



2018

NATIONAL ARTS MARKETING PROJECT CONFERENCE Exhibiting and Advertising Prospectus



Seattle, WA

November 9-12



Images credits clockwise: Photo courtesy of Seattle CVB, photo by Alan Alabastro; Photo courtesy of the Seattle Art Museum, photo by Jen Au; 2017 NAMPC attendees

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The 2018 National Arts Marketing Project Conference and Preconferences will be held in Seattle, WA from at the Seattle Westin Hotel from November 9 - 12. The NAMP Conference brings together more than 650 arts marketers from across the country to explore marketing strategy, audience development, digital branding, and smart technology. Connect with this engaged audience to promote your business, organization, or product!

Use this prospectus to choose from a variety of exhibitor types, onsite program advertisements, digital advertising options, and sponsorship opportunities. Each option provides a level of targeted visibility to our attendees, while also remaining budget-friendly. There's no better way to reach an engaged and well-connected group of arts marketers from across the country than at the National Arts Marketing Project Conference!

Refer to the table of contents below for pricing and availability for our exhibiting and advertising opportunities. **For more information, contact us at exhibits@artsusa.org or call 202.371.2830.**

4 CURATED PACKAGE: Advertising across multiple touchpoints to reach NAMP Conference attendees

5 EXHIBITING

6 PRINT AND WEB: Onsite Program ads, NAMP Web advertising

7 EMAIL AND APP: Monthly NAMP newsletter, NAMP Conference App

8-13 CONTRACTS AND TERMS AND CONDITIONS

Our Attendees: Arts Marketing Professionals



TITLES

Marketing Directors
Executive and Managing Directors
Social Media and Digital Specialists



ORGANIZATIONS

Performing Arts Organizations
Museums
Universities
Art Centers
Local Arts Agencies

What They're Looking For

EXPERTISE

Digital Advertising
Online Fundraising
Ticketing Solutions
Mobile Solutions
Creative Design & Production
Research

OUR EXHIBITORS

Consultants
Ticketing and CRM Platforms
Creative Agencies
Universities and Arts Administration Programs



NAMP Exhibiting and Advertising Package

November 9-12, Seattle, WA

Reach communications and marketing decision-makers through multiple touchpoints before, during, and after this signature event! This package can be customized based on your organizations' goals.

PRICE: \$2,650



TABLE TOP EXHIBIT

- Exhibit table in Centerstage from November 10-12
- 6' table with 2 chairs and electricity
- One complimentary registration
- Two discount registrations, \$300 each
- Attendee list PDF (name, title, company, and email)

PRINT ADVERTISING

- Placement in NAMP onsite program
- Distributed to all NAMP conference attendees
- Half Page Ad 7.75" X 4.75"
- Artwork Deadline: 8/20

APP ADVERTISING

- Banner ad in the NAMP conference app
- Oct. 12 - Nov 12, 2018, during and leading up to conference
- 4,700 ad impressions
- Banner ad: 600 px x 110 px



Half Page
7.75" x 4.75"

Ad



WEB ADVERTISING

- Drupal 7 website (NAMP.AmericansForTheArts.org) promoted in Americans for the Arts emails and social media
- Placement on schedule and sessions pages
- Ads run on a monthly basis; limited availability
- 5,600 avg. pageviews/month
- Sidebar ad: 276 px x 245 px

NAMP Exhibiting and Sponsorship

Seattle, WA

November 9–12, 2018



Image courtesy of Seattle CVB, photo by Howard Frisk

TABLE TOP EXHIBIT

Standard benefits:

- One 6-foot skirted table, with two chairs and electricity
- One complimentary registration
- Two discount registrations, \$300 each
- Program: company, URL and 35-word description
- Online: company, logo, URL and 35-word description
- Mobile app: company, URL and 35-word description
- Logo included in promotional NAMPC email
- Attendee list PDF (name, title, company, and email)

Main Conference:

\$1650

Final contract deadline:

9/7

Description, logo, URL deadline:

9/7

Power Pack! upgrade benefits: \$100

- Program Listing: Twitter handle
- Online: linked logo and URL
- Mobile app: linked URL
- Eblast: linked logo

**For more information, contact us at
exhibits@artsusa.org or call 202.371.2830**

SPONSORSHIP

Want more visibility for your brand - Just ask! Sponsorship opportunities include keynotes, preconferences, sessions, networking breaks, Guidebook event app, tote bags, lanyards, and more. View the 2018 NAMP Conference Sponsorship Prospectus for the full list of options: artsmarketing.org/conference/sponsor-exhibit-advertise.

NAMP Program and Web Ads

Seattle, WA
November 9–12, 2018

PROGRAM ADVERTISEMENT

- Placement in NAMP onsite program
- Distributed to all NAMP conference attendees

Half Page: \$800
Full Page: \$1,300
Inside Front: \$1,750
Inside Back: \$1,750
SOLD! Back Cover: \$2,300

Contract deadline: 8/10
Artwork deadline: 8/20

Drupal 7 website with expanded arts marketing resources

WEB ADVERTISING

- Audience: arts marketers, communications professionals, arts leaders, and decision-makers
- Drupal 7 website promoted in Americans for the Arts emails and social media
- 4,800 average pageviews/month
- Ads run on a per issue basis every month; limited availability
- Placement across schedule and sessions pages + E-news, Resource and Workshop pages

Sidebar Advertisement: \$450/month
- 276 px x 245 px

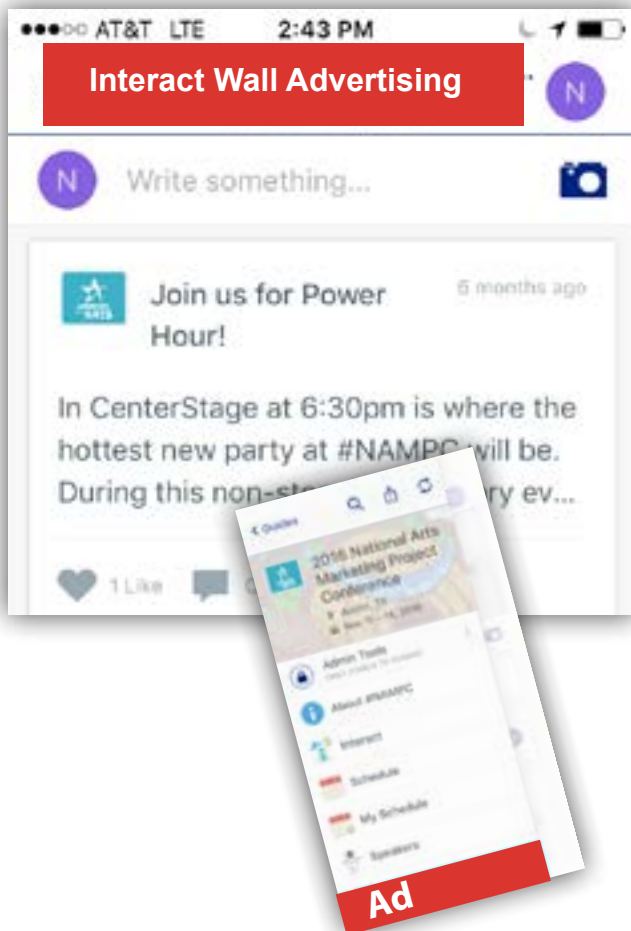
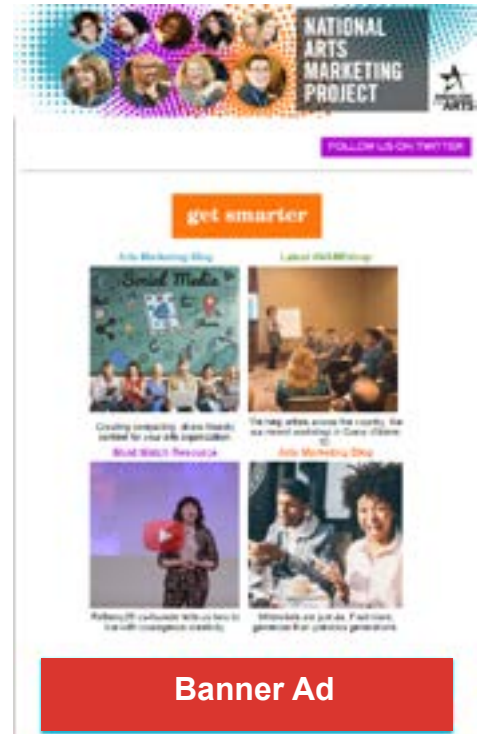
NAMP Email and App Ads

Seattle, WA
November 9–12, 2018

EMAIL ADVERTISING

- Audience: arts marketers and communications professionals
- Content: Video and written marketing resources, trends and upcoming customized workshops
- Circulation: 25,000
- Ads run on a per issue basis every month; limited availability

Banner Advertisement: \$300/issue
- 550 px x 100 px



APP ADVERTISING

- Connect with attendees through the NAMP Conference app, the go-to resource for all Conference news and updates.
- More than 12,000 sessions and 16,000 pageviews

Banner Advertisement: \$200
- 600 px x 110 px (jpg or png)
- Runs October 12 - November 12

Sponsored App Posts: \$300
- Three sponsored posts over the conference
- 650 x 450 px image
- 250 characters of text

NAMP CONFERENCE

EXHIBITING TERMS AND CONDITIONS

APPLICATION AND ELIGIBILITY: Application for table top space must be made on the printed form provided by Americans for the Arts, contain the information requested, and be executed by an individual who has authority to act for the applicant (“Exhibitor”).

Organizations that are producers or suppliers of equipment and other products or services whose proposed exhibit will support the business of arts management and the purposes of the Conference, may apply for table top exhibit space. Americans for the Arts reserves the absolute right to reject any such application.

AGREEMENT TO CONDITIONS: Exhibitor agrees to abide by these conditions, it being understood and agreed that the sole control of the display area rests with Americans for the Arts. Exhibitor also shall be subject to any applicable rules of the hosting hotel.

ASSIGNMENT OF SPACE: Classification of table top exhibit and assignment of space will be determined by Americans for the Arts based upon the character of the proposed display and individual requirements and preferences as to the location of Exhibitor. Once the space has been approved by Americans for the Arts no exhibit will be moved except by the mutual consent of the parties.

PAYMENT: All applications must be received by Americans for the Arts no later than September 7 for the NAMP Conference.

INSURANCE: In all cases, if Exhibitor wishes to insure their goods, they must do so at their own expense. Americans for the Arts holds no responsibility for table top area security, nor for the value of any goods. Materials supplied by Exhibitor are displayed at own risk and liability.

BOOTHS: Each table will be six feet in length equipped with a skirt, two chairs, and access to electricity. If any additional equipment is needed it is the responsibility of Exhibitor to contract for and arrange payment for all related activities. Third party audio and visual order information will be made available by Americans for the Arts.

USABLE SPACE & LINE OF SIGHT AROUND TABLE TOP EXHIBIT: Exhibitor will have one foot on either side of their table to accommodate separation between exhibitors. The total distance that is included with your table top space is 8’. Exhibitors may not have any walls surrounding their booth. If Exhibitor has large displays that could extend beyond their designated space, or block the line of sight to another neighboring exhibitor, contact Americans for the Arts staff before the conference. These items must be approved prior to set up in the exhibit hall. Any pop up banners, and items taller than 3’ from the floor must remain behind the exhibit table and cannot exceed 8’ in length, and 2’ in depth. If the Exhibitor’s display blocks other booths line of sight meaning an object on, or next to your table top block the visibility of other exhibitors tables, walkways or entrances, or any other elements of the Center Stage area, Americans for the Arts may ask that the display be moved.

CARE OF SPACE: Exhibitor is responsible for maintaining and cleaning the table top exhibit space at their own expense.

PROTECTION OF TABLE TOP EXHIBIT SPACE: Nothing shall be nailed, tacked, screwed or otherwise attached to any building structure. If any damage occurs it is the responsibility of Exhibitor to pay for damages.

DEFAULT OCCUPANCY: If space is not occupied by the designated time, Americans for the Arts has the right to use the space as necessary and no refund will be granted to Exhibitor.

PERSONNEL: Table top exhibit personnel must confine their activities to their designated space. Personnel that are NAMP Conference attendees should make necessary arrangements to have their space covered when they deem necessary.

DISTRIBUTION OF PRINTED MATTER: Exhibitor shall not distribute materials or souvenirs outside of their exhibit space.

CONFLICTING MEETINGS & SOCIAL EVENTS: In the interest of the success of the Conference, Exhibitor shall not extend invitation, call meetings, or encourage absence of attendees during conference hours.

COMPLIANCE WITH THE LAW: Exhibitor shall comply with all applicable governmental laws, regulations, and rules.

CANCELLATION: Cancellations received in writing by close of business on September 7, 2018 will receive a full refund less a \$100 processing fee. No refunds will be issued for cancellations after September 7, 2018.

RIGHT TO REMOVE PROPERTY: Americans for the Arts reserves the right to remove from the hotel any and all property if Exhibitor violates any conditions of this agreement.

INSURANCE: Exhibitor shall secure and maintain commercial general liability insurance in an amount sufficient or adequate to protect Exhibitor’s interests and liabilities.

LIABILITY: Americans for the Arts makes no warranties, express or implied, and disclaims the same including, without limitation, warranties of merchantability and fitness or a particular purpose. Without limiting the foregoing, Americans for the Arts undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of Exhibitor, its personnel, and its property used in connection to the table top exhibit, from injury or harm, including theft and damage or destruction by fire. Exhibitor should remove small and easily removed articles during nonpeak convention hours.

NAMP CONFERENCE

EXHIBITING TERMS AND CONDITIONS CONTINUED

LIABILITY CONTINUED: No security of goods will be provided by Americans for the Arts. Americans for the Arts shall not be liable to Exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to the Conference or the exhibitor's participation in the Conference due to any act or omission of Americans for the Arts, or its employees or agents, or any third person, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of Americans for the Arts. Notwithstanding any other provision in the application, including these terms and conditions, the maximum liability of Americans for the Arts to Exhibitor under any circumstances and with respect to any claim, whether arising in tort or contract, shall not exceed the amount paid by Exhibitor for the exhibit space, and recovery of such amount shall be Exhibitor's sole and exclusive legal remedy. Under no circumstances shall Americans for the Arts be liable to Exhibitor for any indirect, special, consequential, or punitive damages.

INDEMNIFICATION: Exhibitor shall indemnify and hold harmless Americans for the Arts, and the convention space and their respective directors, employees, members, and affiliates, for any damage, expense (including attorneys' fees), fines, penalties, or loss incurred by, or imposed upon, any of the same on account of personal injury, death, or damage to or loss of property and arising out of the negligent, unlawful, or other wrongful acts or omissions of Exhibitor, its principals, employees, contractors, or agents.

PHOTOGRAPHY, AUDIO, AND VIDEO CONSENT CLAUSE
Attendance or participation in Americans for the Arts (hereinafter referred to as AFTA) meetings and events or other activities constitutes an agreement by the registrant, exhibitor, attendee to AFTA's use and distribution (both now and in the future) of the registrant, exhibitor or attendee's image and voice in photographs, audio, video, electronic reproductions of such events and activities by AFTA and other third parties, including but not limited to the venue and local host.

DISPUTE RESOLUTION: With respect to any dispute between the parties that cannot be resolved by them, the sole method of dispute resolution shall be arbitration under the auspices and pursuant to the rules of the American Arbitration Association, such arbitration to be filed and to take place in Washington, DC. District of Columbia law shall be applied without regard to conflicts of laws principles. Any award or decision may be submitted to a court of competent jurisdiction for enforcement.

ASSIGNMENT: The privileges granted to Exhibitor may not be assigned, nor may the table top exhibit space be sublet, by Exhibitor without express written permission of Americans for the Arts.

GENERAL: All matters and questions not covered by these Terms and Condition are subject to the decision of Americans for the Arts.

PROGRAM ADVERTISING

TERMS AND CONDITIONS

Americans for the Arts publications are created on behalf of and for the benefit of our membership and event attendees. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or organization goals.

SUBMITTING FILES: Contract deadline: **Friday, August 10, 2018**. Artwork deadline: **Monday, August 20, 2018**. See following page for advertising specifications.

CONFIRMATION: Orders must be confirmed in writing by the deadline. Verbal or electronic mail orders without contracts will not be acceptable.

CONTENT CHANGES: No typesetting or alterations will be done by the printer or Americans for the Arts.

RESPONSIBILITY: It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any submitted advertising material. Advertisements must be re-submitted if advertisers wish to have advertisement altered in any manner.

COLOR: Americans for the Arts cannot guarantee accurate color reproduction if an SWOP standard proof is not supplied.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser cancelling advertisements after the closing date must pay the full space charge.

ADVERTISEMENT: The word "advertisement" will be placed with copy, which, in the publisher's opinion, resembles editorial content.

PLACEMENT: Publisher reserves the right to determine advertisement placement.

CONDITIONS: No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's state policy will be binding on the publisher.

LIABILITY: Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

PAYMENT: Payment must be received by the deadline.

DISCOUNTS: Agency discounts are not applicable.

PROGRAM ADVERTISING SPECIFICATIONS SHEET

PRINT SPECIFICATIONS:

Images should have an effective resolution of 300 dpi. Images that are downloaded from a website or are 72 dpi images are unacceptable quality for printing. PSD, TIFF and EPS format files are preferable to JPG. All colors should be CMYK. No RGB, Lab or Index color. Tints and color type in four-color ads must be produced in a CMYK equivalent. Embed or outline fonts. The final trim size of the program is 8.5" x 11". 1/2 page ads do not bleed. Include .125" bleeds on every side for all full page ads with bleed (8.75" x 11.25").

SPACE RESERVATION DEADLINE:

August 10, 2018

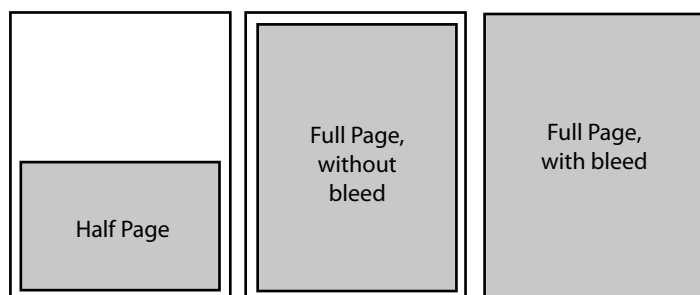
ARTWORK DEADLINE:

August 20, 2018

WAYS TO SUBMIT ADVERTISEMENTS:

1. Email to: Exhibits@artsusa.org
2. Mail files on CD or DVD to:
Americans for the Arts
Attn: Exhibits
1000 Vermont Avenue, NW
6th Floor
Washington, DC 20005

Space	Size	Color
Half page without bleed	7.75" x 4.75"	
Full page without bleed	7.75" x 9.5"	CMYK or CMYK equivalent, no RGB, Lab or Index color
Full page with bleed	Trim size: 8.5" x 11" Bleed size: 8.75" x 11.25"	



DIGITAL FORMATS ACCEPTED:

PDF-X1a (PREFERRED)

The preferred digital ad format for advertising is high-resolution, press-optimized PDF-X1a with embedded fonts and images at 300 ppi. Advertisements must be fully PDF-X1a compliant, with Acrobat 4 (version 1.3) compatibility.

- All placed images (photos, logos, etc) should be converted to CMYK before creating PDF-X1a.
- All color images must separate as 4-color CMYK. Convert all RGB, spot (Pantone) colors and lab colors in color palette before saving the file.
- Placed images and graphics must be a minimum of 300 ppi at full size. Line art must have a minimum resolution of 600 ppi at full size.

ADOBE ILLUSTRATOR EPS

Ads may also be submitted in Adobe Illustrator AI or EPS format (version CS3 or earlier).

- All fonts must be converted to outlines.
- Any placed images or photographs must be converted to CMYK and should be embedded into file (not linked). Photos must have a resolution of 300 ppi at full size; Line art must have a minimum resolution of 600 ppi at full size. Save file as CMYK EPS.

OTHER ACCEPTABLE FORMATS

Though not ideal, high resolution PhotoShop TIFF or EPS (at 300 ppi at full size) may also be accepted as final art.

FORMATS NOT ACCEPTED

The following formats will not be accepted: MS Word, MS Publisher, PowerPoint, FreeHand, Corel Draw, JPEG, GIF, film separations. Native ad layouts (Quark XPress or InDesign) will not be accepted. Please use Acrobat Distiller to convert Quark or InDesign layouts to PDF-X1a format.

PROOFS

Advertisers may submit a color proof as reference (color lasers accepted). Although not required, SWOP proofs provided by advertiser will be used by printer as a reference. Color advertisements not accompanied by SWOP proofs will be matched to pleasing color standards.

* NOTE: Advertiser assumes all responsibility for print quality or problems if above specifications are not met.

NAMP DIGITAL ADVERTISING

TERMS AND CONDITIONS

Americans for the Arts publications are created on behalf of and for the benefit of our membership and event attendees. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or organization goals.

SUBMISSION GUIDELINES: Please provide a website URL for hotlink, and a file sized to the correct dimensions in one of the following formats: JPEG or PNG. Advertisers may submit GIFS for advertising on namp.americansforthearts.org

CONFIRMATION: Orders must be confirmed in writing by the deadline. Verbal or electronic mail orders without contracts will not be acceptable.

CONTENT CHANGES: No typesetting or alterations will be done by the printer or Americans for the Arts.

RESPONSIBILITY: It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any submitted advertising material. Advertisements must be re-submitted if advertisers wish to have advertisement altered in any manner.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser cancelling advertisements after the closing date must pay the full space charge.

ADVERTISEMENT: The word “advertisement” will be placed with copy, which, in the publisher’s opinion, resembles editorial content.

PLACEMENT: Publisher reserves the right to determine advertisement placement.

CONDITIONS: No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher’s state policy will be binding on the publisher.

LIABILITY: Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

REMEDIES: In the event of an error, misprint, or omission by Americans for the Arts which detracts materially from the advertisement, Americans for the Arts, in its discretion, will either reinsert the advertisement in the subsequent program or a reasonable equivalent Americans for the Arts publication, or make a reasonable refund of or adjustment to the price paid by the advertiser, and this shall be the advertiser’s sole remedy. The total liability of Americans for the Arts for any act or omission shall not exceed the amount of a full refund of the price paid for the advertisement or the cost of a reasonably comparable further or corrective advertisement. Without limiting the foregoing, Americans for the Arts shall not be liable for any loss of profits or business or for indirect or consequential loss.

PAYMENT: Payment must be received by the contract deadline.

DISCOUNTS: Agency discounts are not applicable.

For more information about advertising opportunities with Americans for the Arts,
contact us at exhibits@artsusa.org or call **202.371.2830**.



Americans for the Arts
1000 Vermont Avenue, NW 6th Floor
Washington, DC 20005
Telephone: 202.371.2830
Fax: 202.371.0424
exhibits@artsusa.org
www.AmericansForTheArts.org