

**NATIONAL  
ARTS  
MARKETING  
PROJECT  
CONFERENCE**



NOVEMBER 6-9, 2015 SALT LAKE CITY, UTAH



**CONFERENCE**

Saturday, November 7, 8:00 a.m. – Monday, November 9, 12:00 p.m.

**PRECONFERENCES**

November 6, 1:00 p.m. – 6:00p.m.

- Strategic Marketing Leadership from the Middle
- Plugging In: Digital Marketing Strategy for a New Era

**HEADQUARTERS**

Sheraton Salt Lake City Hotel  
150 W 500 South, Salt Lake City, UT 84101  
801.401.2000

**HOW TO REGISTER**

1. Online at [artsmarketing.org/conference](http://artsmarketing.org/conference)
2. Fax this completed form to 202.371.0424
3. Mail this completed form to the  
2015 National Arts Marketing Project Conference c/o  
Americans for the Arts, P.O. Box 91261, Washington, DC 20090-1261.  
Registrations submitted without payment will not be processed.

**MEMBER RATES FOR MAIN CONFERENCE**

|            | Postmarked by    | Rate  |
|------------|------------------|-------|
| Early-Bird | August 28, 2015  | \$450 |
| Advance    | October 23, 2015 | \$500 |
| General    | –                | \$550 |

Online Registration Closes at 11:59 p.m. (ET)  
on Friday, October 23, 2015.

**REGISTRATION INSTRUCTIONS**

Please see pages 3–4 to fill out your registration information.

- In order to be eligible for any discount/special rate, registrations must be completed online or via the paper form postmarked by the above deadlines.
- Online registration will close at 11:59 p.m. (ET) on Friday, October 23 and all registrations postmarked after Friday, October 23 will be processed on site at the General registration rates.
- Name badges and payments will not be processed for General registrations in advance. They will be processed on site.
- A complete list of registration rates and categories is listed on the registration form.

If you are in one of these categories, you cannot register online. Please return this completed form to Americans for the Arts either by mail or fax.

- Paying with Purchase Order or Check
- Group Registrants
- Scholarship Recipients
- Exhibitors
- Students
- Buy One, Discount One Offer
- National Member Organization Discount (NMOs)

**SPECIAL DISCOUNTS AND PROMOTIONS**

Discounted fees are listed on the Registration Form

- Professional Membership: Professional members save up to \$50 on registration fees. Sign up to be a professional member to take advantage of member savings! **Please note:** At the time of registration, you must hold an individual membership or be a designated beneficiary of an organizational membership to receive the member rate. Americans for the Arts cannot retroactively assign benefits and issue refunds for member discounts after a registration has been submitted.
- Buy One, Discount One: Purchase one registration, and your colleague from the same organization gets \$50 off a second registration!
  - \* Available until the advance registration deadline on October 23, 2015.
  - \* Can only be applied to full price member or nonmember registrations.
  - \* Both registered attendees must be employed by the same organization.
  - \* Preconference registrants, group registrants, students, Americans for the Arts scholarship recipients and one-day registrants are excluded from this offer.

- \* The first registration may be made online or via the paper form, but the second registration must be completed using the paper form (and first registrant's name listed by the payment information).
- \* Registrations do not need to be completed on the same day in order to take advantage of this promotion.
- \* Registrants do not need to be professional members to take advantage of the discount.
- \* Registrations do not need to be of the same value.
- Group Discounts: Ten or more registrants from any number of organizations qualify for the discounted rate of \$430 per registrant.
  - \* Registrants may come from different organizations, but all registrations must be submitted together including a single form of payment.
  - \* Group registrations must be submitted using paper forms, and one form must be completed for each participating registrant.
  - \* Group discount offer is available until the advance registration deadline on October 23, 2015.
  - \* Group discount offer is only valid for the \$430 rate and cannot be combined with any special or speaker rates.

- National Member Organizations: Members of participating National Member Organizations (NMOs) are eligible for a discounted conference registration rate. To see if your organization is a NMO please visit the "Ways to Save" webpage at [www.artsmarketing.org/conference/action/ways-to-save](http://www.artsmarketing.org/conference/action/ways-to-save).

**ADMISSION**

You are required to wear your name badge to all preconference and conference events. Admission will be denied to those without a badge. If lost, a replacement badge must be purchased for \$50 at the Registration Desk.

**CONFIRMATION**

All attendees will receive confirmation of registration via e-mail. Please review confirmation notices carefully. If you have not received a confirmation notice within three weeks of submitting your registration, or if you wish to change your registration information, contact us at [events@artsusa.org](mailto:events@artsusa.org).

# NATIONAL ARTS MARKETING PROJECT CONFERENCE #NAMPC NOVEMBER 6-9, 2015 SALT LAKE CITY, UT



## EXHIBITOR REGISTRATION

Registration for those exhibiting at the National Arts Marketing Project Conference is done through a separate form. Once you have completed the exhibitor contract, you will be provided with an exhibitor registration form. No other discounts or promotions apply. If you are interested in exhibiting, contact us at [exhibits@artsusa.org](mailto:exhibits@artsusa.org).

## GOVERNMENT PURCHASE ORDER POLICY

If you are using a government-issued purchase order to pay your registration fee, and that purchase order has not been paid at the time of arrival onsite, you will need to secure the registration with a credit card before your registration materials will be released to you. We will place a hold on that credit card for the fee until the purchase order has been paid.

## GUEST TICKETS

If you are interested in bringing a guest to conference-related special events, (e.g., the Opening Reception, Keynote Addresses) please check with the Americans for the Arts Meetings and Events Department for terms and pricing at [events@artsusa.org](mailto:events@artsusa.org). Guests will not be allowed to participate in conference educational sessions.

## ONE-DAY REGISTRATION

Don't have time to attend the full National Arts Marketing Project Conference? Pick a day and attend for only \$275 if you register by the Early-Bird deadline. You must specify which day you will attend on the registration form. One-day registrations are permitted for a single day's attendance and cannot be combined into a two-day registration. No other discounts or promotions apply to one-day rate registrants. One-day registrations can only be applied to Saturday, November 7 or Sunday, November 8.

## PRESENTERS

Presenters can also register online! Simply follow the online registration instructions at [www.artsmarketing.org/conference](http://www.artsmarketing.org/conference), and the system will automatically offer you the applicable discounted rate.

## SPECIAL EVENTS

The Opening Reception, breakfasts, and luncheons are included in your registration fee. Dine-Arounds are Dutch-treat, so this cost is additional and the responsibility of the attendee.

## STUDENT REGISTRATION

Students, both part-time or full-time, are eligible for the National Arts Marketing Project Conference student rate. Students must use the paper form to register and also submit a photocopy of a valid student ID from an accredited, degree-granting college or university. No other discounts or promotions apply.

## PROFESSIONAL MEMBERSHIP

Americans for the Arts professional members receive many valuable benefits throughout the year including a discounted registration rate to attend our national events. If you are not already a member and would like to receive the discount on this event, you may join when registering. If you are already a member, please provide your Membership ID number when registering to receive the member rate. If you don't know your ID number, or have questions about becoming a member, please contact us at [membership@artsusa.org](mailto:membership@artsusa.org).

## ROOMMATE REFERRAL PROGRAM

Cut your housing costs in half by sharing a room with another conference attendee! Check the Roommate Referral Box on the registration form and we will send you a list of other interested attendees. To be eligible for the program, registration must be received by Friday, September 11, 2015. Americans for the Arts cannot guarantee the availability of discounted hotel rooms. We recommend you book a hotel room and cancel the reservation once a roommate is identified. If you have questions about the program, contact us at [events@artsusa.org](mailto:events@artsusa.org). Americans for the Arts is not responsible for selecting roommates or any conflict arising from attendees' decision to share rooms.

## SPECIAL ACCOMMODATIONS

We want to ensure that your preconference and conference experience is pleasant and comfortable. Attendees needing special accommodations including wheelchair access, hearing or visual aids, special meal requests, etc. should please indicate those needs on the registration form. You may also contact us at [events@artsusa.org](mailto:events@artsusa.org).

## PRIVACY POLICY

Registrant contact information, including e-mail addresses and Twitter handles, will be shared with other conference registrants through the Participants List. Please see the Americans for the Arts Privacy Statement on our website for more information: [www.AmericansForTheArts.org/privacy.asp](http://www.AmericansForTheArts.org/privacy.asp). Registrants who do not wish to share this information must opt-out on the registration form.

## CANCELLATION AND REFUND POLICY

All requests for refunds must be made in writing to Americans for the Arts, c/o Meetings and Events. Full refunds, minus a \$50 administrative fee, will be issued to all valid requests received by October 23, 2015. Refund requests submitted after this deadline will not be considered. However, substitutions may be considered and should also be made in writing to Meetings and Events at [events@artsusa.org](mailto:events@artsusa.org).

## HOW TO REGISTER

### ONLINE

at [artsmarketing.org/conference](http://artsmarketing.org/conference)

### FAX

this completed form to 202.371.0424

### MAIL

this completed form to the  
2015 National Arts Marketing Project  
Conference c/o Americans for the Arts  
P.O. Box 91261  
Washington, DC 20090-1261

### QUESTIONS

For more information about this program, please call the Americans for the Arts Meetings and Events Department at 202.371.2830 or e-mail [events@artsusa.org](mailto:events@artsusa.org)



### Americans for the Arts ID

# \_\_\_\_\_

You can find your ID number in your online profile located on our homepage, AmericansForTheArts.org. On the top right corner, select 'login.' After logging in, select 'My Account' on the right side of the screen. Your ID # is located in the section called 'My Account Information.'

### PLEASE COMPLETE ALL OF THE CONTACT INFORMATION BELOW. ALL INFORMATION IN BOLD WILL BE PRINTED IN OUR PARTICIPANTS LIST AND SHARED WITH CONFERENCE ATTENDEES.

- NEW CONTACT INFORMATION: check this if any of the below information is new.
- Do not publish my information in the Participants List.

|  |                |  |
|--|----------------|--|
| LAST NAME  | FIRST NAME     | MIDDLE INITIAL   |
| BADGE NAME (IF DIFFERENT)                                    | ORGANIZATION   | TITLE  |
| MAILING ADDRESS  |                | MUST INDICATE: <input type="checkbox"/> HOME <input type="checkbox"/> WORK |
| CITY/STATE   | ZIP            |  |
| E-MAIL ADDRESS (MUST PROVIDE FOR CONFIRMATION COMMUNICATION) |                | MUST INDICATE: <input type="checkbox"/> HOME <input type="checkbox"/> WORK |
| WEBSITE  | TWITTER HANDLE |  |
| PHONE  | FAX            |  |

#### PROFESSIONAL MEMBERSHIP

For more information on these levels and other membership information, please visit [www.AmericansForTheArts.org/Membership](http://www.AmericansForTheArts.org/Membership) or call us at 202.371.2830.

Please indicate your membership status.

- I am already a Professional Member of Americans for the Arts.
- I would like to join Americans for the Arts and receive member benefits including the member rates for this event.

Select membership type and level:

- |                                  |   |   |  |
|----------------------------------|---|---|--|
| <i>Individual Membership</i>     | <input type="checkbox"/> \$50 Colleague           | <input type="checkbox"/> \$150 Innovator              | <input type="checkbox"/> \$250 Entrepreneur          |
| <i>Organizational Membership</i> | <input type="checkbox"/> \$50 Basic (For 1 staff) | <input type="checkbox"/> \$150 Choice (For 2-5 staff) | <input type="checkbox"/> \$250 Core (For 6-10 staff) |
- I do not wish to add membership at this time.

**SUBTOTAL \$** \_\_\_\_\_

#### ARTS ACTION FUND MEMBERSHIP

- YES, I want to be a FREE advocate member of the Arts Action Fund.

*The Americans for the Arts Action Fund is a 501(c)(4) political advocacy organization ensuring the arts and arts education are nurtured and funded in America. Please visit [www.ArtsActionFund.org](http://www.ArtsActionFund.org) for more information.*

#### DEMOGRAPHICS

**This is my first National Arts Marketing Project Conference**  Yes  No      **Gender**  Male  Female

**Do you consider yourself**  Emerging  Mid-Career  Master

**How did you hear about the National Arts Marketing Project Conference?**

Previous attendee    Colleague    E-mail    www.ArtsMarketing.org    Direct mail promo brochure    Promotional E-mail  
 Social Media    Other \_\_\_\_\_

**Job Function**  Marketing    CEO/Director    Development    Membership    Audience development    Other \_\_\_\_\_

**Organization Type**  Local arts agency    Performing arts organization    Performing arts venue    Visual arts organization    Other \_\_\_\_\_

**What year did you enter the arts field?** \_\_\_\_\_

**Optional:** Many of our corporate and foundation underwriters require us to report on aggregate demographics for our events. Please provide the following information.

**Race/Ethnicity:**  American Indian/Alaska Native    Asian    Black/African American    Hispanic/Latino    White/Non-Hispanic  
 Native Hawaiian/Pacific Islander    Multi-Racial/Multi-Ethnic/No Single Category

**Age Range:**  Younger than 18    18-24    25-44    45-64    65+

#### SPECIAL NEEDS

\* A staff member will contact you before the conference to discuss special arrangements.

- I am a vegetarian
- I have other dietary needs (Please explain) \_\_\_\_\_
- I require special accommodations due to a disability\* (Please explain) \_\_\_\_\_

FOR INTERNAL USE ONLY: ID \_\_\_\_\_ INV \_\_\_\_\_ Approval \_\_\_\_\_ SP \_\_\_\_\_ Submitted by \_\_\_\_\_

**ROOMMATE REFERRAL**

I am interested in the Roommate Referral program. Registration must be completed by Friday, September 11, 2015.  
(See Registration Instructions for more information)

Smoker  Non-Smoker

*Interested attendees are encouraged to book a hotel room in advance and cancel it if a roommate is identified.*

**PRECONFERENCE REGISTRATION**  
Please select one preconference

**FRIDAY, NOVEMBER 6, 1:00 P.M. – 6:00 P.M.**

**Preconferences:** (select one)  
 Strategic Marketing Leadership from the Middle  
 Plugging In: Digital Marketing Strategy for a New Era

|                                       | Preconference Only             |                                | With Full Conference           |                                |
|---------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
|                                       | LEADERSHIP*                    | DIGITAL                        | LEADERSHIP*                    | DIGITAL                        |
| <b>EARLY-BIRD</b><br>Postmarked: 8/28 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$150 |
| <b>ADVANCE</b><br>Postmarked: 10/23   | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$150 |
| <b>GENERAL</b>                        | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$160 | <input type="checkbox"/> \$160 |

\* The Strategic Marketing Leadership Preconference is capped at 100 attendees.  
Please review your e-mail confirmation to confirm attendance.

**SUBTOTAL \$** \_\_\_\_\_

**CONFERENCE REGISTRATION**  
Please select one

**NOVEMBER 7-9**

|                                       | PROFESSIONAL MEMBER            | NONMEMBER                      | STUDENT *                      | GROUP *                        | NMO *                          | ONE-DAY **                     | STUDENT ONE-DAY **            |
|---------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------------------------------|
| <b>EARLY-BIRD</b><br>Postmarked: 8/28 | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$430 | <input type="checkbox"/> \$425 | <input type="checkbox"/> \$275 | <input type="checkbox"/> \$95 |
| <b>ADVANCE</b><br>Postmarked: 10/23   | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$575 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$430 | <input type="checkbox"/> \$510 | <input type="checkbox"/> \$300 | <input type="checkbox"/> \$95 |
| <b>GENERAL</b>                        | <input type="checkbox"/> \$550 | <input type="checkbox"/> \$625 | <input type="checkbox"/> \$210 | <input type="checkbox"/> N/A   | <input type="checkbox"/> \$535 | <input type="checkbox"/> \$325 | <input type="checkbox"/> \$95 |

\* Please see the Registration Instructions for definitions and eligibility requirements, as well as the explanation of fees and deadlines.  
 \*\* You must specify which day you will attend on the registration form. Please see the Registration Instructions for more information.

**For One-Day Rates:** Please select  11/7  11/8

**SUBTOTAL \$** \_\_\_\_\_

**GRAND TOTAL**

**Please insert subtotals here:**

Professional Membership \$ \_\_\_\_\_

Preconference Registration \$ \_\_\_\_\_

Main Conference Registration \$ \_\_\_\_\_

Buy One, Discount One (if applicable)\*\*\* \$ \_\_\_\_\_

**TOTAL PAYMENT DUE \$ \_\_\_\_\_**

\*\*\*Buy One, Discount One offer is \$50 off second registrations received or postmarked by 10/23/2015.

**For Buy One, Discount One:** Please provide first registrant's name \_\_\_\_\_

**For Students:**  Did you include a photocopy of a valid student ID?

**PAYMENT**  
Please note that registrations submitted without payment will not be processed.

Credit Card (please select one of the following)  American Express  Discover  Visa  MasterCard

\_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER NAME (PLEASE PRINT) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Personal Check (made payable to Americans for the Arts)

Government Purchase Order Number \_\_\_\_\_

*Please attach copy of the PO to this form and read our PO policy on page 2.*

FOR INTERNAL USE ONLY: ID \_\_\_\_\_ INV \_\_\_\_\_ Approval \_\_\_\_\_ SP \_\_\_\_\_ Submitted by \_\_\_\_\_

# HOW TO REGISTER

|  |  |  |  |
|--|--|--|--|
| <b>ONLINE</b><br>at <a href="http://artsmarketing.org/conference">artsmarketing.org/conference</a> | <b>FAX</b><br>this completed form to <b>202.371.0424</b> | <b>MAIL</b><br>this completed form to the<br><b>2015 National Arts Marketing Project Conference</b><br>c/o Americans for the Arts<br>P.O. Box 91261<br>Washington, DC 20090-1261 | <b>QUESTIONS</b><br>For more information about this program, please call the Americans for the Arts Meetings and Events Department at <b>202.371.2830</b> or e-mail <a href="mailto:events@artsusa.org">events@artsusa.org</a> |
|--|--|--|--|