



402 Office Plaza Drive Tallahassee, FL 32301-2757
ph. (850) 878-6844 toll-free (800) 301-FMEA fax: (850) 942-1793

www.flmusiced.org

A Federated State Unit of MENC: The National Association of Music Educators

March 15, 2011

Dear Exhibitors:

The Florida Music Educators' Association's Annual In-Service Clinic-Conference will be held at the Tampa Convention Center on January 11-14, 2012. Florida is the place to be in January to escape the ice and snow of winter.

The FMEA Clinic-Conference is host to All-State bands, orchestras, secondary and elementary choruses, and will have an attendance of more than 8,000 music directors, elementary music teachers, music supervisors, college students, college music educators, school administrators, and school students performing in the All-State organizations, including their parents!

During the 2011 Conference, there were more than 175 seminars, workshops, meetings, and concerts.

We cordially invite you and your company to participate in our conference - the largest music education activity east of the Mississippi River. Should you be interested in presenting a Product Showcase Session during the seminar schedule, you may apply using the form enclosed with this packet. If you wish to further heighten the visibility of your company, there are numerous opportunities for sponsorship throughout the conference. Please review materials enclosed detailing these opportunities.

If we may furnish you any additional general information, please feel free to contact our office. For specific information about the Trade Show Exhibition, please call Byron and Bobbie Smith, Exhibits Managers at (850) 893-3606.

Come and enjoy the warmth and hospitality of the Sunshine State.

We look forward to seeing you in January!

Sincerely,

A handwritten signature in cursive script that reads "Kathleen D. Sanz".

Kathleen D. Sanz, Ph.D.
Executive Director
kdsanz@flmusiced.org



2012 FMEA EXHIBITOR INFORMATION

A Federated State Unit of MENC: The National Association for Music Education
FMEA Federal Tax Identification: 59-01791022

FLORIDA MUSIC EDUCATORS' ASSOCIATION

FMEA CLINIC- CONFERENCE:

January 12, 13, 14, 2012
Tampa Convention Center
333 South Franklin Street
Tampa, Florida 33602
(813) 274-7760

Exhibit Hours

Thursday, 12:30-6:00pm
Friday, 10:30a.m.-6:30p.m.
Saturday, 9:00a.m.-1:00p.m.

FMEA EXHIBIT MANAGERS:

Byron and Bobbie Smith
4110 Tralee Road
Tallahassee, Florida 32309
Phone: (850) 893-3606
Fax: (850) 907-9554
exhibits@fmeaexhibits.com

FMEA EXHIBIT DECORATOR:

Brede Exposition Services
Frank Minish
Phone: (407) 851-0261

FMEA EXECUTIVE DIRECTOR:

Kathleen D. Sanz, Ph.D.
402 Office Plaza
Tallahassee, Florida 32301
Phone: (850) 301-3632
Fax: (850) 942-1793
kdsanz@flmusicd.org

Exhibit Location: East Hall, Tampa Convention Center

Set-up Hours: Load-In: Wednesday, January 11 @ 8am-6pm
Thursday, January 12 @ 8am-12pm

Temporary Ramp Parking for Load-In/Load-Out
Exhibitors must remain set-up until close at 1:00pm on Sat., Jan. 14th.
Early Breakdown may result in suspension from future shows.

BOOTH PRICES (10x10, 8' draped table, 2 chairs, sign):

Single	\$550	4 Booth Island	\$2706
Single Corner	\$575	6 Booth Island	\$4059
Endcap	\$1320	8 Booth Island	\$5412
		10 Booth Island	\$6765

Reservations: Non-refundable deposit of **\$100 per booth** or **Full Payment and Contract** must be received by the Exhibit Manager within 10 working days.

Phone reservations will be accepted.

Payments may be made by check/credit card.

Declined credit card payments will require payment by check or money order.

Penalties will apply on **November 15, 2011**:

- \$50 penalty if final payments are not postmarked by the November 15th deadline.
- Written cancellation before deadline and receive a **refund excluding the \$100 non-refundable deposit per booth.** After deadline, all booths must be paid in full.
- A company contracting late has to receive permission to pay on-site by the exhibit manager.
Payments on-site can be made with a valid credit card or cash.
Invalid credit cards may result in removal of exhibitor.

BADGES:

- Four (4) Badges per Booth
- \$5.00 CASH ONLY for on-site badge requests (receipts provided)
- NO Credit Cards for Badges; ATM on-site.
- Badge changes accepted until December 20, 2011.
- Include company name, city & state.
- Send request for badge changes to the Exhibit Managers.

SCHOOLS AND COLLEGES:

- No students will be allowed to work a booth.
ONLY during Load-In, students may help set-up.
- Students must register as CMENC members.
Please encourage early enrollment in CMENC.
- No more than (4) faculty members per booth.
Additional faculty must register as FMEA members.
*All exceptions must be approved by the Exhibit Managers.

MUST READ – Notes & Policies for 2012

Includes statements directly from General Regulations in this packet

DEADLINES – Mark your calendars – PENALTIES

- Oct. 15 **Program Information Due to Bobbie Smith** – 4110 Tralee Rd., Tallahassee, FL 32309 or fax to (850) 907-9554
- Nov. 6 **Advertising Art Due to Val Anderson** – 402 Office Plaza, Tallahassee, FL 32301 or email at valanderson@flmusiced.org
- Nov. 15 **Final payments due. If postmarked after deadline - add \$50 to your final payment.**
New contracts continue to be accepted with credit card payment with no penalty. FMIC discounts are processed as refunds at the FMEA office.
- Nov. 15 **Cancellations must be received in writing by the deadline.**
Money will be refunded excluding the non-refundable \$100 deposit per booth.
Not meeting the deadline obligates you to pay full price.
- On-Site **Companies having received permission to pay on-site must pay with valid credit card or cash – No checks.**
- On-Site **Badges requested on-site are \$5 – Cash Only.**
ATM is available on-site. Changes will be accepted as late as Dec. 20 emailed to exhibits@fmeaexhibits.com or faxed to (850) 907-9554.

RULES AND REGULATIONS

Reserve booth space until March 1 to renew and retain your space or request a move. The packet will go on the website and all booths not reserved will be available to anyone who contracts.

See the Exhibitor Hotel Reservation Form for 2012 in this packet. You will receive the FMEA rate if you use this form immediately. Send this form directly to the Westin Harbour Island Hotel! If you wish not to stay at this hotel, the Hotel List will be available in August on the website (www.flmusiced.org). Any exhibitor making reservations without this form or at a hotel before the block opens in September WILL NOT receive the contracted FMEA rate.

One representative in the booth at all times. You must wear your own badge or you may be denied entrance to the Exhibit Hall.

Packing up and/or leaving early without permission will result in a one-year suspension of the representative and/or company from the FMEA conference.

Decorator website is www.bredeallied.com. Order carpet, additional chairs, furniture, etc. from them. Password "fmeafm" to access forms and shipping information.
Frank Minish or Amy Palmer at (407) 851-0261.

Order electric, phone and computer lines from Tampa Convention Center (813) 274-8611 or online at www.tampagov.net/TCC. ***If you plug it in you pay for it!***
Ralph Campbell (813) 274-7760.

No displays or soliciting outside the Exhibit Hall, including hotels being used by FMEA for this conference.



**EXHIBITOR HOTEL RESERVATION FORM
FOR 2012 CONFERENCE**

THIS FORM MUST BE SENT TO THE HOTEL

**Attention: Claudio Nallar
Fax No.: (813) 229-5022**

Exhibitors will be housed at the Westin Harbour Island Hotel during the 2012 Conference. In order to reserve a room(s) for your company, the below room reservation information must be **completed and credit card information provided.**

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Dates of Stay: _____

- Room Preference:
- Single
 - Double
 - ADA Room
 - Non-Smoking
 - Smoking

The below room reservation information must be **completed and credit card information provided:**

Please make the following reservations for me using the below credit card:

Credit Card #: _____ Type: _____

Expiration Date: _____ Billing Zip Code of Card: _____

Signature

Date

Florida Music Educators' Association

www.flmusiced.org

EXHIBIT CONTRACT

DEADLINE FOR RECEIPT BY FMEA - November 15, 2011

Annual In-Service Clinic-Conference

January 11, 12, 13, 14, 2012

Federal Identification # 59-0791022

Firm Name: _____
 Contact Person: _____ Title: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____ Country: _____ (if not USA)
 Phone: _____ Ext. _____ Fax: _____ Cell _____
 E-mail: _____

I, the undersigned, hereby make application for exhibit space as indicated below. **I have read and understand that the General Regulations for Exhibitors and the instructions included in the exhibit packet are a part of this contract and agree to abide by them. A non-refundable deposit of \$100.00 is required for each booth; we agree to pay the balance of the booth(s) rental price on or before November 15 (postmarked). There is a penalty of \$50 after that deadline. Cancellations must be received in writing by November 15 or company is obligated to pay full price for the booth(s). Cancellations made by the deadline may receive refund excluding the deposit.**

Display setup will not be permitted unless all exhibit fees are paid.

PLEASE PRINT OR TYPE

Number of booth(s) desired: _____ Preferred location: 1st _____ 2nd _____ 3rd _____
 (Check website www.flmusiced.org for availability of booths you prefer.)

Conference Program Listing: Please furnish a legible description of your product(s) or service(s) for listing in the Convention Program. Copy must be **limited to 25 words**, restricted to brief statements of fact without self-serving proclamation of unproven sales and quality leadership. FMEA reserves the right to edit program copy. Incomplete or unreadable copy will be omitted from program.

May use the Program Information Sheet instead.

FOR FMEA USE		Booth # _____	Booth Price _____
Date Dep. Rec'd _____	Dep. Amt. _____	Chk - CC# _____	Bal. Due _____
Date Bal Rec'd _____	Bal Amt. _____	Chk - CC# _____	Pd. In Full _____
Date Full Pay _____	Amt. Full Pay _____	Chk - CC# _____	
Penalty Pd. _____	Badges Pd. _____		

Indemnifying Clause: Exhibitor agrees to protect, save and keep the Florida Music Educators' Association and the City of Tampa Department of Convention Facilities and the official service contractors forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the City of Tampa Department of Convention Facilities and the Florida Music Educators' Association regarding the exhibition premises; and further exhibitors shall at all times protect, indemnify, save, and keep harmless the Florida Music Educators' Association and the City of Tampa Department of Convention Facilities against and from any and all loss, cost damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees, and business invitees, which arises from or out of or by reason of said exhibitors occupancy and use of the exhibition premises or a part thereof; and further exhibitor agrees to the statement of responsibility for liability and insurance in the General Regulations For Exhibitors.

Authorizing Signature: _____ Date: _____

Name: _____ Title: _____
 (please print) (please print)

MAKE CHECK PAYABLE TO:
 Florida Music Educators' Association
MAIL TO:
 Bobbie & Byron Smith
 4110 Tralee Rd, Tallahassee, FL 32309 (USA)
 Telephone: (850) 893-3606 Fax: (850) 907-9554
exhibits@fmeaexhibits.com
 For more conference information, go to: www.flmusiced.org

MC _____ Visa _____ AMEX _____ Discover _____ **EXP DATE** _____
 CC# _____
 Cardholder Name _____
 (PRINT)
 Billing Zip Code _____ State _____ **AMT CHGD** _____
 Signature _____

Firm Name: _____

City: _____ State: _____

Person Requesting Badges: _____ Phone: _____

Booth Number(s): _____ Cell _____

Enclosed is our check in the amount of \$ _____ for exhibit space at the 2012 FMEA Clinic/Conference.

Payment of the balance due for all booths must be received by November 15, 2011. **One invoice will be sent in October for the balance due; please send your remittance by this date, or add \$50 to your payment.**

BADGE IMPRINT INFORMATION

NOTE: We will issue 4 badges per booth. If you want your badges made up in advance, please print the names, as you want them to appear on the badge. Please check Exhibitor Registration section in General Rules and Regulations.

There will be a charge of \$5 - **CASH ONLY** per badge for all new badges at the Conference. Credit cards will not be accepted. ATM is available. Additional badge requests must be accompanied by proof of registration at the 2012 conference. All badges must be worn only by the person to whom assigned.

NOTE TO COLLEGES AND UNIVERSITIES: Undergraduate students must attend the FMEA conference as members of FCMENC. Faculty and staff should be assigned to man your booth, ONLY 4 per booth. Faculty not manning the booth shall register as members of FMEA, not exhibitors.

NAMES: (Please print names legibly so that someone unfamiliar with the names can be produced correctly)

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

MAIL TO:

Bobbie and Byron Smith
FMEA Exhibits Managers
4110 Tralee Rd.
Tallahassee, FL 32309
Telephone: (850) 893-3606 Fax: (850) 907-9554
exhibits@fmeaexhibits.com

For more conference information, go to www.flmusiced.org

FMEA 2012 Convention Program Information

**ABSOLUTE DEADLINE in Exhibit Manager's possession - October 15
(Mark your calendar)**

Send to: Bobbie Smith
4110 Trade Rd., Tallahassee, FL 32309
Telephone: (850) 893-3606 Fax: (850) 907-9554
exhibits@fmeaexhibits.com

(From the 2012 Conference Contract)

Conference Program Listing: Please furnish a legible description of your product(s) or services(s) for listing in the Convention Program. Copy must be limited to 25 words, restricted to brief statements of fact without self-serving proclamation of unproven sales and quality leadership. FMEA reserves the right to edit program copy. Incomplete or unreadable copy will be omitted from program. If returning companies do not send information by the deadline, FMEA will use last year's description.

Company Name _____

Booth Number(s) _____

Florida Music Educators' Association

GENERAL REGULATIONS FOR EXHIBITORS January 2012 Annual In-Service Clinic-Conference

APPLICATION FOR SPACE

Applications will be made in writing on the contract form provided and must be accompanied by a **non-refundable deposit** of \$100.00 for each booth ordered. **The final balance for all booths must be received by November 15, 2011. Exhibitors will be billed for the balance; please send your remittance by this date or add \$50 to your payment.** Applications submitted after November 15, 2011 must be accompanied by PAYMENT IN FULL and will be considered on a space available basis. **No exhibitor will be allowed to set up until all fees have been paid in full.** Make checks payable to FLORIDA MUSIC EDUCATORS' ASSOCIATION. No applications will be accepted after December 15, 2011 without credit card payment. If a credit card is not accepted, the exhibitor may not attend the conference without bringing cash payment or money order.

FMEA reserves the right of acceptance of all applications. Vendors failing to maintain valid contact information (mailing address and phone number) will be denied an application and/or space for exhibition.

ASSIGNMENT OF SPACE

All exhibit space is sold on a first-come, first-served basis. Initial reservations may be made by telephone but **must be followed with a properly executed Exhibit Contract and the above noted deposit within ten (10) working days** or the booth will be placed back on the "space available" list. A properly executed Exhibit Contract must accompany the deposit or full payment.

CANCELLATIONS

All cancellations must be made in writing to the FMEA Exhibit Managers exhibits@fmeaexhibits.com. If notification is received on or before November 15, 2011 **all monies, excluding the non-refundable deposit of \$100.00 per booth, will be refunded. Cancellations received after November 15, 2011 will obligate the exhibitor to full payment of the booth cost and forfeiture of all monies paid.** **Failure to occupy booth space in no way releases the exhibitor from obligation to pay for full cost of booth(s) rental.** In the event of flood, fire, strikes, riots, civil commotion, or other uncontrollable circumstances, which would render the exhibit area unfit or unavailable for use within 5 days prior to the opening date of the exhibits, 50% of the money paid, less the non-refundable deposit of \$100.00 per booth, will be refunded.

EXHIBITOR HOUSING

EXHIBITORS WILL BE RESPONSIBLE FOR THEIR OWN HOUSING. There is a Hotel Reservation Form in the Packet Materials which allows the FMEA rate. Send the form directly to the Westin Harbour Island Hotel for reservations now. An official list of all cooperating hotels will be available on the web-site www.flmusiced.org in September.

EXHIBITS SCHEDULE

The exhibit floor will be opened to Exhibitors at least one-half hour prior to the official opening for conference registrants. The Exhibits schedule is as follows:

Thursday, January 12	--	12:30 p.m. - 6:00 p.m.
Friday, January 13	--	10:30 a.m. - 6:30 p.m.
Saturday, January 15	--	9:00 a.m. - 1:00 p.m.

One representative must be present in the booth at all times. All exhibitors are required to keep their exhibits open until Saturday, January 14 at 1:00 P.M. Permission to leave or close early must be approved by the Exhibits Manager. Failure to abide by this ruling will result in a one-year suspension of exhibitor and/or company from the FMEA Clinic/Conference Exhibits.

EXHIBITOR REGISTRATION

All **official** representatives of exhibitors must register for the FMEA Conference on the form provided.

Each exhibitor will be issued four badges per booth. Additional badges for official representatives of the exhibitor's firm may be purchased at a cost of \$5.00 each. Badges are required for admission to all FMEA sessions and are **not** transferable. **Exhibitors may not secure badges for music educators who should be registered at the FMEA registration desk.** This includes authors, clinicians, et al, who may be identified with a specific firm, **but are not attending the conference as members of the firm's staff.** Colleges may not use undergraduates to man their booths. College students must register as CMENC members.

INSTALLATION AND DISMANTLING

Installation will be from 8:00 a.m. to 6:00 p.m. on Wednesday, January 11 and 8:00 a.m. to 12:00 p.m. on Thursday, January 12. The exhibitor expressly agrees not to dismantle his exhibit nor do any packing before the stated closing time of the exhibit schedule. Goods must be crated and placed for shipment immediately following the close of exhibits at 1:00 p.m. on Saturday, January 14. FMEA is not responsible for exhibitor's display items or materials left unattended while loading.

BOOTH SIZE, EQUIPMENT AND SERVICE

Each booth is 10' wide by 10' deep. Each booth is equipped with one 8' draped table, drapery dividers, 2 chairs and a company sign. The exhibit aisles will be carpeted, and the hall is well lighted. Other services customarily required by exhibitors will be available through the decorator at prevailing rates. Endcaps may not block booths behind them with displays wider than 10' center drape.

After we have received your Contract for Exhibit Space, you may place orders for booth carpet, extra tables and furniture rental, signs, labor, and booth clean-up with Brede Exposition Services. **All orders must be placed online at www.bredeallied.com, password [fmeafm](http://www.bredeallied.com).** Call (407) 851-0261 for further information. **Electric, phone and computer lines** should be ordered from Tampa Convention Center (813) 274-8511.

RESTRICTIONS ON THE USE OF SPACE

All demonstrations or sales activities must be confined to the limits of the exhibit booth. No exhibitor shall reassign, sublet or share his allotted space without the knowledge and consent of the FMEA Exhibits Manager. **No exhibitor shall obtain exhibit space anywhere outside the exhibit area, including hotels in the area.** No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. No exhibitor is permitted to show goods other than those manufactured or dealt in by him in the regular course of business. No literature may be distributed outside the exhibit area or showcase room(s). No alcoholic beverages are permitted in the exhibit area.

The management reserves the right to censure any exhibitor whose exhibit(s), for any reason(s), is objectionable, and also to prohibit or evict any exhibitor and/or his employee(s) whose conduct is, in the opinion of the management, objectionable to, or is detracting from the general character of the exhibits as a whole. Unless the exhibitor and/or his employee(s) immediately rectifies the problem at the request of the FMEA Exhibits Manager or Executive Director, they shall be required to dismantle their exhibit and immediately leave the premises. In that event, the exhibitor and company represented shall be reviewed by the FMEA Executive Board before being permitted to exhibit again.

The level of sound producing materials shall be kept low enough so as not to be objectionable in the sole judgment of the FMEA Exhibits Manager. In the event of such restriction (or eviction), the management is not liable for any refunds of rentals or other expenses.

The Tampa Convention Center's contract with the in-house concessionaire states that no food or drink may be given away, however, fund raisers who deal in food items are permitted to give small bites as samples (**See "Sampling/Cooking Guide"**). **No coffee pots or hospitality items are allowed unless contracted through Food Service at the Convention Center.**

SALES PERMITTED

Selling and taking orders are permitted on the exhibit floor subject to the Guidelines and Restrictions For Sales By Exhibitors. Exhibitors are individually responsible for obtaining at their own expense the necessary licenses and/or registering with the State of Florida for the collection and payment of sales tax.

GUIDELINES FOR SALES BY EXHIBITORS

1. Exhibitors selling items from their booths on the exhibit floor should make sure items are:
 - a. Musically oriented or otherwise related to school music and music education or offered as services to music educators.
 - b. Regularly sold in their stores if they are retailers;
 - c. Displayed along with their other lines of musical merchandise, i.e., instruments, supplies and accessories, sheet music;
 - d. In good taste, keeping in mind that we are first and foremost a music education organization, and that you as an exhibitor will in many instances be dealing with young people.

2. Boutiques

These items will be permitted to be sold providing the seller meets the requirements of a-b-c & d above. Finally if you are a wholesaler, or a supplier of these items to retailers in the Tampa Bay area who may be an exhibitor at this conference, you must ask yourself if you are following ethical business practices in competing with your own customer.

3. Wearing Apparel

T-shirts, clothing and pins may not display the FMEA logo or words containing "FMEA or "All-State" unless prior written permission is obtained from FMEA. **FMEA All-State T-Shirts** may **only** be sold by the FCMENC organization as a fund raising venture.

FIRE REGULATIONS

No storage of empty crates or cartons is permitted in the exhibit area. No combustible decoration material shall be used at any time. All cloth decorations must be flame-proof. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, oxygen, etc. are not permitted without permission from the Convention Center, Tampa Bureau of Fire Protection and the FMEA Exhibits Manager. Exits, fire stations, and fire extinguisher equipment must not be obstructed. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, unless the exhibitor immediately corrects the problem. Buses may incur additional charges as a result of safety requirements of the Convention Center.

CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

SECURITY

FMEA will provide security personnel whenever exhibits are open. However, the exhibitor is solely responsible for his own exhibit material and should insure against loss or damage. All property of an exhibitor is understood to remain in his care, custody and control in transit to or from or within the confines of the exhibit hall. It is strongly recommended that all small items be removed from exhibit tables or display areas and placed out of sight when the exhibits are closed. To achieve maximum security, all exhibitors must close their exhibits promptly and vacate the exhibit hall at closing time each day so the hall may be locked.

LIABILITY AND INSURANCE

Neither FMEA, the Tampa Convention Center, the exhibition decorators, nor any of their officers, agents or representatives will be responsible for any injury, loss, or damage that may occur to the exhibitor or to the property from theft, damage by fire, accident, or any other causes whatever, but will use reasonable care to protect the exhibitors from such loss. The exhibitor, upon signing the exhibit contract, expressly releases the aforementioned from any and all claims from such loss, damage or injury. Exhibitors wishing to insure their goods must do so at their own expense.

REGULATIONS AND CONTRACT

These rules and regulations become a part of the contract between the exhibitor and the Florida Music Educators' Association, Inc. They have been formulated for the best interests of the exhibitors. The management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the management.

The Exhibit Contract shall be governed by and construed in accordance with the Laws of the State of Florida and all action for enforcement, construction modification, termination, or otherwise shall be filed in the courts thereof.



OPPORTUNITES FOR SPONSORSHIP

Listed below are special events that will be occurring during the 2012 Conference. If your company is interested in being a sponsor for any events listed below, please check the event you would like to sponsor and mail to the address shown below. Sponsoring companies receive recognition in the Conference Program and at the event.

AWARDS BREAKFAST

The breakfast honors administrators, teachers, school projects and schools that have demonstrated ardent support and encouragement in various school music programs in Florida schools. The categories are as follows: Twenty-five Year Service Awards; Innovative Program Award; Music Enrollment Awards; Music Educators of the Year; Administrator of the Year for Music Education; Leadership Award for Music Education; FMEA Hall of Fame Award. A sponsor will have an opportunity to speak briefly at the event and corporate advertising may be used in the program for this event.

PRESIDENT’S RECEPTION

A reception held following the final Friday evening concert for All-State conductors, County Supervisors of Music, Keynote speakers, special guest presenters, FMEA component association presidents and executive directors, FMEA committee chairs, and other honored guests of FMEA. This is an opportunity for any sponsor who wishes to interact with the mover and shakers of the Florida music education community.

ALL-STATE CONCERTS

All-State concerts are an essential part of the FMEA Annual Clinic-Conference and take place in the Marriott Waterside Hotel, the Tampa Convention Center and the Tampa Bay Performing Arts Center with opportunities for the highlighting of prominent sponsors. Sponsor advertising may be included in printed souvenir programs and the corporate logo may be prominently displayed at the performance.

BOARD OF DIRECTORS PLANNING LUNCHEON

The meal function which concludes the January meeting of the FMEA Board, held in the convention center on the Wednesday preceding the start of the annual clinic-conference. Sponsors of this event may wish to be introduced and speak briefly to the FMEA Board of Directors.

MUSIC SUPERVISION RECEPTION

A reception held following the division meeting of the Florida Music Supervision Association members and county district buyers. Sponsors of this event will have ample opportunity to interact with decision makers of Florida.

Company Name: _____

Contact Person: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ **Fax:** _____

Email: _____

RETURN TO:

Val Anderson – Director of Operations
Florida Music Educators’ Association
402 Office Plaza Drive * Tallahassee, Florida 32301
Telephone: (800) 301-3632 * Fax: (850) 942-1793
Email: valanderson@flmusiced.org



Dear Friend of Music Education:

As we continue to move forward the profession of music education in Florida, we invite you to consider advertising in the *Florida Music Director (FMD)*, the professional journal of Florida Music Educators' Association (FMEA).

Despite budget concerns, music education programs remain vital and an essential academic component of the Florida curriculum. FMEA can market your services, instruments, sheet music, and other essential elements for music programs. The FMD should be considered as your advertising budget is planned. Please examine the enclosed advertising rates and schedule and let us know how we can service your company.

We encourage you to continue your involvement in music education in Florida by sharing your programs, workshops, professional development opportunities, services, and activities with our membership by advertising in the *Florida Music Director* magazine.

We look forward to hearing from you soon.

Regards,

Kathleen D. Sanz, Ph.D.

Florida Music Director
Vol. 65: August 2011 - 2012

Schedule

AUGUST

Back to school issue

Deadline: June 10, 2011

New ideas and products. This issue focuses on developments in the profession that have occurred over the summer, and upcoming events for the school year.

SEPTEMBER (Digital issue)

Focus on the Classroom/Fall Workshops

Deadline: July 10, 2011

Best practices, trends and hot topics for classroom teachers at all levels in music education. Previews of Florida College Music Educators' Association (FCMEA) and Florida Music Supervision Association (FMSA) workshops.

OCTOBER (Digital issue)

Introduction to Clinic-Conference and All-State Conductors **Deadline: August 10, 2011**

NOVEMBER

Conference Overview

Deadline: September 10, 2011

General overview of conference highlights and selected sessions; additional introductions of All-State Concert conductors.

DECEMBER

Pre-Conference Issue

Deadline: October 9, 2011

Session descriptions, clinicians and introduction of General Session speakers are featured. **Advertisers please note: This is not the Conference Program.** It is a mailed issue of the Florida Music Director.

JANUARY

The Florida Music Director is not published in the month of January. A special Conference Program is distributed on-site at the Annual Conference. For more information, please refer to separate section on Conference Program advertising.

FEBRUARY/MARCH (Digital issue)

Instrumental Issue

Deadline: January 15, 2012

A combined issue that focuses on varied aspects of band and orchestral programs. Also includes a wrap-up of conference photos and articles.

APRIL (Digital issue)

Elementary Music Education

Deadline: February 15, 2012

Elementary (K-5) focus and noteworthy music educators, as well as continuation of feature articles on timely topics.

MAY

Summer Education Issue

Deadline: March 10, 2012

Focus on summer programs offered by Florida Music Educators' Association, Florida Bandmasters Association, Florida Elementary Music Educators' Association, Florida Vocal Association and Florida Orchestra Association.

Advertising Rates

Rates are effective through May 2012

Print advertising rates:

Color	Per Insertion	With Discount
Back Cover:	\$1125	1012
Inside Covers:	\$880	792
Full Page:	\$700	630
½ Page:	\$500	450

Black & White

Full Page:	\$450	405
2/3 Page:	\$395	355
½ Page:	\$325	292
1/3 Page:	\$300	270
¼ Page:	\$275	247

Digital Advertising rates (all color)

Full Page:	\$450	405
½ Page	\$325	292
1/3 Page	\$300	270
¼ Page	\$275	247

Rates: ALL RATES ARE PER INSERTION

A 10% discount is applied to all clients purchasing four or more ads half-page or larger in a publishing year (August-May). Discount is not applicable with the [January Conference Program](#).

Digital issues will be produced in full color and advertising may contain links and A/V clips as desired. The link to the digital issues is emailed to all FMEA members and the digital issues are available to members via the FMEA website. Portions of the issue are available to the general public.

Frequency discounts are available only to advertisers who submit an FMD [Insertion Order](#) showing all months in which they will advertise. Advertisers who order month-to-month without an FMD Insertion Order will be charged the per insertion rate. See [Policies](#)

Possible Additional Costs:

1. Cost of Express Mail to recipient.
2. Costs to scan camera ready or hard copy of ad to digital if not supplied in digital format.
3. Cost to conform electronic files to a compatible printable format.
4. Costs and specifications for special inserts to the magazine are available upon request.
5. Color and Black and White 4-page center insertions are available at the discounted price per page.


Rates are based on submission of electronic standard industry media that conforms to FMEA specifications (See Production Notes). Costs to rework the ad as necessary to fit the reserved space is \$100 per hour. To avoid any possible dissatisfaction, please prepare all ads to the exact dimensions specified following the guidelines in the "Acceptable Format" section in Production Notes.

June Hinckley Center for
Fine Arts Education
402 Office Plaza
Tallahassee, Florida 32301-2757
www.flmusiced.org


Florida Music Director

The Official Publication of the Florida Music Educators Association
Special Supplement Advertising
Insertion Order and Advertising Agreement

850-878-6844
800-301-3632
fax: 850-942-1793
sales@flmusiced.org

the 

CONFERENCE PROGRAM

for the Florida Music Educators' Association
2012 In-Service Clinic-Conference and All-state Concerts
"Uniting Music Education: Building Relationships"
JANUARY 11-14, 2012 

Exhibitors may use ads to direct people to booth locations at the convention center

Space is limited. Please reserve your spot early.

DOUBLE YOUR EXPOSURE by advertising in the 2012 In-Service Clinic-Conference and All-State Concerts Program viewed by over **8,000** conference attendees! The program is referred to throughout the 4-day in-service clinic-conference and includes the complete 2012 FMEA In-Service Clinic-Conference schedule; biographies of clinicians and presenters, the 2012 FMEA award winners, and complete information on exhibitors and exhibit hours.

Largest State In-Service Clinic-Conference East of the Mississippi

PLEASE TYPE OR PRINT CLEARLY. UNREADABLE FORMS WILL BE RETURNED. GOVERNMENT AND SCHOOL ORDERS ARE NOT ACCEPTABLE WITHOUT A PURCHASE ORDER NUMBER RECORDED ON THIS FORM.

Company Name _____ Date _____

Agency Name _____ Account Rep _____
IF APPLICABLE

Authorized Contact _____ Title _____

Invoice Attention to: _____ Address _____

City _____ State _____ Zip _____ Phone () _____ Fax () _____

e-mail address _____ P.O. number _____

All Insertion Orders and Ad material must be received at the FMD office no later than: Friday, November 11, 2011

THE FOLLOWING ADVERTISEMENT INSERTION PACKAGE IS HEREBY ORDERED:

COLOR Ad Size	Price per insertion	Exhibitor's Discount
<input type="radio"/> Back Cover	N/A	\$1,125
<input type="radio"/> Inside Covers (front and back)	\$1,150	\$950
<input type="radio"/> Full Page	\$950	\$750
<input type="radio"/> 1/2 Page	\$650	\$550

About the Advertisement:
 Run existing ad from magazine
 New artwork to be supplied by deadline date
Orientation:
 Horiz. Vertical Square
Color: All color will be reproduced using four-color process. Advertisers may indicate a specific PMS color to be matched with four-color process.
 PMS# Match

BLACK & WHITE Ad Size	Price per insertion	Exhibitor's Discount
<input type="radio"/> Full Page	\$699	\$499
<input type="radio"/> 1/2 Page	\$599	\$399

Advertisement Supplied:
 E-mail - File Format _____
 All submissions must conform to specifications outlined at www.flmusiced.org/fmd/production_notes.html. Preferred ad formats are: composite High Resolution PDF, Tiff (Photoshop document) or EPS with all fonts outlined.

Credit Card Payments:
 (Billed upon receipt of this insertion order).
 MC VISA AMEX DISCOVER
 BILLING ZIPCODE OF CARD HOLDER: _____
 CREDIT CARD NUMBER: _____
 EXP. DATE: _____
 CARDHOLDER NAME (PLEASE PRINT): _____
 SIGNATURE: _____

This contract is accepted this _____(day) of _____(month), 20____, by:
 CLIENT'S AUTHORIZED SIGNATURE _____
 ACCOUNT EXECUTIVE SIGNATURE _____
 SIGNER'S NAME (PLEASE PRINT) _____
 TITLE _____

Financial Agreement: All one-time advertisers must submit payment in full upon acceptance of this agreement.
 Check Enclosed Bill Advertiser Bill Agency

ALL RATES ARE NET. AGENCIES RESPONSIBLE FOR PAYMENT MUST ALSO AGREE TO THE TERMS STATED ABOVE.