

RAMADA PLAZA
REGINA, SK

SMC2019
SASKATCHEWAN'S
MUSIC CONFERENCE

1-2
NOVEMBER
2019

**TRADE SHOW &
SPONSORSHIP
PACKAGE**

www.saskmusic.ca



SUPPORTING SK MUSIC EDUCATION



#SASKMC_2019
is the perfect venue
for reaching **Music
Teachers, Students,
Volunteers and
Professionals**

Delegates attend for networking,
professional development and
industry exhibit information

Great opportunity to boost
your brand recognition

Ideal for showcasing school/
band fundraising strategies



*“ One of the best
conferences I have
attended in the past
5 years. Well done!! ”*

**EARLY BIRD TRADE
SHOW DEADLINE:**
September 30, 2019

**ADVERTISING BOOKING/
SUBMISSION DEADLINE:**
October 4, 2019



*“ Hoop Dancing was
awesome as was the
Round Dance! ”*

Trade Show Displayers:
add a promo/flyer to the
registration kits for \$35¹

Top items and
themes delegates
want to see at
this year's
trade show:

- First Nations/multicultural/
music therapy content
(major themes for #SMC2019)
- Orff instruments
- Teaching aids and manipulatives
- SMC presenters' music sheets, recordings, etc.



*“ Best conference so far!!
Wonderful clinicians! ”*

¹ Flyers or promo items must be submitted by Oct. 25, 2019.
Note: quotes and trade show item requests on this page are based on
SMC 2018 survey results.

SPONSORSHIP OPPORTUNITIES

	PARTNER \$4,000	STREAM \$3,000	DIAMOND \$2,000	PLATINUM \$1,000	LANYARD \$700	SWAG BAG \$600	BRONZE \$250
					One colour logo imprint on all event lanyards; open to one sponsor	One colour logo imprint on delegate bags; open to one sponsor	
Verbal recognition at the conference	✓	✓	✓	✓	✓	✓	✓
Logo on registration desk signage	✓ Prominent placement	✓ Prominent placement	✓	✓	✓	✓	✓
Logo on the front cover of the conference program	✓						
Logo/link on conference website's main page	✓						
Logo/link on website sponsor recognition page	✓	✓	✓	✓	✓	✓	✓
Logo on event app	✓	✓	✓	✓	✓	✓	✓
Social media recognition (Twitter)	✓	✓	✓	✓	✓	✓	✓
Recognized sponsor of the Keynote address	✓						
Corporate signage on the main stage in plenary room	✓						
Corporate signage in the stream room of your choice**		SELECT FROM: Orff, Diversity Band/Choral, or Classroom Music					
Complimentary trade show space*	Up to 3 tables/ 2 lunch tickets per day*** Premium location	Up to 3 tables/ 2 lunch tickets per day	Up to 2 tables/ 2 lunch tickets per day	1 table/ 1 lunch ticket per day			
Admission to all SMC2019 workshops and sessions*	2 tickets	2 tickets	1 ticket	1 ticket			
Recognized sponsor of 1 delegate coffee break			✓				
Place a flyer or promo item in all delegate conference bags*	✓	✓				✓	
Full page/full colour ad in the conference program	✓ Prominent location	✓ Prominent location	✓	✓			
Half page/full colour ad in the conference program					✓		
Quarter page/full colour ad in the conference program						✓	✓

* If requested by the sponsor.

** Based upon availability.

*** Partnership sponsors may purchase additional tables at a 50% discounted rate and will have access to premium trade show display space. Contact our sales representative for details.

* Materials must be submitted to Sask Music Conference (2260 McIntyre Street, Regina, SK S4P 2R9) by **October 25, 2019** to be placed in the bags.



ADVERTISING | TRADE SHOW

ADVERTISING

Every conference delegate, presenter and displayer receives a copy of the program, which contains the conference schedule, session and presenter profiles, a list of sponsors and other information that is relevant to the two-day event. Advertising rates are based on the following sizes of camera-ready ads:

BACK COVER (full color)	8" w x 10.5" h (no bleeds) <u>OR</u> 8.75" w x 11.25" h (full bleed)	\$300
INSIDE COVER (full color)	8" w x 10.5" h (no bleeds) <u>OR</u> 8.75" w x 11.25" h (full bleed)	\$275
FULL PAGE (full color)	8" w x 10.5" h	\$225
HALF PAGE (full color)	8" w x 5.125" h <u>OR</u> 3.875" w x 10.5" h	\$150
QUARTER PAGE (black/white)	3.875" w x 5.125" h	\$125

AD DEADLINE:
Oct. 4, 2019

Ads must be at least 300 dpi resolution and submitted in a PDF, JPEG or EPS file in CMYK format. Fonts must be embedded in all PDF files. Submit ads to info@benchmarkpr.ca by **October 4, 2019**.

TRADE SHOW DISPLAYS

Displaying at the Saskatchewan Music Conference is open to any interested party whose products or services would be beneficial to registrants.

EARLY BIRD PRICE:	\$300 per 8-foot table for the first two tables \$200 for each additional 8-foot table
AFTER SEPTEMBER 30, 2019:	\$350 per 8-foot table for the first two tables \$250 for each additional 8-foot table
*HOURS OF OPERATION: <i>*Hours are subject to change. Times will be confirmed one month prior to the event.</i>	OCTOBER 31 – Setup 7:00 -10:00 pm NOVEMBER 1 – Display Hours: 8:30 am - 4:15 pm NOVEMBER 2 – Display Hours: 8:30 am - 3:00 pm; Move Out: 3:00 - 4:15 pm

EARLY BIRD DEADLINE:
Sept. 30, 2019

TRADE SHOW LOCATION

Nearly all of the booths will be located in the Ballroom, which will host the plenary and some general sessions, as well as the delegate coffee and lunch breaks. Displayers also have the option to have their booth in the Mezzanine, another high traffic area between several conference rooms and access points to the stairs and elevators.

TRADE SHOW SPEED NETWORKING

SMC is hosting its first **Speed Networking** session this year! During this stand alone session, delegate groups led by a host will visit each of the trade show booths where displayers will have up to four (4) minutes to market their products and services to each group. This session will take place early Friday morning to optimize networking opportunities between delegates, clinicians and displayers.

WHAT'S INCLUDED?

Maximum of 2 lunch tickets per organization per day are included for Friday and Saturday's luncheons in all trade show registrations. Additional luncheon tickets are available for \$30 per person per day, if necessary. All display tables will be skirted and include two chairs per table. Security will be provided for the display area on Friday night. Displayers are asked to supply bags for customer merchandise. Displayers requiring Internet access and/or other equipment must make their own arrangements with the Ramada; additional charges for these requests may apply from the hotel.

STREAMS FOR • CLASSROOM MUSIC • ORFF • BAND • CHORAL • DIVERSITY SESSIONS AND MORE

SMC OFFERS • PROFESSIONAL DEVELOPMENT • NETWORKING
• AWARDS PRESENTATION • LIVE ENTERTAINMENT • TRADE SHOW AND MORE

CONTACT US

SALES REPRESENTATIVES
www.saskmusic.ca

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#SASKMC_2019 APPLICATION FORM

SPONSORSHIP SUBTOTAL: \$ _____

I would like to become a sponsor of the 2019 Saskatchewan Music Conference:

- PARTNERSHIP** (\$4,000) NOTE: sponsorship includes up to **3** trade show tables, **2** luncheon tickets per day, and **2** conference admissions. Please check which items you would like to book and the quantity you will require:
 Trade Show booths _____ Luncheon tickets _____ per day SMC admissions _____
- STREAM** (\$3,000) NOTE: sponsorship includes up to **3** trade show tables, **2** luncheon tickets per day and **2** conference admissions. Please check which items you would like to book and the quantity you will require:
 Trade Show booths _____ Luncheon tickets _____ per day SMC admissions _____
- DIAMOND** (\$2,000) NOTE: sponsorship includes up to **2** trade show tables, **2** luncheon tickets per day and **1** conference admission. Please check which items you would like to book and the quantity you will require:
 Trade Show booths _____ Luncheon tickets _____ per day SMC admissions _____
- PLATINUM** (\$1,000) NOTE: sponsorship includes up to **1** trade show table, **1** luncheon ticket per day and **1** conference admission. Please check which items you would like to book and the quantity you will require:
 Trade Show booths _____ Luncheon tickets _____ per day SMC admissions _____
- LANYARD** (\$700)
- SWAG BAG** (\$600)
- BRONZE** (\$250)



ADVERTISING SUBTOTAL: \$ _____

I would like to book the following advertisement(s) for the 2019 Saskatchewan Music Conference Program:

- Back Cover** (\$300) **Inside Front Cover** (\$275) **Inside Back Cover** (\$275) **Full Page** (\$225)
- Half Page - Horizontal** (\$150) **Half Page - Vertical** (\$150) **Quarter Page - Horizontal** (\$125) **Quarter Page - Vertical** (\$125)

All ads must be at least 300 dpi resolution and be submitted in a PDF, JPEG or EPS file format in CMYK format. Fonts must be embedded in all PDF files. Submit ads by email to info@benchmarkpr.ca by **October 4, 2019**.

TRADE SHOW DISPLAYS SUBTOTAL: \$ _____

Please indicate how many 8-foot tables you require:

- EARLY BIRD:** **1 TABLE** (\$300) **2 TABLES** (\$600) **3 TABLES** (\$800) **4 TABLES** (\$1,000)
- AFTER OCT 1, 2019:** **1 TABLE** (\$350) **2 TABLES** (\$700) **3 TABLES** (\$950) **4 TABLES** (\$1,200)
- I would like to run a flyer or promo item in the registration kits for \$35. Deadline for materials: **Oct. 25, 2019**.

ADDITIONAL TICKETS (OPTIONAL) SUBTOTAL: \$ _____

FRIDAY AND SATURDAY LUNCHEONS

Maximum of 2 lunch tickets per organization per day are included for Friday and Saturday's luncheons in all trade show registrations. Additional tickets can be purchased for \$30 per person per day.

No. of additional Friday luncheon tickets required: _____ No. of additional Saturday luncheon tickets required: _____

ORGANIZATION: _____ PHONE: _____

EMAIL: _____ ADDRESS: _____

TWITTER HANDLE: @ _____ WEBSITE: _____

DESCRIPTION OF PRODUCTS/SERVICES (trade show displayers only; 30 words max. for use in SMC's website and conference program):

TOTAL COST OF ALL PURCHASES: \$ _____

Thank you for your support of the Saskatchewan Music Conference! Please return this form with a cheque/money order made payable to **Saskatchewan Music Conference**: 2260 McIntyre, Regina, SK, S4P 2R9 or email it to info@benchmarkpr.ca.

Please note that trade show registrations submitted after **September 30, 2019** will be subject to late fees.