PLAN TO EXHIBIT SUMMER 2019
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 the worldwide flute community: Plan to exhibit summer 2019!

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!

“‘The candy store’ that is the exhibit hall is worth the registration price alone!”
—Nancy Bauman, 2018 attendee

“The National Flute Association is the essential marketing and outreach organization for any commercial entity seriously involved with the flute and flute related products.”
—Sandy Drelinger, Drelinger Headjoint Co., 2018 Exhibitor

EXHIBITOR PROSPECTUS
47TH ANNUAL NATIONAL FLUTE ASSOCIATION CONVENTION
AUGUST 1–4, 2019 | SALT LAKE CITY, UT

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 experience¹

¹ 2015-2018 convention data

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WHO ARE OUR ATTENDEES?
NFA members are diverse, but they 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.

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.

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 – Starting at only $500
Achieve greater exposure and access other valuable benefits while showing your support for the NFA and its members. Your sponsorship helps ensure the NFA can continue to host annual conventions where flutists can meet and gain inspiration from new ideas, products, and services that support the worldwide flute community.

Choose from many different sponsorship opportunities, including the mobile app, competitions, competition prizes, concerts, special meal events, and other forms of convention support. Select the level that’s right for you, or tell us your ideas, and we can design a custom package together.

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>$500</th>
<th>$1,000</th>
<th>$2,500</th>
<th>$5,000</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company’s name on promotional materials (on-site signage and corresponding print and electronic materials, including event programs)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition online and in The Flutist Quarterly, convention app, e-News, and other NFA digital communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo and text link displayed on NFA website convention page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Convention program book ad discounts</td>
<td></td>
<td></td>
<td></td>
<td>10% 25% 25% 25%</td>
<td></td>
</tr>
<tr>
<td>Complimentary NFA commercial membership</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Invitation for two to the President’s Convention Reception</td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Invitation for two to the NFA Gala Awards dinner with priority seating</td>
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<td></td>
<td>✓</td>
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</table>
Exhibitor Showcase
Demonstrate the value of your products through a dynamic 25-minute presentation at the convention. Each showcase topic, presenter, and presenter bio will be listed in the Convention Program Book and mobile app. Want to reach an even bigger audience? Exhibitors are encouraged to livestream or webcast their showcase.

Program Book Advertisement
Generate more awareness for your brand by placing an ad in the official convention program book! These publications don’t just promote traffic on site – program books become a year-round resource members return to long after the convention is over.

Web Advertisement
The NFA website is a year-round digital hub for flutists that attracts approximately 50,000 visitors each month. Give your business premium exposure to customers and prospective customers by posting an ad online.

Hosted E-Blast
Send us your message, and we’ll send it directly to more than 3,000 members of the NFA. Encourage attendees to stop by your booth, highlight new merchandise, and promote meet-the-artist or other special events.

“GREAT opportunity for smaller companies to gain exposure and meet musicians one on one in a setting conducive to personalized marketing.”

—David Straubinger, Straubinger Flutes, 2017 Exhibitor
EXHIBITOR PROSPECTUS
47TH ANNUAL NATIONAL FLUTE ASSOCIATION CONVENTION
AUGUST 1–4, 2019 | SALT LAKE CITY, UT

EXHIBIT INFORMATION
Salt Palace Convention Center
Salt Lake City, UT

CONVENTION DATES
August 1-4, 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Installation</th>
<th>Exhibit Hours</th>
<th>Dismantle</th>
</tr>
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<tbody>
<tr>
<td>Wednesday, July 31</td>
<td>9:00 AM – 9:00 PM</td>
<td>10:00 AM – 5:30 PM</td>
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<tr>
<td>Thursday, August 1</td>
<td>10:00 AM – 5:30 PM</td>
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<tr>
<td>Friday, August 2</td>
<td>10:00 AM – 5:30 PM</td>
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<tr>
<td>Saturday, August 3</td>
<td>10:00 AM – 5:30 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday, August 4</td>
<td>10:00 AM – 3:00 PM</td>
<td>3:00 PM – 7:00 PM</td>
<td></td>
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</tbody>
</table>

EXHIBIT FEES
Booths
$840 per 10’x10’ booth
Corner – Additional $100 per corner
(2 booth End Cap add $200, Island add $400)

Tabletop Display
$400 (includes 1 – 4’ clothed and skirted table)

MEMBERSHIP
2019-2020 NFA Commercial Membership dues are required for all exhibitors. The membership year runs from August 1, 2019 to July 31, 2020.

Visit [http://nfaonline.org/Membership/](http://nfaonline.org/Membership/) to learn more about NFA Commercial Membership.

<table>
<thead>
<tr>
<th>Membership Fees</th>
<th>Regular</th>
<th>Electronic</th>
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<tbody>
<tr>
<td>Within the United States</td>
<td>$160</td>
<td>$130</td>
</tr>
<tr>
<td>Outside of the United States</td>
<td>$185</td>
<td>$130</td>
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</table>
THANK YOU 2018 EXHIBITORS!

The Abell Flute Co.
ALRY Publications, LLC
Altus Flutes
Anderson Musical Instrument Insurance Solutions, LLC
Aria Lights
Arista Flutes
Audiology Unlimited
Blocki Flute Method LLC
Boaz Berney Historical Flutes
Brannen Brothers Flutemakers, Inc
Brixton Publications
Burkart Flutes & Piccolos
Carolyn Nussbaum Music Co.
Cayambis Music Press
Di Zhao Flutes
Drelinger Headjoint Co.
Earasers by Persona Medical
Edition Svitzer
Emanuel Flutes LLC
FLUTACIOUS! Inc
Flute Center of New York
Flute Specialists, Inc.
Flute World
Flutistry Boston
Gemeinhardt Musical Instruments, LLC
Geoghegan Company
Hernandez Flutes
Howard Vance Guitar Academy
John Ingalls
J. Novo Headjoints
J.L. Smith & Co.
Jupiter Flutes
Keefe Piccolo Company
Kingma Flutes
Levit Flutes
Little Flute Company, LLC
Mancke GmbH
Miyazawa
Murali Flutes
Muramatsu America
Music Minus Pain
My Music Staff
Nagahara Flutes NNI Inc.
Peak Music Stands
Pearl Flutes
Phoenix Music
R Frolon LLC
Raven Bear Flutes
Sankyo Flutes
Schmitt Music: The Flute Gallery
Simon Polak: Early Flutes
Snowcrest Music Publishing
Straubinger Flutes Inc
Theodore Presser Company
Tianjin Xinhaidi Musical Instruments
Tomasi Flutes
Trevor James Flutes
U.S. Army Band Recruiting
Verne Q. Powell Flutes
Whole Musician
Wirkkala Designs
Wiseman Cases
Wm. S. Haynes Co.
Yamaha Corporation of America