

# 2017 ANNUAL CONFERENCE

## Sponsorship, Advertising, and Exhibiting Opportunities

The ACSO Annual Conference centers around the field's needs and is in response to industry challenges and trends for more than 300 attendees. Professional development topics are centered around orchestra management fundamentals, including marketing, fundraising, governance, planning, and finance, as well as issues facing our communities, like cultural diversity, policy, and advocacy.

This year, the Annual Conference is hosted by the **LA Phil** in conjunction with the **National Take a Stand Symposium**, which brings together leaders, teachers, researchers, and key stakeholders from around the world with a vested interest in the El Sistema movement and progressive practices in music education. Registration to the ACSO Annual Conference gets you access to the National Take a Stand Symposium – two convenings for the price of one!

There are several sponsorship and advertising opportunities available for this convening, including conference related eblasts, printed advertisements in the conference on-site program book, table-top exhibiting, and logo placement on the website and exclusive signage throughout the event for conference sponsors.

## Sponsorship Opportunities

### Lead Conference Sponsor - \$15,000+ (one opportunity)

The Lead Conference Sponsor is key to ACSO's efforts to produce an outstanding experience for all attendees and is acknowledged throughout the Conference in marketing materials, on the ACSO website, and at a variety of Conference events. Benefits include:

- Opportunity to make brief remarks to conference attendees at the opening plenary
- Premium table top exhibit space in the Conference Marketplace (registration and exhibit area)
- Four tickets to the Hollywood Bowl Concert
- Four-color, full page ad on backcover of conference on-site program
- Four complimentary Conference registrations
- Complimentary exclusive sponsorship of two ACSO eNEWS eblast during the year following the Conference, which reach to all of ACSO's membership (\$1,000 value)
- One complimentary e-blast sent by ACSO on behalf of sponsor to full email list
- Prominent placement of linked logo/linked text on the ACSO conference webpage

### Major Sponsor - \$5,000-\$10,000

A Major Sponsor has the opportunity to sponsor key components of the conference program including plenary sessions, musical moments, transportation to the Hollywood Bowl concert, daily morning coffee and breakfast. Benefits include:

- Opportunity to make brief remarks to conference attendees at sponsored activity
- A table top exhibit space in the Conference Marketplace (registration and exhibit area)
- Two tickets to the Hollywood Bowl Concert
- Two complimentary Conference registrations
- One full, four-color inside page ad in Conference program book
- One complimentary e-blast sent by ACSO on behalf of Sponsor to Conference attendees only
- One-time complimentary use of the entire ACSO mailing list (postal addresses only; list provided for one-time use in Excel) with Conference attendees indicated (approx. \$500 value)
- Prominent placement of linked logo/linked text on the ACSO conference webpage

## Sponsorship Opportunities Continued

### Supporting Sponsor - \$2,500-\$4,000

A Supporting Sponsor ensures special events and programs are available to round out the attendees experience, including conference roundtables, Ask an Expert sessions, and the emerging leaders reception. Benefits include:

- Opportunity to make brief remarks to conference attendees at sponsored activity
- A table top exhibit space in the Conference Marketplace (registration and exhibit area)
- One quarter-page, four-color ad in Conference program book (program ads exclusive to sponsors)
- One complimentary Conference registration
- One ticket to the Hollywood Bowl Concert
- Prominent placement of linked logo/linked text on the ACSO conference webpage

### General Sponsor - \$500-\$1,000

Become a General Sponsor to show your support for ACSO and gain visibility in the orchestral field. Benefits include:

- Recognition on sponsoring a conference breakout session
- Prominent placement of name on the ACSO conference webpage

Ask how to get more exposure with a sponsorship bundle!

## Advertising Opportunities



### Conference Targeted eBlasts

ACSO's main advertising channel for the Annual Conference is through email marketing. We offer advertisers and sponsors the opportunity to place one exclusive, prominently placed banner ad per email for \$750. (Does not include ACSO eNEWS or California Concerts.)

Preferred format is 465 pixels wide x 125 pixels high in a JPEG, TIFF, or PNG format with a 72 dpi resolution.

### Onsite Program

Our printed four-color onsite program is distributed to every conference attendee and made available as a downloadable PDF on the conference website. Regular contributors include tour companies, music merchandisers, composers, festivals and workshops, music and book publishers, and orchestras of every kind.

On Site Program Advertising Rates	Members	Non-Members
Full Page	\$1000	\$1500
Half-Page Horizontal	\$750	\$1250
Quarter Page (Horizontal or Vertical)	\$500	\$1000

Advertisers are responsible for design fees incurred adjusting ads to fit published specifications. Minimum resolution of 300 dpi. Preferred format is press-quality PDF, TIFF, or JPEG. Advertiser is responsible for resolution of ad submitted.

## Exhibiting

Get noticed by conference attendees as an exhibitor. Your business' products, services, and solutions will have first-hand exposure to our members. We maximize foot traffic for exhibitors by placing the exhibit spaces in the pre-function areas of conference sessions and activity, and hosting coffee in the exhibit area every morning.

Business members and lead, major, and supporting sponsors receive a complimentary table as part of their memberships. Nonmember rates start at \$700, which includes one table top exhibit space, a conference registration, and a one-year business member.

**Contact Us Today!**  
For more information or to sponsor, please contact ACSO at [office@acso.org](mailto:office@acso.org) or 916-484-6744.