

BECOME AN EXHIBITOR

Reach an international audience with innovative virtual experiences.

THE VIRTUAL EXHIBITOR EXPERIENCE

A commercial and educational presence.

With an innovative virtual platform, NCKP 2021: The Piano Conference will provide unique advantages for exhibitors. The NCKP 2021 virtual exhibitor experience is designed to include a wide range of opportunities and meaningful engagement with attendees across the entire conference platform, all built on the guiding principles of repeated visibility and person-to-person interaction. The Virtual Exhibit Hall will provide extensive access through the full main conference and two-week preconference. Additional innovations include a limited number of real-time showcases, participation in the NCKP video showroom, and opportunities to take part in the conference-wide game.

Exhibitor experiences can be leveraged to promote and share exciting resources, generate enthusiasm, and build community that extends beyond the conference experience. Various planning resources, a brainstorming session, and a platform training session are complimentary provided to all exhibitors to maximize the full advantages of the virtual exhibitor experience. Explore the packages to discover the full range of options available.

[Click here to order an exhibit booth package.](#)

[Click here to order a program book ad only.](#)

[Click here to order a commercial only.](#)

Questions? Contact us at
NCKPsales@francesclarkcenter.org



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EXHIBITOR OPPORTUNITIES

VIRTUAL EXHIBIT HALL BOOTHS
LIVE BROADCAST SHOWCASES
VIDEO SHOWROOM
GAME ACTIVITIES/PRIZES
PROGRAM/COUPON BOOK ADS

COMMERCIALS
SOCIAL WALL POSTS
CONFERENCE ADS
PUSH NOTIFICATIONS
PRECONFERENCE DAY SPONSORSHIPS

Virtual Exhibit Hall Booth

NCKP 2021's virtual exhibit hall booths are the backbone to the exhibitor experience. Below are the baseline features for exhibit hall booths:

- Customizable exhibit booth page (description, files, conference schedule, website/online store/social links)
 - Banner/logo on exhibitor listing page, prerecorded booth video or PDF
 - Live chat on exhibit booth page
- Intuitive lead-capture button for booth visitors
 - Exhibitors will receive contact information from interested attendees in real-time
 - Exhibitors will acquire a list of potential leads (with contact information) from this feature for use during and after the conference
- Hosted live video room with unlimited company representative access throughout the duration of the conference
 - Exhibitors provide video software hosting and link (Zoom recommended)
 - This link is embedded in a prominently displayed button on exhibitor's virtual exhibit booth page
 - Examples of potential use: staffed exhibit hall times, product demonstrations, special guests, exhibit booth showcases, representatives in multiple break out rooms for one-on-one or small group conversations
- Live for 17 days for interaction with attendees (13 preconference days and 4 main conference days)
- Designated live "Exhibit Hall" time in the full conference schedule
- Clickable logo placement on the virtual exhibit hall map
- Inclusion in searchable exhibit hall database
- Listed in program book



EXHIBITOR OPPORTUNITIES

(continued)

Video Room

Every exhibitor package includes the opportunity to host a live video room (Zoom recommended) that will be linked in a prominently displayed button on the exhibit booth page. Attendees will be able to drop in live to meet the staff, hear about products, etc. The exhibitor is responsible for hosting and staffing the room. Because it is self-hosted, the exhibitor can schedule as many staff members as desired. Exhibitors may also create a video booth schedule including available times and special guests, events, demonstrations, etc.



Social Wall

NCKP 2021 will have an in-conference social wall where attendees will mingle, share photos, ask questions, and more. Exhibitors can purchase sponsored wall posts to promote a variety of content, from product sales to showcase giveaways to special guests appearing in their virtual booth.

Game Prize

Exhibitors and Sponsors have the opportunity to donate a prize for the conference-wide game. Prizes will be listed and publicized as part of the game. There is no additional cost over the value of the item, except that donors must cover shipping and handling to prize winner.

Game Activities

NCKP 2021 will have a conference-wide game where attendees will compete for points to earn prizes by completing tasks, answering trivia questions, attending events, taking advantage of limited-time deals, and more. We invite exhibitors to participate in two ways: donating prizes for winners (free of charge, other than S&H) and submitting customized game codes (costs as outlined in the exhibitor package document). Exhibitors can use these codes to drive traffic to their booths, events, and materials (for example, exhibitors could hide answers to trivia questions within their handouts, showcases, or showroom listings to encourage attendees to read, watch, and attend while earning game points). Exhibitors will write the game question or prompt and NCKP staff will supply the exhibitor with the corresponding code for attendees to enter and receive points. Exhibitors will be responsible for distributing the code to attendees during the conference.

Possible activities:

- *Lead generation (attendees instructed to click the "I'm interested" button to receive a game code to enter for points, exhibitor supplies the code via email)*
- *Showcase traffic (trivia question answered in showcase, "I Spy"-style game in showcase, code displayed on final slide of showcase)*
- *Explore our Exhibitor Brainstorming Guide for more ideas.*

EXHIBITOR OPPORTUNITIES

(continued)

Coupon Book

The NCKP 2021 coupon book will be included in the print and digital conference program book. The coupon book will have a designated page, highlighted in the conference navigation bar. Coupons can include digital discount codes that attendees can use for online orders/giveaways or can encourage attendees to visit your virtual booth to learn more about a specific discount, etc.

Program Book Ad

Various sizes of ads are available to be included in the program book that will be (1) printed and mailed to all attendees and (2) presented in digital format with a designated tab on the conference navigation bar. [Find program book ad specifications and details here.](#)

Live Broadcast Showcase

Highest conference engagement activity. 50-minute LIVE demonstrations will be programmed during the main conference sessions, with full access to the chat box, questions and answers section, polls, and file sharing. Showcases can use a combination of live and pre-recorded content. For maximum engagement, we encourage exhibitors to utilize giveaways and game codes to enhance the showcase experience. There will be designated time in the conference schedule for showcases. Limited availability.



Commercials

Prime time opportunities to run commercials during the main conference program. Commercials will be sold in session blocks. During the three-day main conference, ads will appear in between every session during their randomly-assigned block. 15-second static slideshow ads, 15-second video ads, and 30-second video ads available. [Find video advertising details here.](#)

Push Notification

Because NCKP 2021 will be immersive across platforms, exhibitors have the opportunity to purchase push notifications that go directly to all attendees' mobile devices. Limited availability.

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EXHIBITOR OPPORTUNITIES

(continued)

Preconference Day Sponsorship

Each preconference day sponsorship includes a 90-second commercial shown at the opening of the day, a 15-second static slideshow ad aired between sessions, an inconference ad, logo placement in the conference banner, inclusion in every session description, and listing as preconference sponsor in the program book. Only one sponsorship available per preconference day.

Preconference Schedule

July 13 | Independent Music Teachers
July 14 | Teaching Adults
July 15 | Inclusive Teaching
July 16 | Young Musicians: Birth to Age 9
July 17 | Creative Music Making
July 19 | Teaching Education in Higher Ed
July 20 | Wellness
July 21 | Research
July 22 | Diversity
July 23 | Collaborative Performance
July 24 | Latin America and the Iberian Peninsula
July 26 | Career Development and Innovation
July 27 | Technology

In-Conference Advertisement

Exhibitor ads will have prime placement directly on the conference navigation bar.

Ads will rotate randomly and be hyperlinked to their respective exhibit booths.

In-conference ads will premiere during the main-conference days only.

[Click here to order an exhibit booth package.](#)

[Click here to order a program book ad only.](#)

[Click here to order a commercial only.](#)

All materials are due by [April 15th](#) at 5pm ET through a personal submission form sent by NCKP staff.



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PACKAGES & ADD-ONS

Find your package and start creating your strategy.

OPPORTUNITY	BRONZE	SILVER	GOLD
PRICE	\$499	\$549	\$1,199
AFTER APRIL 1	\$575	\$649	\$1,349
"I'm Interested" Lead Button	✓	✓	✓
Live Video Room Button	✓	✓	✓
Booth Description + Free Space	✓	✓	✓
Booth Program Schedule	✓	✓	✓
Booth PDFs	✓	✓	✓
Booth Weblinks	✓	✓	✓
NEW Booth Additions	Exhibit Page Logo + Booth PDF	Medium Exhibit Page Banner + Booth PDF	Medium Exhibit Page Banner + Booth Video
Program Book Ad	15% OFF	15% OFF	15% OFF
Game Prize	✓	✓	✓
Game Code	---	ONE	TWO
Showroom Video	---	ONE	ONE
Coupon Book Ad	---	ONE	ONE
Live Broadcast Showcase	---	---	ONE
Commercial	---	---	---
Social Wall Post	---	---	---
Conference Ad	---	---	---
Push Notification	---	---	---
Preconference Day Sponsorship	---	---	---

PACKAGES & ADD-ONS

(CONTINUED)

OPPORTUNITY	PLATINUM	AVAILABLE AS ADD-ON
PRICE	\$2,999	Individual pricing as seen below
AFTER APRIL 1	\$3,199	
"I'm Interested" Lead Button	✓	---
Live Video Room Button	✓	---
Booth Description + Free Space	✓	---
Booth Program Schedule	✓	---
Booth PDFs	✓	---
Booth Weblinks	✓	---
NEW Booth Additions	Large Exhibit Page Banner + Booth Video	---
Game Prize	✓	---
Game Code	THREE	\$79 Limit 5
Showroom Video	TWO	\$299 Limit 3
Program Book Ad	15% OFF	AS SEEN IN ORDER FORM
Coupon Book Ad	✓	\$99 Limit 3
Live Broadcast Showcase	✓	\$499 Limited availability
Commercial	ONE (15-second)	AS SEEN IN ORDER FORM
Social Wall Post	✓	\$149
Conference Ad	✓	\$199 Limit 3
Push Notification	✓	\$599 Limit 1
Preconference Day Sponsorship	---	\$2,000 EACH