



South Dakota Music Education Association



www.sdmea.net

June, 2010

Dear Prospective Exhibitor,

This is an exciting time for the South Dakota Music Educators Association. On Friday, October 29 and Saturday, October 30, 2010, SDMEA will be hosting our second annual conference for the music educators of South Dakota in conjunction with the 2010 South Dakota All-State Chorus and Orchestra. This conference will be held on the campus of Northern State University in Aberdeen, SD. SDMEA will be the host organization for this event.

Along with the 1,000-voice All-State Chorus and the 150-member All-State Orchestra, the conference will feature clinic sessions and concerts. We have also moved our annual Elementary Festival Chorus to these dates and it has become a part of this conference. ***NEW THIS YEAR: THE EXHIBIT AREA WILL BE OPEN TO EVERYONE ATTENDING ALL-STATE CHORUS AND ORCHESTRA.*** This will provide all in attendance with an abundance of resource information; including materials, equipment, instruments, and fundraising ideas. SDMEA exhibits will give our music educators and students one of the few opportunities they have within the school year to view such extensive exhibits.

The exhibit confirmation letter will include a detailed schedule; however, it is important to know that exhibit set-up will be between 7:00 – 9:00 PM on Thursday. The exhibit venue will be open on Friday morning, Friday afternoon, and Saturday morning. Exhibit disassemble will occur early Saturday afternoon.

The following timetable of application procedures has been established for this year:

1. Contracts received on or before September 30th: As possible and within reason, booth placements will be assigned according to postmark.
2. Contracts received after September 30th: Remaining exhibit booths (if any) will be assigned according to postmark. Late registrations might not be listed in the conference program.
3. October 4th (approximate date): Confirmation letters will be mailed to all exhibitors.

SDMEA requires a \$100.00 Assurance Deposit, payable to SDMEA. This SEPARATE CHECK must be sent with your contract. Incomplete and/or incorrect contracts will be returned and not processed. The original Assurance Deposit check will be returned to your booth representative at 12:00 Noon on Saturday, October 30, when the exhibit area officially closes. All published exhibit hours must be observed! Late set-up or early disassembly will result in the forfeiture of the \$100.00 Assurance Deposit. Inclement weather may dictate an exemption to this policy. (Affiliate organizations are exempt from the Assurance Deposit). Please plan to have a representative staff your booth during all of the exhibit times!

Exhibiting with SDMEA is a sound marketing move. The audience is large, diverse, and in need of your services. You are invited to be a part of the 2010 SDMEA Conference in Aberdeen, South Dakota. I sincerely hope that you will complete the enclosed contract at your earliest convenience.

Sincerely,

Bruce Ammann
Exhibit Chair

Bruce Ammann – SDMEA Exhibits
Augustana College – 2001 S. Summit Ave.
Sioux Falls, SD 57197

Office: (605) 274-5453 – Fax: (605) 274-5323 – E-Mail: bruce.ammann@augie.edu

----- CONTRACT FOR EXHIBIT SPACE -----
2010 SDMEA Conference
JOHNSON FINE ARTS CENTER or THE BARNETT CENTER CONCOURSE
October 29 and 30, 2010

PLEASE SELECT LOCATION: JOHNSON FINE ARTS CENTER (SECURED AREA DURING NON-EXHIBIT TIMES)
- LOCATION OF ALL-STATE ORCHESTRA REH OR THE BARNETT CENTER CONCOURSE (NON-SECURED AT ALL
TIMES) - LOCATION OF ALL-STATE CHORUS REH: SELECT ONE: JFAC _____ BARNETT CENTER: _____

COMPANY NAME _____ PHONE () _____
Print or Type EXACTLY as you want your company name to appear on signage and program.

ADDRESS _____ E-Mail: _____

CITY _____ STATE _____ ZIP _____ FAX: _____

TYPE OF EXHIBIT: _____
(Fundraising, Publisher, Music Store/Industry, College/University, Uniform/Apparel, etc)

NAME(S) OF REPRESENTATIVE(S) _____
(Colleges & Universities can submit 2 names per reserved booth)

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- First 8 ft x 10 ft Booth @ \$200.00 \$ _____
 - First 8ft X 10ft booth includes (1) 6ft X 3ft skirted table,
(2) two chairs, sign, backdrop, dividers, name badges.
 - _____ Additional 8 ft X 10 ft Booth (s) .. @ \$175.00 (EACH).. \$ _____
 - _____ Electrical Outlet(s)-Per Booth @ NO CHARGE \$ _____
Wireless Access for Internet will be at NO-CHARGE This Year
 - _____ Additional 6ft X 3ft Table (s) @ \$10 each \$ _____
 - Affiliate Organizations** w/SDMEA @ \$75 total \$ _____
 - Example of Affiliate Organizations are: ACDA, ASTA, SDBA, PASIC
 - 1st CHECK TOTAL (Payable to SDMEA) \$ _____
 - 2nd CHECK - REQUIRED ASSURANCE DEPOSIT (Payable to SDMEA) .. \$ 100.00
 - Affiliate Organizations are exempt from the Assurance Deposit
 - TWO SEPARATE CHECKS ARE REQUIRED FROM NON-AFFILIATE ORGANIZATIONS

Incomplete contracts will be returned with no booth space reserved. Cancellations received by
October 4th will receive a full refund. Cancellations received after October 4th will be assessed a
\$50 processing fee.

The original \$100.00 Assurance Check will be returned to your booth representative at 12:00 Noon on
Saturday, October 30, IF all published exhibit hours have been observed.

Late set-up and/or early disassemble will result in the forfeiture of the \$100.00 Assurance Check
(Inclement weather and/or emergency situations may dictate an exemption to this SDMEA policy.)

Authorized Signature _____ Date _____ Cell # () _____

DEADLINE - SEPTEMBER 30, 2010
(limited space - send in NOW!)
Mail This Form & TWO Checks to:

Bruce Ammann
SDMEA Exhibit Chair
Augustana College
2001 S. Summit Ave
Sioux Falls, SD 57197
Phone: 605-274-5453 Fax: 274-5323

Special Requests: _____

Will you ship material in advance: Yes ___ No ___
IF Yes See Below:
Shipping/Storing of Exhibit Material Contact:
Northern State University
Department of Music
1200 S. Jay Street

----- GENERAL INFORMATION -----
2010 SOUTH DAKOTA MUSIC EDUCATORS
ASSOCIATION CONFERENCE

DATES: October 28, 29, 30, 2010

LOCATION: Northern State University
Department of Music
1200 S. Jay Street
Aberdeen, SD 57401

EXHIBIT AREA: Johnson Fine Arts Center or
Barnett Center Concourse

EXHIBIT SET-UP: 7:00-9:00 PM on Thursday, October 28

EXHIBIT DISASSEMBLY: 12:00 noon - 2:00 PM on Saturday, 10/30

EXHIBIT AREA OPEN: October 29 9:00 AM - Noon

1:00 PM - 5:00 PM

October 30 9:00 AM - Noon

LODGING POSSIBILITIES: Please see page 3 for lodging info

TRANSPORTATION: Aberdeen Airport is served by: Delta Airlines

FOR QUESTIONS OR ADDITIONAL INFORMATION, CONTACT:

Bruce Ammann

Phone: 605-274-5453

Chair, SDMEA Exhibits

Fax: 605-274-5323

Augustana College

2001 S. Summit Ave.

E-Mail: bruce.ammann@augie.edu

Sioux Falls, SD 57197

PLEASE MAKE PLANS TO JOIN US
FOR THIS SECOND ANNUAL
SDMEA CONFERENCE