



AMERICAN VIOLA SOCIETY 2024 FESTIVAL

2024 American Viola Society Festival & Primrose International Viola Competition

June 19-22 2024, Colburn School, Los Angeles, CA USA

This year, the American Viola Society Festival and the Colburn School join to present the 2024 AVS Festival and Primrose International Viola Competition at the Colburn School in Los Angeles, CA, USA. This combined event is the largest viola-centered event in the Western Hemisphere, occurring every six years. Don't miss this international gathering of the world's finest viola talent, artistry, scholarship, and community!

Exhibitor Information

Location: Colburn School, Los Angeles, California, USA

Set Up: Tuesday, June 18 9:00 am – 6:00 pm (all times PST)
Wednesday, June 19 9:00 am – 12:00 pm

Exhibit Hours: Wednesday, June 19 12:00 pm – 6:00 pm
Thursday, June 20 9:00 am – 6:00 pm
Friday, June 21 9:00 am – 6:00 pm
Saturday, June 22 1:00 pm – 4:00 pm

Tear Down: Sunday, June 23 12:00 pm – 6:00 pm

Exhibitor Hours: Dedicated Exhibitor hours will be built into the schedule to allow attendees free time to explore Exhibitor booths.

Exhibit Fees: \$400 per table (6 feet x 30 inches with 30 inch drop)

Attendee Badges: Two complimentary badges including PIVC access will be provided per table. Additional badges can be purchased.

Housing: See hotel information and/or register for on-campus housing separately.

Equipment: Two (2) chairs per table, black table cloth, and table ID sign provided.

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

Virtual Booths: In addition to a physical booth at the Festival, all exhibitors may choose to set up a virtual booth in Whova, the Festival Virtual Platform (included with table purchase). Virtual-only exhibitions are also available. See page 8.

“Build Your Own” Sponsorship Package: Upgrades and self-build packages are available to all exhibitors. See pages 7-8.

Note: All sponsors will be listed on the AVS and Primrose Competition websites, as well as in the AVS Festival and PIVC Program Book.

Shipping: Ship to arrive no earlier than **Tuesday, June 18, 2024** (no shipments on pallets, please). Shipments are delivered to a central location and are not delivered or accessible on the weekends. Please direct all shipments to:

AVS Festival
c/o
200 South Grand Ave
Los Angeles, CA 90012
213-621-2200

Outgoing shipments must be packed and labeled by Sunday evening, June 23, no later than 6 PM PST, and will be stored in a secure location for pickup beginning Monday, June 24 and no later than Tuesday, June 25. Exhibitors are responsible for scheduling pickup and insuring their outgoing shipments.

Please return your reservation for exhibit space by May 1, 2024.

Questions? Call 972.233.9107 ext. 224, fax 972.490.4219
advertising@americanviolasociety.org

2024 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 and Colburn School 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 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 the 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 this event.

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 event will provide rooms close to the exhibits for demonstrating sound equipment and instruments.

INSURANCE & SECURITY - The exhibiting firm acknowledges that the AVS and Colburn School have 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. We strongly encourage exhibitors to lock up valuable instruments, accessories, etc., at the end of each exhibit day in the space provided. Exhibit halls will be locked overnight.

RESTRICTIONS IN OPERATION OF EXHIBITS - The AVS and Colburn School reserve 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 and Colburn School are not liable for any exhibit expense.

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Sponsorship Opportunities

\$10,000 – Festival DIAMOND Sponsorship Package

- AVS provides a pull-up banner with your logo, on display in the lobby throughout the event
- Vendor Booth in Whova, the Festival Virtual Platform
- Targeted banner ad on Whova virtual conference app
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) from date of agreement through June 2024; recognition on Primrose social media channels in June 2024.
- AVS website ads to run from date of agreement for one full year; sponsor recognition on the Primrose Competition website
- Prime position full-page color ad in commemorative printed program book and virtual program PDF (choice of: inside front cover; opposite schedule; inside back cover; back cover)
- Prime position full-page color ad in *Journal of the American Viola Society* (Fall 2024 issue)
- Two hosted email blasts, sent on the sponsor's behalf, to the AVS membership before and/or after the Festival (through December 31, 2024))
- Your company logo on official event T-shirts
- Up to four complimentary tables (6 feet by 30 inches) with two chairs and a black tablecloth per table in exhibition hall
- Four complimentary Attendee Badges for your onsite staff, four complimentary Primrose Competition passes
- Four complimentary AVS Reception tickets for your onsite staff
- Diamond-level sponsorship listed in Festival program
- Dedicated slide displayed in Zipper Hall prior to all Primrose Competition rounds.
- Your choice of "Build Your Own Package" items (\$5000 value)

\$6,000 – Festival PLATINUM Sponsorship Package

- Targeted banner ad on Whova virtual conference app, with reach to audience of 1500 people via the platform
- Vendor Booth in Whova, the Festival Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) from date of agreement through June 2024; recognition on Primrose social media channels in June 2024.
- AVS website ads to run from date of agreement for six months; sponsor recognition on the Primrose Competition website
- Full-page color ad in commemorative printed program book and virtual program PDF
- Full-page color ad in Fall 2024 *Journal of the American Viola Society*
- One hosted email blast, sent on the sponsor's behalf, to the AVS membership before and/or after the Festival (through December 31, 2024)
- Your company logo on official event T-shirts

- Complimentary table (6 feet by 30 inches), two chairs, and black tablecloth in exhibition hall (additional tables available)
- Two complimentary Attendee Badges for your onsite staff, two complimentary Primrose Competition passes
- Two complimentary AVS Reception tickets
- Platinum-level sponsorship listed in Festival program
- Dedicated slide displayed in Zipper Hall prior to all Primrose Competition rounds.
- Your choice of “Build Your Own Package” items (\$3000 value)

\$5,000 – Festival GOLD Sponsorship Package

- Vendor Booth in Whova, the Festival Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) in April- June 2024; recognition on Primrose social media channels in June 2024.
- Web ads on AVS website to run from date of agreement for four months
- Sponsor recognition on the Primrose Competition website
- Half-page color ad in commemorative printed program book and virtual program PDF (a la carte upgrade available)
- Complimentary table (6 feet by 30 inches), two chairs, and black tablecloth in Exhibition hall (additional tables available)
- Two complimentary Attendee Badges for your onsite staff, two complimentary Primrose Competition passes
- One hosted email blast, sent on the sponsor’s behalf, to the AVS membership before or after the Festival (through December 31, 2024)
- Gold-level sponsorship listed in Festival program
- Dedicated slide displayed in Zipper Hall prior to all Primrose Competition rounds
- Your choice of “Build Your Own Package” items (\$2500 value)

\$3,000 – Festival SILVER Sponsorship Package

- Vendor Booth in Whova, the Festival Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) in May and June 2024; recognition on Primrose social media channels in June 2024
- AVS website ads to run from date of agreement for three months; sponsor recognition on the Primrose Competition website
- Half-page color ad in the commemorative program book and virtual program PDF (upgrades available)
- One hosted email blast, sent on the sponsor’s behalf, to the AVS membership before or after the event
- Silver-level sponsorship listed in Festival program
- Listed with other Silver-level sponsors on a slide displayed in Zipper Hall prior to all Primrose Competition rounds.
- Your choice of “Build Your Own Package” items (\$1500 value)

\$2,000 – Festival BRONZE Sponsorship Package

- Featured in post to AVS social media (Facebook, Instagram, X/Twitter) in June 2024; recognition on Primrose social media channels in June 2024
- AVS website ad to run from date of agreement to June 5, 2024; sponsor recognition on the Primrose Competition website
- Quarter-page color ad in commemorative program book and virtual program PDF (upgrades available)
- Bronze-level sponsorship listed in Festival program
- Listed with other Bronze-level sponsors on a slide displayed in Zipper Hall prior to all Primrose Competition rounds.
- Your choice of “Build Your Own Package” items (\$1000 value)

Fully Virtual Sponsorship Options*

**Reserve by May 15, 2024*

For exhibitors who cannot attend in person. Content will be pushed to in-person and virtual attendees via Whova, the Festival app.

\$750 - Full Virtual Package:

- Targeted banner ad across Whova virtual conference app, with reach to audience of 1500 people via the platform
- Vendor Booth in Whova, the Festival Virtual Platform
- Website Advertisement on AVS website; recognition on Primrose Competition website :
 - o Large Button Ad, 175 x 250 pixels

Build Your Own Package:

- \$150 – Vendor Booth in Whova, the Festival Virtual Platform
- \$100-\$375 – Website Advertisement on AVS website; recognition on Primrose Competition website:

Size	1 QTR	2 QTRS	3 QTRS	4 QTRS
Large Button Ad, 175 x 250 pixels	\$150	\$250	\$325	\$375
Small Button Ad, 175 x 125 pixels	\$100	\$150	\$225	\$275

\$4,000 The (your name here) AVS Reception

The Saturday reception provides an opportunity for attendees to meet and mingle with AVS leadership and Festival attendees, prior to the exciting Primrose Competition final round

- AVS provides a pull-up banner for display in the vendor hall for the Festival duration, preferred placement on Saturday
- Vendor Booth in Whova, the Festiva Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) in May and June 2024; recognition on Primrose social media channels in June 2024
- AVS website ads to run from date of agreement for three months; sponsor recognition on the Primrose Competition website
- Sponsor recognition on the Primrose Competition website
- Half-page color ad in Festival program and virtual PDF program (upgrades available)
- One hosted email blast, sent on the sponsor's behalf to the AVS membership before or after the event
- Complimentary table (6 feet by 30 inches), two chairs, and black tablecloth in exhibition hall (Build Your Own upgrades available)
- Sponsorship listed in Festival program
- Dedicated slide in Zipper Hall on Saturday

**first come first served*

\$2,000 The (your name here) Coffee Break

2 available, on Thursday or Friday afternoon*

Held in the exhibit hall, these afternoon breaks provide 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 day of reception
- Vendor Booth in Whova, the Festival Virtual Platform
- Web ads to run from April 1 to June 30, 2024 via AVS Websites and AVS Facebook and Instagram pages
- Sponsor recognition on the Primrose Competition website
- Half-page color ad in Festival program and virtual PDF program (upgrades available) • 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
- Dedicated slide in Zipper Hall on Thursday or Friday.

**first come first served*

Please contact the AVS at advertising@americanviolasociety.org if you would like to provide complimentary merchandise for solo competitor welcome packets (enough for up to 32 competitors) or if you would like to donate additional merchandise prizes for our competition winners and Festival Gamification Prizes.

Build Your Own Package

Can be divided amongst several sponsors:

- \$15,000 – Chamber Orchestra
- \$4,500 – Printing of Commemorative Festival Program
- \$3,500 – Your company logo on official event tote bags
- \$2,000 – Conductor for chamber orchestra concert
- \$2,000 – Print signage in high-traffic areas on the Colburn campus during Primrose Competition - elevator and Cafe table topper signage (*Limited availability*)
- \$1,000 – Digital signage on the Colburn campus during Primrose Competition
- \$1,000 – A pull-up banner with your logo, on display in the lobby throughout the event

Competition Prizes*:

- \$1,500 – Solo Collegiate Division - Second Prize
- \$1,500 – Orchestral Audition Competition - Second Prize
- \$1,000 – Solo Competition Collegiate Division - Third Prize
- \$750 – Solo Competition Junior Division - Second Prize
- \$500 – Orchestral Audition Competition - Third Prize

*(*Full amount of competition prize sponsorship is tax deductible for US sponsors. Tax-exempt donation receipt is available for US and international sponsors.)*

First Come First Served:

- \$3000 – Your company name as sponsor of Festival commissioned ensemble piece composed by Melia Watras
- \$2500 – Water bottles with your company's name and logo exclusively (distributed to all in-person event attendees)
- \$2000 – Your company name as sponsor of Signature Artist Evening Recital. Choose from: (Tatjana Masurenko, Atar Arad, Cathy Basrak, Steven Dann, Ayane Kozasa, Nokothula Ngwenyama)
- \$1500 – Your company name as sponsor of Keynote Luthier
- \$1500 – Lanyards with your company's name and logo exclusively (distributed to all in-person event attendees)
- \$1000 – Your company name as sponsor of Signature Artist Masterclass
(Artist list shared on request)
- \$1000 – Your company name as sponsor of Greenroom Live event
- \$400 – Inclusion in Colburn email blasts promoting the Primrose competition

Upgrades:

- \$250 – Additional exhibition table, two chairs, and black tablecloth
- Full Page Color ad in commemorative program book and virtual program PDF
 - o Upgrading from quarter-page ad: \$215
 - o Upgrading from half-page ad: \$125
- Full Page Color ad in Fall 2024 *Journal of the American Viola Society*
 - o Upgrading from quarter-page ad: \$215
 - o Upgrading from half-page ad: \$125
- \$100 – One additional attendee badge

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Program Advertising Information

The American Viola Society invites you to advertise in the program book for the 2024 American Viola Society Festival & Primrose International Viola Competition. Your ad will reach an important and influential audience of performers, pedagogues, students and their parents.

DEADLINES:

Reservation: April 1, 2024

Camera-Ready Art: April 15, 2024

Publication: June, 2024

BILLING INFORMATION:

- Payment is due with camera-ready art, payable by check or money order in U.S. funds to the AVS, or by MasterCard, Visa, or American Express
- Rates are non-commissionable

PROGRAM BOOK ADS, DIMENSIONS (W x H) & PRICES:

Back Cover* (7" x 10") — \$1000

Inside Cover* (7" x 10") — \$800

Full Page (7" x 10") — \$700

1/2 Page - horizontal only (7" x 5") — \$300

1/4 Page - vertical only (3.5" x 5") — \$200

**inquire for availability*

ADDITIONAL INFORMATION:

- Program will be printed in full-color and should be camera-ready
- Please specify ad size
- Submit ads via email as high resolution JPG or PNG files (preferred), or press-version PDF file
- Advertisers will receive a digital copy of the Festival program

Please direct all advertising copy and inquiries to:

advertising@americanviolasociety.org

AMERICAN VIOLA SOCIETY

14070 Proton Rd. Suite 100, LB 9

Dallas, TX 75244-3601 USA

972.233.9107 ext. 224, fax 972.490.4219

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SPONSORSHIP PACKAGE CONTRACT

Name of Company: _____

Street Address: City: _____

State/Prov: _____ Zip/Postal Code: _____

Country: _____

Office Telephone: _____ Fax: _____

E-mail: _____

Contract Person: _____ Cell: _____

The undersigned hereby contracts for space via a Sponsorship Package at the 2024 American Viola Society Festival & Primrose International Viola Competition.:

Signature of Applicant:

Sponsorship Level (please list) _____ = \$ _____

(See sponsorship descriptions and rates enclosed with this exhibit information kit)

For attendee badges, please print the names of your exhibit staff (2 included with all packages except Diamond, which includes 4. Additional badges can be purchased for \$100 each):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Additional Badges = \$ _____

Will your exhibit require access to an electrical outlet? Yes No

Upgraded Advertisement in program? Size: Full Page Half Page = \$ _____ (See

advertising information rate sheet enclosed with this exhibit information kit)

Build Your Own Package Items? (please list)

_____ = \$ _____

_____ = \$ _____

_____ = \$ _____

_____ = \$ _____

_____ = \$ _____

_____ = \$ _____

_____ = \$ _____

_____ = \$ _____ TOTAL = \$ _____

Check Enclosed \$_____ (Payable in U.S. funds) Check Number:

_____ Payment by Credit Card (Visa/MC/AmEx)

Credit Card #: _____ Expiration Date: _____

Name on card (please print): _____

Security Code: _____

Signature:

Return your reservation for sponsorship, exhibit and/or advertising space by April 15, 2024.

advertising@americanviolasociety.org

AMERICAN VIOLA SOCIETY
14070 Proton Rd. Suite 100, LB 9
Dallas, TX 75244-3601 USA
972.233.9107 ext. 224, fax 972.490.4219

Housing information will be available March 2024.

Contact festival@americanviolasociety.org for more information.

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NON-SPONSOR EXHIBITOR'S SPACE CONTRACT

Name of Company: _____

Street Address: City: _____

State/Prov: _____ Zip/Postal Code: _____

Country: _____

Office Telephone: _____ Fax: _____

E-mail: _____

Contract Person: _____ Cell: _____

The undersigned hereby contracts for space at the 2024 American Viola Society Festival & Primrose International Viola Competition:

Signature of Applicant:

Number of tabletop space(s) ordered: _____ x \$400 = \$ _____

For attendee badges, please print the names of your exhibit staff (two per each table ordered. Additional badges can be purchased):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Additional Badges = \$ _____

Will your exhibit require access to an electrical outlet? Yes No

Advertisement in program? Size: Full Page Half Page Quarter Page = \$ _____

Build Your Own Package Items? (please list)

_____ = \$ _____

_____ = \$ _____
_____ = \$ _____
_____ = \$ _____
_____ = \$ _____
_____ = \$ _____
_____ = \$ _____ TOTAL = \$ _____

Check Enclosed \$ _____ (Payable in U.S. funds)

Check Number: _____

Payment by Credit Card (Visa/MC/AmEx)

Credit Card #: _____ Expiration Date: _____

Name on card (please print): _____

Security Code: _____

Signature:

Return your reservation for sponsorship, exhibit and/or advertising space by April 15, 2024.

advertising@americanviolasociety.org

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*Housing information will be available March 2024.
Contact festival@americanviolasociety.org for more information.*