

Welcome back to KMEA!

After a period of all-virtual activities due to the pandemic, we welcome you to join us in offering in-person events and opportunities for the music teachers and students of Kentucky! The Kentucky Music Educators Association has a unique array of marketing opportunities for your company. You 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 in this document on conference sponsorships, conference program advertising, website advertising, and marching band sponsorships. Discounts apply when you market in multiple ways, so be sure to check out all advertising and sponsorship opportunities!

FORMS AND APPLICATIONS

Web Advertising	2
KMEA members use the KMEA website to retrieve forms and information for all KMEA activities. Your ad on the KMEA homepage or a selected special interest page ensures that you will be seen by our members!	
Bluegrass Music News	4
The official publication of the Kentucky Music Educators Association is distributed quarterly to the entire membership as one of their membership benefits.	
Marching Band Advertising	6
Place an ad in the State Marching Band Championship Program and you will reach approximately 19,000 people who participate, teach, or support marching arts in the state of Kentucky. Young and old come together for this thrilling event!	
Marching Band Sponsorships.....	7–8
State Marching Band Championship presenting, ticket, and award sponsorship opportunities are available. Put your company name on this exciting event!	
Conference Advertising	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	12–15
Exhibiting during the KMEA Professional Development Conference enables your company to have one-on-one contact with KMEA’s members to present your product or service.	

INFORMATION

Professional Development Conference Attendance Totals	16
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**KMEA WEBSITE ADVERTISING
2021-2022 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:

- 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. **Return to: Melissa Skaggs, melissa@kmea.org, KMEA, P.O. Box 1058, Richmond, Kentucky 40476-1058, Telephone: (859) 626-5635/Fax: (859) 626-1115.**

Signature _____

Date _____



Bluegrass Music News

Official publication of the KENTUCKY MUSIC EDUCATORS ASSOCIATION



2021-2022 ADVERTISING SPACE RESERVATION FORM

Due June 15 to reclaim space. Bluegrass Music News is now published in digital format only. Ads will link to web address of your choice (website, Facebook page, etc.).

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 _____

Table with 5 columns: Check selection, Advertisement choices, Full Price per issue, 5% discount for 4 BMN ads paid in full (Per issue breakdown, Total payment)

Deadlines

Insertion Issues:

- Insertion Issues list with checkboxes: All, Fall 2021, Winter 2021, Spring 2022, Summer 2022

Special instructions:

Three horizontal lines for special instructions

Number of issues x 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, 2021 to reclaim that space. Please refer to page 13 in this packet or the KMEA website for ad specifications. Return to: Melissa Skaggs, melissa@kmea.org, KMEA, P.O. Box 1058, Richmond, Kentucky 40476-1058, Telephone: (859) 626-5635/ Fax: (859) 626-1115. ALL INVOICES 30 DAYS PAST DUE WILL RECEIVE A 1.5% CHARGE ON UNPAID BALANCE.

Signature _____

Date _____



**2021 STATE MARCHING BAND CHAMPIONSHIPS PROGRAM
ADVERTISING SPACE RESERVATION FORM**

Event Date: October 30, 2021

Location: University of Kentucky Kroger Field

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

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, 2021 to reclaim that space. **Deadline for ads is September 1, 2021.** Please refer to page 13 in this packet or the KMEA website for all ad specifications. **Return to: Melissa Skaggs, melissa@kmea.org, KMEA, P.O. Box 1058, Richmond, Kentucky 40476-1058, Telephone: (859) 626-5635/Fax: (859) 626-1115.** ALL INVOICES 30 DAYS PAST DUE WILL RECEIVE A 1.5% CHARGE ON UNPAID BALANCE.

Signature

Date

Photo: David Greenlee



*Madisonville North Hopkins High School, State Marching Band
Championship Awards Ceremony*

MARCHING BAND SPONSORSHIP OPPORTUNITIES

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 with VIP Parking (\$60 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 separately 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 with VIP Parking (\$60 value)



**2021 STATE MARCHING BAND CHAMPIONSHIPS SPONSORSHIP
RESERVATION FORM**

Application and payment deadline for same award consideration is June 15.

Event Date: October 30, 2021

Location: University of Kentucky Kroger Field

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 _____

Ticket Sponsorship

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

Award Sponsorship

- One Finalist Band \$600.00
- Two Finalist Bands \$1,150.00
- Three Finalist Bands \$1,725.00
- Four Finalist Bands \$2,100.00

Sponsorship class preference: A AA AAA AAAA AAAAA

Presenting Sponsorship Call for details

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, 2021 to reclaim that award. We will be contacting you with further information after this form is returned. Please refer to page 13 in this packet or the KMEA website for ad specifications. **The deadline for Award and Ticket Sponsorship applications and payment is August 15, 2021. Return to: Melissa Skaggs, melissa@kmea.org, KMEA, P.O. Box 1058, Richmond, Kentucky 40476-1058, Telephone: (859) 626-5635/Fax: (859) 626-1115.**

Signature

Date



**2022 PROFESSIONAL DEVELOPMENT CONFERENCE PROGRAM
ADVERTISING SPACE RESERVATION FORM**

Event Dates: February 2-5, 2022

Location: Kentucky International Convention Center, Louisville

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 _____

Program Advertisement Choices:

- Inside Front Cover (B/W) \$350.00
- Inside Back Cover (B/W)..... \$350.00
- Full page (B/W)..... \$250.00
- One-half page (B/W)..... \$125.00
- One-fourth page (B/W) \$65.00

App Logo Placement..... \$350.00

Place your logo as part of a scrolling banner on the KMEA Conference App.
When users click on your logo they will be given your company profile with
the option to view your website.

Program and App Advertising Combo \$500.00

Includes app logo placement and inside full page black and white program ad.

Special instructions: _____

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

Please complete, sign and return this form as soon as possible. **Deadline for ads is December 15, 2021.** Please refer to page 13 in this packet or the KMEA website for ad specifications. **Return to: Melissa Skaggs, melissa@kmea.org, KMEA, P.O. Box 1058, Richmond, Kentucky 40476-1058, Telephone: (859) 626-5635/Fax: (859) 626-1115.** ALL INVOICES 30 DAYS PAST DUE WILL RECEIVE A 1.5% CHARGE ON UNPAID BALANCE.

Signature _____

Date _____



Professional Development Conference Exhibitor Application

Event Date: February 2–5, 2022
Location: Kentucky International Convention
Center Louisville, Kentucky

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. The early application deadline is June 15. 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, 2021 to reclaim that space by applying with payment in full. Applications are not complete unless accompanied by payment. The Exhibit Hall Map is located on page 16 and on the KMEA website.

Company name _____

Contact person _____ Tel. _____

E-mail _____ Fax _____

Address _____

By _____ Title _____ Signed _____

Check MasterCard Visa Discover American Express

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 or the KMEA website for a layout of the booths in the exhibit hall. Please indicate booth choices in descending order.

First Choice, Booth # _____

Third Choice, Booth # _____

Second Choice, Booth # _____

Fourth Choice, Booth # _____

How many booths are desired?

Number of Standard Booths: _____

If no corner booth is requested:			
First standard booth	\$400	Each additional standard booth	\$350
If corner booth is requested:			
First corner booth	\$450	Each additional corner booth	\$400
		Each additional standard booth	\$350

Number of Corner Booths: _____

Display Hours:

Thursday, February 3, 2021 9:00 a.m.–5:00 p.m. Open for lunch
Friday, February 4, 2021 9:00 a.m.–5:00 p.m. Open for lunch
No Saturday hours

Exhibiting on Friday is required through 5:00 p.m.

If it is necessary to be placed adjacent to another exhibitor, provide name of the company below. Companies requesting adjoining spaces must contact one another in advance and submit their applications together.

Other company's name: _____

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. Exhibitors who plan to offer food or drink samples as part of their exhibit, must list name of product and sample size.

Applicant is asked to make a brief statement of the nature of the proposed exhibit, stating 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 10 & 11) 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, 2021 to reclaim that space. After early registration applicants are assigned we will begin placing those received after June 15 on a first come first served basis. For cancellations prior to November 1, 2021, all monies, less a \$50 service charge, will be refunded. For cancellations after November 1, 2021, 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 application provided, and they must be accompanied by payment for the full amount of space reserved. No assignments will be made until receipt of full payment. KMEA does not guarantee that applications will be accepted after January 28, 2022.

2. Printed Conference Materials

Conference Program - applications and payment must be received by December 1, 2021 for inclusion in the conference program.

Conference App - applications and payment must be received by December 1, 2021 for inclusion in the conference app.

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 application and payment are received by June 15, 2021. Care will be taken to avoid adjacent placement of 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 until 5:00 p.m. on Friday is required. Failure to do so will result in back of hall booth placement for the following year.

4. Booth Specifications

Booths are 10 ft. x 10 ft. 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) Exceptions to this policy must be cleared with Exhibit Coordinator, Melissa Skaggs. Each booth includes one 8 ft. undraped table, two folding chairs, and one standard 7 in. x 44 in. two-line identification sign. The cost of booths are as follows:

If no corner booth is requested:			
First standard booth	\$400	Each additional standard booth	\$350
If corner booth is requested:			
First corner booth	\$450	Each additional corner booth	\$400
		Each additional standard booth	\$350

5. Exhibit Days, Dates and Hours of Operation

Dates	Installation	Display Hours	Dismantle
Wed., Feb. 2, 2022	12:00 p.m.—8:00 p.m.		
Thurs., Feb. 3, 2022	7:30 a.m.—8:30 a.m.	9:00 a.m.—5:00 p.m.	
Fri., Feb. 4, 2022		9:00 a.m.—5:00 p.m.	begins at 5:00 p.m.
<i>Exhibiting on Friday until 5:00 p.m. is required.</i>			

Security guards will be present during all hours that the exhibits are officially open.

Exhibitor Terms of Agreement (cont.)

6. Installation and Dismantling

Installation must be completed by 8:30 a.m. on Thursday, February 4, 2022. An exhibitor who does not appear by that time will not be allowed to set up, and will receive no refund. Goods must be crated and placed for shipment immediately following the close of exhibits.

Each year, the KMEA exhibit hall closes at 5:00 PM on Friday of the conference. KMEA discourages exhibitors from packing products, dismantling booths, or departing before closing time. We believe that those who pack, dismantle, or leave early significantly disturb the browsing experience for the patrons, and we respectfully request that exhibitors resist any urge to be a part of incremental shut-down. Participation in any form of early shut-down is contrary to the exhibitor agreement.

In fairness to those who cooperate with us on this matter, the following year we allow them to reclaim their booth location or select even better locations if available by simply making their reservation before June 15. This offer is not made available to those who do not fully live up to the agreement. To enforce this distinction, during the KMEA conference as Friday's exhibit hours come to a close we will photograph booths that are in any state of disassembly or are unmanned. Very shortly after the conference we will forward the time-stamped photograph along with a message that re-iterates these terms.

There can be no exceptions to this policy. We value and care for the welfare of our conference exhibitors, and part of protecting the welfare of all is our making appropriate efforts to maintain the integrity of the exhibit hall down to the very end. Thank you for your understanding on this matter.

7. KMEA Signature Items

KMEA has granted Soundwaves Recording exclusivity for the production of all recordings for the conference. PepWear 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 with 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 information emailed to exhibitors after space is assigned. Also included will be shipping information, rate schedules, and service order forms within the Exhibitor's Service information. All shipments to the company must be pre-paid.

9. Hotel accommodations

The housing reservation information will be available on the KMEA website 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. See <http://www.kmea.org/conference-housing/>.

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 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 10)

Winter - October 15 (projected delivery - December 10)

Spring - January 15 (projected delivery - March 12)

Summer - March 15 (projected delivery - June 10)

State Marching Band Program

August 30 (Event Date: October 30, 2021)

Conference Program

December 13 (Event Dates: February 2–5, 2022)