



**50th Annual**  
**NATIONAL FLUTE**  
**ASSOCIATION**  
**CONVENTION**

**EXHIBITOR**  
**AND SPONSORSHIP**  
**PROSPECTUS**

**CHICAGO**  
**AUGUST 10-14, 2022**

Daniel Pozzebon  
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# EXHIBITOR PROSPECTUS

50TH ANNUAL NATIONAL FLUTE ASSOCIATION CONVENTION

AUGUST 10-14, 2022 - CHICAGO, IL



## PLAN TO EXHIBIT SUMMER 2022

**EXHIBIT YOUR PRODUCTS AND SERVICES AT THE  
BIGGEST FLUTE EVENT OF THE YEAR!**

Thousands of flutists from all over the world attend the National Flute Association convention to share in an annual celebration of flute music, performance, inspiration, and community. The vibrant exhibit hall features more than 70 exhibiting companies with a wide variety of flutes, music, and other flute-and music-related products. Each year, attendees eagerly anticipate this annual "one-stop shop" for all things flute. Take advantage of this unique opportunity to reach a worldwide flute community.

### THE NUMBERS

- **65% OF ATTENDEES VISIT THE EXHIBIT HALL 4+ TIMES**
- **10,000+ TOTAL VISITS TO THE EXHIBIT HALL EACH YEAR**
- **78% OF ATTENDEES CONSIDER THE EXHIBIT HALL ONE OF THE MOST VALUABLE PARTS OF THE CONVENTION EXPERIENCE**

\*2015-2019 CONVENTION DATA

## REACH AN ENGAGED AUDIENCE OF FLUTISTS

The NFA convention allows exhibiting companies to reach flutists and create long-lasting relationships in an exciting, interactive environment. Capture customers' attention when they are most excited to try new things, expand their technique, and acquire new repertoire!



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## WHO ARE OUR ATTENDEES?

NFA's diverse members share a love of the flute and a desire to be part of a community that is committed to supporting their musical growth and enrichment.

### OUR ATTENDEES

2,500 - 3,000

attendees

From all over the world  
and every region of  
the U.S.

### PROFESSIONS

- 61% Performers
- 39% Teachers
- 20% Amateurs
- 17% Students
- 5% Other
- (composer, technician, non-flutist performer, etc.)
- Percentages add up to more than 100% because attendees can select more than one category.

## WHAT'S INCLUDED

### Complimentary Listings

All exhibitors are listed on the NFA website and in the Convention program book and mobile app.

### 4 HOURS JUST FOR EXHIBITS

Exhibitors are guaranteed a minimum of one hour per day during which no other convention programming will be scheduled, giving attendees ample time to visit and explore the Exhibit Hall.



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## ENHANCE YOUR CONVENTION EXPERIENCE

The NFA offers a number of ways for exhibitors to increase their visibility at the convention.

Consider one of these additional opportunities:

## SPONSORSHIP PACKAGES

### Silver Sponsor: \$1,950

- Logo placement in premium position on convention and exhibit hall banners
- Logo placement on home, schedule, and sponsor pages in the Guidebook convention app
- Logo placement on sponsor page in the convention program book
- Recognition in The Flutist Quarterly ([flutistsquarterly.org](http://flutistsquarterly.org)) and NFA weekly e-newsletter
- Company logo and link displayed on NFA website convention page
- 10% discount for ads in the convention program book
- Complimentary NFA commercial membership
- Sponsorship of up to two sessions with recognition in the NFA convention program and on the digital display near the entryway into the session

### Gold Sponsor: \$3,950

- Logo placement in premium position on convention and exhibit hall banners
- Logo placement on home, schedule, and sponsor pages in the Guidebook convention app
- Logo placement on sponsor page in the convention program book
- Recognition in The Flutist Quarterly ([flutistsquarterly.org](http://flutistsquarterly.org)) and NFA weekly e-newsletter
- Company logo and link displayed on NFA website convention page
- 25% discount for ads in the convention program book
- Complimentary NFA commercial membership
- Sponsorship of up to four sessions with recognition in the NFA convention program and on the digital display near the entryway into the session
- One NFA hosted e-blast



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## Platinum Sponsor: \$6,950

- Logo placement in premium position on convention and exhibit hall banners
- Logo placement on home, schedule, and sponsor pages in the Guidebook convention app
- Logo placement on sponsor page in the convention program book
- Recognition in The Flutist Quarterly (flutistsquarterly.org) and NFA weekly e-newsletter
- Company logo and link displayed on NFA website convention page
- 25% discount for ads in the convention program book
- Complimentary NFA commercial membership
- Sponsorship of up to ten sessions with recognition in the NFA convention program and on the digital display near the entryway into the session
- Two NFA hosted e-blasts
- Invitation for two to the NFA Gala Awards Dinner with priority seating

Other sponsorships are also available for competitions, such as the Jazz Artist Competition and the High School Competition. Available competition sponsorships range from \$900 to \$3,000.

Please contact Nick VanderLaan, Development Manager, at [nvanderlaan@nfaonline.org](mailto:nvanderlaan@nfaonline.org) for details of available competition sponsorships. A complete list of all competitions can be found at <https://www.nfaonline.org/convention/nfa-competitions>.

There are also convention sponsorship opportunities for other purposes that range from a \$2,000 sponsorship for music stand rentals to a \$20,000 sponsorship for the Gala Awards Dinner, an event honoring recipients of the Lifetime Achievement Award and the Distinguished Service Award for their outstanding contributions to the flute.

Please contact Nick VanderLaan, Development Manager, at [nvanderlaan@nfaonline.org](mailto:nvanderlaan@nfaonline.org) for a complete list of these sponsorship opportunities.



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## EXHIBIT INFORMATION

Hilton Chicago  
Chicago, IL

## CONVENTION DATES

August 10-14, 2022



Date	Installation	Exhibit Hours	Dismantle
Wednesday, August 10	9:00am - 9:00pm		
Thursday, August 11		10:00am - 5:30pm	
Friday, August 12		10:00am - 5:30pm	
Saturday, August 13		10:00am - 5:30pm	
Sunday, August 14		10:00am - 3:00pm	3:00pm - 7:00pm

## EXHIBIT FEES

### Booths

\$840 per 10'x10' booth

Corner — Additional \$100 per corner

(2 booth End Cap add \$200, Island add \$400)

\*Booths may be shared by 2 vendors

### Showcase

\$185



## MEMBERSHIP

Commercial Membership dues are

required for all exhibitors. Annual membership dues are renewed on a rolling basis

Visit <http://nfaonline.org/Membership/> to learn more about NFA Commercial Membership.



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## COVID safety

The safety of NFA members and exhibitors at the 2022 convention is of paramount importance amid continuing concerns of COVID-19. Based on current (February 2022) COVID data, the NFA is requiring that all those participating in and attending the 2022 convention be vaccinated or have a negative PCR test within 72 hours of attendance. Masks will be required inside all convention venues and locations except when performing or presenting. Additional safety measures will be introduced in the exhibit hall. Each of the venues, including the Hilton Chicago, will adhere to CDC and local requirements. NFA COVID safety measures will be reviewed as we get closer to the convention - a final NFA COVID policy will be announced on July 15, 2022.



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## THANK YOU 2019 EXHIBITORS!

Abell Flute Co  
ALRY Publications, LLC  
Altieri Instrument Bags, Inc.  
Altus Flutes  
Anderson Musical Instrument Insurance  
Solutions, LLC  
Arista Flutes  
Blocki Flute Method LLC  
Boaz Berney-Historical Flutes  
Brannen Brothers Flutemakers, Inc.  
Bulgheroni  
Burkart Flutes & Piccolos  
Carolyn Nussbaum Music Co  
Crescendo Bags  
Di Zhao Flutes  
Drelinger Headjoint Co  
FLUTACIOUS! INC.  
Flute Center of New York  
Flute Specialists, Inc.  
Flute World  
Gemeinhardt Musical Instruments, LLC  
Geoghegan Company  
Intermountain Flutes  
Jupiter Flutes  
Keefe Piccolo Company  
Kingma Flutes  
Levit Flute Company, LLC  
Little Piper  
Mancke GmbH

Miyazawa  
Muramatsu America  
Music Minus Pain  
My Music Staff  
Nagahara Flutes NNI Inc.  
Pearl Flutes  
Sankyo Flutes  
Schmitt Music: The Flute Gallery  
Sherry's Flute Repair & Sales  
Simon Polak: Early Flutes  
Snowcrest and SilverWinds Sheet Music  
Straubinger Flutes, Inc.  
The Rêverie Flute Company  
Theodore Presser Company  
Tianjin Xinhaidi Musical Instruments  
Tomasi Flutes  
Trevor James Flutes  
University of Utah School of Music  
U.S. Army Music Program  
Verne Q. Powell Flutes, Inc.  
Windward Flutes Ltd  
Wirkkala Designs  
Wiseman Cases  
Wm. S. Haynes Co  
Woodsounds Flutes, Inc.  
Yamaha Corporation of America



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Altus Flutes, USA  
Anderson Musical Instrument Insurance  
Solutions, LLC  
Blocki Flute Method  
Brannen Brothers Flutemakers, Inc.  
BRS Music, Inc.  
Burkart Flutes and Piccolos  
Keefe Piccolo Company  
Carolyn Nussbaum Music Co.  
Crescendo Bags  
Flood Fire  
FLUTACIOUS! Inc.  
Flute Center of New York  
Flute World  
Flutistry Boston  
Geoghegan Company  
Hammig Piccolos  
Keefe Piccolo Company

Liliflute Music  
Miyazawa  
Muramatsu America  
Music Minus Pain  
My Music Staff  
Pamela Whitman  
Price & Co. Publishing  
The Rêverie Flute Company  
Sagerman Flute  
Sankyo Flutes  
Schmitt Music  
Song Headjoints  
Theodore Presser Company  
Trevor James Flutes  
Verne Q. Powell Flutes, Inc.  
Wiseman Cases  
Wm. S. Haynes Co.  
Flute Specialists



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