



**53<sup>rd</sup> Annual  
National Flute Association  
Convention**

# **UNITY & UNIVERSAL ONENESS**

**Exhibitor & Sponsor  
Prospectus**

**Daniel Pozzebon**  
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# EXHIBITOR PROSPECTUS

53<sup>rd</sup> ANNUAL NATIONAL FLUTE ASSOCIATION CONVENTION

AUGUST 7-10, 2025 | HYATT REGENCY ATLANTA

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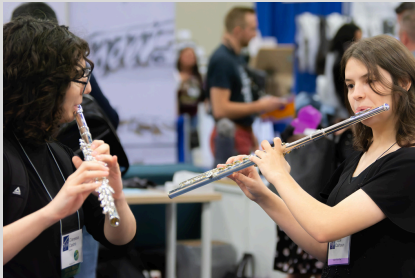
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## OVERVIEW | THE NFA CONVENTION

### The Biggest Flute Event of the Year!

Each August, thousands of flutists gather at the Annual NFA Convention for four days of performances, masterclasses, competitions, and workshops. With a dynamic roster of activities, the convention offers something for flutists and flute fans of all ages and skill levels.



The **Exhibit Hall** is the convention's central hub of activity. Filled with exhibiting companies, the hall becomes a "one-stop shop" for musicians. Our attendees eagerly anticipate browsing booths to buy instruments, music, accessories, jewelry, art from local artists, and more.



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## OVERVIEW | THE NFA CONVENTION

**The Biggest Flute Event of the Year!**

### REACH AN ENGAGED AUDIENCE OF FLUTISTS

Convention attendees are inspired, curious, and excited to try new products and find new repertoire! Many view the convention as a chance to stock up on accessories and music for the year, or to find the instrument of their dreams. This valuable face time with customers from around the globe can lead to lifelong relationships.

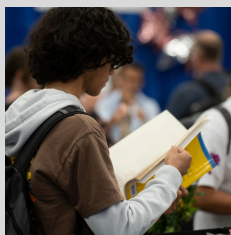
#### WHAT EXHIBITORS ARE SAYING...

*"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 past exhibitors*



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## WHO ATTENDS THE NFA CONVENTION?

Roughly 3,000 people from all over the globe, including:

- Professionals - 47%
- Students - 28%
- Educators - 27%
- Enthusiasts - 14%

\*Based on a survey of 2023 attendees. Note that many of our attendees belong to multiple demographics

The NFA's diverse group of 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.

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## EXHIBITORS RECEIVE:

### 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.

### Advertising Discount

For ads in the convention program book

### Option to Present an Exhibitor Showcase

A 25-minute concert to showcase your products and artists! *\*additional fees apply*

### Option to Participate in Exhibitors Concert

This hour-long program features multiple exhibitors. *\*included with your booth purchase!*



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## EXHIBIT INFORMATION

Hyatt Regency Atlanta  
Grand Hall, LL2

## CONVENTION DATES

August 7-10, 2025



Date	Installation	Exhibit Hours	Dismantle
Wednesday, Aug. 6	8:00am - 9:00pm	N/A	
Thursday, Aug. 7		10:00am - 5:30pm	
Friday, Aug. 8		10:00am - 5:30pm	
Saturday, Aug. 9		10:00am - 5:30pm	
Sunday, Aug. 10		10:00am - 3:00pm	3:00pm - 9:00pm

## EXHIBIT FEES

### 10'x10' Booth: \$840\*

Corner Booth: Additional \$100

End Cap Booth: Additional \$200

(requires a minimum of 2 booths)

Island Booth: Additional \$400

(requires a minimum of 4 booths)

\*booths may be shared by 2 companies

### Small Company Discount: \$700\*\*

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

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

*\*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.*

### 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.

## MEMBERSHIP

**An NFA Commercial Membership is required for all exhibitors.** Annual membership dues are renewed on a rolling basis. Visit [nfaonline.org/Membership](https://nfaonline.org/Membership) to learn more.

### 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](https://nfaonline.org/exhibiting) to sign up.



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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:

#### Silver Sponsorship: \$2,500

- Company's name on promotional materials (on-site signage, print and electronic materials, including event programs)
- Logo on banner in exhibit hall
- Recognition online, in e-News, and other NFA digital communications
- Logo placement on sponsor page in Guidebook convention app and on the NFA website convention page
- Invitation for two to annual Life Member & Donor Appreciation Reception
- 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 in the Guidebook App



*Representatives from Keefe Piccolos  
prepare to present awards for the 2024  
Piccolo Artist Competition*



*A representative of Brannen Brothers  
Flutemakers, Inc. with winners of the  
2024 Orchestral Audition & Masterclass  
Competition*



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## Gold Sponsorship: \$5,000

*Includes all **Silver Sponsor** Benefits, plus...*

- 25% discount for ads in the convention program book
- Sponsorship of up to four (4) sessions with recognition in the NFA convention program and in the Guidebook App.
- One NFA hosted e-blast
- Special 2025 Opportunity Only - Use of a private event space within the Hyatt Regency Atlanta, for up to 2 hours, to host a private event for your company and guests. Catering not included. All catering can be purchased through the Hyatt Regency Atlanta.



## Platinum Sponsorship: \$7,500

*Includes all **Gold Sponsor** Benefits, plus...*

- Sponsorship of up to ten (10 total) sessions with recognition in the NFA convention program and in the Guidebook App.
- Two complimentary NFA hosted e-blasts (2 total)
- Invitation for two to annual Life Member & Donor Appreciation Reception
- Complimentary two week advertisement on NFA homepage prior to the convention
- Special 2025 Opportunity Only - Use of a private event space within the convention center, for up to 2 hours, to host a private event for your company and guests. Catering not included. All catering can be purchased through the Hyatt Regency Atlanta.



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## Diamond Sponsorship: \$15,000

*Includes all Platinum Sponsor benefits, plus:*

- Three complimentary NFA hosted e-blasts (3 total)
- One complimentary advertisement in summer issue of The Flutist Quarterly
- Public acknowledgement during opening and closing ceremonies, Lifetime Member and Donor Appreciation Event, and Gala Awards Cocktail Reception
- Prominent logo placement in convention printed and digital materials
- Prominent ad placement in the program book
- Curated social media marketing partnership
- Favorable exhibit hall booth placement within the existing grid structure
- Additional benefits tailored to sponsor requests

**Additional sponsorships are also available for competitions and other activities:**

### Competition Sponsorships

Low Flute Artist | \$3,000

High School Soloist Comp. | \$2,500

Piccolo Orch. Aud. & Masterclass | \$2,500

Collegiate Flute Choir | \$1,000

Convention Performers | \$1,000

Flute Choir Call for Scores | \$1,000

Graduate Research | \$1,000

High School Flute Choir | \$1,000

Jazz Flute Big Band | \$1,000

Jazz Flute Masterclass | \$1,000

Masterclass Performers | \$1,000

Newly Published Music | \$1,000

Professional Flute Choir | \$1,000

### 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*

Please contact Michael Williams,  
Development Manager, at  
[mwilliams@nfaonline.org](mailto:mwilliams@nfaonline.org) for more  
information.



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## ADVERTISING

*Advertise in the convention program book!*

The printed program book is a comprehensive guide to the convention. It includes an event schedule, performer info, and more. Many guests use it as their guide to the convention and keep it as a souvenir.

Your ad will reach thousands of potential customers, letting them know about your company and offerings.

NFA Program Book Ad Sizes and Rates	Exhibitor Rates		Non-Exhibitor Rates	
	B&W	Color	B&W	Color
Full-Page (No Bleed)* (4.5" wide x 7.5" high)	\$380	\$550	\$525	\$650
Full-Page (With Bleed)* (5.75" wide x 8.75" high)	\$380	\$550	\$525	\$650
1/2 Page (4.5" wide x 3.625" high)	\$250	n/a	\$350	n/a
1/4 Page Horizontal (4.5" wide x 1.75" high)	\$200	n/a	\$280	n/a
1/4 Page Vertical (2.125" wide x 3.625" high)	\$200	n/a	\$280	n/a
*Guaranteed placement (full page 4/C only)	n/a	\$600	n/a	\$730

We also offer year-round advertising through our hosted e-blasts, newsletter and web ads, and ads in our online magazine, *The Flutist Quarterly*.

All ad orders are accepted online at [nfaonline.org/advertising](https://nfaonline.org/advertising). Contact us at [advertising@nfaonline.org](mailto:advertising@nfaonline.org) with any questions.



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## LOCAL SMALL BUSINESS PACKAGES

For Georgia businesses who wish to increase their visibility to the convention audience!

### PACKAGE #1: \$1,200

Sponsorship + Program Book Ad

- Recognition as a **Nickel Sponsor**
- 1/4 page BW ad in the **Convention Program Book**
- **Logo listed** on NFA website, printed program book, and exhibit hall banner

### PACKAGE #2: \$1,500

Sponsorship + Program Book Ad + Shared Exhibit Hall Booth\*

- Recognition as a **Nickel Sponsor**
- 1/4 page BW ad in the **Convention Program Book**
- **Logo listed** on NFA website, printed program book, and exhibit hall banner
- A shared booth in the convention **Exhibit Hall**

*\*A commercial NFA membership is required to exhibit. Exhibitors will be required to complete the Small Company Discount form*

### PACKAGE #3: \$1,850

Sponsorship + Program Book Ad + Single Exhibit Hall Booth\*

- Recognition as a **Nickel Sponsor**
- 1/4 page BW ad in the **Convention Program Book**
- **Logo listed** on NFA website, printed program book, and exhibit hall banner
- A single booth in the convention **Exhibit Hall**

*\*A commercial NFA membership is required to exhibit. Exhibitors will be required to complete the Small Company Discount form*

For more information, contact:

Michael Williams, Development Manager

[mwilliams@nfaonline.org](mailto:mwilliams@nfaonline.org)

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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](mailto:dpozzebon@nfaonline.org) or call the NFA office at 312-332-6682.

For the most up-to-date information, please visit [nfaonline.org/conventionaccessibility](https://nfaonline.org/conventionaccessibility)

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

**Scootaround**

888-484-1804

[info@scootaround.com](mailto:info@scootaround.com)

[www.scootaround.com](http://www.scootaround.com)

### **Venue: Hyatt Regency Atlanta**

The Hyatt Regency Atlanta will act as our convention center and hotel space. The Hyatt Regency Atlanta is committed to providing equal access and opportunity for individuals with disabilities.

Accessibility information is available on the [hotel's website](#).

For questions about the hotel and meeting space, you can call them directly at 404-577-1234

For the latest information, visit [nfaonline.org/accessibility](https://nfaonline.org/accessibility)



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## THANK YOU TO OUR 2024 EXHIBITORS!

Abell Flute Co.	Miyazawa Flutes
ALRY Publications, LLC	Muramatsu America Flutes
Altus Flutes	Music & Arts
Anderson Musical Instrument	Music Minus Pain
Insurance Solutions, LLC	Nagahara Flutes
Arista Flutes	Pearl Flutes
Blocki Flute Method LLC	Powell Flutes
Boaz Berney - Historical Flutes	PremAligner, Inc.
Brannen Brothers Flutemakers, Inc.	Sankyo Flutes
Brotons & Mercadal Publishing Editions	Schmitt Music: The Flute
Bulgheroni Wooden Flutes & Piccolos	Gallery
Burkart Flutes and Piccolos	Simon Polak: Early Flutes
Canter Flute Repair	Song
Carolyn Nussbaum Music Company	Susan L. Mayer, LLC
Crescendo Musical Instrument Bags	Suzuki Association of the
Dean Yang Flutes	Americas
Di Zhao Flutes	Texas Flute Guild
Flutacious!	The International Flute
Flute 360	Technician Collective
Flute Center of New York	Theodore Presser
Flute Specialists, Inc.	Company
Flute World	Tomasi Flutes
Flutistry	Trevor James Flutes
Geoghegan Company	U.S. Army Bands Recruiting
Hammig Piccolos	Wessel Flutes
Keefe Piccolos	Windefender
Kingma Flutes	Windward Flutes Ltd.
Lavoie Flutes Montreal	Wiseman Cases
Levit Flute Company, LLC.	Wm. S. Haynes
M'Lady Creations	Yamaha Corp of America
McChord Flutes	



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## THANK YOU TO OUR 2024 SPONSORS!

### **Wm. S. Haynes Co.**

*Diamond Sponsor*

### **Yamaha Corporation of America**

*Platinum Sponsor; Support for NFA*

*Convention Guidebook App;*

*Support in honor of Trudy Kane, NFA*

*Lifetime Achievement Award Honoree*

### **Anderson Musical Instruments Insurance Solutions, LLC**

*Gold Sponsor*

### **Altus Handmade Flutes**

*Gold Sponsor*

### **Brannen Brothers Flutemakers, Inc.**

*Gold Sponsor, Support for the Orchestral*

*Audition & Masterclass Competition*

### **Di Zhao Flutes**

*Gold Sponsor, Support for Youth Flute Day*

### **Carolyn Nussbaum**

*Gold Sponsor, Support for High School*

*Soloist Competition*

### **Flute Specialists, Inc.**

*Silver Sponsor; Support for the Junior*

*Soloist Competition and the Adult*

*Amateur Competition*

### **Keefe Piccolos**

*Silver Sponsor; Support for the Piccolo*

*Artist Competition*

### **Verne Q. Powell Flutes**

*Silver Sponsor*

### **Other Sponsors Include:**

National Endowment for the Arts

Illinois Arts Council

Acción Cultural Española (AC/E)/PICE

Mary H. Anderson Endowment Fund

David Hart Fund

Laurie Sokoloff

Paul Taub Fund

Thomas Mease Fund

Wilhelm and Martina Lundgrens Foundation



[WWW.NFAONLINE.ORG](http://WWW.NFAONLINE.ORG)



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