



Conference & Stage Expo

MARCH 2 -5 ■ BALTIMORE, MD



EXHIBITOR & SPONSORSHIP PROSPECTUS

2022



THE COMPLETE STAGE EXPO



USITT is the leading association bringing together theatre and live entertainment design, management, and technology.

*Through our annual **Conference & Stage Expo***

we focus on connecting performing arts design and technology communities to ensure a vibrant dialogue among practitioners, educators, and students.

CONFERENCE DATES

MARCH 2 - 5, 2022

LOCATION

Baltimore Convention Center

Baltimore, MD

EXPO HOURS

THUR 3/3 | 11:00 AM - 6:00 PM

FRI 3/4 | 11:00 AM - 6:00 PM

SAT 3/5 | 9:30 AM - 2:00 PM

Your Audience is **Here**

Nowhere else will you find a show like USITT's Conference & Stage Expo! Based on past growth, our 62nd event will be bigger than ever, with even more educational sessions, exhibitors, *and attendees.*

Expo attendees include a wide range of professionals across the theatre and entertainment industry, from venue managers, designers, and business owners to students and educators. The diversity of experts and academics, combined with new and seasoned professionals from a broad variety of disciplines, cannot be found at any other event. That makes USITT's Stage Expo the ideal place for you to:

- Showcase your products and services to your target audience
- Reach organizations creating productions now
- Connect with decision-makers about your business
- Build relationships with the industry of today and tomorrow

We offer many unique options to promote your product and service at our event. Several are exclusive and limited, so we encourage you to secure these special opportunities now so you can benefit from the options that give your business the best visibility.

If you have any questions about our exhibitor and sponsorship options please don't hesitate to ask. Your success is our goal, and we can help you create an advertising package that best spotlights your brand and maximizes your marketing investment.

We look forward to working with you, and making our 2022 event extraordinary for both our attendees and your business.

Best regards,

Jody Harris

Jody Harris
Conference Planner - Event Sales & Service
(800) 938-7488 Ext. 114
jody@usitt.org

Lea Ann Quimby

Lea Ann Quimby
Office Administrator
(800)938-7488 Ext. 102
lquimby@usitt.org

About Expo Attendees

They Are the Decision-Makers of Today & Tomorrow

37% of USITT Conference & Stage Expo attendees are students and educators. Today's education leads to tomorrow's sales. Be the first to create mind-share with production managers, scenic designers, technical directors, and more.

They Are All-Inclusive, from Around the Globe

At USITT you reach an audience from a variety of locations and associations. Our attendees come from all 50 states, 26 countries, and multiple disciplines.

They Need Your Products & Services

51% of our attendees work on 1-10 productions

15% of our attendees work on 11-20 productions

13% of our attendees work on 21+ productions

They Are Partner Organizations

In addition to USITT members, many partner organizations convene at the USITT event annually. These organizations include:

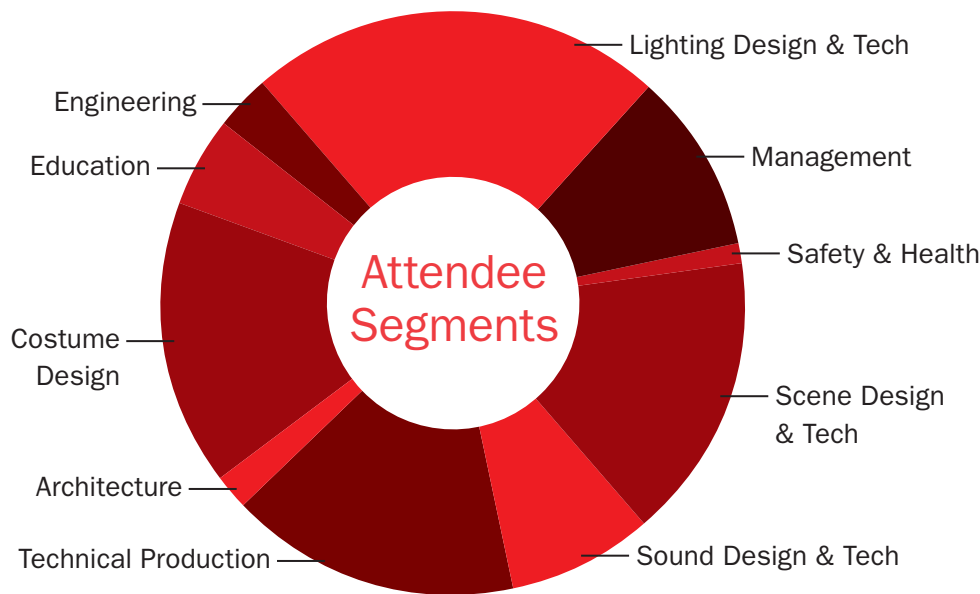
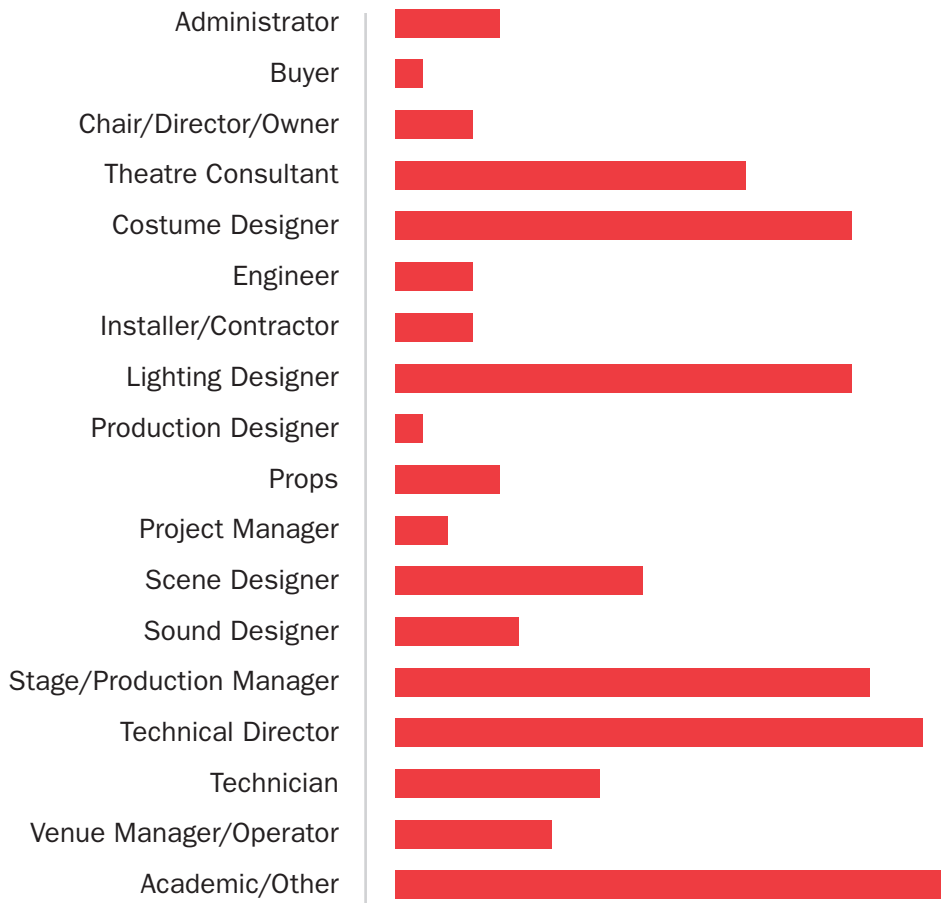
- American Institute of Architecture (AIA)
- American Society of Theatre Consultants (ASTC)
- Audio Engineering Society (AES)
- Entertainment Safety and Technology Association (ESTA)
- Event Safety Alliance (ESA)
- International Association of Venue Managers (IAVM)
- Live Design International (LDI)
- OperaAmerica
- Production Manager's Forum (PMF)
- Stage Managers Association (SMA)

ATTENDEE INTEREST

27% 3D PRINTING	15% POWER DISTRIBUTION
15% ACCESSORIES/COMPONENTS	11% PRESENTATION SYSTEMS
23% AUDIO-VISUAL & VIDEO EQUIPMENT	13% PRODUCTION STAFFING
19% BACKDROPS/DRAPERY	28% PROJECTION
17% COMMUNICATIONS SYSTEMS	22% RIGGING/STAGING/AUTOMATION
19% CONTROL SYSTEMS/EQUIPMENT	22% SAFETY EQUIPMENT & SUPPLIES
24% COSTUMES/MAKEUP/PROPS	24% SCENIC SUPPLIES
22% EDUCATIONAL OPPORTUNITIES	23% SOFTWARE
11% FLOORING	21% SOUND SYSTEMS & EQUIPMENT
21% FLYING EFFECTS	32% SPECIAL EFFECTS
19% LASER TECHNOLOGY	24% STAGE EQUIPMENT/TRUSSING
32% LIGHTING SYSTEMS & EQUIPMENT	16% TOURING EQUIPMENT
11% MEDIA SERVERS	

Attendee Professions

Our USITT Expo audience consists of professionals across the theatre and entertainment industry.



buying power

When you meet our expo audience you are connecting with **decision-makers.**

More than 70% of USITT attendees have buying power for their organizations:

23%
RECOMMEND

20%
AUTHORIZE

16%
INFLUENCE

15%
SPECIFY

Expo Exhibitor Rates

Dollar for dollar you won't find a better event for your marketing budget. Compared to other shows, USITT exhibiting costs are highly affordable and extremely high-value, especially for organizational members. To learn more about membership rates and benefits refer to the inside back cover.

Exhibitor Investments

Booth Spaces

\$18.69/sq. ft. Contributing Member

\$19.58/sq. ft. Sustaining Member

\$22.55/sq. ft. Supporting Member

\$33.55/sq. ft. Non-Member

Costume Pavilion

\$1210 Member

\$1595 Non-Member

Table Spaces – Commercial

\$1100 Member

\$1540 Non-Member

Table Spaces – Non-Commercial

\$880 Member

\$1320 Non-Member

Exhibit Space Inclusions

- Exhibit space on show floor
- Free online listing on usitt.org
- Exhibitor listing in printed and electronic promotional materials
- Unlimited free Expo Passes for your best prospects and clients
- Company listing in USITT Conference program/mobile app
- Unlimited sponsorship opportunities
- Exhibit Hall Badges for booth personnel:
 - (4) Full Conference and (4) Booth Staff Only Badges for each 100 sq. ft.
 - (2) Full Conference and (4) Booth Staff Only Badges for each table or pavilion space

Decorator Packages

With the assistance of Shepard Exposition Services, we offer turnkey booth solutions for those companies wishing to save time and shipping costs installing and dismantling their booth materials. A wide selection of options are available to present your company professionally.



2022 Exhibitor Floor Plan

For more details on the floor plan visit us online at usittshow.com.



USITT Membership Rates

Through membership you make us a better industry and a better organization. From academic institutions and students to product innovators and industry expert technicians, USITT members represent an extraordinary array of visionaries who are collectively shaping the future of entertainment production.

Organizational memberships are available to any company, school, or organization. Membership entitles organizations to participate in workshops and events at discounted rates, reach the membership of USITT at our live events, masterclasses, workshops and publications through sponsorship and display advertising, and find qualified candidates through JobsUSITT.

Contributing Membership: \$1250

USITT's Contributing Membership is the highest level of organizational membership. **Benefits include all those listed to the right, plus:**

- Opportunity to engage with USITT members as a USITT Webinar presenter
- Contributing Member plaque
- 2 free e-blasts per year to segmented USITT membership list
- 15% discount on all non-conference related sponsorships
- 15% discount on JobsUSITT ads
- 15% discount on all USITT advertising (TD&T, Conference program, digital ads)
- 15% discount on additional badges for Annual Conference & Stage Expo

Sustaining Membership: \$800

USITT's Sustaining Membership is a mid-level membership for organizations. **Benefits include all those listed to the right, plus:**

- Discounted e-blasts to segmented USITT membership list
- 10% discount on all non-conference related sponsorships
- 10% discount on JobsUSITT ads
- 10% discount on all USITT advertising (TD&T, Conference program, digital ads)
- 10% discount on additional badges for Annual Conference & Stage Expo

Supporting Membership: \$350

USITT's Supporting Membership is available to any company, school or organization. **Benefits include all those listed to the right, plus:**

- 5% discount on JobsUSITT ads
- 5% discount on all USITT advertising (TD&T, Conference program, digital ads)
- 5% discount on additional badges for Annual Conference & Stage Expo

Membership rates may increase at the discretion of the Institute.



Common Membership Benefits

All organizational members receive the following benefits:

- Discounted exhibit booth space (per square foot) at the USITT Conference & Stage Expo
- Priority consideration for booth space selection at Stage Expo
- Organization contact information listed in on-line directories (public and member-only)
- Free subscription to USITT digital and print publications
- Priority consideration for features in USITT Industry News
- Eligible to participate on USITT Committees and Commissions
- Voting privileges in USITT Board of Directors elections
- One-time free use of USITT member list for direct mail promotion via USPS

Listed to the left are all the additional benefits each level of membership provides.

To become a new organizational member enroll online or contact Jody Harris today.



FOR MEMBERSHIP ENROLLMENT CONTACT:

Jody Harrels | (800) 938-7488 Ext. 114 | Jody@usitt.org

usittshow.com

The Audience for Your Business.

MARCH 2 - 5, 2022 • BALTIMORE, MD

The logo for usitt, consisting of the word "usitt" in a white, lowercase, sans-serif font, centered within a solid red square.

Our **62nd Conference & Stage Expo** in Baltimore, MD

will be the first in-person event in two years! It's **the complete package**, connecting performing arts design and technology communities like no other event can.

And it's **the place to be** for reaching professionals across all segments of the entertainment industry, with **over 6000 attendees** in past years, from all 50 states and over 26 countries. The majority of these prospects are **decision-makers and influencers**,

the people you need to reach. Don't miss your opportunity to **showcase your product or service** to this exclusive audience by becoming an exhibitor or sponsor.

To secure your space or sponsorship opportunity contact **Jody Harris** today at **(800) 938-7488 Ext. 114** or **Jody@usitt.org**.

usittshow.com