

usitt

MEET USITT IN

St. LOUIS

MARCH 15-18, 2023



EXHIBITOR & SPONSORSHIP PROSPECTUS

2023



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 15 - 18, 2023

LOCATION

America's Center Convention Complex

St. Louis, MO

EXPO HOURS

THUR 3/16 | 11:00 AM - 6:00 PM
FRI 3/17 | 11:00 AM - 6:00 PM
SAT 3/18 | 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 63rd 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 2023 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
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Lea Ann Quimby

Lea Ann Quimby
Office Administrator
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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:

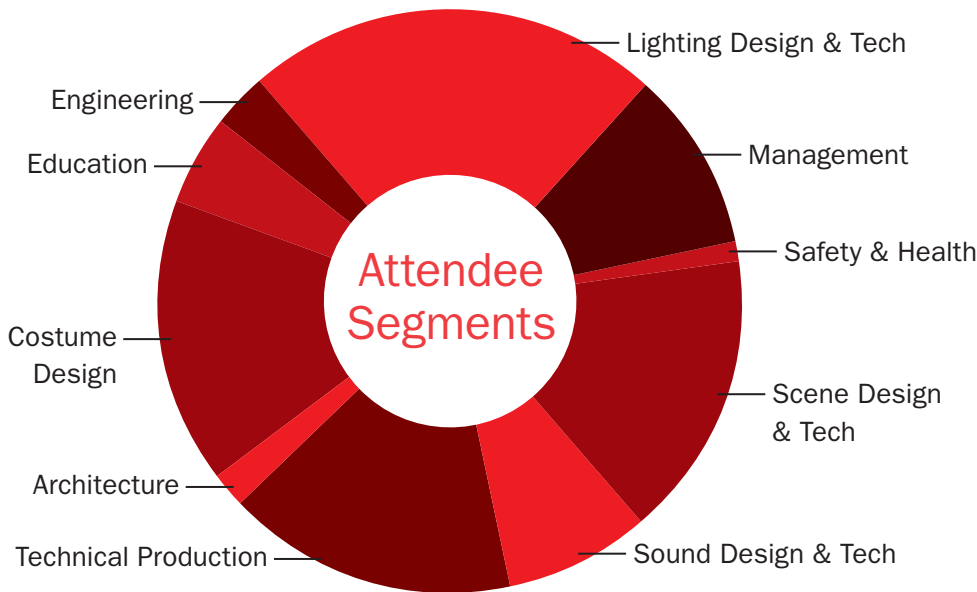
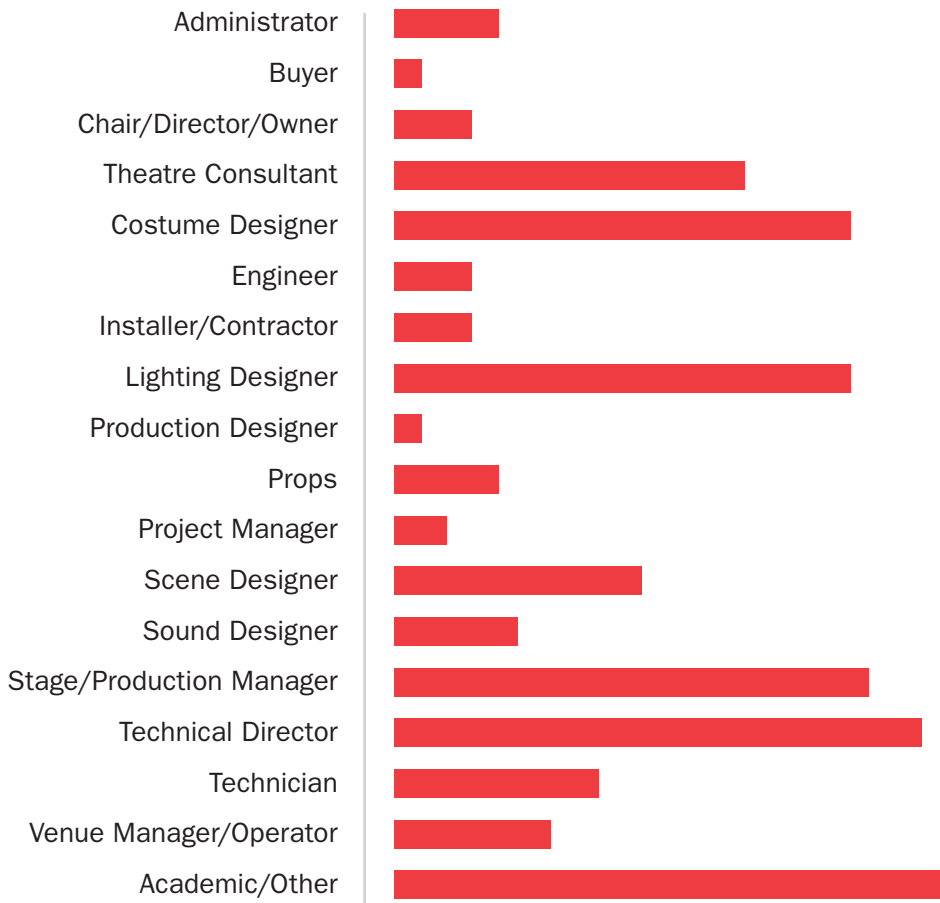
- American Institute of Architecture (AIA)
- American Society of Theatre Consultants (ASTC)
- Audio Engineering Society (AES)
- Entertainment Safety and Technology Association (ESTA)
- Event Safety Alliance (ESA)
- International Association of Venue Managers (IAVM)
- Live Design International (LDI)
- 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
 - 8' high back wall drape with 3' high sidewall drape
 - 7" x 44" cardstock identification sign
- Free online listing on usitt.org
- Online booth listing to include company description, category listing and URL link to exhibitor website
- Unlimited free Expo Passes for your best prospects and clients
- Company listing in USITT mobile app
- Unlimited sponsorship opportunities
- Free basic wireless internet *

Featured Benefits

- 8 full access badges per 10x10 booth space
- (1) exhibitor-led education session (space is limited and on a first-come, first-served basis - [Exhibitor - Call for Proposals](#))
- SMARTMATCH access to pre-show leads through registration list. Ability to send emails and appointment requests to attendees prior to show
- Access to JobsUSITT career center to post industry positions and recruit talent
- Complimentary Manufacturer Meet Up Breakfast (Friday)
- Complimentary Exhibitor Breakfast (Saturday)
- Invitation to all social networking events including Wednesday night Reception, Thursday night City Museum Reception and Saturday night Ball Park Village Meet Up.

Table Space & Costume Pavilion

- Inclusions and benefits referenced above
- 4 full access badges per table space
- 8' high back wall drape with 3' high sidewall drape
- Carpet, (1) 2 ½ x 6 table, (2) chairs and waste basket
- 7" x 44" cardstock identification sign

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. Power, material handling, and all other exhibitor services are offered at additional charges and can be found here: [Exhibitor Services Manual](#)

Who is already exhibiting?

Our Community

2023 Exhibitor Floor Plan

**This service is designed for casual users and not guaranteed. If you are relying on the internet to showcase your product or services, we strongly recommend a wired internet connection for guaranteed service.*



EXCLUSIVE SPONSORSHIPS

These exclusive sponsorship opportunities are a fantastic way to make your brand stand out!

Exclusive Expo Hall Sponsorship

Investment: \$10,000

Digital/Advertising Assets:

- Full-page color ad in one (1) issue of TD&T
- Logo recognition as Sponsor on USITT social media and usitt.org
- One linked large advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor created art panel featured on aisle signs hanging below aisle numbers
- Sponsor logo on large carpet stickers throughout show floor

Exclusive Mobile App Sponsorship

Investment: \$5,000

Digital/Advertising Assets:

- Logo recognition as Sponsor on USITT social media and usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on Conference app splash screen with link to website of choice

Exclusive Registration and Conference Badge Sponsorship

Investment: \$10,000

Digital/Advertising Assets:

- Sponsor logo on attendee registration page and confirmation emails
- Logo recognition as Sponsor on USITT social media and usitt.org
- One linked large advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Full-page color ad in one (1) issue of TD&T
- Branding/graphics on main registration area and all satellite registration sites (floor graphics, kick panels, signage)

Exclusive Lanyard Sponsorship

Investment: \$5,000

Lanyards are a great way to promote your brand. Sponsor to provide 6,000 lanyards to be distributed to all attendees at registration with their badge.

Digital/Advertising Assets:

- Logo recognition as Sponsor on USITT social media and usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.



Exclusive Headshot Booth Sponsorship

Investment: \$8,000

Digital/Advertising Assets:

- Logo recognition as Sponsor on USITT social media and usitt.org
- One linked large advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Full-page color ad in one (1) issue of TD&T
- Branding graphics on headshot booth and monitors in the Headshot Booth Area.

HBCU Sponsorship

Investment: \$1,000 per registrant

Pay It Forward and provide a student or faculty member from a local HBCU with transportation to and from the conference, meals, one year USITT membership, and a full conference registration to USITT2023!

This is offered as a stand alone sponsorship OR may be added to any other sponsorship listed.

Digital/Advertising Assets:

- Sponsor logo on special recognition page on usitt.org

All Attendee Networking Reception Sponsorships Wednesday, Thursday, Friday & Saturday Night Events

(Limit 1 Sponsor per Reception)

Investment: \$6,000 per reception

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked large advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on all signage at event(s)
- Ability to give welcoming remarks at the beginning of each reception

Stage(s) on Expo Floor Sponsorship

(Limit 1 Sponsor per Stage)

Investment: \$5,000 per stage

Digital/Advertising Assets:

- Half-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on all signage around stage
- Sponsor logo on stage
- Literature table present in space
- Ability to give welcoming remarks at the beginning of each session

JobsUSITT Career Center Sponsorship

Your source for Performing Arts employment

Investment: \$6,000

Digital/Advertising Assets:

- Sponsor logo on JobsUSITT page until completion of Conference
- Sponsor logo on Attendee Registration Recruitment Tool
- Half-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on banner within JobsUSITT Area on show floor
- Literature table in JobsUSITT Area

Gateway Student Sponsorships

Investment \$2,500/ Student (12 students)

Pay It Forward and provide a student with airfare to and from the conference, five night accommodations, one year USITT Student membership, and a full student conference registration to USITT2023!

This is offered as a stand alone sponsorship OR may be added to any other sponsorship listed.

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.



WiFi Sponsorship

(Limit 2 Sponsors)

Investment: \$5,000

Be one of the WiFi co-sponsors and help attendees stay connected while on the Expo floor. A landing page will be created with the Sponsor logos clickable to a website of your choosing.

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Half-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Member Author Book Signing Event Sponsorship

Investment: \$5,000

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Half-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on all signage around the event
- Literature table present in space
- Ability to give welcoming remarks at the beginning of the event

National Poster Gallery Sponsorship

(Limit 3 Sponsors)

Investment: \$3,500

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on all signage around the National Poster Gallery Exhibit
- Sponsor logo on opening slide of interactive platform



FOR EXHIBITING & SPONSORSHIP OPPORTUNITIES CONTACT:
Jody Harris | (800) 938-7488 Ext. 114 | Jody@usitt.org

Cup-O-Joe Sponsorship

All Attendee Refreshment Break

Investment: \$2,500 per day / 3 day exclusive \$6,000

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on all signage at the event

Student Assistant T-Shirt Sponsorship

USITT provides T-shirts with your logo worn by 150 Student Assistants traveling through the convention

Center and hotels for 5 day period

Investment: \$3,500

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Logo featured on t-shirts worn by Student Assistants traveling throughout the conference.

Commission Track Sponsorships

Sponsorships available for the following tracks: Architecture, Costume Design & Technology, Digital Media, Education, Engineering, Lighting Design & Technology, Management, Safety & Health, Scene Design & Technology, Sound Design & Technology, Technical Production

Investment: \$5,000

Digital/Advertising Assets:

- Sponsor logo on all applicable sessions online schedule for given Track
- Sponsor logo on special events page of usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on Ad Wall

First Timers Event Luncheon Sponsorships

(Limit 4 Sponsors)

Join first-time attendees and colleagues as we kick off the Annual 2023 USITT conference with lunch & networking. Opportunity for welcome remarks.

Investment: \$2,500

Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in Weekly News leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

Onsite Assets:

- Sponsor logo on all signage at the event
- Ability to give welcoming remarks at the event



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

Meet us
in

St. Louis

March 15-18, 2023

63rd Annual Conference & Stage Expo

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Our **63rd Conference & Stage Expo** is in St. Louis, MO!

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**.