



**The Colburn School, Los Angeles CA  
June 13–16, 2018**

**Exhibitor Information**

- Location:** Olive Rehearsal Hall, The Colburn School
- Set Up:** Wednesday, June 13 1:00 p.m. – 6:00 p.m.
- Exhibit Hours:** Thursday, June 14 9:00 a.m. – 6:00 p.m.  
Friday, June 15 9:00 a.m. – 6:00 p.m.  
Saturday, June 16 9:00 a.m. – 4:00 p.m.
- Tear Down:** Saturday, June 16 4:00 p.m. – 7:00 p.m.
- Exhibit Fees:** \$300 per table (8 feet x 30 inches)
- Attendee Badges:** Two complimentary badges will be provided per table.
- Instrument Demo:** One instrument and one bow may be entered in the June 15, 2018 Luthier’s Demonstration at no extra cost with the purchase of an exhibit table.
- Housing:** See hotel information and/or register for on-campus housing separately.
- Equipment:** 2 chairs per table and black table cloth provided. Electric outlets and Wifi are also available at no additional charge.
- Luthiers Demo:** Primrose International Viola Competition Laureate Elias Goldstein will demonstrate a single instrument and bow representing each exhibitor in a special presentation on Friday June 15, 2018, 5:30 pm in Thayer Recital Hall. Please understand that, in consideration of time, only one instrument/bow *per exhibitor table purchased* can be represented.
- Shipping:** Ship to arrive no earlier than Monday, June 11, 2018 (no shipments on pallets, please).  
**Shipments are delivered to a central location and are not delivered or accessible on the weekends. Sender information on the outside of the package should clearly indicate Exhibitor Name**

Attn: AVS Festival  
The Colburn School  
200 S. Grand Avenue  
Los Angeles, CA 90012

Outgoing shipments must be packed and labeled by Saturday evening, June 16, and will be stored for pickup beginning Monday, June 18, and no later than Tuesday, June 19. Exhibitors are responsible for all packaging materials, scheduling pickup and insuring their outgoing shipments.

**Please return your reservation for exhibit space by April 1, 2018.**

Questions? Call 972/233-9107 ext. 204, fax 972/490-4219

info@AVSnationaloffice.org

## **2018 EXHIBIT GUIDELINES/REGULATIONS**

**APPLICATION AND ASSIGNMENT OF SPACE** - Applications will be made in writing on the contract form provided and must be accompanied by payment in full. Space assignments shall be made on a first come, first-served basis.

**CONTRACT FOR SPACE** - The application for space and the formal notice of assignment by the AVS constitutes a contract for the right to use the space allotted. In the event of fire, strike or other uncontrollable circumstances rendering the building unfit or unavailable to use, the contract shall not be binding.

**CONSTRUCTION OF EXHIBITS** - All exhibits must be arranged so as not to obstruct the view of or to interfere with other exhibits.

**RESTRICTIONS IN USE OF SPACE** - No exhibitor shall reassign, sublet or share his or her allotted space without the knowledge and consent of the AVS exhibits manager.

**CIRCULATION AND SOLICITATION** - Circulars or advertising matter of any description may be distributed only within the space assigned to the exhibitor presenting such material. No exhibitor shall obtain exhibit space anywhere outside the designated exhibit area, and no firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

**NO SUITCASING OR OUTBOARDING** - Suitcasing is the act by suppliers soliciting business in the exhibit area or other public areas of the show or in another company's booth without having purchased exhibit space. This includes distributing literature or marketing materials of any kind during the event. Outboarding is the act of conducting meetings with conference participants away from event (in hotels, restaurants, parking lots and other venues) without having purchased exhibit space or securing advance permission of event management. Please respect the exhibitors who support the AVS festival.

**NOISE-MAKING EXHIBITS** - Exhibits that include the operation of musical instruments or audio equipment should be conducted or arranged so that the noise resulting from demonstrations will not unnecessarily disturb adjacent exhibitors and their patrons. The AVS will provide rooms close to the exhibits for demonstrating sound equipment and instruments.

**INSURANCE & SECURITY** - The exhibiting firm acknowledges that the AVS has no responsibility for the exhibitor's property, and the exhibitor takes full responsibility for all risks to the property that the exhibitor brings to the exhibition. The AVS strongly encourages exhibitors to lock up valuable instruments, accessories, etc., at the end of each exhibit day in the space provided.

**RESTRICTIONS IN OPERATION OF EXHIBITS** - The AVS reserves the right to deny an exhibit application, or restrict exhibits that, because of noise, method of operation, or any reason, become objectionable, and may also prohibit or evict any exhibit which, in the opinion of the management, detracts from the general character of the exhibit as a whole. The reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibit. In the event of such restrictions, the AVS is not liable for any exhibit expense.



## 2018 AVS Festival Sponsorship Opportunities

- \$5,000**      **AVS Festival Gold Sponsorship Package:**

  - AVS to provide a pull-up banner to be on display in the lobby throughout the festival.
  - Complimentary web ad to run from April 1 to June 30, 2018
  - Complimentary full-page ad in festival program
  - Two hosted email blasts, sent on the sponsor’s behalf to the AVS membership before or after the festival
  - *Tax deductible amount for sponsorship: Gold Level \$3198*
- \$3,000**      **AVS Festival Silver Sponsorship Package:**

  - AVS to provide a pull-up banner to be on display in the lobby throughout the festival.
  - Complimentary web ad to run from April 1 to June 30, 2018
  - Complimentary half-page ad in festival program
  - One hosted email blast, sent on the sponsor’s behalf to the AVS membership before or after the festival
  - *Tax deductible amount for sponsorship: Silver Level \$1924*
- \$3,500**      **The (your name here) Reception:** Held in the exhibits hall, the Thursday afternoon break provides an opportunity for attendees to meet and mingle with exhibitors.

  - AVS provides a pull-up banner for display in the vendor hall for the festival duration, preferred placement on Thursday
  - Complimentary web ad to run from April 1 to June 30, 2018
  - Complimentary half-page ad in festival program
  - One hosted email blast, sent on the sponsor’s behalf to the AVS membership before or after the festival
  - Break sponsorship listed in festival program
  - *Tax deductible amount for sponsorship: Exhibitor Break \$2350*
- \$3,500**      **The (your name here) Reception:** Held in the exhibits hall, the Friday afternoon break provides an opportunity for attendees to meet and mingle with exhibitors.

  - AVS provides a pull-up banner for display in the vendor hall for the festival duration, preferred placement on Friday
  - Complimentary web ad to run from April 1 to June 30, 2018
  - Complimentary half-page ad in festival program
  - One hosted email blast, sent on the sponsor’s behalf to the AVS membership before or after the festival
  - Break sponsorship listed in festival program
  - *Tax deductible amount for sponsorship: Exhibitor Break \$2350*
- \$1,000**      **AVS Totebags:** Provided to all registrants; branded with sponsor’s logo.

  - *Tax deductible amount for sponsorship: AVS Tote bags \$1000*
- \$1,000**      **AVS Festival Water Bottle:** Provided to all registrants; branded with sponsor’s logo

  - *Tax deductible amount for sponsorship \$1000*



## **2018 AVS Festival Youth Solo Competition Sponsorship Opportunities**

Named prize opportunities are available for AVS Youth Solo Competitions to be held at the festival.  
Sponsors will be listed in the program.

### **SOLO COMPETITION COLLEGIATE DIVISION**

- **\$2,000 First Prize**
- **\$1,000 Second Prize**

### **SOLO COMPETITION SENIOR DIVISION (AGE 15-19)**

- **\$1,250 First Prize**
- **\$500 Second Prize**

### **SOLO COMPETITION JUNIOR DIVISION (AGE 14 AND UNDER)**

- **\$600 First Prize**
- **\$250 Second Prize**

*Tax deductible amount for Youth Solo Competition sponsorships:*

*Collegiate Division prizes First \$2,000, Second; \$1000; Senior Division prizes First \$1250, Second \$500; Youth Division prizes: First \$600, Second \$250;*

Please contact the AVS at [info@AVSnationaloffice.org](mailto:info@AVSnationaloffice.org) if you would like to provide complimentary merchandise for solo competitor welcome packets (enough for approximately 20 competitors) or if you would like to donate additional merchandise prizes for our competition winners!



The Colburn School, Los Angeles CA

June 13-16, 2018

EXHIBITOR'S SPACE CONTRACT

Name of Company:
Address:
City: State/Prov: Zip/Postal Code:
Country:
Telephone: Fax: Cell:
E-mail:
Contact Person:

The undersigned hereby contracts for space at the 2018 American Viola Society Festival:

Signature of Applicant

For complimentary badges, please print the names of your exhibit staff (two per each table ordered):

- 1. 2.
3. 4.
5. 6.

Tabletop space(s) ordered \$300 x = \$
Will your exhibit require electricity? Yes No
Entering an instrument or bow in the Luthier's Demonstration? Yes No
Instrument Bow
Sponsorship (please list) = \$
(See sponsorship descriptions and rates enclosed with this exhibit information kit)
TOTAL= \$

Check Enclosed \$ (Payable in U.S. funds) Payment by Credit Card (Visa/MC/AmEx)

Credit Card# Exp Date

Name on card (please print) Security Code

Signature

Return your reservation for sponsorship, exhibit and/or advertising space by April 1, 2018.

AMERICAN VIOLA SOCIETY
14070 Proton Rd. Suite 100, LB 9
Dallas, Texas 75244
972/233-9107 ext. 204
Fax 972/490-4219
info@AVSnationaloffice.org



The Colburn School, Los Angeles CA

June 13–16, 2018

**Exhibitor Housing Information**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Cell phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**FESTIVAL HOUSING PACKAGE**

Single dorm room accommodations will be available on a first come-first served basis and will need to be purchased as a block of five nights, for a total dorm cost of \$500, with check in on Tuesday June 12 -check out on Sunday morning June 17, 2018. The Colburn food court will be available throughout the day for individual food purchases. No meal plan will be offered. All rooms are single rooms grouped in suites. Rooms are air-conditioned and come with towels and bedding. Pillows are not provided. Shared in-suite bathrooms. Wireless Internet access will be available. Special PIVC hotel rates can be explored at: <http://www.primrosecompetition.org/attend/>

Registrations requesting on-campus housing **must** be received at the AVS office no later than **May 15, 2018**. **No campus accommodations are offered after this date.** Last date to cancel campus housing package for a refund (minus \$50 processing fee) is **May 15, 2018**.

I would like to purchase the Festival Housing Package \$500  
 (Check-in: 3 PM – 6 PM, Tuesday 6/12/18; check-out: by 10 AM, Sun 6/17/18)

I am:  Male  Female Age \_\_\_\_\_

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

I would like to purchase a small pillow (14 x 20", hypoallergenic) which will be available for pick up at registration \$10

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

**PAYMENT:** \_\_\_\_\_Paying by check/money order in U.S. funds, payable to the American Viola Society;  
 \_\_\_\_\_Paying by credit card (MC/Visa/AmEx)

Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Card Holder Name \_\_\_\_\_  
 Signature \_\_\_\_\_

Your signature signifies acknowledgement and acceptance of the AVS cancellation and refund policy as well as agreement to payment as outlined above.

\$ \_\_\_\_\_  
 TOTAL

**NOTICE:** This festival registration is entered into by the attendee in consideration of the use of the facilities of the Colburn School during the 2018 AVS Festival. It is understood and agreed that all facilities of the Colburn School will be used by attendees at their sole risk, and that attendees shall hold the Colburn School and the American Viola Society harmless for personal injury or property damage resulting from participation in the 2018 AVS festival, either on or off the premises of the School. By registering for this festival, the attendee agrees to abide by the rules of the School and the AVS, and agrees to use of his or her image and A/V clips (no complete performances) in AVS publications, on its website and in its communications. The School and the AVS reserve the right to eject any disruptive person(s) from the campus and the School and the AVS will not be liable for any refunds or damages that might be sustained through the exercise of this right.

Please make a copy of this form for your records, and send with payment in U.S. funds to:

AMERICAN VIOLA SOCIETY • 14070 Proton Rd. Suite 100, LB 9 • Dallas, Texas 75244

Phone (972)233-9107 ext. 204 • Fax (972)490-4219 • [info@americanviolasociety.org](mailto:info@americanviolasociety.org) • [www.americanviolasociety.org](http://www.americanviolasociety.org)



The Primrose

## Primrose International Viola Competition® 2018 and American Viola Society Festival Program Advertising Information

As the premiere competition for the next generation of great violists, the Primrose International Viola Competition is followed by a large network of influential artists, students, pedagogues, and classical music lovers. The competition will be held concurrently with the annual American Viola Society Festival, June 10–16, and together they mark the preeminent viola event of the year. Advertise in the program book to reach this audience of leaders in the field and supporters of the performing arts.

### Important dates

Deadline to reserve space: March 15, 2018

Deadline to provide artwork: April 15, 2018

Publication date: June 1, 2018

### Billing Information

Payment is due with print-ready artwork, payable by check, money order, or credit card. Rates are non-commissionable.

### Program Book Ad Dimensions (W X H) & Prices

Back Cover	\$800
Inside Front Cover	\$800
Inside Back Cover	\$800
Full Page	\$700
Half Page Horizontal	\$300
Double Page Spread	\$1200

Additional sponsorship opportunities are also available to support the competition. Contact the competition to inquire.

### Contact

Please direct all advertising inquiries to [advertising@primrosecompetition.org](mailto:advertising@primrosecompetition.org).

Primrose International Viola Competition  
Colburn School, 200 S. Grand Avenue, Los Angeles, CA 90012  
Phone: 213-621-4747  
Fax: 213-621-2110



## The Primrose

# Primrose International Viola Competition® 2018 and American Viola Society Festival

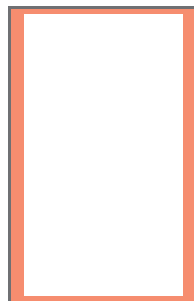
## Advertising Specifications

### Full Page



Full page bleed for back cover,  
inside front and inside back cover

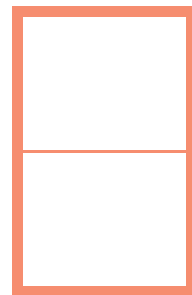
**Live:** 6.625" x 10.625"  
**Trim:** 7" x 11"  
**Bleed:** 7.25" x 11.25"



Full page bleed for  
inside page

**Live:** 6" x 10.625"  
**Trim:** 7" x 11"  
**Bleed:** 7.25" x 11.25"

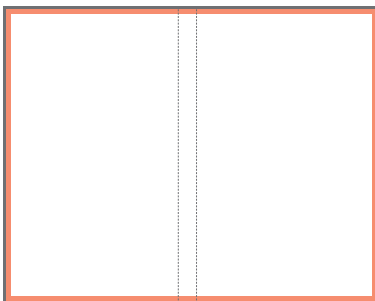
### Half Page



Half page  
Horizontal

**Size:** 6" x 5"

### Spread



Double-page spread with  
full bleed

**Live:** 13.25" x 10.625"  
**Gutter:** 1" for binding  
**Trim:** 14" x 11"  
**Bleed:** 14.25" x 11.25"

**Live Area:** Please keep all text and important images in live area only, not trim size.

**Dimensions:** Measurements are provided in inches.

**Resolution:** Submit in high resolution with 300dpi.

**Crop Marks:** Please do not include crop marks.

**Color:** Submit CMYK or Grayscale only, no PMS or RGB.

**Format:** All ads must be high-resolution PDF with fonts embedded.

Contact Philip Pirolo at [ppirolo@colburnschool.edu](mailto:ppirolo@colburnschool.edu) if you have questions related to design or format.





**The Primrose**

**Primrose International Viola Competition® 2018  
and American Viola Society Festival  
Advertising Agreement**

Name of Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_  
E-mail \_\_\_\_\_  
Contact Person \_\_\_\_\_

Back Cover (7"x11")	\$800	\$ _____
Inside Front Cover (7"x11")	\$800	\$ _____
Inside Back Cover (7"x11")	\$800	\$ _____
Full Page (7"x11")	\$700	\$ _____
Half Page Horizontal (6" x 5")	\$300	\$ _____
Double Page Spread (14"x11")	\$1200	\$ _____
Additional Sponsorship	_____	\$ _____
	Total	\$ _____

Check enclosed for \$ \_\_\_\_\_ payable in U.S. funds to the Colburn School.  
Please indicate "Primrose" in the memo section of the check.

Payment by credit card (MC/Visa/AMEX)

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_  
Name on Card (please print) \_\_\_\_\_ Security Code \_\_\_\_\_  
Signature \_\_\_\_\_

Return your reservation for Primrose International Viola Competition program  
advertising or sponsorship by March 15, 2018 to:

Primrose International Viola Competition  
Colburn School, 200 S. Grand Avenue, Los Angeles, CA 90012  
Phone: 213-621-4747  
Fax: 213-621-2110  
advertising@primrosecompetition.org