



June, 2014

Dear Prospective Exhibitor,

This is an exciting time for the South Dakota Music Education Association. On Friday, October 31st and Saturday, November 1, 2014, SDMEA will be hosting our sixth annual conference for the music educators of South Dakota in conjunction with the 2014 South Dakota All State Chorus and Orchestra. In the fall of 2014, we will be returning to the Sioux Falls Convention Center in Sioux Falls, South Dakota.

Along with the 1,000-voice All-State Chorus and the 150-member All-State Orchestra, the conference will feature clinic sessions and concerts. In an effort to increase traffic in the exhibit area, we will again open the Exhibit Hall to everyone attending the All State Chorus and Orchestra event. All exhibits will be housed tentatively in Ballroom A in the Convention Center. This will provide all in attendance with an abundance of resource information; including materials, equipment, instruments, travel opportunities, and fundraising ideas. The SDMEA exhibits will give the music educators and students from South Dakota 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 until noon. 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 October 13th: As possible and within reason, booth placements will be assigned according to postmark.
2. Contracts received after October 13th : Remaining exhibit booths (if any) will be assigned according to postmark. Late registrations might not be listed in the conference program.
3. October 18th (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, November 1, 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 2014 SDMEA Conference in Sioux Falls, South Dakota. I sincerely hope that you will complete the enclosed contract at your earliest convenience.

Sincerely,

Mike Bossman  
Exhibit Chair

Mike Bossman – SDMEA Exhibits  
5009 W. Equestrian Place #1229  
Sioux Falls, SD 57106  
E-Mail: [exhibitchair@sdmea.net](mailto:exhibitchair@sdmea.net)

---CONTRACT FOR EXHIBIT SPACE---  
2014 SDMEA Conference - October 31st and November 1st, 2014

Company Name: \_\_\_\_\_ Email: \_\_\_\_\_

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 any extra badges are \$10 per, see below)*

First 10ft x 10ft Booth \$275.00 \_\_\_\_\_

*Includes: (1) 8ft x 3ft skirted table, (2) chairs, wastebasket, sign, backdrop, dividers, and name badges.*

Additional 10ft x 10ft Booth(s) Number Needed \_\_\_\_\_ x \$250.00 (each) \_\_\_\_\_

Additional 8ft x 3ft Table Number Needed \_\_\_\_\_ x \$25.00 (each) \_\_\_\_\_

1 Standard 110V Electrical Outlet No Charge – Yes I need it \_\_\_\_\_ No I don't need it \_\_\_\_\_

Wireless Access for Internet No Charge – Yes I need it \_\_\_\_\_ No I don't need it \_\_\_\_\_

Additional Name Badges (2 included with booth) Number Needed \_\_\_\_\_ x \$10.00 (each)

*(You must check the above lines for these services!)*

Affiliate Organizations w/SDMEA \$100 total \_\_\_\_\_

*(Examples of Affiliate Organizations are: ACDA, ASTA, ADBA, SDBA, PASIC)*

**1<sup>st</sup> Check Total (Payable to SDMEA)** \$ \_\_\_\_\_

**2<sup>nd</sup> 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 17<sup>th</sup> will receive a full refund. Cancellations received after October 17<sup>th</sup> will be assessed a \$50 processing fee.*

*The original \$100 Assurance Check will be returned to your booth representative at 12:00 Noon on Saturday, November 2<sup>nd</sup>, IF all published hours have been observed.*

*Late set-up and/or early disassemble will result in the forfeiture of the \$100 Assurance Check (Inclement weather and/or emergency situations may dictate an exemption to this SDMEA policy.)*

Authorized Signature \_\_\_\_\_ Date: \_\_\_\_\_ Phone: \_\_\_\_\_

**Deadline – October 13<sup>th</sup>, 2014**

Special Requests:

Mail this form and TWO checks to:  
Mike Bossman  
SDMEA Exhibit Chair  
5009 West Equestrian Place #1229  
Sioux Falls, SD 57106

Will you ship materials in advance? If so, send to:  
Attention: SDMEA Conference  
Sarah Maag  
1101 N. West Ave.  
Sioux Falls, SD 57104

**2014 SDMEA CONFERENCE  
HOTEL ACCOMMODATIONS  
October 31<sup>st</sup> and November 1st, 2014**

Sioux Falls has an abundance of Hotel Accommodations to select from. The SDMEA Conference Hotel is:

**The Sheraton  
1211 N. West Ave.  
Sioux Falls, SD 57104  
(605) 988-9897**

Hotel information can be found by visiting the following Sioux Falls Chamber of Commerce website: <http://visitsiouxfalls.org>

**----- GENERAL INFORMATION -----  
2014 SOUTH DAKOTA MUSIC EDUCATORS ASSOCIATION CONFERENCE**

**DATES: October 31<sup>st</sup> and November 1st, 2014**

**LOCATION: Sioux Falls Convention Center  
1101 N. West Ave.  
Sioux Falls, SD 57104  
[http://sfarena.com/sioux\\_falls\\_convention\\_center](http://sfarena.com/sioux_falls_convention_center)**

**EXHIBIT AREA: Sioux Falls Convention Center – Ballroom A**

**EXHIBIT SET-UP: 7:00-9:00 PM on Thursday, October 30th  
EXHIBIT DISASSEMBLY: 12:00 noon – 2:00 PM on Saturday, November 1st  
EXHIBIT AREA OPEN: October 31st 9:00 AM – Noon & 1:00 PM – 5:00 PM  
November 1st 9:00 AM – Noon**

**LODGING POSSIBILITIES: Please see above and check <http://visitsiouxfalls.org>**

**TRANSPORTATION: Sioux Falls Regional Airport (FSD) is served by: Delta (Skywest), United (United Express), American (American Eagle), and Allegiant.**

**FOR QUESTIONS OR ADDITIONAL INFORMATION, CONTACT:**

**Mike Bossman                      Phone: 605-261-5128  
Chair, SDMEA Exhibits  
5009 West Equestrian Place #1229   E-Mail: [exhibitchair@sdmea.net](mailto:exhibitchair@sdmea.net)  
Sioux Falls, SD 57106**