The National Flute Association

EXHIBITOR & SPONSOR PROSPECTUS

55th Annual Convention

August 5 - 8, 2027
Minneapolis Convention Center
Minneapolis, MN

Lauren Watt, Event & Convention Director
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www.nfaonline.org/convention







OVERVIEW

"There is no better place for everything flute than the NFA convention."

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

"Simply the best convention in the world."
Past Exhibitor

3,078
PEOPLE ATTENDED THE 2026 CONVENTION

49
STATES REPRESENTED BY CONVENTION ATTENDEES

27
COUNTRIES REPRESENTED BY CONVENTION ATTENDEES

98%
OF ATTENDEES VISITED THE EXHIBIT HALL

95%
OF EXHIBITORS REPORTED THAT LEADS MADE AT THE CONVENTION MET OR EXCEEDED THEIR EXPECTATIONS

"The NFA is the essential place to showcase your new books and ideas to the flute world."
Past Exhibitor

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!
$190 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 in March 2027! Visit our website or contact Lauren Watt to reserve your booth.

Venue

Minneapolis Convention Center
1301 2nd Ave S.
Minneapolis, MN 55404



Photo courtesy of Meet Minneapolis

Schedule*

Wednesday, Aug. 4: Exhibitor Set-Up.....8:00am - 9:00pm

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

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

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

Sunday, Aug. 8: Exhibit Hall Open.....10am-3pm
Dismantle.....3pm-9pm

Fees*

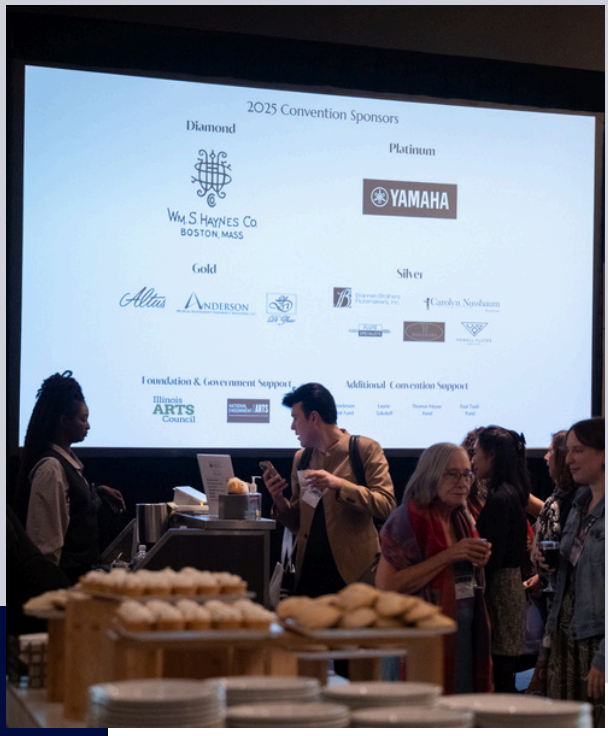
Standard 10'x10' Booth: $880*
Corner Booth: *additional $100*
End Cap Booth: *additional $200 (requires a minimum of 2 booths)*
Island Booth: *additional $400 (requires a minimum of 4 booths)*

**Single in-line booths may be shared by two companies.*

Small Company Discounted Rate: $720
For 10'x10' booth. (for inline booths only - not corners, end caps and islands). Shared booths: $360 All other fees remain the same. Must submit an application (found on our website) and be approved by the Executive Director to receive Small Company Discount.

**Fees and schedule are subject to change. Please check our website for the most up-to-date information.*

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 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 on ads in the program book

SILVER SPONSOR ($3,000)

- Logo placement in printed program book, Guidebook convention app, NFA website, Exhibit Hall Banner, and other NFA digital communications
- 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) convention sessions (excluding competitions and galas), 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) convention sessions, with recognition in the NFA convention program and in the Guidebook App
- One NFA hosted e-blast to the NFA's mailing list of 6,000+ individuals
- One banner ad in *The NFA Weekly* newsletter within one year of sponsorship commitment

Platinum Sponsor ($7,500)

*All **Gold Sponsor** benefits, plus...*

- Sponsorship of up to ten (10 total) convention sessions, with recognition in the NFA convention program and in the Guidebook App
- Two complimentary NFA hosted e-blasts (2 total) to the NFA's mailing list of 6,000+ individuals
- Invitation for two to annual Life Member & Donor Appreciation Reception
- Complimentary two-week advertisement on nfaonline.org within one year of sponsorship commitment

Diamond Sponsor ($15,000)

*All **Platinum Sponsor** benefits, plus...*

- Three complimentary NFA hosted e-blasts (3 total) to the NFA's mailing list of 6,000+ individuals
- One complimentary advertisement in the 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
- 3 sponsored social media posts within a year of sponsorship commitment
- Favorable exhibit hall booth placement within the existing grid structure

*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
- Baroque Flute Artist: $3,500
- High School Soloist: $3,000
- Junior Soloist: $1,000
- Convention Performers: $1,000



MASTERCLASS COMPETITIONS

- Orchestral Audition & Masterclass: $3,000
- Piccolo Orchestral Audition & Masterclass: $3,000
- Jazz Flute Masterclass: $1,000
- Adult Amateur Virtual 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
- Jazz Flute Big Band Audition: $1,000
- Junior Flute Choir: $1,000 **NEW in 2027!*



NON-PERFORMANCE COMPETITIONS

- Flute Choir Call for Scores: $1,000
- Graduate Research: $1,000

Competition sponsors with participants of the 2026 competitions

Special Events & Other Sponsorships

- **Convention Registration Scholarships: $5,000** – Help 50 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

**rates subject to change. Check our website for current pricing.*

LOCAL SMALL BUSINESS PACKAGES

Special offers for Midwest businesses who wish to increase their visibility to the convention audience and have access to the NFA's small company discount rates ($720 for a single booth, $360 for a shared booth)!

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

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

Package #2 (Sponsorship + Program Book Ad + Shared Exhibit Hall Booth*) | $1,500

- *Recognition as a Copper 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 Copper 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

2026 EXHIBITORS

Abell Flute Co.
ALRY Publications, LLC
Altus Handmade Flute
Anderson Musical Instrument Insurance Solutions, LLC
Aria Lights
Arista Flutes
Blocki Flute Method
Boaz Berney - Historical Flutes
Brannen Brothers Flutemakers, Inc.
Brent Olstad Music
Brotons & Mercadal Publishing Editions
Bulgheroni Wooden Flutes & Piccolos
Burkart Flutes and Piccolos
Canter Flute Repair & Sales
Carbony Celtic Winds
Carolyn Nussbaum Music Company
Coleman Page Publishing
Crescendo Musical Instrument Bags
Di Zhao Flutes
ElectroWinds LLC
Flutacious!
Flute Center
Flute Mastery
Flute Specialists
FluteWorks Seattle
Flute World
Flutistry
FURSE LLC
Hammig Piccolos
John Ingalls Flutes
John Wubbenhorst Music (JWM)
Keefe Piccolo Company
Key Leaves
Kingma Flutes
Lavoie flûtes Montréal
Levit Flute Company LLC
McChord Flutes
Miyazawa Flutes
Muramatsu America Flutes
Music For Your Eyes
Music Minus Pain
Music Strong
Nagahara Flutes
Nandin Music, Meditative Music Making
Outside the Bachs, LLC
Pearl Flutes
Pettry Piccolos
Powell Flutes Boston
Pro Flutes
Righi Carbon
Sankyo Flutes
Simon Polak: Early Flutes
SubTone Music Corp.
Suzuki Association of the Americas
Tenon Industrial Co., Ltd.
The Flute Refinery
The International Flute Technician Collective
The Mighty Quinn Brass and Winds
The Rêverie Flute Company
Trevor James Flutes
US Army Bands Recruiting
United States Marine Corps
Wiseman Cases
Wm. S. Haynes
Yamaha Corporation of America

2026 SPONSORS

DIAMOND

Wm. S. Haynes Co.

PLATINUM

Yamaha Corporation of America

GOLD

Anderson Musical Instrument Insurance Solutions, Inc.

SILVER

Altus Handmade Flutes

Brannen Brothers Flutemakers, Inc.

Di Zhao Flutes

Flute Specialists, Inc.

Keefe Piccolos

Nagahara Flutes

Powell Flutes Boston

COPPER

Muramatsu America

Canter Flute Repair & Sales

FOUNDATION & GOVERNMENT SUPPORT

The Aaron Copland Fund for Music

Illinois Arts Council

National Endowment for the Arts