



47th Annual

National Flute Association Convention



EXHIBITOR PROSPECTUS

Salt Lake City
August 1-4, 2019

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47TH ANNUAL NATIONAL FLUTE ASSOCIATION CONVENTION

AUGUST 1-4, 2019 | SALT LAKE CITY, UT



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 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

“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



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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.

Our Attendees

2,500 - 3,000 attendees

From all over the world and every region of the U.S.¹

¹ 2014-2018 convention data

Professions

- **61% Performers**
- **39% Teachers**
- **20% Amateurs**
- **17% Students**
- **5% Other**
(composer, technician, non-flutist performer, etc.)²

² Percentages add up to more than 100% because attendees can select more than one category.

Sponsorship Levels	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Company's name on promotional materials (on-site signage and corresponding print and electronic materials, including event programs)	✓	✓	✓	✓	✓
Recognition online and in <i>The Flutist Quarterly</i> , convention app, e-News, and other NFA digital communications		✓	✓	✓	✓
Company logo and text link displayed on NFA website convention page		✓	✓	✓	✓
Convention program book ad discounts		10%	25%	25%	25%
Complimentary NFA commercial membership			✓	✓	✓
Invitation for two to the President's Convention Reception			✓	✓	✓
Invitation for two to the NFA Gala Awards dinner with priority seating			✓	✓	✓

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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

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EXHIBIT INFORMATION

Salt Palace Convention Center
Salt Lake City, UT

CONVENTION DATES

August 1-4, 2019



Date	Installation	Exhibit Hours	Dismantle
Wednesday, July 31	9:00 AM – 9:00 PM		
Thursday, August 1		10:00 AM – 5:30 PM	
Friday, August 2		10:00 AM – 5:30 PM	
Saturday, August 3		10:00 AM – 5:30 PM	
Sunday, August 4		10:00 AM – 3:00 PM	3:00 PM – 7:00 PM

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/> to learn more about NFA Commercial Membership.



Membership Fees	Regular	Electronic
Within the United States	\$160	\$130
Outside of the United States	\$185	\$130

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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 Flute Company, LLC

Little Piper

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

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Whole Musician

Wirkkala Designs

Wiseman Cases

Wm. S. Haynes Co.

Yamaha Corporation of America