



The National
Flute Association

EXHIBITOR & SPONSOR PROSPECTUS

54th Annual Convention

August 6 - 9, 2026

Oregon Convention Center
Portland, OR

Lauren Watt, Event & Convention Director

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www.nfaonline.org/exhibiting



OVERVIEW

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

Past Exhibitor



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 NFA EXHIBIT HALL

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.

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.



“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.”

Past Exhibitor



BY THE NUMBERS

“Each exhibitor’s
experience is a
success!”

Past Exhibitor

3,010

PEOPLE ATTENDED THE
2025 CONVENTION

49

STATES REPRESENTED BY
CONVENTION ATTENDEES

38

COUNTRIES REPRESENTED
BY CONVENTION
ATTENDEES

99.7%

OF ATTENDEES VISITED
THE EXHIBIT HALL

86%

OF EXHIBITORS REPORTED
EARNINGS THAT MET OR
EXCEEDED THEIR EXPECTATIONS

27.5

HOURS OF OPEN EXHIBIT HALL TIME
*INCLUDING ONE HOUR EACH DAY WITH NO OTHER
CONVENTION PROGRAMMING SCHEDULED*

EXHIBITORS RECEIVE

Booth Space

Market your business and sell your products to thousands of flutists in the Exhibit Hall

Publicity

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 Discounts

Save on ads in the convention program book

Option to Present an Exhibitor Showcase

A 25-minute concert to showcase your products and artists!

\$185 per showcase. Max of two per company.

Option to Participate in Exhibitors Concert

This hour-long program features multiple exhibitors.

**included with your booth purchase!*

EXHIBITOR DETAILS



Booth sales begin March 9! Visit [our website](#) or contact [Lauren Watt](#) to reserve your booth.

Venue

Oregon Convention Center
777 NE Martin Luther King Jr Blvd
Portland, OR 97232



Schedule

Wednesday, Aug. 5: Exhibitor Set-Up.....8:00am - 9:00pm

Thursday, Aug. 6: Exhibit Hall Open.....10:00am - 5:30pm

Friday, Aug. 7: Exhibit Hall Open.....10:00am - 5:30pm

Saturday, Aug. 8: Exhibit Hall Open.....10:00am - 5:30pm

Sunday, Aug. 9: Exhibit Hall Open.....10am-3pm
Dismantle.....3pm-9pm

Fees

Standard 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 two companies.*

Small Company Discounted Rate: \$700

For 10'x10' booth. All other fees remain the same. Must submit [an application](#) and be approved by the Executive Director to receive Small Company Discount.

CONVENTION SPONSORSHIPS



Achieve greater exposure and access 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.

Visit [our website](#) to become a sponsor today!

COPPER SPONSOR (\$1,000)

- Logo placement on sponsor page in printed program book, Guidebook convention app, NFA website, and Exhibit Hall Banner
- Invitation for two to annual Life Member & Donor Appreciation Reception
- 5% advertising discount

SILVER SPONSOR (\$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



CONVENTION SPONSORSHIPS



Gold Sponsor (\$5,000)

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

Platinum Sponsor (\$7,500)

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

Diamond Sponsor (\$15,000)

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

Visit **[our website](#)** to become a sponsor today!

ADDITIONAL SPONSORSHIP OPPORTUNITIES



Visit [our website](#) to become a sponsor today!

Competition Sponsorships

Competition sponsors will have the opportunity to present prizes during the corresponding awards ceremony.

SOLO COMPETITIONS

- Young Artist: \$15,000
- Piccolo Artist: \$3,100
- Jazz Artist: \$3,000
- High School Soloist: \$2,500
- Junior Soloist: \$1,000
- Convention Performers: \$1,000

MASTERCLASS COMPETITIONS

- Orchestral Audition & Masterclass: \$2,500
- Baroque Flute Masterclass: \$1,000
- Adult Amateur Masterclass: \$1,000 (*this masterclass occurs virtually after the convention*)
- Masterclass Performers Competition: \$1,000

FLUTE CHOIR COMPETITIONS

- Collegiate: \$1,000
- High School: \$1,000
- Professional: \$1,000

NON-PERFORMANCE COMPETITIONS

- C.R.E.A.T.E.: \$2,000
- Flute Choir Call for Scores: \$1,000
- Newly Published Music: \$1,000
- Graduate Research: \$1,000



Competition sponsors present prizes during the 2025 NFA Convention

Special Events & Other Sponsorships

- **Convention Registration Scholarships: \$5,000** – Help students and members experiencing financial hardship attend the convention.
- **Piano and Auxiliary Instruments: \$20,000** – Ensure that every flutist has the professional-level collaborative instruments they need to make their convention performances successful.
- **Concerto Concert Orchestra Sponsorship: \$40,000** – Support the pinnacle event of every convention, creating an unforgettable performance experience for both musicians and attendees.

PROGRAM BOOK ADVERTISING



Advertising in the convention program book is an easy way to reach our attendees and market your business.

Many guests use the program book as their guide to the convention and keep it as a souvenir.

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, website, and *The Flutist Quarterly* online magazine.

Visit nfaonline.org/advertising to place your order



LOCAL SMALL BUSINESS PACKAGES

Special offers for Oregon and Washington businesses who wish to increase their visibility to the convention audience!



Package #1 (Sponsorship + Program Book Ad) \$1,200

- 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 (Sponsorship + Program Book Ad + Shared Exhibit Hall Booth*) | \$1,500

- 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*

Package #3 (Sponsorship + Program Book Ad + Single Exhibit Hall Booth*) | \$1,850

- 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:
Lauren Watt, Event & Convention Director
lwatt@nfaonline.org

2025 EXHIBITORS



Abell Flute Co.
ADJ•ective New Music
ALRY Publications, LLC
Altus Handmade Flute
Anderson Musical Instrument Insurance Solutions, LLC
Arista Flutes
Beethoven & Company
Blocki Flute Method
Brannen Brothers Flutemakers, Inc.
Brotos & Mercadal Publishing Editions
Bulgheroni Wooden Flutes & Piccolos
Burkart Flutes and Piccolos
Canter Flute Repair
Carolyn Nussbaum Music Company
Coleman Page Publishing
Crescendo Bags
Di Zhao Flutes
Emanuel Flutes LLC
Flutacious!
Flute Center
Flute Specialists
Flute World
Flutistry
Fluture Ergo
Hammig Piccolos
International Flute Technician Collective
John Wubbenhorst Music (JWM)
Keefe Piccolos
Kingma Flutes
Lavoie Flutes Montreal
Levit Flute Company LLC
Masters Flute Japan
McChord Flutes
Miyazawa Flutes
Muramatsu
Music For Your Eyes
Music Minus Pain
Nagahara Flutes
North Bridge Winds
Pearl Flutes
Petry Piccolos
Powell Flutes Boston
Sankyo Flutes
Simon Polak: Early Flutes
Song Headjoints
Spotted Rocket Publishing
Suzuki Association of the Americas
The Fab Flute Player
Theodore Presser Co.
Trevor James Flutes
US Army Bands Recruiting
Wessel Flutes
Wichita Band Instrument Co.
Wiseman Cases
Wm. S. Haynes
Yamaha Corporation of America

2025 SPONSORS



DIAMOND

Wm. S. Haynes Co.

PLATINUM

Yamaha Corporation of America

GOLD

Anderson Musical Instrument

Insurance Solutions, Inc.

Altus Handmade Flutes

Di Zhao Flutes

SILVER

Brannen Brothers

Flutemakers, Inc.

Carolyn Nussbaum Music Company

Flute Specialists, Inc.

Nagahara Flutes

Powell Flutes Boston

FOUNDATION & GOVERNMENT SUPPORT

Illinois Arts Council

National Endowment for the Arts