11:45		GENERAL SESSION	BREAKOUT SESSIONS AND CONCERTS	
11:15-12:45		LUNCH	BREAK BREAKOUT SESSIONS	BREAKOUT SESSIONS
12:15-1:45		BREAKOUT SESSIONS AND CONCERTS	LUNCH GENERAL SESSION	MENC ALL-NORTHWEST GALA VOCAL CONCERT
1:15-2:45		BREAK	BREAK	
2:15-3:45		BREAKOUT SESSIONS	BREAKOUT SESSIONS	
3:15-4:45		BREAK	BREAKOUT SESSIONS	
4:15-5:45	EXHIBITS CLOSED (SETUP TIME BY APPOINTMENT ONLY THROUGH LCD)	BREAKOUT SESSIONS	BREAK	MENC ALL-NORTHWEST GALA INSTRUMENTAL CONCERT
5:15-6:45		BREAK BREAKOUT SESSIONS AND CONCERTS EXHIBITOR RECEPTION	BREAKOUT SESSIONS EXHIBITS CLOSED (BREAK DOWN)	
6:15-7:45		COLLEGE AND UNIVERSITY RECEPTIONS	COLLEGE/CAREER FAIR FOR HIGH SCHOOL HONOR GROUPS	
7:15-8:45	CONFERENCE OPENS DIRECTOR READING SESSIONS			MONDAY
8:15-9:45		SPOKANE SYMPHONY CONCERT WITH GUEST ARTIST EVELYN GLENNIE	MENC ALL-NORTHWEST JAZZ CONCERT	1:00 PM
9:15-10:45	PRIVATE RECEPTION			WMEA ALL-STATE GALA CONCERT
10:15-11:45				



SPECIAL TIMES FOR EXHIBITORS
WHEN EXHIBITS ARE CLOSED



EXHIBITS
OPEN

Exhibit Area Location is Prime to Activities

The Spokane Convention Center is located in the heart of major conference events.

The registration area, general sessions and a concert hall are located in the exhibit area. The DoubleTree Hotel access, as well as the main Convention Center spaces, are a short walk from the exhibit area.

The MENC Resource Shop and MENC Mall, both popular attractions for delegates, are located in the exhibit hall

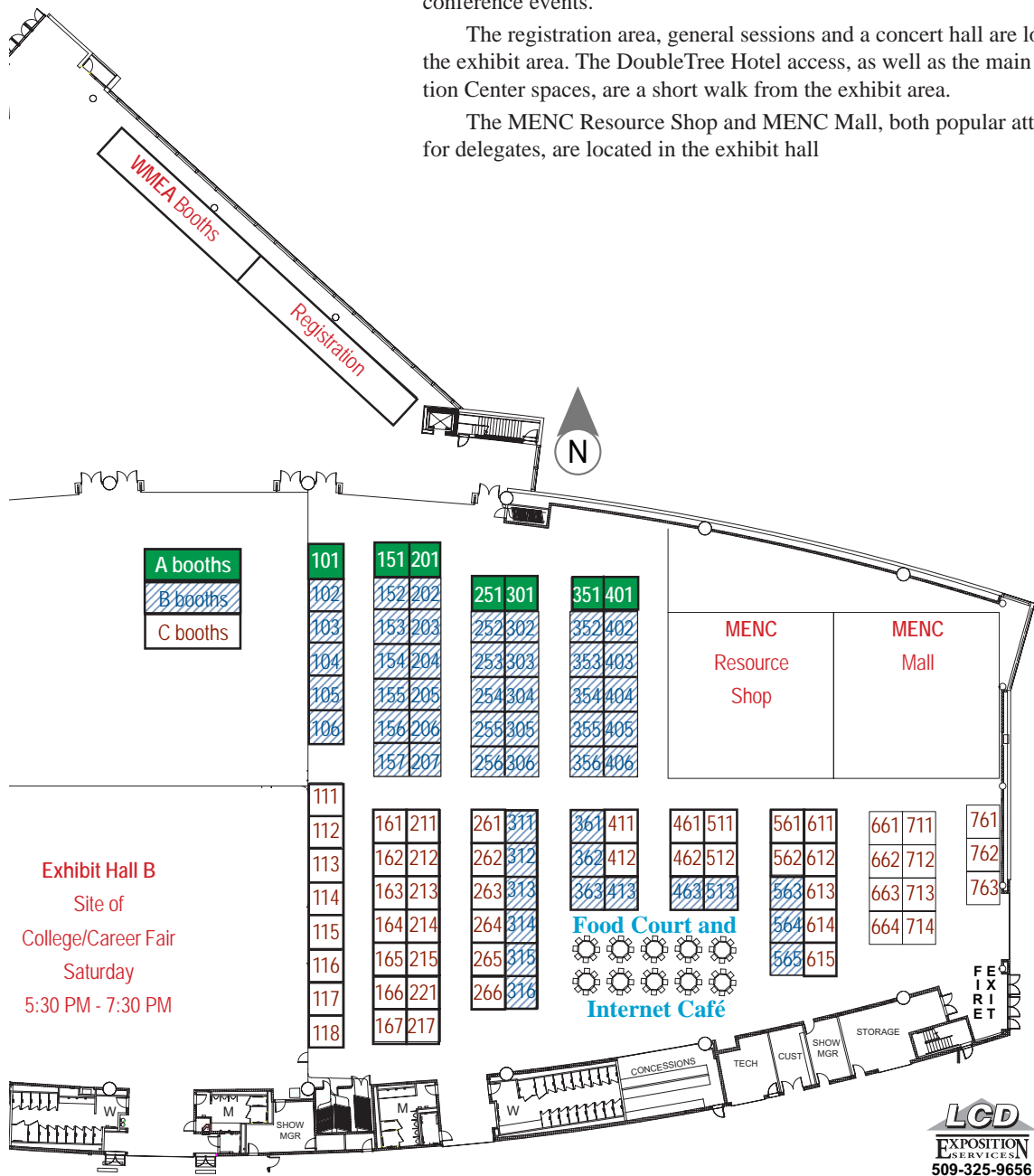


Exhibit Hall B
Site of
College/Career Fair
Saturday
5:30 PM - 7:30 PM

Food Court and Internet Café Included This Year

We are pleased to 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.

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. Available for all hotels, the cost is negotiable. Interested parties should contact the WMEA office for more information.

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 the opportunity for you to do that. You are encouraged to invite your sponsored clinicians to spend time at your booth.

We are looking for special presentations including but not limited to any of the following areas:

- 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) **1-800-324-9632**
(SEATTLE-EVERETT AREA) **425-771-7858**
(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

133rd Army Band
ACFEA Tour Consultants
Alfred Publishing Co, Inc.
Affinity Group Tours
American Guild of English Handbell Ringers
Black Tie
Bourne Marimbas
Brodin Music
Capitol Music Center
Cascade Publishing
Centrum
Cherrydale Farms
Collegiate Apparel—E.R. Moore
Community Calendars Fundraiser
Conn-Selmer, Inc.
Cornish College of the Arts
DeMoulin Brothers & Company
Disneyland—Disney Magic Music Days
Dough-To-Go
Eastman Strings
Ed Sueta/Macie Publishing
Educational Travel Services
Educational World Tours
Empire Music Co, Ltd.
Forrests Music
G Leblanc Corp
Gemeinhardt Co, Inc.
Getzen Company, Inc.
Glencoe/McGraw-Hill Publishing
Great American Opportunities
Haynes Flutes
HeartSong Jewelry

J. W. Pepper
John's Music Center
John Groves Music Publications
Jupiter Band Instruments, Inc.
Kaman Music Corporation
Kathryn Beich/Nestlé
Kennelly Keys Music, Inc.
Kersten Music Corporation
Kilimanjaro Imports
LifeSounds Educational Services
Ludwig Industries
Macmillan/McGraw-Hill
Make Music, Inc.
Malecki Music, Inc.
Malmark, Inc.—Bellcraftsman
Manhasset Specialty Company
Mills Music, Inc.
Music Centers, Inc.
Music Educators National Conference
Music T's—a Southwest Specialty Company
Music Works Northwest
musicgiftsonline
Musikgarten
Neil A Kjos Music Co.
New Horizons Tour and Travel
Ozark Delight Candy Company
Part Predominant Recordings
Pearl Corporation
Peery Products Co, Inc.
Principle Fund Raisers
Prosser Piano and Organ

Renton Technical College
Schulmerich Bells
Scott Foresman—Silver Burdett
Seattle Symphony
Seattle Youth Symphony Orchestras
Sentinel Mountain Press
Sheet Music Service
Sherman Clay Pianos
Shirts by Sherry
SmartMusic Publications
Sound Music Publications
Soundwaves Recording
STOMVI/JML Marketing Services
Stanbury Uniforms, Inc.
Studio 7 Recording
Ted Brown Music Company
United States Marine Corps
University of Oregon School of Music
University of Washington School of Music
Warner Brothers Publications
Washington American Choral Directors Association
Washington Music Educators Association
Washington State Music Teachers Association
Washington State University Marching Band
Washington Universities Music Administrators
Wenger Corporation
Wm Lewis & Son
World Projects International Music Productions
World's Finest Chocolate, Inc.
Yamaha Corporation of America
Young Musicians Excelling
Zeta Music