

Take Center Stage!

CNADM Summer Dance Workshops Sponsorship & Promotional Opportunities

July 26–August 2, 2010

Doubletree Chicago–Oakbrook
Oakbrook, IL

More than 750 dance enthusiasts from across the country attend the CNADM Summer Dance Workshops for up to eight days of dance instruction and performances. These current and potential customers are dance students, parents, instructors, studio owners and dance professionals and are eager to see the latest in:

- Dancewear and costumes
- Shoes and footwear products
- Instructional videos
- Dance music products
- Studio management aids, and more!



Workshop Exhibit Space: \$400

- 10' x 10' exhibit space to promote your company including 8-foot skirted table, chairs and electrical outlet
- Include a company promotional item and/or literature in the Handout Bags and have literature displayed on Literature Table outside Teacher classroom. Quantity to send: 250
- Full attendee contact list with names, address, phone and email after the workshop.
- Only 15 exhibitors accepted
- Exhibit days: Thursday, July 29 through Sunday, Aug. 1. Exhibitors who wish to remain open on Monday, Aug 2 may do so for an additional \$75.

Sponsor Workshop Handout Bags: \$500

- Your company name and logo featured prominently on the canvas tote bag provided to each teacher attendee
- Include a company promotional item and/or literature in the Handout Bags and have literature displayed on Literature Table outside Teacher classroom. Quantity to send: 250
- Full attendee contact list with names, address, phone and email after the workshops.

Handout Bag Inserts: \$400

- Include a company promotional item and/or literature in the Handout Bags and have literature displayed on Literature Table outside Teacher classroom. Quantity to send: 250
- Full attendee contact list with names, address, phone and email
- No Cost to Workshop exhibitors

Advertise in the Summer Program Book

- Total single-issue distribution of over 3,500 dancers and teachers
- Low advertising rates:
Full Page - \$375 Half Page - \$295
Quarter Page - \$195 Eighth Page - \$130
- Includes button ad with web site link on CNADM web site from May-July

Advertise on the CNADM Web Site

- Take advantage of the heavy traffic on the web site to access Summer Dance schedules, rates, faculty information and more.
- Banner ad (320 x 100 pixels) with link to web site: \$50/month
- Button ad (160 x 100 pixels) with link to web site: \$25/month

Other Sponsorship Opportunities

There are many creative ways for your company to stand out at the CNADM Summer Dance Workshops. You may sponsor:

- Annual Awards Banquet
- National Ballet Gala Sponsorship, Gala Reception Sponsorship, Gifts/Refreshments for Gala Participants
- CNADM Members Only Lunches
- Gifts/Refreshments for Student Competition Participants
- Custom Sponsorships

Contact:

Kathy Velasco, Managing Director

Chicago National Association of Dance Masters

220 E. State Street, Ste. G • Rockford, IL 61104

815-397-6052 • E: dance@cnadm.com

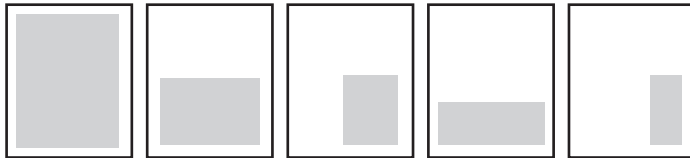
CNADM
CHICAGO NATIONAL ASSOCIATION OF DANCE MASTERS

CNADM Summer Dance Workshops Sponsorship & Promotional Opportunities Reservation Form

PRE-EVENT PUBLICITY

Advertising

Deadline for reserving your advertising space in the CNADM Summer Dance Program is March 15, 2010.



Full Page 1/2 1/4 V 1/4 H 1/8

Mechanical Requirements – Electronic files are preferred and should be submitted in Quark, Illustrator or Photoshop for Macintosh formats with fonts, or as a high-resolution (300 dpi, minimum) PDF document.

Yes! I would like to place the following ad in the 2010 Summer Dance Program:

| Size | Dimensions <small>width x height in inches</small> | Rate |
|--|---|-------|
| <input type="checkbox"/> Full Page | 7-1/2 x 10 | \$375 |
| <input type="checkbox"/> Half Page | 7-1/2 x 5 | \$295 |
| <input type="checkbox"/> Quarter Page (Vert) | 3-3/4 x 5 | \$195 |
| <input type="checkbox"/> Quarter Page (Horz) | 2-1/2 x 7-1/2 | \$195 |
| <input type="checkbox"/> Eighth page | 3-3/4 x 2-1/2 | \$130 |

Advertise on the Web Site

- Please reserve my banner ad. **Fee \$50/month.**
- Please reserve my button ad. **Fee \$25/month.**

Link the ad to this URL: _____

Run the ad in the following months: _____

I am a Program book advertiser and would like to reserve my button ad from May–July 2010.

Authorized Signature

Title

Company

Address

Phone/Fax

Email

ON-SITE PUBLICITY

Exhibits

Please reserve my exhibit booth space, July 29–Aug. 1. **Fee \$400.**

Exhibit spaces will be placed by staff in the order in which the reservation forms are received.

The exhibitor acknowledges that CNADM and the Sheraton Chicago Northwest hotel do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain sufficient liability, business interruption and property damage insurance covering any losses or damage.

I wish to exhibit for one extra day on Monday, Aug. 2. **Fee \$75.**

I would like a double booth. **Fee \$800.**

Handout Bags

I would like to sponsor the Workshop Handout Bags. **Fee \$500.**

Company Literature Distribution

I would like to have my company literature placed in the handout bags. **Fee \$400.** (No cost to Workshop exhibitors!).

Other Sponsorship Opportunities

I would like to discuss other sponsorship opportunities. Please contact me.

All promotional opportunities must be paid in advance. Please make checks payable to CNADM and mail to:
CNADM, 220 E. State Street, Suite G, Rockford, IL 61104
Contact Kathy Velasco at CNADM, 815-397-6052 or dance@cnadm.com if you have any questions.