

# Catch the excitement of KMEA!

The Kentucky Music Educators Association has an unique array of marketing opportunities. Your company will reach thousands of teachers, students, and parents across the entire state of Kentucky when allocating a portion of your marketing dollars to KMEA. Along with our traditional selection of advertising and conference exhibiting, you will find information on conference sponsorships, conference program advertising, website advertising, and marching band sponsorships in this packet. Discounts apply when you market in multiple ways, so be sure to check out all advertising and sponsorship opportunities!

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## FORMS AND CONTRACTS

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Web Advertising . . . . . pg. 2

KMEA members use the KMEA website to retrieve forms and information for all KMEA activities. Your ad on the KMEA homepage or selected special interest page ensures that you will be seen by the majority of our members!

Bluegrass Music News . . . . . pg. 4

The official publication of the Kentucky Music Educators Association is distributed quarterly to the entire membership as one of their membership benefits (see the charts on page 12 for demographics).

Marching Band Advertising . . . . . pg. 6

Place an ad in the State Marching Band Championship Program and you will reach approximately 19,000 people who participate, teach or support music in the state of Kentucky. Young and old come together for this thrilling event!

Marching Band Sponsorships . . . . . pg. 8

Become a presenting sponsor of the State Marching Band Championship and you will see your name appear on all SMBC promotional material. Hear your company announced at least five times to approximately 10,000 people during the event. Receive a full page color ad in the Program! Become an award sponsor and your company name is placed on the award you sponsor, you receive a 1/2 page black and white ad for free, you may present your award, and your name will be announced as an award sponsor at the beginning of the awards ceremony! Sponsor semifinals or finals tickets and your company logo will appear on all tickets for that event!

Conference Advertising . . . . . pg. 10

Advertise in our conference program to increase your conference visibility, to let members know where your booth is located, or get the attention of conference-goers.

Conference Exhibiting . . . . . pgs. 12–15

Exhibiting during the KMEA Teacher In-Service Professional Development Conference enables your company to have one-on-one contact with KMEA's members to present your product or service.



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## INFORMATION

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Conference Statistics . . . . . pg. 16

KMEA Demographics . . . . . pg. 17

Advertising Specifications . . . . . pg. 18



*Tanya Bromley, KMEA President 2007-2009, Scott Shuler, MENC President, George Boulden, 2011 College/University Teacher of the Year, Terry Holliday, Kentucky Commissioner of Education, Joe Stites, KMEA President 2009-2011*

*“The mission of KMEA shall be to advance the cause of music education throughout the Commonwealth of Kentucky by encouraging the study and making of music by all the population and by serving as a strong advocate for issues affecting the accomplishment of that mission.”*



**KMEA WEBSITE  
ADVERTISING**

**Return to: KMEA  
P.O. Box 1058  
Richmond, Kentucky 40476-1058  
Telephone: (859) 626-5635  
Fax: (859) 626-1115**

**2011-2012 WEBSITE ADVERTISING RESERVATION FORM**

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Invoice/Billing address \_\_\_\_\_

Billing contact \_\_\_\_\_ Tel. \_\_\_\_\_

Check     MasterCard     Visa     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

V-code \_\_\_\_\_ Signature \_\_\_\_\_

**Advertisement Location (check one only):**

- |   |   |
|---|---|
| <input type="checkbox"/> KMEA homepage                  | <input type="checkbox"/> Orchestra page                           |
| <input type="checkbox"/> Marching Band Information page | <input type="checkbox"/> General Music 6-12 page                  |
| <input type="checkbox"/> Choral page                    | <input type="checkbox"/> General Music K-5 page                   |
| <input type="checkbox"/> Band page                      | <input type="checkbox"/> Professional Development Conference page |

**Advertisement choices:**

- 384 x 96 pixels (4 in. x 1 in. at 96 dpi)/3 months .....\$150/m (\$450 total)
- 384 x 96 pixels (4 in. x 1 in. at 96 dpi)/6 months .....\$125/m (\$750 total)
- 384 x 96 pixels (4 in. x 1 in. at 96 dpi)/9 months .....\$100/m (\$900 total)
- 384 x 96 pixels (4 in. x 1 in. at 96 dpi)/12 months .....\$85/m (\$1,020 total)
- 192 x 96 pixels (2 in. x 1 in. at 96 dpi)/3 months .....\$135/m (\$405 total)
- 192 x 96 pixels (2 in. x 1 in. at 96 dpi)/6 months .....\$110/m (\$660 total)
- 192 x 96 pixels (2 in. x 1 in. at 96 dpi)/9 months .....\$85/m (\$765 total)
- 192 x 96 pixels (2 in. x 1 in. at 96 dpi)/12 months .....\$60/m (\$720 total)

Special instructions: \_\_\_\_\_

$$\frac{\text{Number of months}}{\quad} \times \frac{\text{Total from chart above}}{\quad} = \frac{\text{Total amount due}}{\quad}$$

Please complete, sign and return this form as soon as possible. Ads updated quarterly: September 1, December 1, March 1, June 1. Ad copy will be posted on the closest date following the receipt of the ad.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



*Lafayette High School Orchestra, an invited performing group*

*“We are proud to advertise in the Bluegrass Music News. As a member of KMEA and our deep involvement in all aspects of music education in Kentucky, the Bluegrass Music News is The primary source for news and information for Kentucky’s music teachers.”*

*- Greg Lyons, Royal Music Company*



**Return to: KMEA**  
**P.O. Box 1058**  
**Richmond, Kentucky 40476-1058**  
**Telephone: (859) 626-5635**  
**Fax: (859) 626-1115**

**2011-2012 SPACE RESERVATION FORM - Due June 15th to reclaim space**

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Invoice/Billing address \_\_\_\_\_

Billing contact \_\_\_\_\_ Tel. \_\_\_\_\_

Check     MasterCard     Visa     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

V-code \_\_\_\_\_ Signature \_\_\_\_\_

Check selection	Advertisement choices	Full Price per issue	5% discount for 4 BMN ads paid in full
	Outside back cover 4/C	\$549.00	\$521.55 (\$2,086.20 total)
	Inside back cover 4/C	\$539.00	\$512.05 (\$2,048.20 total)
	Inside front cover 4/C	\$539.00	\$512.05 (\$2,048.20 total)
	Full page 4/C	\$524.00	\$497.80 (\$1,991.20 total)
	Full page B/W	\$345.00	\$327.75 (\$1,310.00 total)
	Two thirds page 4/C	\$494.00	\$469.30 (\$1,976.00 total)
	Two thirds page B/W	\$315.00	\$299.25 (\$1,197.00 total)
	One-half page 4/C	\$345.00	\$327.75 (1,311.00 total)
	One-half page B/W	\$250.00	\$237.50 (\$950.00 total)
	One-third page 4/C	\$305.00	\$289.75 (\$1,159.00 total)
	One-third page B/W	\$210.00	\$199.50 (\$798.00 total)
	One-fourth page 4/C	\$285.00	\$270.75 (\$1,083.00 total)
	One-fourth page B/W	\$190.00	\$180.50 (\$722.00 total)
	One-sixth page 4/C	\$260.00	\$247.00 (\$988.00 total)
	One-sixth page B/W	\$165.00	\$156.75 (\$627.00 total)
	One-eighth page 4/C	\$230.00	\$218.50 (\$874.00 total)
	One-eighth page B/W	\$135.00	\$128.25 (\$513.00 total)

**New Deadlines**

**Insertion Issues:**

- All
- Fall 2011: ad deadline - July 15th  
proj. delivery - Sept/Oct
- Winter 2011: ad deadline - Oct 15th  
proj. delivery - Dec. 10th
- Spring 2012: ad deadline - Jan 15th  
proj. delivery - March 12th
- Summer 2012: ad deadline - April 15th  
proj. delivery - June 10th

**Special instructions:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Number of issues                      Total from chart above                      Total amount due

Please mark, sign and return this form as soon as possible. Requests for specific space is open to applicants on a first come, first served basis. However, the occupant of a particular space in the previous year will be given until June 15, 2011 to reclaim that space. ALL INVOICES 30 DAYS PAST DUE WILL RECEIVE A 1.5% CHARGE ON UNPAID BALANCE.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



*State Marching Band Championships*

*“WOW!!!! I’m really impressed with this ad! You guys did a great job with this. Everything looks perfect. Thanks so much for going the extra mile for us.”*

*- anonymous*



**2011 STATE MARCHING BAND  
CHAMPIONSHIPS PROGRAM  
Event Date: October 29, 2011**

**Return To: KMEA  
P.O. Box 1058  
Richmond, Kentucky 40476-1058  
Telephone: (859) 626-5635  
Fax: (859) 626-1115**

**2011 SPACE RESERVATION FORM - Deadline September 1**

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Invoice/Billing address \_\_\_\_\_

Billing contact \_\_\_\_\_ Tel. \_\_\_\_\_

Check     MasterCard     Visa     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

V-code \_\_\_\_\_ Signature \_\_\_\_\_

Check selection	Advertisement choices	Full Price	5% Discount for 4 BMN ads paid in full	10% Discount for Exhibitors w/4 BMN ads paid in full
	Outside Back Cover	\$600.00	\$570.00	\$540.00
	Inside Back Cover	\$540.00	\$513.00	\$486.00
	Inside Front Cover	\$540.00	\$513.00	\$486.00
	Full Page 4/C	\$529.00	\$502.55	\$476.10
	Full Page B/W	\$350.00	\$332.50	\$315.00
	Two-thirds Page 4/C	\$484.00	\$459.80	\$435.60
	Two-thirds Page B/W	\$305.00	\$289.75	\$274.50
	One-half Page 4/C	\$340.00	\$323.00	\$306.00
	One-half Page B/W	\$250.00	\$237.50	\$225.00
	One-third Page 4/C	\$295.00	\$280.25	\$265.50
	One-third Page B/W	\$205.00	\$194.75	\$184.50
	One-fourth Page 4/C	\$275.00	\$261.25	\$247.50
	One-fourth Page B/W	\$185.00	\$175.75	\$166.50
	One-sixth Page 4/C	\$250.00	\$237.50	\$225.00
	One-sixth Page B/W	\$160.00	\$152.00	\$144.00
	One-eighth Page 4/C	\$220.00	\$209.00	\$198.00
	One-eighth Page B/W	\$130.00	\$123.50	\$117.00

Special instructions: \_\_\_\_\_

$$\frac{\text{Number of ads}}{\text{Total from chart above}} \times \text{Total from chart above} = \text{Total amount due}$$

Please complete, sign and return this form as soon as possible. Requests for specific space is open to applicants on a first come, first served basis. However, the occupant of a particular space in the previous year will be given until June 15, 2011 to reclaim that space. **Deadline for ads is September 1, 2011.** ALL INVOICES 30 DAYS PAST DUE WILL RECEIVE A 1.5% CHARGE ON UNPAID BALANCE.

Signature \_\_\_\_\_

Date \_\_\_\_\_



*State Marching Band Championship Awards Ceremony*

*“Over the years since 1986/87 when we first started our relationship with KMEA we have advertised, exhibited and even sponsored a band in the State Marching Band Championship. We have had positive results so far and plan on continuing the tradition”*

*- Peggy Wilson, Don Wilson Music*



**2011 STATE MARCHING BAND  
CHAMPIONSHIPS SPONSORS**  
Event Date: October 29, 2011

**Return To: KMEA**  
**P.O. Box 1058**  
**Richmond, Kentucky 40476-1058**  
**Telephone: (859) 626-5635**  
**Fax: (859) 626-1115**

**2011 MARCHING BAND SPONSORSHIP FORM - Deadline August 15**

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Invoice/Billing address \_\_\_\_\_

Billing contact \_\_\_\_\_ Tel. \_\_\_\_\_

Check     MasterCard     Visa     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

V-code \_\_\_\_\_ Signature \_\_\_\_\_

**AWARD SPONSORSHIP**

- One Finalist Band .....\$575.00
- Two Finalist Bands .....\$1,100.00
- Three Finalist Bands .....\$1,650.00
- Four Finalist Bands .....\$2,000.00

**TICKET SPONSORSHIP**

- Semi-Finals Tickets .....\$800.00
- Finals Tickets .....\$500.00

**PRESENTING SPONSORSHIP. . . . .See Below**

**AWARD SPONSORSHIP**

- Your company name on the award plaque that will remain on display at the awarded school
- The opportunity to help present your award
- 5 Jumbotron Ad spots (10 secs each) (\$250 value)
- PA recognition of your sponsorship to over 8,000 audience members
- Two VIP tickets to attend the event (\$40 value)
- Your company logo, contact information and link on our website for one year following the event (\$600 value)
- 1/2 page BW program ad (4,000 programs produced) (\$250.00 value)
- Your company logo appears on the jumbotron during your sponsored class' performances
- *The value of the items in this package if purchased seperately equals \$1140 (tickets, web ad, Jumbotron ad, and program ad).*

**TICKET SPONSORSHIP**

- Your company logo and contact information will appear on the back of every ticket (Semi-Finals/10,000 tickets, Finals/12,000 tickets)
- 5 Jumbotron Ad spots (10 secs each) (\$250 value)
- Two VIP tickets to attend the event (\$40 value)

**PRESENTING SPONSORSHIP OPPORTUNITIES**

- Please contact Melissa Skaggs for details (859) 626-5635 or melissa@kmea.org

Please mark, sign, and return this form along with sponsorship check as soon as possible. Requests for specific award is open to applicants on a first come, first served basis. However, the sponsor of a particular award in the previous year will be given until June 15, 2011 to reclaim that award. We will be contacting you with further information after this form is returned. Please refer to page 19 in this packet for ad specifications. **The deadline for sponsoring an award or tickets is August 15, 2011.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



*Kentucky Children's Chorus*

*"I really appreciate that  
you check in with me on this  
[using the same ad]. Such  
service!"*

*- anonymous*



**2012 ANNUAL IN-SERVICE  
CONFERENCE PROGRAM**  
Event Dates: February 8–11, 2012

**Return To: KMEA  
P.O. Box 1058  
Richmond, Kentucky 40476-1058  
Telephone: (859) 626-5635  
Fax: (859) 626-1115**

**2012 SPACE RESERVATION FORM - Deadline December 15**

Company name \_\_\_\_\_

Contact person \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Invoice/Billing address \_\_\_\_\_

Billing contact \_\_\_\_\_ Tel. \_\_\_\_\_

Check     MasterCard     Visa     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

V-code \_\_\_\_\_ Signature \_\_\_\_\_

**Advertisement choices:**

- Inside Front Cover . . . . . \$350.00
- Inside Back Cover . . . . . \$350.00
- Full page . . . . . \$250.00
- Two thirds page . . . . . \$165.00
- One-half page . . . . . \$125.00
- One-third page . . . . . \$85.00
- One-fourth page . . . . . \$65.00

Special instructions: \_\_\_\_\_

$$\frac{\text{Number of ads}}{\text{Total from chart above}} \times \text{Total from chart above} = \text{Total amount due}$$

Please complete, sign and return this form as soon as possible. **Deadline for ads is December 15, 2011.** ALL INVOICES 30 DAYS PAST DUE WILL RECEIVE A 1.5% CHARGE ON UNPAID BALANCE.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



*U.S. Army Brass Quintet with 2007-2009 KMEA President Tanya Bromley*

*“Taylor Tours has always felt a part of the KMEA family. Over the years we have had great communication and personal contact. I remember Dr. Hartwell calling just to touch base with us. This always gave us the needed feeling to want to be involved. We hope to continually be a part of the KMEA Convention not only to promote our business, but to see many of friends, and to give back to the organization for its support. No doubt, everyone has to agree that this organization has strengthened the state of Kentucky in music education.”*

*- Jim Ashby, Taylor Tours*



FOR KMEA USE ONLY	
Date Rec'd	_____
Booth #	_____
Price of Booth	_____
Payment Rec'd	_____

**2012 Kentucky Music Educators Association Conference**  
**Exhibitor Contract**  
 Louisville, Kentucky  
 February 8–11, 2012

Please type or print information below and return to: KMEA, P.O. Box 1058, Richmond, KY 40476, melissa@kmea.org or fax (859) 626-1115. Requests for specific space is open to applicants on a first come, first served basis. However, the occupant of a particular space in the previous year will be given until June 15, 2011 to reclaim that space.

Firm name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

By \_\_\_\_\_ Title \_\_\_\_\_ Signed \_\_\_\_\_

Check     MasterCard     Visa     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

V-code \_\_\_\_\_ Signature \_\_\_\_\_

Complete if address for further correspondence is different from above.

Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

Please refer to page 16 of the advertising brochure for a layout of the booths in the exhibit area. Please indicate booth choices in descending order.

First Choice, Booth # \_\_\_\_\_ Third Choice, Booth # \_\_\_\_\_

Second Choice, Booth # \_\_\_\_\_ Fourth Choice, Booth # \_\_\_\_\_

How many booths are desired?  1 – (\$350)     2 – (\$650)     3 – (\$950)     4 – (\$1250)     5 – (\$1550)     6 – (\$1850)     7 – (\$2150)     8 – (\$2450)     9 – (\$2750)     10 – (\$3050)

**Display Hours:**

**Thursday, February 9, 2012    10:00 a.m.–5:30 p.m. Open for lunch (concessions open)**

**Friday, February 10, 2012    9:30 a.m.–5:00 p.m. Open for lunch (concessions open)**

**Saturday, February 11, 2012    9:00 a.m.–12:00 noon**

**Exhibiting on Saturday is required. Failure to do so will result in back-of-hall booth placement for the following year.**

If it is necessary to have space adjoining that of a specific exhibitor, give name of the company. Companies requesting adjoining space must contact one another in advance and submit their applications together.

Adjoining company name: \_\_\_\_\_

- continued on back -

Lettering for standard booth sign should read as follows (two lines allowed):

One line for company name \_\_\_\_\_

One line for city and state \_\_\_\_\_

Please print a description with a brief statement of facts, describing products offered and services rendered and without self-serving proclamations of unproven sales and quality leadership. This information will be presented in the official conference program. The officers of KMEA reserve the right to edit the program copy. Descriptions exceeding 25 words will be condensed.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Our contract with the Kentucky International Convention Center requires us to provide information regarding food and drinks served in the exhibit hall. If you plan to offer food or drink samples as part of your exhibit, you must list name of product and sample size.

Applicant is asked to make a brief statement of the nature of the proposed exhibit. State how material will be displayed, and add any information that will assist in making an assignment in the most satisfactory location.

\_\_\_\_\_  
\_\_\_\_\_

Our company will be selling items bearing the registered KMEA trademarks: Yes \_\_\_\_\_ No \_\_\_\_\_

A check in the amount of 10% of gross sales must be forwarded within ten (10) days after the conclusion of the conference to the KMEA office.

Indemnifying Clause: Exhibitor agrees to protect, save and keep the Kentucky Music Educators Association, the official decorator, and the Kentucky International Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Kentucky International Convention Center and the Kentucky Music Educators Association regarding the exhibition premises; and further exhibitor shall at all times protect, indemnify, save and keep harmless the Kentucky Music Educators Association, the official decorator, and the Kentucky International Convention Center against and from any and all loss, cost damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees, and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

We, the undersigned, hereby make application for exhibit space as indicated above. We have read and understand that the instructions included in the Exhibitor Terms of Agreement (page 14) are a part of this contract. Payment in full for the total cost of space desired is enclosed. Requests for specific space is open to applicants on a first come, first served basis. However, the occupant of a particular space in the previous year will be given until June 15, 2011 to reclaim that space. Cancellations must be made in writing to the KMEA office. For cancellations prior to November 1, 2011, all monies, less a \$50 service charge, will be refunded. For cancellations after November 1, 2011, the exhibitor shall receive NO refund.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Exhibitor Terms of Agreement

## 1. Contracts and Rental Fee

Reservations for booth spaces must be made on the contract provided and must be accompanied by check for the full amount of space reserved. No assignments will be made until receipt of full payment. No contracts will be accepted after February 1, 2012.

## 2. Printed Conference Materials

Conference Program - contracts and checks must be received by December 1, 2011 for inclusion

## 3. Booth Assignments

Booths will be assigned by the KMEA office in the order that applications are received. Seniority will be given to those requesting the same exhibit space if the contract and check are received by June 15, 2011. Care will be taken to avoid adjoining booths of similar nature. Firms requesting adjoining booths must contact one another in advance and arrange for their applications to be submitted together. Adjoining booths will not be assigned unless both firms have submitted their request in writing. Exhibiting on Saturday is required. Failure to do so will result in back of hall booth placement for the following year.

## 4. Booth Specifications

Booths are 10' deep by 10' wide. All signage and promotional materials taller than 4 ft. must be positioned 5 ft. or more away from the aisle (in the back half of your booth space) Acceptions to this policy must be cleared with Exhibit Coordinator, Melissa Skaggs. Each booth includes one 8' undraped table, two folding chairs, and one standard 7" by 44" two-line identification sign. The cost of booths are as follows:

1 booth—\$350	3 booths—\$950	5 booths—\$1,550	7 booths—\$2,150	9 booths—\$2,750
2 booths—\$650	4 booths—\$1,250	6 booths—\$1,850	8 booths—\$2,450	10 booths—\$3,050

## 5. Exhibit Days, Dates and Hours of Operation

Dates	Installation	Display Hours	Lunch	Dismantle
Wed., Feb. 8, 2012	12:00 p.m.—8:00 p.m.			
Thurs., Feb. 9, 2012	7:30 a.m.—9:30 a.m.	10:00 a.m.—5:30 p.m.	Hall open with concessions	
Fri., Feb. 10, 2012		9:30 a.m.—5:00 p.m.	Hall open with concessions	
<i>Exhibiting on Saturday is required. Failure to do so will result in back of hall booth placement for the following year.</i>				
Sat., Feb 11, 2012		9:00 a.m.—12:00 p.m.		12:00 p.m.
<i>Exhibits must remain open until 12:00 p.m.</i>				

Security guards will be provided during all hours that the exhibits are officially open. Booths must be supervised by a representative during exhibiting hours.

## 6. Installation and Dismantling—New Policy

Installation must be completed by 9:30 a.m. on Thursday, February 9, 2012. An exhibitor who does not appear by that time will not be allowed to set up, and will receive no refund. Exhibitors must remain open until 12:00 p.m. on Saturday when the exhibit hall closes. Goods must be crated and placed for shipment immediately following the close of exhibits. **Exhibiting on Saturday is required. Failure to do so will result in back-of-hall booth placement for the following year. KMEA will document booths vacated before 12:00 p.m. on Saturday and will report non-compliance to the company following the conference.**

## 7. KMEA Signature Items

KMEA has granted exclusivity for the production of all recordings for the conference to Mark Custom Recording. Music T's has the exclusive right to produce and sell novelty or souvenir items bearing the KMEA and/or KMEA All-State logo with the exception of CDs, photos, and tapes of the All-State performances. These items may include plaques, patches, pins, or wearing apparel. Other vendors having questions about this exclusivity may contact the KMEA Office.

## 8. Decorating, Drayage and Additional Services

All services customarily required by exhibitors will be available at extra charge. The decorating and drayage company will handle table draping, furniture rental, labor, and all electrical needs. Resulting expense is the responsibility of the exhibitor. Order forms for these services will be included in the Exhibitor's Service Kit to be sent to you after your space is assigned. You will also find shipping information, rate schedules, and service order forms within the Exhibitor's Service Kit. All shipments must be pre-paid.

## 9. Hotel accomodations

The housing reservation information will be available on the KMEA website [www.kmea.org](http://www.kmea.org). Accommodations will be available at the Hyatt Regency Hotel and the Galt House. Reservations will be made directly with the hotel via phone or online form and not with the KMEA office.

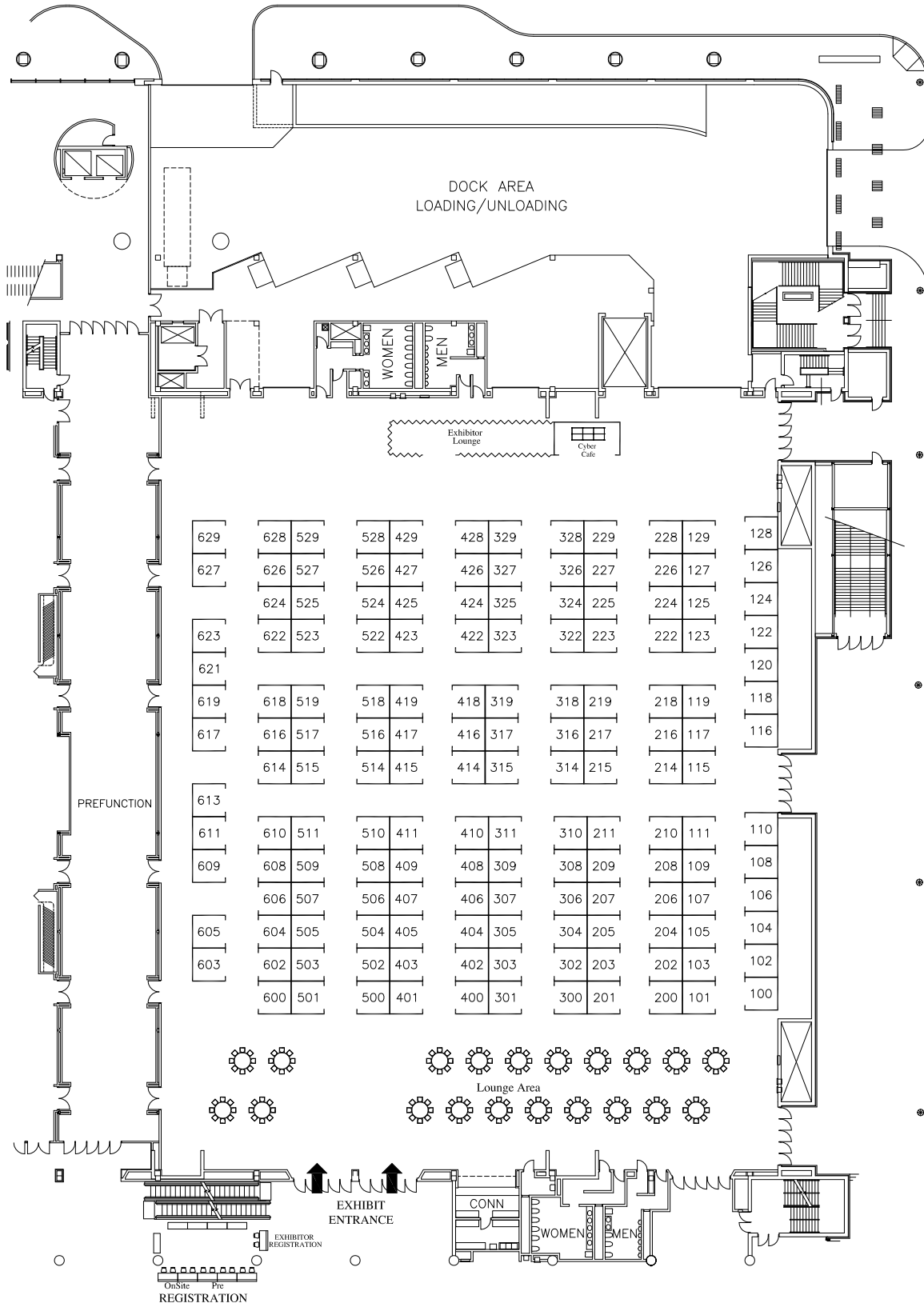
**Hotel rates listed below do not include 15.01% current State and Local Tax:**

<b>Hyatt Regency</b>	Single \$126.00	Double \$131.00	Triple \$136.00	Quad \$141.00	Parking \$13.00
<b>Galt House</b>	Single \$115.00	Double \$120.00	Triple \$125.00	Quad \$130.00	Parking \$12.00

# KENTUCKY INTERNATIONAL CONVENTION CENTER

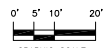
LOUISVILLE, KENTUCKY

THIRD STREET



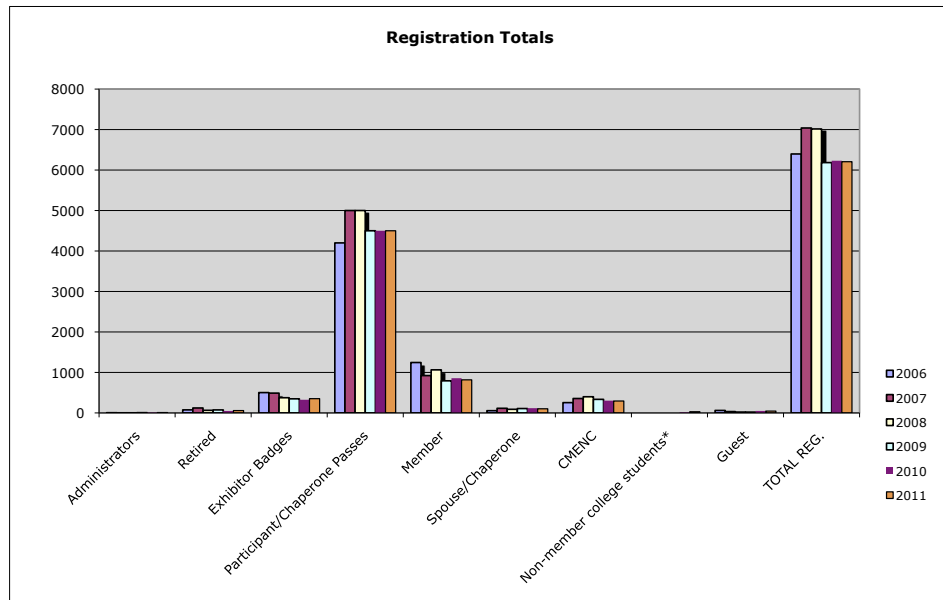
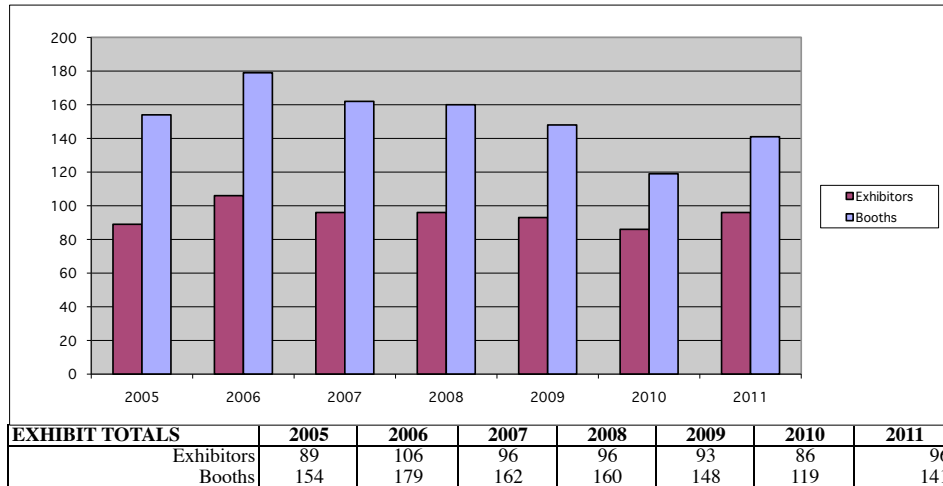
## KENTUCKY MUSIC EDUCATORS ASSOCIATION

FEBRUARY 9-12, 2011



GEORGE  
**fern**  
EXPOSITION SERVICES

**KMEA CONFERENCE TOTALS**

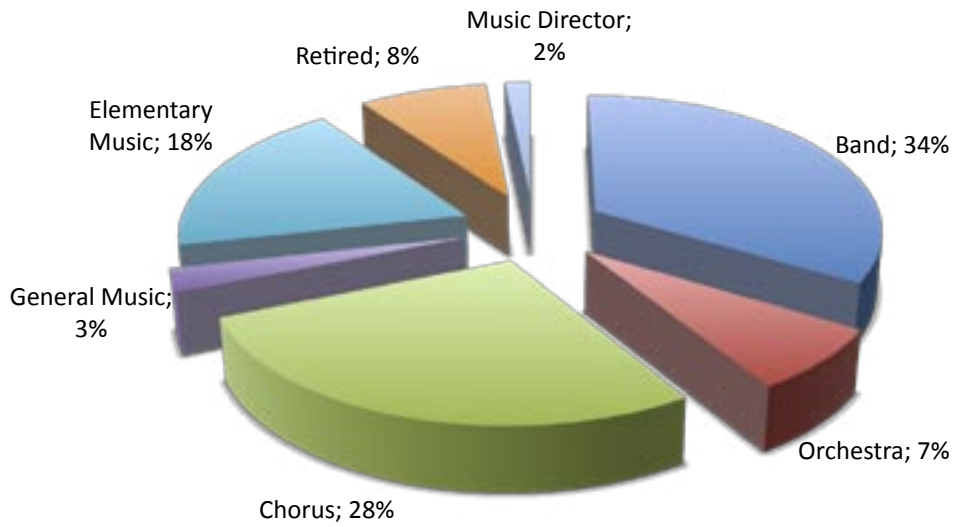


REGISTRATION TOTALS	2006	2007	2008	2009	2010	2011
Administrators	5	3	3	6	12	9
Retired	75	122	64	74	48	58
Exhibitor Badges	502	489	375	348	325	352
Participant/Chaperone Passes	4200	5000	5000	4500	4500	4500
Member	1245	922	1064	793	857	817
Spouse/Chaperone	55	114	89	108	117	102
CMENC	254	356	399	335	303	294
Non-member college students*					19	29
Guest	61	33	21	20	49	45
<b>TOTAL REG.</b>	<b>6397</b>	<b>7039</b>	<b>7015</b>	<b>6184</b>	<b>6230</b>	<b>6206</b>

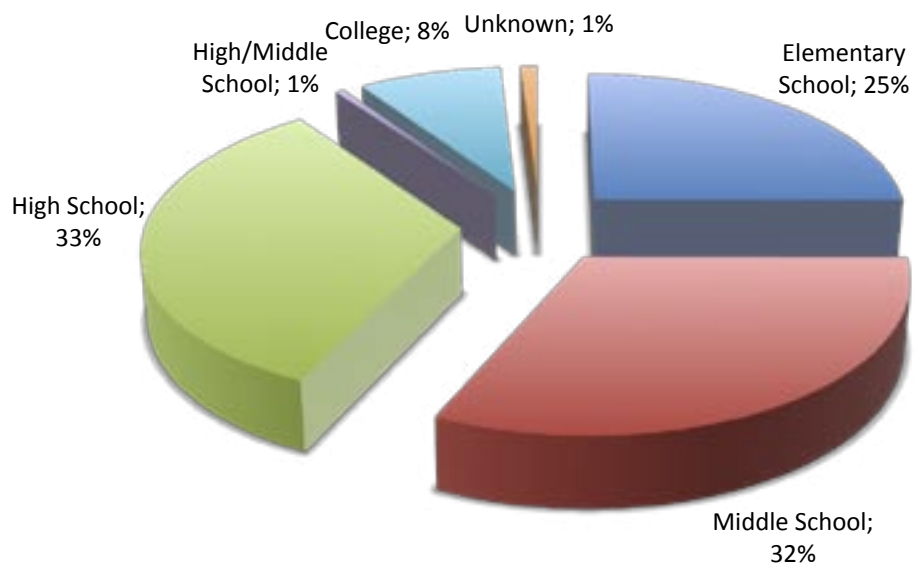
\*This total is reported for the first time in 2010

# Kentucky Music Educators Association Bluegrass Music News Demographic

## Teaching Area



## Grade Level



# **Print Advertising Specifications for the Bluegrass Music News, State Marching Band Championship Program, and Conference Program**

## **File requirements**

- Adobe PDF
- Minimum 2400 DPI resolution with fonts embedded
- CMYK (for color ads)/grayscale (for black and white ads)
- Please be sure all images are the proper color space (CMYK or grayscale) and all colors used from your color palette are either CMYK (for color pages) or a tint of black (for black and white pages)
- Use “Press” or “High quality Image” PDF presets to create the PDF

## **Shipping information**

Send ad copy via email to [melissa@kmea.org](mailto:melissa@kmea.org) or via FedEx or UPS to Kentucky Music Educators Association, 2150 Lexington Rd, Harper Square, Suite F, Richmond, KY 40475.

## **Full page ads with bleed**

8.5”W X 11”H with crop marks and .125” bleed image that extends outside the crop marks on all four sides for a total image of 8.75”W X 11.25”H.

## **Half page horizontal with bleed**

8.5”W X 5.375”H with crop marks and .125” bleed image that extends outside the crop marks on all four sides for a total of 8.75”W X 5.625”H

## **Half page vertical with bleed**

4.125”W X 11”H with crop marks and .125” bleed image that extends outside the crop marks on all four sides for a total of 4.375”W X 11.25”H.

## **Full page ads without bleed**

7.5”W X 10”H. Crop marks are not necessary if the ad has a box defining the edge.

## **Half page vertical without bleed**

3.65”W X 10”H. Crop marks are not necessary if the ad has a box defining the edge.

## **Half page horizontal without bleed**

7.5”W X 4.875”H. Crop marks are not necessary if the ad has a box defining the edge.

## **Quarter page**

3.65”W X 4.875”H. Crop marks are not necessary if the ad has a box defining the edge.

## **Ad deadlines:**

Bluegrass Music News

Fall - July 15th, projected delivery - September 10th

Winter - October 15th, projected delivery - December 10th

Spring - January 15th, projected delivery - March 12th

Summer - March 15th, projected delivery - June 10th

State Marching Band Program

September 1st, Event Date: October 29, 2011

Conference Program

December 15th, Event Dates: February 8–11, 2012