

Advertising Opportunities:

Advertising in the 2012 MMC onsite conference program is an **EXCELLENT** way to let attendees learn about you!



Advertising Information:

Circulation Information: The Conference Program is produced for all registrants at the annual conference. The annual conference expects approximately 2,000 registrants from around the state. Additional copies will be available to the other potential 8,000 attendees.

Ad Positioning: Advertisers will be given the best location possible. Requests for preferred positions will be honored when possible.

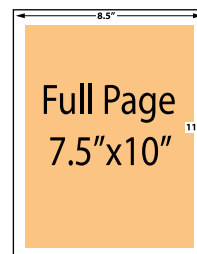
Copy and Space Order Regulations: MMC reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads printed and also assume responsibility for any claims arising therefrom against MMC.

Cancellations: Refunds are available in full if written notification is received by 5:00pm, November 15, 2011. After November 15, 2011 no refunds are available.

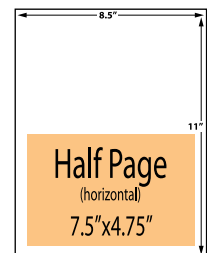
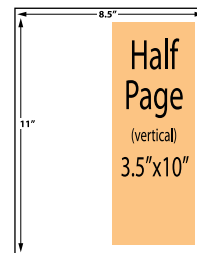
Bleeds & Color: The MMC Conference Program is coil bound and has a finished trim size of 8.5" x 11". If you create your ad with a bleed, you must provide a 1/8" bleed on all sides beyond the 8.5" x 11" trim size and do not print text within 1/4" of margins due to coil binding. Color advertisements are only available for the inside front, inside back, and back cover positions.

Ad Sizes*:

Advertisements are due November 15, 2011.



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Ad Rates:

Advertisements must be received by November 15, 2011.

Ad Sizes/Positions	Exhibitor	Non-Profit Exhibitor	Non-Exhibitor	Non-Profit Non-Exhibitor
Inside Front Cover	\$995	N/A	N/A	N/A
Inside Back Cover	\$895	N/A	N/A	N/A
Back Cover	\$1,100	N/A	N/A	N/A
Full Page	\$525	\$285	\$750	\$420
Horizontal Half-Page	\$325	\$185	\$475	\$265
Vertical Half-Page	\$325	\$185	\$475	\$265

Note: All ad rates are net (non-commissionable) and based upon electronic ad specifications* provided by the November 15, 2011 deadline.

Electronic Ad Specifications:

When submitting advertisements for MMC publications, please submit your artwork in electronic format. High resolution PDF files (Portable Document Format) are preferred and can be e-mailed to Don McMurray at DMcMurray@MichiganMusicConference.org.

IMPORTANT - Please Read! - Advertisers must provide a "hard-copy" proof of the ad by fax or mail. If a "hard-copy" proof is not supplied, MMC cannot be held responsible for printed errors. Finally, please be sure to include all fonts and graphics used to create the advertisement. If you have any questions regarding artwork, please contact Don McMurray by phone (414-908-4958 x111) or DMcMurray@MichiganMusicConference.org.

Thursday, January 19 - Saturday, January 21, 2012
DeVos Place / Amway Grand Plaza Hotel / J.W. Marriott
Grand Rapids, Michigan

Exhibitor Prospectus

Rev.6-30-11

www.MichiganMusicConference.org



2012 MMC Sponsorship/ Exhibit Space/Advertising Contract

Thursday, January 19 - Saturday, January 21 • DeVos Place / Amway Grand Plaza Hotel / J.W. Marriott
Grand Rapids, Michigan • www.MichiganMusicConference.org

Commit by
August 10th
to be listed in
the registration
brochure

Company Name: _____
 Contact: _____
 Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____
 Fax: _____
 E-mail: _____
 Web site: _____
 Signature: _____ Date: _____

Space Choice:

Please refer to diagram provided. Indicate your first, second, and third choices of exhibit space numbers. Space assignments are assigned on a first come, first served basis and priority is given to all sponsors. MMC will use the utmost care in considering any special requests.

1st: _____ 2nd: _____ 3rd: _____

Booth Sign:

One 7" x 44" sign provided per booth. Correct lettering for booth sign (please print):

Additional sign(s) may be purchased for \$20:

Product/Service:

Please describe the product/service you will exhibit:

Competitors:

Please list the name(s) of your competitors / companies from which you desire booth separation:

Payment Information:

Check # _____ VISA MasterCard

Credit Card Number: _____

CVV Code (3 or 4 digital number on back of card): _____ Exp. Date: _____

Signature: _____

Print Name: _____

Credit Card Billing Address: _____

Credit Card Billing City/State/Zip: _____

Sponsorship	Price
Tote Bags	<input type="checkbox"/> \$8,000 Exclusive
Cyber Café	<input type="checkbox"/> \$3,000
Thursday Evening Concert	<input type="checkbox"/> \$2,000
Friday Evening Concert	<input type="checkbox"/> \$2,000
Conducting Symposium Lunch	<input type="checkbox"/> \$1,500
Association Lunch	<input type="checkbox"/> \$1,500
Honors Choirs Concert	<input type="checkbox"/> \$1,000
All-State Bands and Orchestras Concert	<input type="checkbox"/> \$1,000
Conducting Symposium Continental Breakfast	<input type="checkbox"/> \$1,000
University Reception	<input type="checkbox"/> \$325
Student Concert	<input type="checkbox"/> \$300
Water Station	<input type="checkbox"/> \$150
Exhibit Space	Price
Premium Exhibit Booth <i>After 11/7/11</i>	<input type="checkbox"/> \$700 <input type="checkbox"/> \$750
Regular Exhibit Booth <i>After 11/7/11</i>	<input type="checkbox"/> \$575 <input type="checkbox"/> \$625
Additional Name Badges (<i>after 5 badges</i>)	<input type="checkbox"/> \$75
Advertising	Price
Back Cover	<input type="checkbox"/> \$1,100
Inside Front Cover	<input type="checkbox"/> \$995
Inside Back Cover	<input type="checkbox"/> \$895
Exhibitor Full Page	<input type="checkbox"/> \$525
Non-Profit Exhibitor Full Page	<input type="checkbox"/> \$285
Non-Exhibitor Full Page	<input type="checkbox"/> \$750
Non-Profit Non-Exhibitor Full Page	<input type="checkbox"/> \$420
Exhibitor Half Page	<input type="checkbox"/> \$325 Vertical <input type="checkbox"/> \$325 Horizontal
Non-Profit Exhibitor Half Page	<input type="checkbox"/> \$185 Vertical <input type="checkbox"/> \$185 Horizontal
Non-Exhibitor Half Page	<input type="checkbox"/> \$475 Vertical <input type="checkbox"/> \$475 Horizontal
Non-Profit Non-Exhibitor Half Page	<input type="checkbox"/> \$265 Vertical <input type="checkbox"/> \$265 Horizontal
Total from above	\$ _____

PLEASE SIGN IN THE SPACE PROVIDED AND FORWARD YOUR COMPLETED CONTRACT WITH FULL PAYMENT TO: **Don McMurray c/o MMC, 7044 S. 13th Street, Oak Creek, WI 53154, Phone: 414-908-4958 x111, Fax: 414-768-8001, Dmcmurray@MichiganMusicConference.org**. Checks should be made payable to: Michigan Music Conference. I have read and agree to all Rules and Regulations on the next page of this contract. No agreements other than those contained in this contract shall be binding upon the parties unless in writing, signed by the Show Manager.

For office use only:

Accepted Date: _____ QB: _____ DB: _____

Amount Paid: _____ Balance Due: _____

Booth Number(s) _____