



2026 American Viola Society Festival

June 3-6 2026, James Madison University, VA, USA

The American Viola Society is thrilled to invite you to be part of the 2026 American Viola Society Festival, held at James Madison University in Harrisonburg, Virginia, USA. As the largest viola-focused event in the Western Hemisphere, the Festival offers an exciting opportunity to connect with hundreds of violists, educators, students, and enthusiasts from around the world. Showcase your products, instruments, services, and innovations to an engaged and passionate community. Don't miss the chance to build meaningful relationships, grow your brand, and be part of this inspiring celebration of all things viola!

Exhibitor Information

Location:	James Madison University, Harrisonburg, Virginia, USA		
Set Up:	Tuesday, June 2	9:00 am – 6:00 pm	(all times EST)
	Wednesday, June 3	9:00 am – 12:00 pm	
Exhibit Hours:	Wednesday, June 3	12:00 pm – 6:00 pm	
	Thursday, June 4	9:00 am – 6:00 pm	
	Friday, June 5	9:00 am – 6:00 pm	
	Saturday, June 6	1:00 pm – 4:00 pm	
Tear Down:	Sunday, June 7	12:00 pm – 6:00 pm	
Exhibitor Breaks:	Dedicated Exhibitor Breaks will be built into the schedule to allow attendees free time to explore Exhibitor booths.		
Exhibit Fees:	Early Bird (Register before January 1, 2026)		
	\$300 per table (6 feet x 30 inches with 30 inch drop)		
	<i>*plus the opportunity to choose your table location</i>		
	Regular exhibit fee (Register January 1 – May 1, 2026)		
	\$400 per table (6 feet x 30 inches with 30 inch drop)		
	<i>*registration after May 1, 2026, is subject to availability and space</i>		

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

Housing: Hotel information and/or on-campus housing will be provided separately.

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

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 7.

Note: All sponsors will be listed on the AVS website, as well as in the AVS Festival Program Book.

Shipping: Ship to arrive no earlier than Monday, June 1, 2026 (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
147 Warsaw Avenue,
Harrisonburg, VA 22807
540-568-7000

Outgoing shipments must be packed and labeled by Sunday evening, June 7, no later than 6 PM EST, and will be stored in a secure location for pickup beginning Monday, June 8 and no later than Tuesday, June 9. Exhibitors are responsible for scheduling pickup and insuring their shipments.

To guarantee exhibit space reservations, please return the reservation form and payment by May 1, 2026.

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

"Build Your Own" Sponsorship Package: Upgrades and self-build packages are available to all exhibitors. See pages 10 - 11.

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.

2026 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. Registration is not complete until payment is received. Early bird registrants will have the opportunity to choose their preferred space from a diagram of table spaces available. Space assignments for regular registrants shall be made on a first come, first-served basis. Late registrants will be permitted should space remain available.

CONTRACT FOR SPACE - The application for space and the formal notice of assignment by the AVS and James Madison University 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.

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 exhibitor acknowledges that the AVS and James Madison University 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 a space provided by the AVS outside of the exhibit hall. Exhibit halls will

also be locked overnight.

RESTRICTIONS IN OPERATION OF EXHIBITS - The AVS and James Madison University 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 JMU are not liable for any exhibit expense.

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James Madison University, Harrisonburg, VA USA

Sponsorship Opportunities

Presenting Sponsor – Diamond Tier (\$10,000)

- Exclusive Naming Rights (“The 2026 American Viola Society Festival, presented by [Sponsor Name]”)
- A pre-recorded sponsor message (30–60 seconds) that airs before one Signature Artist Recital
- Post-Festival analytic report: AVS provides festival metrics, including social media reach, Whova engagement (clicks, ad impressions), email open rates, etc.
- 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 2026
- AVS website ads and sponsorship recognition to run from date of agreement for one full year
- 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 2026 issue)
- Two hosted email blasts, sent on the sponsor’s behalf, to the AVS membership before and/or after the Festival (through December 31, 2026)
- Your company logo on official event T-shirts
- Up to four tables (6 feet by 30 inches) with two chairs and a black tablecloth per table in exhibition hall (additional tables available at discounted rate of \$200, space-permitting)
- Four Attendee Badges for your onsite staff
- Four AVS Reception tickets
- Diamond-level sponsorship listed in Festival program
- Dedicated slide displayed in the Mainstage Theatre prior to all Signature Artist evening recitals
- Included: \$5,000 worth of targeted benefits from the “Build Your Own Package” options

Presenting Sponsor – Platinum Tier (\$6,000)

- A pre-recorded sponsor message (30–60 seconds) that airs before one Signature Artist

Recital

- Post-Festival analytic report: AVS provides festival metrics, including social media reach, Whova engagement (clicks, ad impressions), email open rates, etc.
- 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 2026
- AVS website ads and sponsorship recognition to run from date of agreement for six months
- Full-page color ad in commemorative printed program book and virtual program PDF
- Full-page color ad in Fall 2026 *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, 2026)
- Your company logo on official event T-shirts
- One table (6 feet by 30 inches), two chairs, and black tablecloth in exhibition hall (additional tables available at discounted rate of \$200, space-permitting)
- Two Attendee Badges for your onsite staff
- Two AVS Reception tickets
- Platinum-level sponsorship listed in Festival program
- Dedicated slide displayed in the Mainstage Theatre prior to all Signature Artist evening recitals
- Included: \$3,000 worth of targeted benefits from the "Build Your Own Package" options

Presenting Sponsor – Gold Tier (\$5,000)

- A pre-recorded sponsor message (30–60 seconds) that airs before one Signature Artist Recital
- Post-Festival analytic report: AVS provides festival metrics, including social media reach, Whova engagement (clicks, ad impressions), email open rates, etc.
- Vendor Booth in Whova, the Festival Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) in April-June 2026
- Web ads on AVS website to run from date of agreement for four months
- Sponsor recognition on the AVS website
- Half-page color ad in commemorative printed program book and virtual program PDF (a la carte upgrade available)
- One table (6 feet by 30 inches), two chairs, and black tablecloth in Exhibition hall (additional tables available at discounted rate of \$200, space-permitting)
- Two Attendee Badges for your onsite staff

- One hosted email blast, sent on the sponsor's behalf, to the AVS membership before or after the Festival (through December 31, 2026)
- Gold-level sponsorship listed in Festival program
- Dedicated slide displayed in the Mainstage Theatre prior to all Signature Artist evening recitals
- Included: \$2,500 worth of targeted benefits from the "Build Your Own Package" options

Presenting Sponsor – Silver Tier (\$3,000)

- Vendor Booth in Whova, the Festival Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) in May and June 2026
- AVS website ads to run from date of agreement for three months
- 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 the Mainstage Theatre prior to all Signature Artist evening recitals
- Included: \$1,500 worth of targeted benefits from the "Build Your Own Package" options

Presenting Sponsor – Bronze Tier (\$2,000)

- Featured in post to AVS social media (Facebook, Instagram, X/Twitter) in June 2026
- AVS website ad to run from date of agreement to June 5, 2026
- 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 the Mainstage Theatre prior to all Signature Artist evening recitals
- Included: \$1,000 worth of targeted benefits from the "Build Your Own Package" options

Fully Virtual Sponsorship Options*

**Reserve by May 15, 2026*

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 and recognition on AVS website
 - o Large Button Ad, 250 x 250 pixels

Build Your Own Virtual Package:

- \$150 – Vendor Booth in Whova, the Festival Virtual Platform
- Website advertisement and recognition on AVS website (see table below for pricing):

	3 months	6 months	9 months	12 months
Large Button Ad, 200 x 200 pixels	\$200	\$375	\$525	\$675

\$4,000 – Presenting Sponsor: The [Your Name Here] AVS Reception

**first come first served*

The final event of the Festival, this reception offers attendees and exhibitors a relaxed chance to mingle with AVS leadership, Signature Artists, and other attendees.

- AVS provides a pull-up banner for display in the vendor hall for the Festival duration, preferred placement on Saturday
- Verbal acknowledgment by the emcee at the closing ceremony immediately preceding the reception
- Vendor Booth in Whova, the Festival Virtual Platform
- Featured in monthly posts to AVS social media (Facebook, Instagram, X/Twitter) in May and June 2026
- AVS website sponsor recognition and ads to run from date of agreement for three months
- 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
- One 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 Mainstage Theatre on Saturday

\$2,000 – Presenting Sponsor: The [Your Name Here] Coffee Break

*2 available, on Thursday and Friday afternoon**

**first come first served*

Held in the heart of the Exhibit Hall, this branded refreshment break offers a prime

opportunity for face-to-face networking as attendees gather to recharge, refuel, and explore exhibitor offerings.

- AVS provides a pull-up banner for display in the vendor hall for the Festival duration, preferred placement on day of reception
- Your logo on coffee table napkins
- Vendor Booth in Whova, the Festival Virtual Platform
- Web ads to run from April 1 to June 30, 2026, via AVS Website and AVS social media pages
- 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 Mainstage Theatre on Thursday or Friday

Please contact the AVS at advertising@americanviolasociety.org if you are able and 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
 **Chamber Orchestra sponsorship listed in Program Book*
- \$4,500 – Printing of Commemorative Festival Program
- \$3,500 – Your company logo on official event tote bags
- \$2,500 – Conductor for chamber orchestra concert, Dr. Kira Omelchenko
- \$2,000 – Print signage in high-traffic areas on the JMU campus during 2026 AVS Festival
(Limited availability)
- \$1,000 – A pull-up banner with your logo, on display in the lobby throughout the event
- \$500 – 30-second recorded sponsor “thank you” shown before one Mainstage event
- \$250 – One additional email blast to AVS membership

Competition Prizes*:

- \$2000 – Orchestral Audition Competition - First Prize
- \$2000– Solo Collegiate Division- First Prize
- \$1500– Solo Senior Division- First Prize
- \$1000– Solo Junior Division- First Prize

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

- \$500 – Orchestral Audition Competition - Third Prize
- \$500 – Solo Collegiate Division - Third Prize
- \$375 – Solo Senior Division - Third Prize
- \$250– Solo Junior Division- 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 Kevin Day
- \$2500 – Water bottles with your company’s name and logo exclusively (distributed to all in-person event attendees)
- \$2,500 – Sponsored Room: "Company Name" Masterclass Room, signage and mentions during announcements
- \$2000 – Your company name as sponsor of Signature Artist Evening Recital. Choose from: Victoria Chiang, Rudolf Haken, and Jesus Rodolfo

- \$2,000 – Emerging Artist/Emerging Scholar Sponsor: A named scholarship to help a young violist attend the festival, with public recognition
- \$1500 – Your company name as sponsor of the Exhibition of Modern Violas and Bows
- \$1500 – Your company logo on the “Festival Survival Kit” (includes lip balm, hand sanitizer, snack, and musician wellness tip card, Co-branded with AVS logo and included in swag bags)
- \$1500 – Lanyards with your company’s name and logo exclusively (distributed to all in-person event attendees)
- \$1,000 – “Festival Highlights” Video Sponsor: Company logo at start/end of highlight reel shared on AVS socials and email after the event
- \$1000 – Your company name as sponsor of Signature Artist Masterclass (*Artist list shared on request*)
- \$1000 – Your company name as sponsor of Infeld-Thomastik String Consultation Workshop
- \$1,000 – Festival Map Sponsorship: Logo printed on physical and digital maps
- \$750 – Branded Instagram Story Takeover (1 Day)
- \$500 – Inclusion in Festival E-blasts including company logo and short blurb in all pre-festival email blasts
- \$500 – Sponsored Raffle Prize: Sponsor provides or funds a high-value prize (e.g., a viola case, strings, a bow) and is recognized at the raffle drawing
- \$300– Practice Room Door Hanger (Co-branded with AVS logo and included in swag bags)
- \$250 – Booth Highlight on Social Media (“Come visit Booth X sponsored by [Company Name]!”)
- \$150 – “Meet the Sponsor” Spotlight Article in AVS Newsletter

Upgrades:

- \$250 – Additional exhibition table, two chairs, and black tablecloth
- Full Page Color ad in commemorative program book and virtual program PDF
 - Upgrading from quarter-page ad: \$215
 - Upgrading from half-page ad: \$125
- Full Page Color ad in Fall 2026 *Journal of the American Viola Society*
 - Upgrading from quarter-page ad: \$215
 - Upgrading from half-page ad: \$125
- \$100 – One additional attendee badge

**The AVS proudly announces its campaign to celebrate and support the local community by partnering with regional artists, businesses, and organizations to bring Festival merchandise to life and ensure that the 2026 Festival reflects the unique spirit of Harrisonburg and its surrounding communities.*

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Program Advertising Information

The American Viola Society invites you to advertise in the program book for the 2026 American Viola Society Festival. Your ad will reach an important and influential audience of performers, pedagogues, luthiers, archetiers, students, and viola enthusiasts.

DEADLINES:

Reservation: April 1, 2026

Camera-Ready Art: April 15, 2026

Publication: June, 2026

BILLING INFORMATION:

- Payment is due with camera-ready art, payable by check or money order in U.S. funds to the American Viola Society, 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 (*Early Bird reservation—prior to Jan 1*); \$800 (*Regular reservation—Jan 1- Mar 1*); \$850 (*Last Minute reservation—Apr 1*)

1/2 Page - horizontal only (7" x 5") — \$300 (*Early Bird*); \$500 (*Regular*); \$550 (*Last Minute*)

1/4 Page - vertical only (3.5" x 5") — \$200 (*Early Bird*); \$300 (*Regular*); \$350 (*Last Minute*)

**inquire for availability*

ADDITIONAL INFORMATION:

- Program will be printed in full-color
- Please specify ad size
- Submit camera-ready artwork 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
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Dallas, TX 75244-3601 USA
972.233.9107 ext. 224, fax 972.490.4219