



AMERICAN VIOLA SOCIETY



# Exhibitor Prospectus

June 19-22, 2024



## 2024 PRIMROSE INTERNATIONAL VIOLA COMPETITION 2024 AMERICAN VIOLA SOCIETY FESTIVAL

Co-presented by the American Viola Society and The Colburn School



# Primrose INTERNATIONAL VIOLA COMPETITION

## AMERICAN VIOLA SOCIETY **Festival**

**June 19-22, 2024**  
The Colburn School | Los Angeles

### CONNECTION AND VISIBILITY WITH 2 EVENTS AT ONCE!

Be part of this year's largest gathering of violists and viola enthusiasts at this combined conference and international competition event! Connect with makers, vendors, performers, teachers, and more to expand the market for you and your products. Don't miss this international gathering of the world's finest viola talent, artistry, scholarship, and community!

For exhibitor details, visit:

#### **The Exhibitor Kit**

Or for more information, email Vendor Relations: [advertising@americanviolasociety.org](mailto:advertising@americanviolasociety.org)



#### **CONFERENCE PROGRAM ADVERTISEMENT**

One conference program book for both events! Your listing, along with your logo, will ensure that your organization is included on our virtual platform and our conference website, too!

#### **“EARLY BIRD” DISCOUNT OPPORTUNITY**

Do you represent a school of music or conservatory? Take advantage of the “Early Bird” special and reserve your advertisement space before January 31st to share the news with prospective students or patrons from around the world.

# EXHIBITION OF MODERN VIOLAS AND BOWS

Launched in 2022, the AVS Exhibition of Modern Violas and Bows features outstanding contemporary instruments and bows by established and emerging makers from around the world. Attendees will have a chance to try out instruments throughout the event, which concludes with audience awards for tone and playability.

Luthiers and archetiers may enter one viola and/or bow into the new Exhibition of Modern Violas and Bows event. Please see the Rules and Guidelines document for full Exhibition information. Entries to the Exhibition must come from individual makers.



## SCAN HERE FOR ALL THE INFO



## 2024 PROGRAM BOOK RATES (7X10)

	Early Bird reserve by Jan 31, 2023	Regular Register closes Mar 1, 2024	Last Minute Registration closes Apr 1, 2024
Full Page	\$700	\$800	\$850
Half Page	\$300	\$500	\$550
1/4 Page	\$200	\$300	\$350





# AMERICAN VIOLA SOCIETY 2024 FESTIVAL

## SPONSORSHIP OPPORTUNITIES

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### **\$10,000 – Festival DIAMOND Sponsorship Package**

- Your logo on display in the lobby and on the Whova conference app throughout the Festival
- Ad posts on AVS Facebook, Instagram, website, and through email blasts
- Full-page color ad in the Festival program and in the *Journal of the American Viola Society*
- Up to four Exhibition hall tables, Attendee Badges and Banquet tickets for your onsite staff
- Your choice of “Build Your Own Package” items (\$5000 value)

*...and more!*

### **\$6,000 – Festival PLATINUM Sponsorship Package**

- Your logo on display in the lobby and on the Whova conference app throughout the Festival
- Ad posts on AVS Facebook, Instagram, and website
- Full-page color ad in the Festival program and in the *Journal of the American Viola Society*
- Up to two Exhibition hall tables, Attendee Badges and Banquet tickets for your onsite staff
- Your choice of “Build Your Own Package” items (\$3000 value)

*...and more!*

### **\$4,000 – Festival GOLD Sponsorship Package**

- Ad posts on AVS Facebook, Instagram, and website
- Half-page color ad in the Festival program and in the *Journal of the American Viola Society*
- Two complimentary Attendee Badges for your onsite staff
- One email blast sent to AVS membership
- Your choice of “Build Your Own Package” items (\$2000 value)

*...and more!*

### **\$3,000 – Festival SILVER Sponsorship Package**

- Ad posts on AVS Facebook, Instagram, and website
- Half-page color ad in the Festival program and in the *Journal of the American Viola Society*
- One email blast sent to the AVS membership
- Your choice of “Build Your Own Package” items (\$1500 value)

*...and more!*

[\*Visit our Exhibitor Kit for more information\*](#)

## **\$2,000 – Festival BRONZE Sponsorship Package**

- Ad posts on AVS Facebook, Instagram, and website
  - Quarter-page color ad in the Festival program and in the *Journal of the American Viola Society*
  - Your choice of “Build Your Own Package” items (\$1000 value)  
...and more!
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## **\$4,000 The (your name here) Reception**

*Held in the Colburn School, surrounded by dramatic large-scale paintings and other works of art, the Saturday afternoon reception provides an opportunity for attendees to meet and mingle with luthiers after the Exhibition of Modern Violas and Bows.*

## **\$3,500 The (your name here) Break**

*Held in the exhibit hall, the Thursday afternoon break provides an opportunity for attendees to meet and mingle with exhibitors.*

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## **Additional Tables Discounted for Sponsors\***

*\* for Bronze-, Silver-, Gold-, Platinum-, or Diamond-Level Sponsorship Packages only*

## **BUILD YOUR OWN PACKAGE**

Can be divided amongst several sponsors:

- \$15,000 – Chamber Orchestra for PIVC Live Final Round Competition
- \$5000 – Printing of AVS Festival and PIVC Commemorative Program Book
- \$2000 – Orchestra Conductor for PIVC Live Final Round Competition

Competition Prizes:

- \$1500 – Solo Competition Collegiate Division Second Prize
- \$1500 – Orchestral Excerpts Division Second Prize
- \$1000 – Solo Competition Collegiate Division Third Prize
- \$750 – Solo Competition Junior Division Second Prize
- \$500 – Orchestral Audition Competition Third Prize

First Come First Served:

- \$3000 – Your company name as sponsor of Festival commissioned ensemble piece
- \$2500 – Water bottles with your company's name and logo exclusively
- \$2000 – Sponsoring Signature Artist
- \$1500 – Lanyards with your company's name and logo exclusively
  
- Ad Upgrades in Festival Program book or *Journal of the American Viola Society*
- Print and digital signage in high-traffic areas on the Colburn campus during Primrose Competition

...and MUCH more!

**[Visit our Exhibitor Kit for more information](#)**

## EXHIBIT HALL INFO\*

### Tuesday, June 18

Load In  
12:00 PM – 6:00 PM

### Wednesday, June 19

Load In  
7:00 AM – 11:00 AM

Open Hours  
12:00 PM – 6:00 PM

### Thursday, June 20

Open Hours  
9:00 AM – 6:00 PM

### Friday, June 21

Open Hours  
9:00 AM – 6:00 PM

### Saturday, June 22

Open Hours  
1:00 PM – 4:00 PM

### Sunday, June 23

Load Out  
12:00 PM – 6:00 PM

\*with daily dedicated Exhibitor blocks

## NOTE

All sponsors will be listed on the AVS website, and in the Program Book.

## UPGRADES

Upgrades are available for all exhibitors. See “Build Your Own” for info.

## EXHIBIT FEES

\$400 per table (6 feet x 30 in.)

## ATTENDEE BADGES

Two complimentary badges will be provided per table. Additional badges can be purchased.

## EQUIPMENT

2 chairs per table, black table cloth, and table ID sign provided.

## SCAN HERE FOR ALL THE INFO





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