

52nd Annual National Flute
Association Convention

Exhibitor & Sponsorship Prospectus

San Antonio, TX | Aug. 1-4, 2024

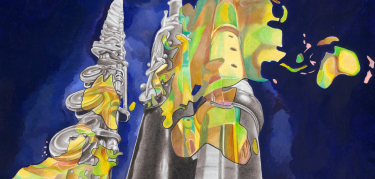


Daniel Pozzebon
Convention Director
dpozzebon@nfaonline.org

EXHIBITOR PROSPECTUS

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AUGUST 1-4, 2024 | SAN ANTONIO, TX



PLAN TO EXHIBIT - SUMMER 2024

Exhibit your products and services at the biggest flute event of the year!

Each 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 50 exhibiting companies with a wide variety of flutes, music, accessories, and other related products. Attendees eagerly anticipate this annual "one-stop shop" for all things flute, with many citing the exhibit hall as a "must-visit."

WHAT EXHIBITORS ARE SAYING...

"The NFA is THE place to be if you are a flute business."

"Exhibiting at NFA gave us the opportunity to reach customers we couldn't have reached otherwise, and allowed us to make important connections with dealers and artists all at the same time."

"We sold more headjoints than we could have imagined and are already looking forward to another successful show next year!"

*Quotes from a survey of exhibitors at the 2023 NFA Convention in Phoenix, AZ

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 inspired to try new things, expand their technique, and acquire new repertoire!



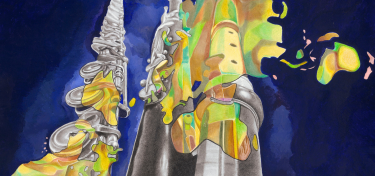
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WHO ARE OUR ATTENDEES?

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.

**2,500 - 3,000
attendees**

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

Convention Attendees are...

Professionals - 47%

Students - 28%

Educators - 27%

Enthusiasts - 14%

**Based on a survey of 2023 attendees. Note that attendees can belong to multiple demographics*

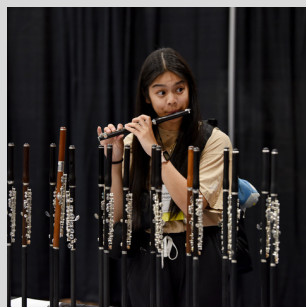
WHAT'S INCLUDED

Complimentary Listings

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

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.



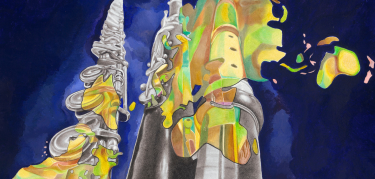
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SPONSORSHIPS

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:

Convention Presenting Sponsorship: \$25,000

*Includes all **Platinum Sponsor** benefits, plus:*

- Prominent logo placement in printed Program Book, electronic Guidebook, and NFA website
- Banners in prominent performance spaces
- Curated social media marketing partnership
- Press release announcing sponsorship to NFA community
- Acknowledgment and logo placement on 2024 convention postcard
- 10 Complimentary tickets and an opportunity for a representative to speak during the annual Gala Awards Celebration
- Exclusive, curated opportunities with NFA leadership



Representatives from Burkart Flutes & Piccolos presenting awards for the 2023 Piccolo Orchestral Audition & Masterclass Competition



A representative of Brannen Brothers Flutemakers, Inc presenting awards for the 2023 Orchestral Audition & Masterclass Competition



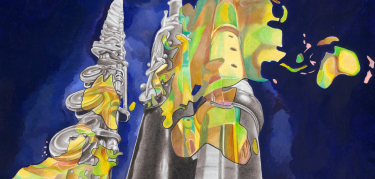
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Platinum Sponsorship: \$7,500

- Company's name on promotional materials (on-site signage and corresponding print and electronic materials, including event programs)
- Logo in premium position on banner in exhibit hall
- Recognition online, in e-News, and other NFA digital communications
- Company logo and text 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 (10) sessions with recognition in the NFA convention program and on the digital display near the entryway into the session
- Logo placement on home, schedule, and sponsor pages in Guidebook convention app
- Two NFA hosted e-blasts



Gold Sponsorship: \$4,500

- Company's name on promotional materials (on-site signage and corresponding print and electronic materials, including event programs)
- Logo in desirable position on banner in exhibit hall
- Recognition online, in e-News, and other NFA digital communications
- Company logo and text link displayed on NFA website convention page
- 25% discount for ads in the convention program book
- Complimentary NFA commercial membership (\$135 value)
- Sponsorship of up to four (4) sessions with recognition in the NFA convention program and on the digital display near the entryway into the session
- Logo placement on schedule and sponsor pages in Guidebook convention app
- One NFA hosted e-blast



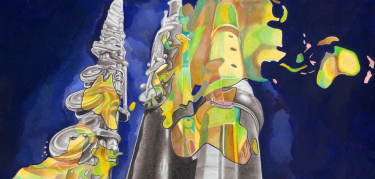
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Silver Sponsorship: \$2,000

- Company's name on promotional materials (on-site signage and corresponding print and electronic materials, including event programs)
- Logo on banner in exhibit hall
- Recognition online, in e-News, and other NFA digital communications
- Company logo and text link displayed on NFA website convention page
- 10% discount for ads in the convention program book
- Complimentary NFA commercial membership (\$135 value)
- Sponsorship of up to two (2) sessions with recognition in the NFA convention program and on the digital display near the entryway into the session
- Logo placement on sponsor page in Guidebook convention app

Nickel Sponsorship*: \$1,000

- Company's logo projected on screens at the beginning of any events involving projections

**Available as a stand-alone sponsorship or as an add-on to another sponsorship level*

Additional sponsorships are also available for competitions and other activities:

Special Event & Other Sponsorships:

Gala Concerto Orchestra Sponsorship | \$40,000

Piano & Auxiliary Instrument Rentals | \$20,000

Youth Flute Day | \$5,000

A program of workshops and events for the next generation of flutists

Registration Scholarships | \$5,000

A fund to support flute students and others who would otherwise not be able to attend the convention

Bookmarks | \$4,000

Bookmarks will have the sponsor's name on them and will go home with every convention attendee

Competition Sponsorships

Young Artist Comp. | \$15,000

High School Soloist Comp. | \$2,500

Convention Performers Comp. | \$1,000

Jazz Artist Comp. | \$3,000

Masterclass Performers Comp. | \$1,000

Newly Published Music Comp. | \$1,000

Collegiate Flute Choir Comp. | \$1,000

High School Flute Choir Comp. | \$1,000

Professional Flute Choir Comp. | \$1,000

C.R.E.A.T.E Project Comp. | \$2,000

Graduate Research Comp. | \$750

Please contact Michael Williams,
Development Manager, at
mwilliams@nfaonline.org for more
information.



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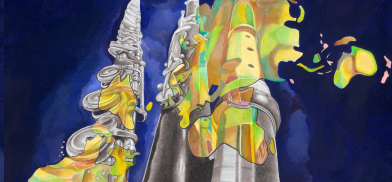


EXHIBIT INFORMATION
Henry B. González
Convention Center

CONVENTION DATES
August 1-4, 2024



Date	Installation	Exhibit Hours	Dismantle
Wednesday, July 31	8:00am - 9:00pm	N/A	
Thursday, August 1		10:00am - 5:30pm	
Friday, August 2		10:00am - 5:30pm	
Saturday, August 3		10:00am - 5:30pm	
Sunday, August 4		10:00am - 3:00pm	3:00pm - 9:00pm

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*

Small company discount*:

\$700 per 10'x10' booth (all other fees remain the same)

**To apply for a small company discount, please fill out [this form](#). Your request will be reviewed by our Executive Director for approval. The intention of a small company discount is to remove barriers that prevent small companies from participating in the exhibit hall.*

Shared booth: \$350 per company per 10'x10' booth

Showcase: \$185 (Max. 2 per company)

Take center stage with an Exhibitor Showcase! This is an opportunity to share a 25-minute performance, presentation, or workshop featuring your artists and products.

Perform in our Exhibitors Concert!
The Exhibitors Concert features multiple exhibitors in an approx. hour-length program, and participation is **free of charge**. Audiences hear from multiple companies in one sitting, and exhibitors are given an additional marketing opportunity - a win-win!
Visit nfaonline.org/exhibiting to sign up.



MEMBERSHIP

An NFA Commercial Membership is required for all exhibitors. Annual membership dues are renewed on a rolling basis. Visit nfaonline.org/Membership to learn more about NFA Commercial Membership.

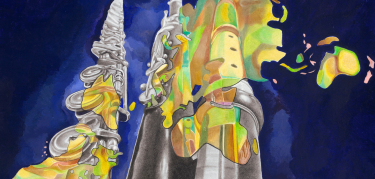


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ACCESSIBILITY

The NFA is committed to meeting the accessibility needs of all convention participants. If you have a specific question, please contact Daniel Pozzebon, Convention Director, at dpozzebon@nfaonline.org or call the NFA office at 312-332-6682. For the most up-to-date information, please visit nfaonline.org/conventionaccessibility

For guests wishing to rent a **motorized scooter**, please contact the provider below to make arrangements:

Tom's Wheelchairs & Scooter Rentals

210-223-7878

tomswheelchair@yahoo.com

www.tomswheelchairs.com

Henry B. Gonzalez Convention Center

The Henry B. González Convention Center falls under Title II (State & Local Government) of the American with Disabilities Act (ADA) and is maintained and operated with regard to the requirements of the Act. For events in the Lila Cockrell Theatre, accessible seating is available in the front and back of the Orchestra seating level

Convention Hotels

The NFA has secured hotel room blocks at the **Marriott Riverwalk** and the **Marriott Rivercenter** (please note the similar hotel names). Both hotels offer accessible guest rooms and common areas. For detailed information, refer to the information below. Guests with mobility concerns should note that, of the two hotels, the Marriott Riverwalk is located closest to the Henry B. González Convention Center. For more info on the hotels' accessibility, visit nfaonline.org/conventionaccessibility

San Antonio & The River Walk

Since the early 1980's, the City of San Antonio has been active in eliminating architectural barriers and in creating wheelchair accessibility to and along the River Walk. The City has improved more than 50 locations during these two decades, generating new ramps, pathways and, with the help of private businesses, new elevators. The City continues with improvements that fulfill both the spirit and the intent of the Americans with Disabilities Act (ADA).



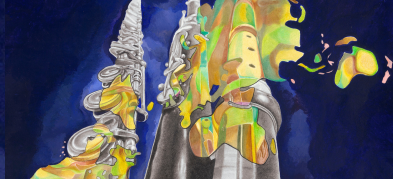
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THANK YOU 2023 EXHIBITORS!

Abell Flute Co.	McChord Flutes
Agave Music	Miyazawa Flutes
ALRY Publications, LLC	Muramatsu America Flutes
Altus Flutes	Music For Your Eyes
American Composers Alliance	Jewelry
Anderson Musical Instrument Insurance Solutions, LLC	Music Minus Pain
Arista Flutes	Musical Landscapes Fine Art
Blocki Flute Method LLC	Nagahara Flutes
Brannen Brothers Flutemakers, Inc.	Northwind Cases
Burkart Flutes and Piccolos	Pearl Flutes
Caliendo World Music Publishing, Inc.	Petty Piccolos
Carolyn Nussbaum Music Company	Pro Flutes
CE Flute Ltd	Sankyo Flutes
Crescendo Musical Instrument Bags	Schmitt Music: The Flute Gallery
Di Zhao Flutes	SilverWinds Publishing
Flutacious!	Simon Polak: Early Flutes Song
Flute Center of New York	Stephen Wessel Flutes
Flute Journey	Suzuki Association of the Americas
Flute Specialists, Inc.	The Practice Shoppe
Flute World	Trevor James Flutes
Fluteworks Seattle	U.S. Army Bands Recruiting
Gemeinhardt Musical Instruments, LLC	Verne Q. Powell Flutes
Geoghegan Company	Windward Flutes Ltd.
Hammig Piccolos	Wiseman Cases
Keefe Piccolos	Wm. S. Haynes Company
Kingma Flutes	Yamaha Corp of America
Levit Flute Company, LLC.	
Marine Corps Band Program	
Martin Gordon Flutes	



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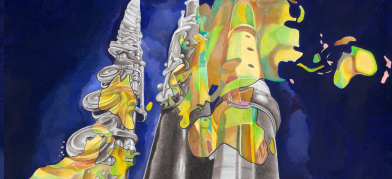
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THANK YOU 2023 SPONSORS!

Yamaha Corporation of America

Support for the Convention App

Brannen Brothers Flutemakers, Inc.

Silver Sponsor; Support for the Orchestral Audition and Masterclass Competition

William S. Haynes & Company

Gold Sponsor

Anderson Musical Instruments Insurance Solutions, LLC

Silver Sponsor; Support for the Collegiate Flute Choir Competition

Altus Handmade Flutes

Food for the Day's Journey Breakfast Sponsor

Burkart Flutes & Piccolos

Support for the Piccolo Orchestral Audition & Masterclass Competition

ALRY Publications, LLC

Support for the High School Flute Choir Competition and the Professional Flute Choir Competition

Muramatsu America

Silver Sponsor

Flute Specialists, Inc.

Support for the Junior Soloist Competition and the Adult Amateur Competition

Canyon Records

Guest Artists Sponsor

Gemeinhardt Musical Instruments, LLC

Guest Artists Sponsor

Swiss Arts Council Pro Helvetia

Guest Artists Sponsor

Flute World

Convention Countdown Sponsor

Other Sponsors Include:

Illinois Arts Council Agency

Mary H. Anderson Endowment Fund

Laurie Sokoloff

Paul Taub Fund



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