



AMERICAN **VIOLA** SOCIETY



Exhibitor Prospectus

June 3-6, 2026



2026 AMERICAN VIOLA SOCIETY FESTIVAL

Co-presented by the American Viola Society and James Madison University



JAMES MADISON
UNIVERSITY®

AMERICAN VIOLA SOCIETY

June 3-6, 2026

James Madison University, Harrisonburg, VA

Festival

CONNECTION AND VISIBILITY!

Join us at the 2026 AVS Festival — the ultimate gathering for violists and viola enthusiasts! Meet makers, vendors, performers, and teachers from around the world, and showcase your products to a vibrant, passionate community. Be part of the excitement as we celebrate the very best in viola talent, artistry, scholarship, and connection!

For exhibitor details, visit:

[The Exhibitor Kit](#)

Or for more information, email Vendor Relations: advertising@americanviolasociety.org



CONFERENCE PROGRAM ADVERTISEMENT

Everything in one place! Our 2026 AVS Festival program book will be the go-to guide for all attendees — packed with the festival schedule, artist bios, competition details, and everything else they'll need. Your listing and logo will be right there too, featured on our virtual platform and the festival website!

"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 1, 2026, 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



2026 PROGRAM BOOK RATES (7X10)

	Early Bird reserve by Jan 1, 2026	Regular Register closes Mar 1, 2026	Last Minute Registration closes Apr 1, 2026
Full Page	\$700	\$800	\$850
Half Page	\$300	\$500	\$550
1/4 Page	\$200	\$300	\$350

SPONSORSHIP OPPORTUNITIES

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

Gain top-tier visibility as the exclusive naming sponsor of the 2026 American Viola Society Festival—your brand front and center across all platforms. Enjoy a custom video feature before a Signature Artist Recital, prime ad placement in our printed and digital programs, and high-impact exposure through yearlong social media, website, and email campaigns. Onsite, your presence includes lobby signage, multiple exhibit tables, and your logo on official festival T-shirts. With complimentary badges and a \$5,000 credit toward custom benefits, this package offers unparalleled reach!

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

Showcase your brand with a pre-recorded video aired before a Signature Artist Recital, a targeted banner ad on our virtual platform, and a full-page ad in both the Festival program and Journal of the American Viola Society. Benefit from social media promotion, Whova vendor access, and website recognition, with visibility extending through June 2026. Onsite perks include a complimentary exhibit table, event T-shirt logo placement, and passes for your staff—plus a \$3,000 credit toward customizable benefits—and more.

Presenting Sponsor – Gold Tier (\$4,000)

Boost your visibility with featured ads on AVS's Facebook, Instagram, and website, plus a half-page color ad in both the Festival program and Journal of the American Viola Society. Reach our engaged community directly with a sponsored email blast, enjoy complimentary badges for your onsite staff, and tailor your impact with \$2,000 worth of customizable benefits—and more.

Presenting Sponsor– Silver (\$3,000)

Put your brand in front of the viola community through targeted social media and website promotion, along with a half-page color ad in both the Festival program and Journal of the American Viola Society. You'll also connect directly with attendees via a sponsored email blast, and have the flexibility to personalize your impact with \$1,500 in custom benefits—and more.

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

Gain meaningful visibility with featured posts across AVS's social media and website, along with a quarter-page color ad in both the Festival program and Journal of the American Viola Society. This tier also includes \$1,000 in customizable benefits to help you tailor your sponsorship to your goals—and more.

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

The only evening networking event of the Festival, this reception offers attendees a relaxed chance to mingle with AVS leadership, Signature Artists, and festival goers just before the exciting EMVB Tone Competition.

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

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.

Additional Tables Discounted for Sponsors*

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

BUILD YOUR OWN PACKAGE

Can be divided amongst several sponsors

- \$15,000 – Chamber Orchestra
- \$4500 – Printing of Commemorative Festival Program
- \$3500 – Your company logo on official event tote bags

...and more!

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

...and more!

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
- \$2500 – Sponsored Room: "Company Name" signage and mentions during announcements.
- \$1500 – Your company logo on the "Festival Survival Kit"
- \$500 – Sponsored Raffle Prize
- \$300– Practice Room Door Hanger (Co-branded with AVS logo and included in swag bags)

...and more!

- Ad Upgrades in Festival Program book or *Journal of the American Viola Society*
- Print and digital signage in high-traffic areas on the JMU campus during the Festival

...and MUCH more!

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

EXHIBIT HALL INFO*

Tuesday, June 2

Load In
12:00 PM – 6:00 PM

Wednesday, June 3

Load In
7:00 AM – 11:00 AM

Open Hours
12:00 PM – 6:00 PM

Thursday, June 4

Open Hours
9:00 AM – 6:00 PM

Friday, June 5

Open Hours
9:00 AM – 6:00 PM

Saturday, June 6

Open Hours
1:00 PM – 4:00 PM

Sunday, June 7

Load Out
12:00 PM – 6:00 PM

**with daily dedicated Exhibitor breaks*

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.

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