

# Advertising & Visibility Prospectus

BLOGGING

NETWORKING

AUDIENCE DIVERSITY

BRANDING

**FLOURISHING IN THE NEW FRONTIER**

**New Media ★ New Audiences ★ New Opportunities**

**2007 NATIONAL ARTS MARKETING PROJECT CONFERENCE**

**A PROGRAM OF AMERICANS FOR THE ARTS**

**ABOUT AMERICANS FOR THE ARTS**

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 45 years of service, Americans for the Arts represents a national network of more than 100,000 citizens and organizations working to create opportunities for every American to participate in and appreciate all forms of the arts. With offices in Washington, DC and New York, and more than 5,000 organizational and individual members and stakeholders across the country, we are focused on three primary goals:

1. Foster an environment in which the arts can thrive and contribute to the creation of more livable communities.
2. Generate more public- and private-sector resources for the arts and arts education.
3. Build individual appreciation of the value of the arts.

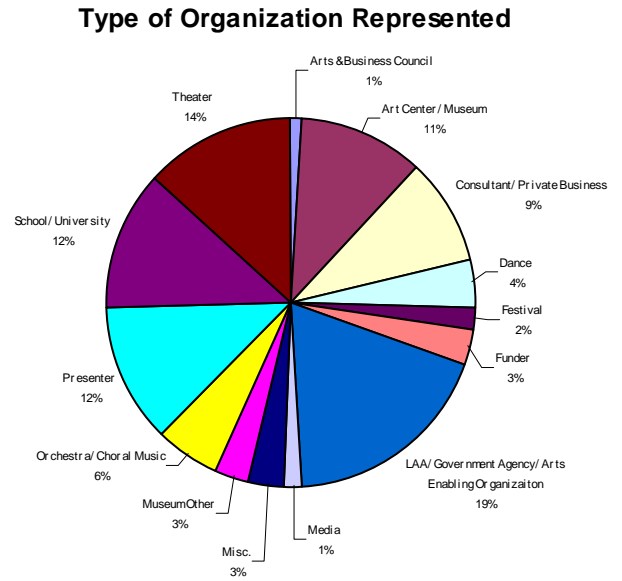
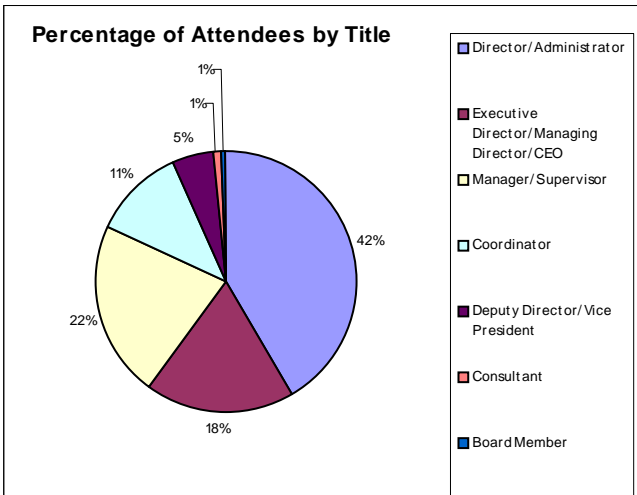
To achieve our goals, we partner with local, state, and national arts organizations; government agencies; business leaders; individual philanthropists; educators; and funders throughout the country. We provide extensive arts industry research, and information and professional development opportunities for community arts leaders via specialized programs and services, including a content-rich website and an annual national convention.

**A VARIETY OF VISIBILITY OPPORTUNITIES ARE AVAILABLE. SIGN UP TODAY!**

**WHO ATTENDS?**

The National Arts Marketing Project Conference draws nearly 600 arts administrators from every artistic genre, as well as our partners in economic development and community building at the local, state and national levels.

**ATTENDEE PROFILE**



**THIS CONFERENCE IS FOR YOU**

CREATIVE LEADERS FROM THE ARTS & CREATIVE BUSINESS, AS WELL AS OUR PARTNERS IN COMMUNITY BUILDING & ECONOMIC DEVELOPMENT. MAKE PLANS TODAY TO PARTICIPATE IN THIS MUST-ATTEND EVENT!

**YOU** WILL DEVELOP BUSINESS CONTACTS, INTERFACE WITH NEW AND FAMILIAR COLLEAGUES, LEARN FROM EXPERTS IN THE FIELD AND TAKE IN DIVERSE PERSPECTIVES ON THE ARTS.

**JOIN US IN A CITY THAT IS FLOURISHING IN THE NEW FRONTIER!**

## 2007 NATIONAL ARTS MARKETING PROJECT CONFERENCE HIGHLIGHTS

### INSPIRING IDEAS FROM KEYNOTE & PLENARY SPEAKERS

Listen to nationally recognized leaders in arts marketing and sponsorship including:

- J. Walker Smith**, President, Yankelovich, Inc.
- Ben Cameron**, Program Director, Doris Duke Charitable Foundation
- Elena Park**, Assistant Manager of Editorial and Creative Content, Metropolitan Opera
- Brenda Andolina**, Director of Public Relations and Brand Marketing, Fisher-Price
- Alice Sachs Zimet**, President, Arts + Business Partners, New York
- Patricia Martin**, President, LitLamp Communications
- Alan Brown**, Principal, WolfBrown

### SPONSORSHIP BOOTCAMP

Back by popular demand, this pre-conference immerses attendees in all aspects of the sponsorship process, and will get you thinking like a corporate sponsor.

### SPECIAL EVENTS & NETWORKING OPPORTUNITIES

Peer-to-Peer networking is where the work gets done. Meet with colleagues who share your interests at events including dine-arounds, the opening reception, and a networking luncheon.

## Flourishing in the New Frontier: New Media, New Audiences, New Opportunities

**You asked for it, and you got it!** A survey of arts marketers showed that you wanted a conference focusing on **technology and new audiences**, along with the latest research in the field. You'll learn about new media from **RSS to podCasts, blogging, texting, optimizing e-mail, e-commerce, Web 2.0, and search engines**. All this to reach every age, ethnicity, and race in the marketplace—from Millennials to Boomers, and from first generation Hispanics to third generation Asians.

### SOME OF OUR PAST EXHIBITORS INCLUDE:

- American Express
- ArtsMarketing Services, Inc.
- AudienceWorks
- Blackbaud
- Patron Technology
- Theatermania.com
- Tile Artisans, Inc.
- Ventura Visitors & Convention Bureau



## CORPORATE VISIBILITY OPPORTUNITIES

### CYBER LOUNGE

Promote your business and help attendees stay connected at the same time! As a sponsor of the cyber lounge, you will have prime product placement in the exhibit area with unopposed hours of exposure to the convention attendees.

**\$10,000**

### PROGRAM GUIDE ADS

All Conference attendees receive a complimentary copy of the official program guide. Don't be left out! Your choice of ads include:

- \* Full page **\$1,000**
- \* Half page **\$600**
- \* Quarter page **\$350**
- \* Inside Front Cover **\$1,500**
- \* Inside Back Cover **\$1,500**
- \* Back Cover **\$2,000**
- \* Center Spread **\$2,500**

### REGISTRATION TOTE BAGS

Capture the attention of every attendee! This sponsorship places your company's name and logo in the hands of every attendee and includes the opportunity to insert a promotional item in the tote bag. 600 tote bags will be distributed onsite.

**\$3,000**

### HOTEL KEY CARDS

Ensure that each guest at the Hyatt Regency Miami, the official venue, knows your company's name. With thousands of guests staying at this hotel, your company can get maximum exposure by sponsoring the hotel key cards.

**\$2,000**

### LANYARDS

Make sure that the Conference attendees remember your name! Americans for the Arts will produce lanyards with your company's logo printed on them. 600 will be distributed onsite. Reply early, this opportunity will not last!

**\$1,500**

### TABLE TOP DISPLAY EXHIBITING

Includes:

- \* One full complimentary pass to the NAMP Conference (includes access to pre-conferences, keynote luncheon, day sessions, and welcome reception)
- \* Free company listing in the final NAMP Conference program
- \* Web presence on the National Arts Marketing Project Conference webpage
- \* Listing in the ArtsMarketing.org e-newsletter.
- \* Company visibility and recognition on visual presentation shown during keynote luncheon and on event signage.
- \* Complimentary signage of company name provided for exhibitor table-top

**\$1,200**

**LET YOUR BRAND GET THE EXPOSURE THAT IT DESERVES!**



## AMERICANS FOR THE ARTS 2007 NATIONAL ARTS MARKETING PROJECT CONFERENCE

### TERMS AND CONDITIONS FOR SPONSORSHIP & VISIBILITY OPPORTUNITIES

**APPLICATIONS AND ELIGIBILITY:** Application for sponsorship must be made on the printed form provided by Americans for the Arts (AFTA), contain the information requested, and be executed by an individual who has authority to act for the applicant (sponsor). Any such sponsor/producer or supplier or equipment and other products or services whose proposed sponsorship will enhance the business of local arts management and purposes of the convention, and facilitate those purposes may apply for sponsorship. Americans for the Arts reserves the absolute right to reject any such application.

**AGREEMENT TO CONDITIONS:** Each sponsor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the display area rests with Americans for the Arts. Sponsor also shall be subject to any applicable rules of the facility at which the Conference is held.

**PAYMENT:** Full payment must accompany this application. All applications must be received by Americans for the Arts no later than September 15, 2007.

**DISTRIBUTION OF PRINTED MATTER:** Exhibitor shall not distribute materials, souvenirs outside of their exhibit space.

**CANCELLATION:** No refunds shall be given for any cancellation.

**AFTA's RIGHT TO REMOVE PROPERTY:** Americans for the Arts reserves the right to remove from the hotel any and all property if the sponsor violates any conditions of this agreement.

**LIABILITY:** Americans for the Arts undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of the sponsor and its property used in connection to the sponsor, from theft to damage or destruction by fire. No security of goods will be provided by Americans for the Arts. Notwithstanding any other provision in the application, including these terms and conditions, the maximum liability of Americans for the Arts to sponsor under any circumstances and with respect to any claim shall not exceed the amount paid by sponsor for the sponsorship.

**INDEMNIFICATION.** Sponsor shall indemnify and hold harmless Americans for the Arts, its directors, employees, and affiliates, for any damage, expense (including attorneys' fees), or loss incurred by any of the same and arising out of the negligent or other wrongful acts or omissions of exhibitor, its principals, employees, or agents.

**DISPUTE RESOLUTION.** With respect to any dispute between the parties that cannot be resolved by them, the sole method of dispute resolution shall be arbitration under the auspices and pursuant to the rules of the American Arbitration Association, such arbitration to be filed and to take place in Washington, DC. District of Columbia law shall be applied without regard to conflicts of laws principles.

**ASSIGNMENT.** The privileges granted to sponsor may not be assigned by exhibitor without express permission of Americans for the Arts.

### TERMS AND CONDITIONS FOR TABLETOP DISPLAY

**APPLICATIONS AND ELIGIBILITY:** Application for table-top space must be made on the printed form provided by Americans for the Arts, contain the information requested, and be executed by an individual who has authority to act for the applicant (exhibitor). Any such exhibitor/producer or supplier or equipment and other products or services whose proposed exhibit will enhance the business of local arts management and purposes of the convention, and facilitate those purposes may apply for table-top display space. Americans for the Arts reserves the absolute right to reject any such application.

**AGREEMENT TO CONDITIONS:** Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the display area rests with Americans for the Arts. Exhibitor also shall be subject to any applicable rules of the facility at which the Conference is held.

**ASSIGNMENT OF SPACE:** Classification of table-top displays and assignment of space will be determined by Americans for the Arts based upon the character of the proposed display and individual requirements and preferences as to the location for each exhibitor. Once the space has been approved by Americans for the Arts, no exhibit will be moved except by the mutual consent of the parties.

## TERMS AND CONDITIONS FOR TABLETOP DISPLAY (CONTINUED)

**PAYMENT:** Full payment must accompany this application. All applications must be received by Americans for the Arts no later than September 15, 2007.

**INSURANCE:** In all cases, exhibitors wishing to insure their goods must be done at their own expense. Americans for the Arts holds no responsibility for table-top area security, nor for the value of any goods. All materials supplied by the exhibitor are displayed at their own risk and liability.

**BOOTHS:** Each table will be six feet in length, skirted with two chairs and Americans for the Arts will provide signage of company name. No other materials will be provided by Americans for the Arts. If any additional equipment is needed (electrical, internet, etc.) it is the responsibility of the exhibitor to work with the hotel and arrange payment for all related activities.

**CARE OF SPACE:** The exhibitor is responsible for, at his own expense, maintaining, cleaning the area of the exhibit space.

**PROTECTION OF EXHIBIT SPACE:** Nothing shall be nailed, tacked, screwed or otherwise attached to any building structure. If any damage occurs it is at the responsibility of the exhibitor to pay any damages.

**DEFAULT OCCUPANCY:** Space must be filled and completed with set-up by 8:00 am on Friday, November 2, 2007. If space is not occupied by the designated time, Americans for the Arts has the right to use the space as necessary and no refund will be granted to the exhibitor.

**PERSONNEL:** Booth personnel must confine their activities to their designated space. Exhibitors that are Convention attendees should make necessary arrangements to have their booth space covered when they deem necessary.

**DISTRIBUTION OF PRINTED MATTER:** Exhibitor shall not distribute materials, souvenirs outside of their exhibit space.

**CONFLICTING MEETINGS & SOCIAL EVENTS:** In the interest in the success of the Conference, no exhibitor shall extend invitation, call meetings or otherwise encourage absence of attendees during the hours of the Conference

**CANCELLATION:** No refunds shall be given for any cancellation.

**RIGHT TO REMOVE PROPERTY:** Americans for the Arts reserves the right to remove from the hotel any and all property if the exhibitor violates any conditions of this agreement.

**LIABILITY:** Americans for the Arts undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of the exhibitor and its property used in connection to the exhibit, from theft to damage or destruction by fire. The exhibitor should remove small and easily removed articles during non-peak conference hours. No security of goods will be provided by Americans for the Arts. Notwithstanding any other provision in the application, including these terms and conditions, the maximum liability of Americans for the Arts to exhibitor under any circumstances and with respect to any claim shall not exceed the amount paid by exhibitor for the exhibit space.

**INDEMNIFICATION:** Exhibitor shall indemnify and hold harmless Americans for the Arts, its directors, employees, and affiliates, for any damage, expense (including attorneys' fees), or loss incurred by any of the same and arising out of the negligent or other wrongful acts or omissions of exhibitor, its principals, employees, or agents.

**DISPUTE RESOLUTION:** With respect to any dispute between the parties that cannot be resolved by them, the sole method of dispute resolution shall be arbitration under the auspices and pursuant to the rules of the American Arbitration Association, such arbitration to be filed and to take place in Washington, DC. District of Columbia law shall be applied without regard to conflicts of laws principles.

**ASSIGNMENT:** The privileges granted to exhibitor may not be assigned by exhibitor without express permission of Americans for the Arts.

## TRAVEL INFORMATION

### Conference Headquarters

Hyatt Regency Miami  
400 South East Second Avenue  
Miami, FL 33131  
Phone: (305) 358-1234

## HOTEL ACCOMMODATIONS

Overlooking Biscayne Bay and connected to the Convention Center, the Hyatt Regency Miami provides a central location for business and leisure in the heart of the city. This downtown Miami hotel offers effortless access to a myriad of cultural destination and activities. Plan to stay a few extra days to visit the Carnival Center for the Performing Arts, Miami Art Museum (MAM), Wynwood Arts District, MOCA at Goldman Warehouse, Rubell Family Collection, Miami's Design District and much more! A discounted block of rooms have been set aside for the 2007 National Arts Marketing Project Conference. Room rates for our group are **\$159/per night**, single or double occupancy, **\$184/per night**, triple and **\$209/per night**, quad, plus County Room Tax. **To qualify for the discount you must mention Americans for the Arts when making your reservation.** All reservations must be confirmed by **Friday, October 5, 2007**. Reservation requests after this date will be accepted on a space available basis at the hotel prevailing rate.

### AIR TRAVEL

Americans for the Arts has made it easier for you to come to the 2007 National Arts Marketing Project Conference with Diplomat Travel Services!

You may make travel arrangements with Diplomat Travel Services by e-mail at [katies@diplomatravel.com](mailto:katies@diplomatravel.com) or by telephone at 1.800.476.2333. Be sure to identify yourself as an Americans for the Arts 2007 National Arts Marketing Project Conference sponsor or exhibitor and have your preferred arrival, departure and payment information ready.

### GROUND TRANSPORTATION

A variety of shuttle, limousine, and other ground transportation options are available from either Miami International Airport or Fort Lauderdale Airport. For more information on ground transportation options at either airport, please visit us online at [www.AmericansForTheArts.org/NAMPC](http://www.AmericansForTheArts.org/NAMPC)

**VISIBILITY OPPORTUNITIES ARE AVAILABLE FOR EVERY BUDGET, SIGN UP TODAY!**

# HOTEL FLOOR PLAN

2007 National Arts Marketing Project Conference  
 November 2-5, Miami, FL  
 Hyatt Regency Miami Floor Plans

