

3-5

NOVEMBER 2022

DELTA SASKATOON DOWNTOWN

SMC  **2022**
SASKATCHEWAN'S
MUSIC CONFERENCE

TRADE SHOW & SPONSORSHIP
PACKAGE

www.saskmusic.ca



SUPPORTING SK MUSIC EDUCATION



Excellent keynote speakers.

Great opportunity to boost your brand recognition

Delegates attend for networking, professional development and industry exhibit information

Ideal for showcasing school/band fundraising strategies



Sessions were awesome!



All the sessions were really good. I learned a lot!



I absolutely loved this conference.

#SASKMC_2022
is the perfect venue
for reaching
**Music Teachers,
Students, Volunteers
and
Professionals**



EARLY BIRD TRADE SHOW DEADLINE:
September 30, 2022

ADVERTISING BOOKING/ SUBMISSION DEADLINE:
October 7, 2022

SPONSORSHIP OPPORTUNITIES

PARTNER
\$4,000

STREAM
\$3,000

DIAMOND
\$2,000

PLATINUM
\$1,000

LANYARD
\$700

SWAG BAG
\$600

BRONZE
\$250

	PARTNER \$4,000	STREAM \$3,000	DIAMOND \$2,000	PLATINUM \$1,000	LANYARD \$700	SWAG BAG \$600	BRONZE \$250
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	✓						
Recognized sponsor of the Welcome Reception	✓						
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 SMC2022 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, 2022** 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 colour)	8" w x 10.5" h (no bleeds) OR 8.75" w x 11.25" h (full bleed)	\$300
INSIDE COVER (full colour)	8" w x 10.5" h (no bleeds) OR 8.75" w x 11.25" h (full bleed)	\$275
FULL PAGE (full colour)	8" w x 10.5" h	\$225
HALF PAGE (full colour)	8" w x 5.125" h OR 3.875" w x 10.5" h	\$150
QUARTER PAGE (black/white)	3.875" w x 5.125" h	\$125



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 7, 2022**.

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, 2022: **\$350** per 8-foot table for the first two tables
\$250 for each additional 8-foot table

***HOURS OF OPERATION:**
**Hours are subject to change. Times will be confirmed one month prior to the event.*
NOVEMBER 2 – Setup 7:00 -10:00 pm
NOVEMBER 3 – Display Hours: 8:30 am - 4:15 pm
NOVEMBER 4 – Display Hours: 8:30 am - 3:00 pm; Move Out: 3:00 - 4:15 pm



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.

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.

SESSIONS ON • CLASSROOM MUSIC • ORFF • BAND • CHORAL • DIVERSITY • AND MORE
SMC OFFERS • PROFESSIONAL DEVELOPMENT • NETWORKING • LIVE ENTERTAINMENT • TRADE SHOW AND MORE

CONTACT US

Sales Representatives
www.saskmusic.ca

Pat Rediger
P: (306) 522-9326
prediger@benchmarkpr.ca

Fahim Imran
P: (306) 352-2304
fimran@benchmarkpr.ca



#SASKMC_2022 APPLICATION FORM

SPONSORSHIP SUBTOTAL: \$ _____

I would like to become a sponsor of the 2022 Saskatchewan Music Conference:

- PARTNERSHIP (\$4,000) 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) 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) 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) 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 2022 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 7, 2022**.

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, 2022 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, 2022**.

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 displays only; 30 words max. for use in SMC's website and conference program):

TOTAL COST OF ALL PURCHASES: \$ _____

Please return this form with a cheque/money order made payable to **Saskatchewan Music Educators Association** (no abbreviations please): **Box 24, Cudworth, SK S0K 1B0**, email it to smea@sasktel.net. Payments can also be made by e-transfer to smea@sasktel.net.

Please note that trade show registrations submitted after **September 30, 2022** will be subject to late fees.

THANK YOU FOR SUPPORTING MUSIC EDUCATION IN SASKATCHEWAN THROUGH #SMC2022