

# THE VIOLIN SOCIETY OF AMERICA'S 49<sup>TH</sup> ANNUAL CONVENTION



**THE  
VIOLIN  
SOCIETY  
OF AMERICA**

## SPONSOR AND VENDOR PROSPECTUS



# 2023 VSA CONVENTION SPONSORSHIP INFORMATION

## EXCLUSIVE OPPORTUNITIES

### OPENING RECEPTION SPONSOR - \$5,000

#### Recognition includes:

- Branded Signage at Opening Reception
- Acknowledgment of Sponsorship at Opening Reception, opportunity for Remarks
- Opportunity to provide materials for 2023 Convention Packet
- One Free Table in the Vendor Room (*if desired*) with 2 Complimentary Badges
- Complimentary Full-page ad in Program Book
- Recognition as the Opening Reception Sponsor on Sponsor signage and Program Book
- Complimentary ad and acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Receptions

### CLOSING RECEPTION SPONSOR

**EXCLUSIVE SPONSORSHIP - \$5,000;**

**JOINT SPONSORSHIP - \$2,500**

#### Recognition includes:

- Branded Signage at Closing Reception
- Acknowledgment of Sponsorship at Closing Reception, opportunity for Remarks
- Opportunity to provide materials for 2023 Convention Packet
- One Free Table in the Vendor Room (*if desired*) and 2 Complimentary Badges
- Complimentary Full-page ad in Program Book
- Recognition as the Closing Reception Sponsor on Sponsor signage and Program Book
- Complimentary ad and acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Reception

### COFFEE BREAK SPONSOR

**TWO OPPORTUNITIES - FRIDAY AND SATURDAY  
\$1,000 EACH**

#### Recognition includes:

- Branded Signage at Sponsored Break(s)
- Optional branded coffee sleeves
- One Free Table in the Vendor Room (*if desired*) and 2 Complimentary Badges (*Exclusive Sponsor Only*)
- Complimentary quarter-page ad in Program Book (*half-page included for Exclusive Sponsor*)
- Recognition as the Coffee Break Sponsor on Sponsor signage and Program Book
- Complimentary ad and acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Receptions

## CONVENTION BAG AND LANYARD SPONSOR

**PLEASE CONTACT THE VSA FOR MORE DETAILS.**

**(INFO@VSAWEB.ORG)**

#### Recognition includes:

- Branded Signage on Sponsored Item(s)
- One Free Table in the Vendor Room (*if desired*) and 2 Complimentary Badges (*Exclusive Sponsor Only*)
- Complimentary quarter-page ad in Program Book (*half-page included for Exclusive Sponsor*)
- Recognition as the Convention Bag and Lanyard Sponsor on Sponsor signage and Program Book
- Complimentary ad and acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Reception

## ADDITIONAL OPPORTUNITIES

### GOLD SPONSOR - \$2,000

#### Recognition includes:

- One Free Table in the Vendor Room (*if desired*) and 2 Complimentary Badges
- Complimentary half-page ad in Program Book
- Recognition as a Gold Sponsor on Sponsor signage and Program Book
- Complimentary ad and acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Receptions

### SILVER SPONSOR - \$1,000

#### Recognition includes:

- Complimentary quarter-page ad in Program Book
- Recognition as a Silver Sponsor on Sponsor signage and Program Book
- Complimentary ad and acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Receptions

### BRONZE SPONSOR - \$500

#### Recognition includes:

- Recognition as a Bronze Sponsor on Sponsor signage and Program Book
- Acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Receptions



**LINK TO SPONSORSHIP  
& REGISTRATION**

# 2023 VSA CONVENTION SPONSORSHIP INFORMATION

## ADDITIONAL OPPORTUNITIES

### 2023 CONVENTION PATRON – \$250

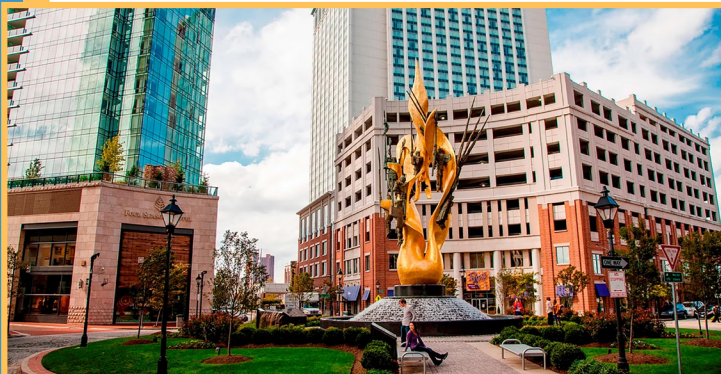
#### Recognition includes:

- Recognition at the Patron level on Sponsor signage and Program Book
- Acknowledgment on the vsaweb.org for 1 year
- Recognition from the Podium by The VSA President at Opening and Closing Receptions

### FRIEND – DONATIONS UP TO \$249

#### Recognition includes:

- Recognition at the Friend level on Sponsor signage and Program Book
- Acknowledgment on the vsaweb.org for 1 year



**LINK TO SPONSORSHIP  
& REGISTRATION**



# 2023 VSA CONVENTION VENDOR INFORMATION

## Location

**Marriott Baltimore Inner Harbor at  
Camden Yards**

110 South Eutaw Street  
Baltimore, MD 21201  
Phone: 410-962-0202



**The convention rate for sleeping rooms at the Marriott  
Baltimore is \$135 plus taxes and fees per night.**

The deadline for reserving rooms at the convention rate is October 25, 2023. After that date rooms will be at the prevailing rate depending on availability. On-site parking is \$19 per day. There are electric car charging stations. Complimentary standard service Wi-Fi in the lobby and common areas as well as guest rooms will be available. Hotel check in time is 4 PM and check out by 12 PM. The Marriott Baltimore is a non-smoking hotel.

To make room reservations at the convention rate of \$135 plus fees, visit <https://bit.ly/3t05kdO> or call **410-962-0202** and mention "The Violin Society of America."

## Space

This is a table top show. A 6-foot table will include two folding chairs per table, waste basket and vendor identification sign. Additional 6-foot tables may be purchased. One electrical outlet will be provided per table. We recommend that vendors bring extension cords and/or power strips to ensure that cords will reach. Vendors may also want to bring small lamps or other booth lighting since the room is not bright.

## Hours

Set up and Sign In

Wednesday, November 15, 1 PM – 9 PM only

## Vendor hours

Thursday, November 16, 9 AM – 5:30 PM

Friday, November 17, 9 AM – 5:30 PM

Saturday, November 18, 9 AM – 4:00 PM

## Strike

Saturday, November 18, 5:30 PM – 11:30 PM.

*(Leaving strike until Sunday is not an option.)*

The hours will vary slightly from day to day, a detailed schedule will be provided prior to the show.

## Special events

- Opening Reception: Wednesday, November 15, 6:00 PM
- Women's Lunch: Thursday, November 16, 12:00 PM
- New Instrument Exhibit Special Presentation:  
Friday, November 17, 4:00 PM
- Closing Reception: Saturday, November 18, 5:00 PM

## Vendor/Exhibitor Rates

First 6-foot table = \$395

Additional 6-foot tables = \$350

Additional Badges, \$80 each

**Attire:** Business casual

**Attendee List:** Vendors will NOT receive a pre-registration list in advance of the conference or a final attendee list after the show.

**Shipping:** Our vendor, Alliance, will create a vendor portal. On the left hand side of the portal, there will be a link for material handling. If vendors click on the link they will be able to obtain the information needed for all shipping requirements.

# 2023 VSA CONVENTION ADVERTISING INFORMATION

The Violin Society of America invites you to be an advertiser in the program book for its annual convention. Your advertisement will reach an important and influential audience of luthiers, suppliers, educators, hobbyists and their family members and guests.

## DEADLINES:

**RESERVATION with CAMERA-READY ART**  
October 15, 2023

**PUBLICATION**  
November 2023

## BILLING INFORMATION:

Payment is due with camera-ready art, payable online with MasterCard, Visa, AMEX, or Discover.

Alternately you can print your online issued invoice and by check or money order in U.S. funds to The VSA.

Rates are non-commissionable.

## PROGRAM BOOK ADS: DIMENSIONS & PRICES:

SIZE (W x H)

Back Cover (5.5" x 8.5" w/ 0.125 bleeds) .....	\$750
Inside Front Cover (5.5" x 8.5" w/ 0.125 bleeds) .....	\$600
Inside Back Cover (5.5" x 8.5" w/ 0.125 bleeds) .....	\$600
Full Page (5.5" x 8.5" w/ 0.125 bleeds) .....	\$475
Half Page (5.5" x 4.25" w/ 0.125 bleeds) .....	\$325
Quarter Page (2.75" x 4.25" .....	\$250

## ADDITIONAL INFORMATION:

All ads should be camera-ready.

Please be ready to upload your ad into the online form.

Ad files should be press version PDF file (preferred), or as a high resolution JPG or PNG file.

Advertisers will receive a copy of the convention program.

## BANNER ADS:

VSA 49th Annual Convention Event App Banner Ad - \$250

**Dimensions:** 335 (MAX) x 180 px

**Format:** PNG or JPEG

**Link:** You will be asked to provide a full URL of the desired web page starting with <http://>



**UPLOAD AD HERE**



**PLEASE DIRECT ALL ADVERTISING COPY AND INQUIRIES TO:**

**THE VIOLIN SOCIETY OF AMERICA**  
230 Washington Avenue Extension, Suite 101  
Albany, NY 12203  
518-313-0023  
[info@vsaweb.org](mailto:info@vsaweb.org)

# 2023 VENDOR GUIDELINES/REGULATIONS

**APPLICATION AND ASSIGNMENT OF SPACE** – Applications will be made in writing on the contract form provided and must be accompanied by payment in full. Table space assignments shall be made on a first come, first-served basis depending on availability and the vendor's space request is not guaranteed.

**CONTRACT FOR SPACE** – The application for space and the formal notice of assignment by The VSA constitutes a contract for the right to use the space allotted. In the event of fire, strike or other uncontrollable circumstances rendering the building unfit or unavailable to use, the contract shall not be binding.

**CONSTRUCTION** – All vendor displays must be arranged so as not to obstruct the view or interfere with other vendor displays.

**FIRE REGULATIONS** – To comply with local fire ordinance requirements, all decorative material must be flame resistant. Materials meeting these requirements are available to Vendors by the hotel. No volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any vendor hall space.

**RESTRICTIONS IN USE OF SPACE** – No vendor shall reassign, sublet or share his or her allotted space without the knowledge and consent of the VSA manager.

**CIRCULATION AND SOLICITATION** – Circulars or advertising matter of any description may be distributed only within the table(s) assigned to the vendor presenting such material. No vendor shall obtain vendor space anywhere outside the designated vendor area, and no firm or organization not assigned a vendor hall space will be permitted to solicit business within the vendor hall area.

**NO SUITCASING OR OUTBOARDING** – Suitcasing is the act by suppliers soliciting business in the trade show aisles or other public areas of the show or in another company's vendor area without having purchased a vendor hall space. This includes distributing literature or marketing materials of any kind on the trade show floor. Outboarding is the act of conducting meetings with conference participants off the show floor (in hotels, restaurants, parking lots and other venues) without having purchased table space at the show or securing advance permission of convention management. Please respect the vendors who support The VSA convention by investing significant time and money in the planning and execution of their exhibits.

**NOISE-MAKING VENDOR DISPLAYS** – Vendor displays that include the operation of musical instruments or audio equipment should be conducted or arranged so that the noise resulting from demonstrations will not unnecessarily disturb adjacent vendors and their patrons.

**INSURANCE & LIABILITY** – Vendors shall indemnify and hold harmless The Violin Society of America and Marriott Baltimore Inner Harbor at Camden Yards from all liability that might ensue from any cause whatsoever. The VSA does not guarantee Vendors against loss of any kind. Reasonable care should be exercised to protect all vendors. 24-hour security service will be maintained during the hours from move-in until move-out. Vendors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire damage, etc. The Vendor is responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, floors, etc., in such manner as to damage hotel property. All sales are to conform to the sales tax regulations of the state of Maryland and the Internal Revenue Service. The Violin Society of America assumes no responsibility for and shall not be liable in any respect relating thereto.

**RESTRICTIONS IN OPERATION OF VENDOR DISPLAYS** – Each vendor business must provide an attendant at their table during the operating hours. The VSA reserves the right to deny any vendor application, or restrict vendor displays that, because of noise, method of operation or any reason become objectionable, and may also prohibit or evict any vendor which, in the opinion of the management, detracts from the general character of the vendor hall as a whole. The reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the vendor hall. In the event of such restrictions, The VSA is not liable for any vendor expense.

**CANCELLATIONS** – Cancellation requests must be made in writing to the VSA office. The following fees will apply: A. If notification of cancellation of Vendor Space is received before October 20, 2023; Vendor will be refunded all payments minus a cancellation fee equal to 25% of the total Vendor Space Cost. B. If notification of cancellation of Vendor Space is received on or after October 25, 2023, no refund will be made and Vendor will be liable for 100% of the Vendor Space Cost, even if such Vendor Space is resold.

If you have any questions, please contact:

**THE VIOLIN SOCIETY OF AMERICA**  
230 Washington Avenue Extension, Suite 101  
Albany, NY 12203  
518-313-0023  
info@vsaweb.org



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# 2023 VSA CONVENTION VENDOR/EXHIBITOR LAYOUT



**LINK TO EXHIBITOR  
REGISTRATION**

You will have the opportunity to inform us of your 1st, 2nd, and 3rd choices when completing the online form. Table assignments will be made on a first-come, first-served basis. Assignments will depend on availability, and your choice is not guaranteed.

Click on the link to select your location

\*\*\*Layout subject to change. We cannot guarantee table assignments.

