



## Alabama Music Educators Association

Garry Taylor, Executive Director  
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### YOU ARE INVITED!

On behalf of the 2075 members of the Alabama Music Educators Association, I would like to invite you to exhibit at the AMEA In-Service Conference January 20-22, 2011, at the Renaissance Montgomery Hotel and Spa at the Convention Center.

The 2010 AMEA Conference was attended by a record number of music educators from throughout the state, representing the profession from all levels of instruction, elementary through college. Much of the success of the past conferences can be attributed to the participation of the music industry. Once again, we sold out of exhibit space in 2010. Exhibits, an integral part of the conference, offer members of AMEA professional tools that are practical, stimulating, and essential. By exhibiting, you will help music educators make creative and informed decisions regarding equipment and services that support music education, and at the same time familiarize the music educators, collegiate members, and performing students of your products and services.

Those who wish to exhibit at the 2011 In-Service Conference should return a completed reservation form and payment in full to: Garry Taylor, Alabama Music Educators Association, 1600 Manor Dr. NE, Cullman, AL 35055. The exhibitor packet, containing a reservation form, may be found on the AMEA website. The URL for the 2011 Conference page is <http://www.alabamamea.org/conference/index.htm>. If you are unable to obtain the form online please let us know and we will be happy to email, fax, or mail it to you. The form is in PDF format that can be easily printed and mailed to us. Remember, keep a copy for your records.

If you have any questions, please feel free to contact me. I look forward to hearing from you soon.

Sincerely,

A handwritten signature in cursive script that reads "Garry Taylor".

Garry Taylor  
Executive Director

Booth Information: Basic booth size is 10'x10', including an 8' high background drapery and 3' high side divider drapery. One (1) company I.D. sign, one (1) 6' topped and skirted table, two (2) side chairs, and one (1) wastebasket with liner.

#### Booth Space Pricing;

- 10'x10' booths  
\$300 each
- Colleges and Non-Profit Organizations  
\$150 each

#### Exhibit Schedule

Set-up: Wednesday, January 19, 1:00 – 6:00 PM and Thursday, January 20, 7:00 – 10:00 AM

Show Hours: Thursday, January 20, 10:00 AM – 5:00 PM

Friday, January 21, 8:30 AM – 5:00 PM

All exhibitors are required to keep their exhibits open until Friday at 5:00 PM. Exhibits must be cleared out by 8:00 PM on Friday.

## College/Non Profit Exhibit Information

**Alabama Music Educators Association**  
2011 AMEA In-Service Conference  
January 20-22, 2011  
Renaissance Montgomery Hotel at the Convention Center  
Montgomery, Alabama

### **GENERAL INFORMATION**

The exhibits will be located in the exhibit hall of the Renaissance Montgomery Hotel at the Convention Center. All conference performances, clinics and sessions will be scheduled in the Convention Center and the adjacent Montgomery Performing Arts Center – all under one roof.

By returning the Reservation for Exhibit Space and Exhibitor Financial Statement with payment, registration will be complete and the packet of information, with name badges, programs, and other information will be at the assigned booth at set-up time. A confirmation email will be sent upon receipt of application and a follow-up letter with more information, including booth/s assignment, will be sent approximately three weeks prior to the event.

Exhibitors are encouraged to plan drawings for prizes at their booth to encourage business. Also, vendors who wish to schedule receptions may do so by contacting the executive director.

### **ADVERTISING**

Advertising opportunities in the conference program are available by completing the enclosed application. If interested in advertising in the conference issue (or any issue) of the *Ala Breve Magazine*, the official journal of AMEA, contact the executive director for information. (Deadline for the conference issue of the *Ala Breve Magazine* is September 1, 2010). These advertising opportunities provide exhibitors additional exposure to potential customers before, during, and after the conference.

### **FACILITIES AND SERVICE**

The cost for exhibit space in the Convention Center for colleges and non-profit organizations is \$150 for each 10' X 10' booth. The booths include an 8' high background drapery and 3' high side divider drapery, one (1) company I.D. sign, one (1) 6' skirted table, two (2) side chairs, and one (1) wastebasket with liner. **All exhibit booths are sold on a first-come, first-served basis.**

### **SCHEDULE**

**Exhibit Hours:** Thursday, January 20 from 10:00 a.m. - 5:00 p.m.; Friday, January 21 from 8:30 a.m. - 5:00 p.m. **All exhibitors are required to keep their exhibits open until Friday, January 21st at 5:00 p.m. No business prior to exhibit schedule, please!**

## **SET-UP**

**Set-Up:** Exhibits may be set up on Wednesday, January 19, from 1:00 until 6:00 PM and Thursday from 7:00 – 10:00 AM. Set up must be completed by Thursday at 10:00 A.M. **Unless the exhibit chairman is contacted, space not claimed by the opening of the exhibits may be reassigned without refund.**

## **TEAR-DOWN**

**Tear-Down** will begin at 5:00 p.m. Friday, January 21 and must be completed by 8:00 P.M.

## **IDENTIFICATION**

Exhibitors will be issued two free exhibitor's badges per booth. These **non-transferable** badges should be worn at all times while in the exhibit area or at concerts and receptions. Exhibitors wearing the blue badges are welcome at concerts and receptions. However, AMEA members must register for the conference to attend sessions, etc.

## **USE OF SPACE**

All demonstrations and sales activities must be confined to the limits of the exhibit booth. No exhibitor shall use any space other than the designated assigned areas. Displays must not be placed in such a manner as to interfere with other exhibits. Headphones should be utilized for sound equipment. The exhibit chairman maintains the rights to restrict exhibits, which, because of undue noise, method of operation of equipment, or any other reason becomes objectionable. In the event of restriction or eviction, the AMEA is not liable for refunds of rentals or other exhibit expense.

## **CARE OF BUILDING**

Nothing shall be posted on or attached to columns, wall, floor, or other parts of the building or furniture. Any issue or circumstances not covered by this agreement are subject to the decision of the AMEA exhibit chairman.

## **LIABILITY**

The AMEA, nor management of conference facilities, nor any individual connected with either group is responsible for the safety of the property of the exhibitors from fire, theft, accident, or other causes of damages. AMEA will not be liable for any loss or damage resulting from the perils of fire, smoke, or natural disaster. The exhibitor is required to carry his own insurance to cover multiple perils or acts of God. No responsibility is assumed for goods delivered to the exhibit area before the exhibits are set up or for unpacked materials left at the exhibit area after the closing hour. (Monitor on duty during exhibit hours).

## **CANCELLATION**

Cancellations must be made in writing. All money, less a \$25.00 service charge, will be refunded if received on or before December 15, 2010. **No refunds will be made after this date!**

## **SHIPPING AND STORAGE**

Address shipments to: Alabama Music Educators Conference, Renaissance Montgomery Hotel and Spa, 201 Tallapoosa Street, Montgomery, Alabama 36104. Shipping to and return is the responsibility of the vendor.

## **CONFERENCE HOTEL**

Renaissance Montgomery Hotel & Spa at the Convention Center, 201 Tallapoosa Street, Montgomery, Alabama 36104. Reservations can be made by requesting AMEA Conference rate before December 20, 2010 - Phone- 334-481-5000.

**Reservations for Exhibit Space**

**Alabama Music Educators Association**  
2011 AMEA In-Service Conference  
January 20-22, 2011  
Renaissance Montgomery Hotel and Spa at the Convention Center  
Montgomery, Alabama

**Please type or print the following as you wish it to appear in the conference program.**

Name of firm: \_\_\_\_\_

Address: \_\_\_\_\_

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

Name of person(s) in charge of display: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

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

To whom should additional information be sent? \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

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

Identification sign wording for booth: \_\_\_\_\_

**Brief description of product or service (30 words or less for conference program)**

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

**Exhibitor Financial Statement**

**Alabama Music Educators Association**

**College/Non Profit Exhibit Spaces Desired:** ( ) 10' X 10' booth(s) @ \$150                      \$ \_\_\_\_\_  
**Each booth includes ONE 6-ft. table**

**Exhibit Space                      TOTAL                      \$ \_\_\_\_\_**

**Accessories: Order directly from the George Fern Company (More info later)**

Opportunities for advertising in the 2011 AMEA In-Service Conference Program are available. The Conference Program will include advertisement opportunities for music-related businesses and services. Renting exhibit space is not a requirement for advertising in the program. Reservations for space in the conference program, accompanied by payment and ad copy should be received by **November 1, 2010**.

**Program Advertisement:** (Press-ready pdf file or camera ready only)

Back Cover (Color)	8 ½ x 11	\$300_____	(1 <sup>st</sup> come, first served)	
Full Page (B&W)	7 ½ x 10	\$200_____		
1/2 Page (B&W)	7 ½ x 5	\$100_____		
1/4 Page (B&W)	3 ¾ x 4 ¾	\$75_____		
			<b>Advertising TOTAL</b>	<b>\$ _____</b>
			<b>GRAND TOTAL</b>	<b>\$ _____</b>

Make checks payable to **Alabama Music Educators Association** and return to address below. (**November 1, 2010** is the deadline to be included in the conference program)

**The above named exhibitor acknowledges receipt of and intention to abide by the AMEA Exhibitors Agreement.**

\_\_\_\_\_  
Signature of authorized person

**FOR OFFICE USE ONLY**

\_\_\_\_\_  
Type or print name

Please list names as you wish them to appear on the name badges.

1. \_\_\_\_\_
2. \_\_\_\_\_

Date received \_\_\_\_\_  
Date paid \_\_\_\_\_  
Amount \_\_\_\_\_  
Check # \_\_\_\_\_  
Booth(s) # \_\_\_\_\_  
Location \_\_\_\_\_  
Confirmation \_ \_\_\_\_\_

**Send with payment to: Garry Taylor, AMEA Executive Director  
1600 Manor Dr. NE, Cullman, AL 35055**

**Conference Program Advertising Opportunity**

**Alabama Music Educators Association**

2011 AMEA In-Service Conference

January 20-22, 2011

Renaissance Montgomery Hotel and Spa at the Convention Center  
Montgomery, Alabama

Opportunities for advertising in the 2011 AMEA In-Service Conference Program are available. The Conference Program will include advertisement opportunities for music-related businesses and services. Renting exhibit space is not a requirement for advertising in the program.

**Advertisement spaces are available in the following sizes:**

<b>Full Color Back Cover*</b>	<b>(Dimensions: 8 ½ x 11)</b>	Cost: \$300.00
<b>Full Page B&amp;W</b>	<b>(Dimensions: 7 ½ x 10)</b>	Cost: \$200.00
<b>Half Page B&amp;W</b>	<b>(Dimensions: 7 ½ x 5)</b>	Cost \$100.00
<b>Quarter Page B&amp;W</b>	<b>(Dimensions: 3 ¾ x 4 ¾)</b>	Cost: \$75.00

\*First come, first served

Reservations for space in the conference program, accompanied by payment and ad copy should be received by **November 1, 2010.**

All copy should be e-mailed as a press-ready PDF file to **amea@bellsouth.net.**

**Reservation for Conference Program Advertising Space**

**Alabama Music Educators Association  
2011 In-Service Conference**

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone( ) \_\_\_\_\_

Size advertisement requested \_\_\_\_\_

Payment of \$ \_\_\_\_\_ enclosed.

Check payable to: **Alabama Music Educators Association. Send the bottom half of this form with payment to: Garry Taylor, AMEA Executive Director, 1600 Manor Dr. NE, Cullman, AL 35055**