



# 2019 EXHIBITOR PROSPECTUS

59TH ANNUAL  
CONFERENCE &  
STAGE EXPO

USITTSHOW.COM

**usitt**



USITT is the leading association bringing together theatre and live entertainment design, management, and technology. Through this event, we focus on connecting performing arts design and technology communities to ensure a vibrant dialogue among practitioners, educators, and students.

For more than 50 years, USITT has been dedicated to providing information and innovation to its worldwide connections.

FOR EXHIBITING AND SPONSORSHIP OPPORTUNITIES:  
RON PROCOPIO • (800) 938-7488, EXT 107 • RON@USITT.ORG  
[usittshow.com/19](http://usittshow.com/19)

# DECISION MAKERS

USITT Stage Expo welcomes people from all segments of the entertainment industry and all levels of experience - whether just beginning to learn about products and services or having produced on Broadway. USITT is the event where the entire entertainment industry gathers.

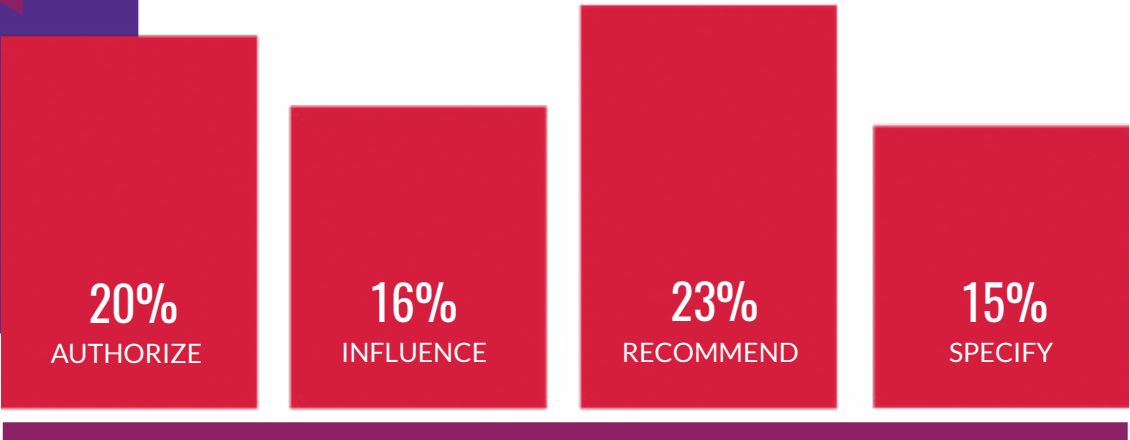
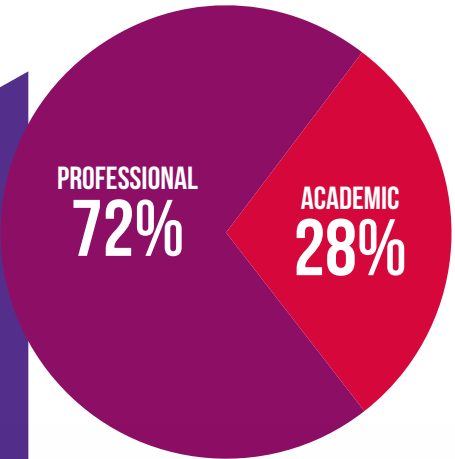
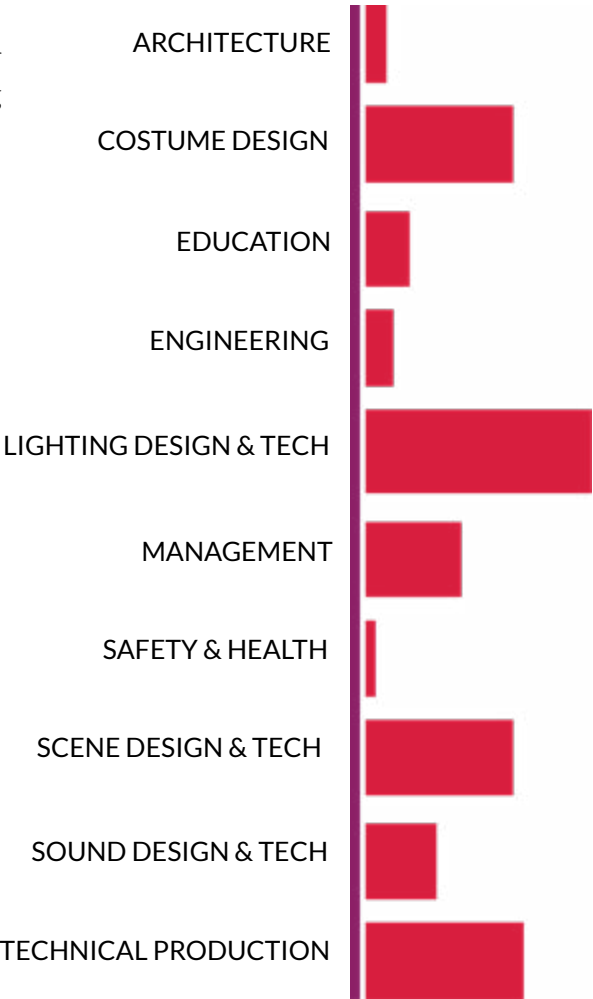
## WE DELIVER DECISION MAKERS...

More than 70% of USITT attendees authorize or recommend purchases for their organizations.

## THEY NEED PRODUCTS AND 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

## ATTENDEE SEGMENTS



## BUYING POWER

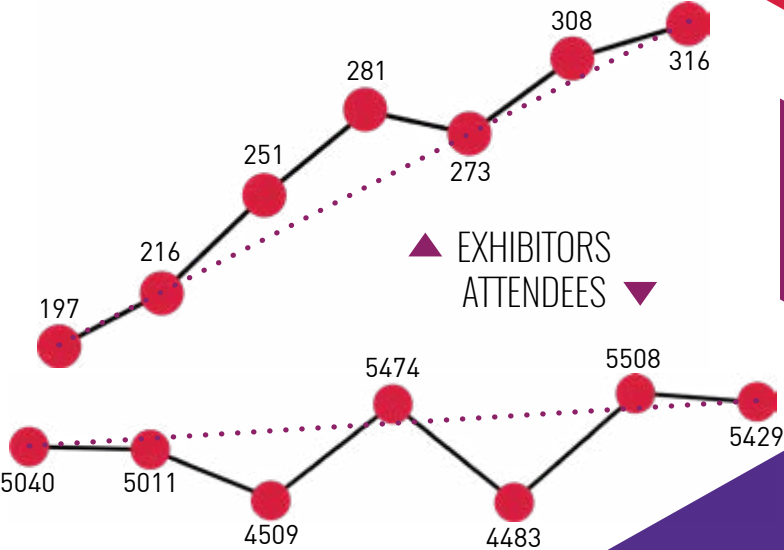
## YOUR AUDIENCE IS HERE!

Stage Expo delivers a wide range of attendees: from designers, venue managers, and business owners, to students and educators. Nowhere else will you find a show like USITT's. 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.

Exhibiting at USITT allows you to find organizations creating productions today and to educate the minds of tomorrow's designers and managers about your products. Stage Expo is a resource they use to find all the products and services they will need to create world class productions as they advance their careers.

Our exhibiting companies offer products and services to create the complete event for the entertainment professional:

- Lighting
- Makeup
- Scenic Elements
- Seating
- Staging
- Rigging
- Costumes
- Sound
- Video Projection
- Show Control
- Hardware
- Tools and Equipment
- Higher Education
- Special Effects



## Growth Path

The past 8 years at the USITT Conference & Stage Expo has been a steady path in a growth direction. Both attendance and exhibitor numbers have shown the direction of USITT is continuing up. There are many reasons for this growth over the past 8 years. Ultimately, the data shows that USITT is an organization and event on the move!



# DECISION MAKERS OF TODAY AND TOMORROW

37% of USITT's Conference & Stage Expo attendees are students and educators. Today's education leads to tomorrow's sales. Be the first to create mindshare with Production Managers, Scenic Designers, Technical Directors, and more.

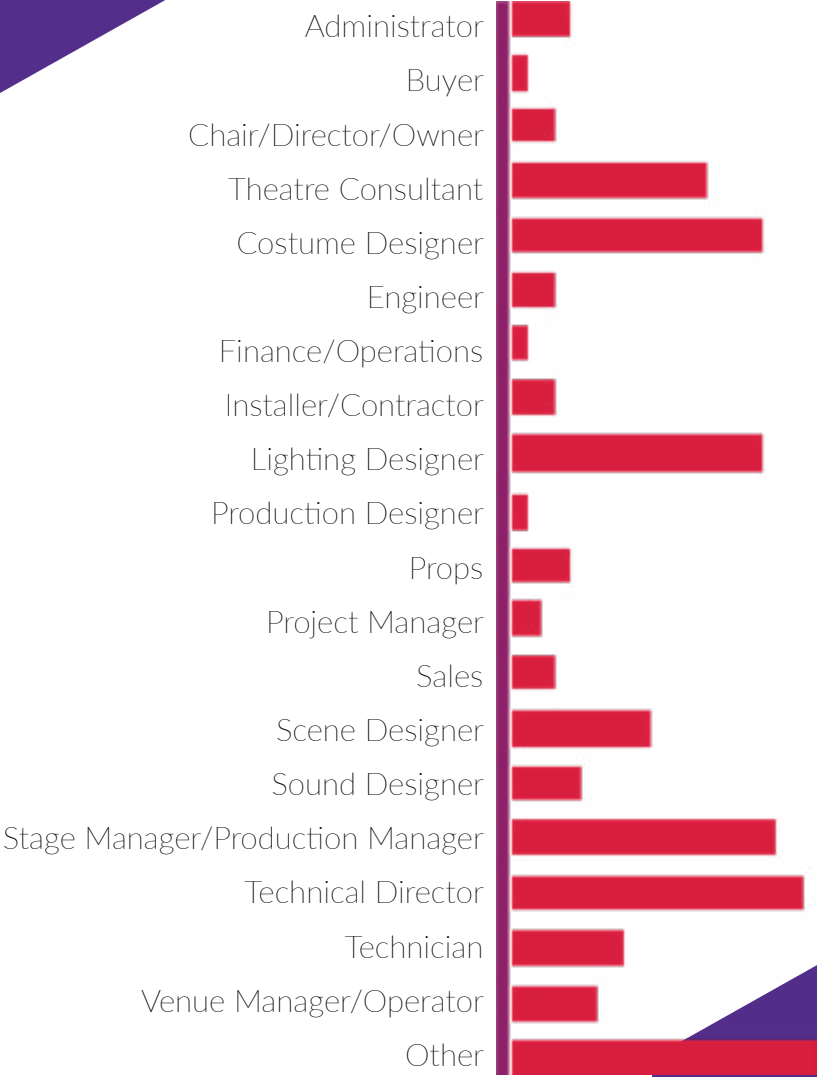
## ALL-INCLUSIVE

At USITT you can plan on reaching your audience from a variety of locations and associations. USITT attendees come from all 50 states and 26 countries, and from a variety of disciplines.

In addition to USITT members, partner organizations convene at the USITT event annually. Organizations include the American Society of Theatre Consultants (ASTC), the Production Manager's Forum (PMF), the Entertainment Safety and Technology Association (ESTA), International Association of Venue Managers (IAVM), Audio Engineering Society (AES), Church Production Magazine, Live Sound Magazine, Prosoundweb.com, Control Booth, Stage Jobs Pro, American Institute of Architecture (AIA), and Technologies for Worship Magazine (TFW).

**FOR EXHIBITING AND SPONSORSHIP OPPORTUNITIES:**  
RON PROCOPIO • (800) 938-7488, EXT 107 • [RON@USITT.ORG](mailto:RON@USITT.ORG)  
[usittshow.com/19](http://usittshow.com/19)

## ATTENDEE CAREERS



# WHY LOUISVILLE?

It's more than a horse racing town! Louisville is home to some of America's great theatres and theatre productions. From the Kentucky Center for the Performing Arts and its resident companies to Actors Theatre, Louisville is home to a broad range of art and artists. From new plays to flying effects, Louisville gives rise to innovation in performance practice and is ready to welcome our attendees with open arms.

On the banks of the Ohio River, Louisville is easily accessible driving or flying. You can find fast food to fine dining all within a few steps of the newly expanded and renovated Kentucky International Convention Center.

We have changed in the 13 years since we were last in Louisville and so has Louisville. Come join us and see all that is exciting from 4th Street Live to Whiskey Row and all the great spaces in between.





# USITT HAS A PLACE FOR YOU

Dollar for dollar, you won't find a better event for your marketing budget. USITT is conscientious of your exhibiting costs which is why we keep our booth rental low while negotiating discount packages for our members.

COSTUME PAVILION	TABLE SPACES	BOOTH SPACES
\$1,450 - Non Member \$1100 - Member	Commercial  \$1000 - \$1,400- Non Members \$1000 - Members  Non-Commercial  \$800 - \$1,200 - Non Members \$800 - Members	\$30.50 per sq ft Non Members  \$20.50 per sq ft Supporting Members (\$300 membership cost)  \$17.80 per sq ft Sustaining Members (\$750 membership cost)  \$16.90 per sq ft Contributing Members (\$1,200 membership cost)

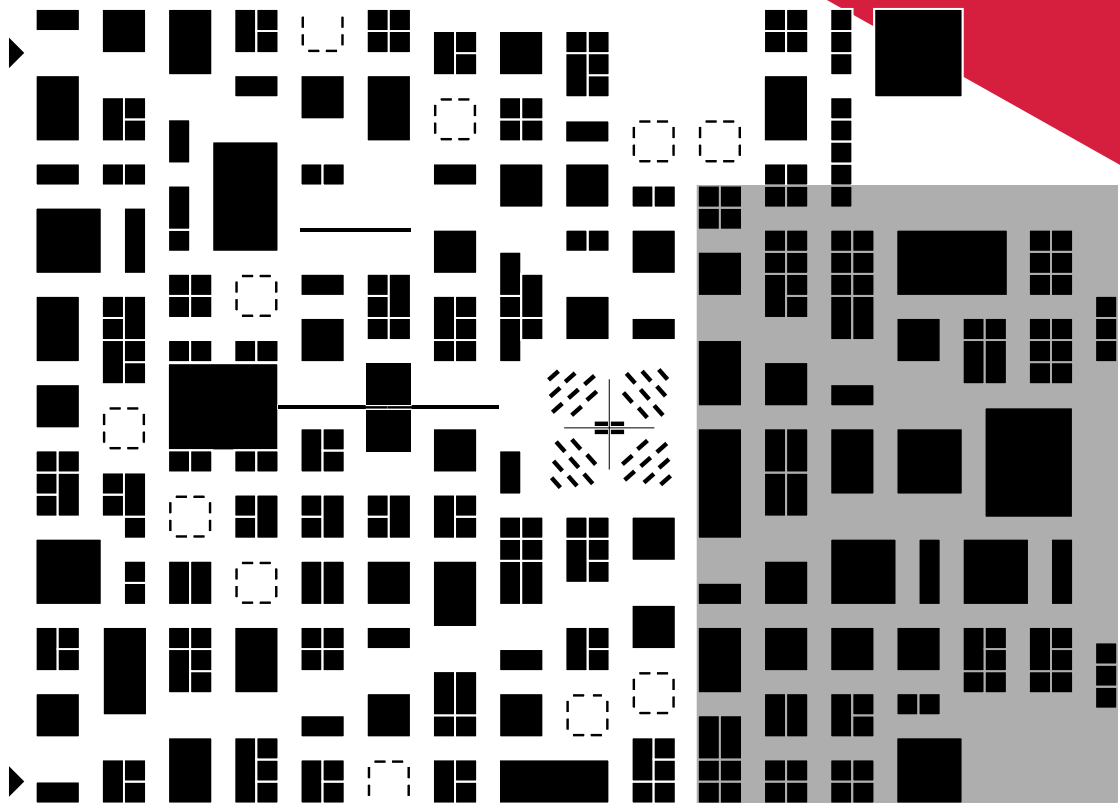


## Decorator Packages

At USITT we strive to create value for our members and exhibitors. With the assistance of Shepard Exposition Services, we can offer a turnkey booth solution for those companies wishing to save time and shipping costs installing and dismantling their booth materials.

Booth packages include: chairs or stools, table, wastebasket and carpeting for 10'x10's and 10'x20's

## 2019 FLOOR PLAN



27%	3D PRINTING
15%	ACCESSORIES/COMPONENTS
23%	AUDIO-VISUAL & VIDEO EQUIPMENT
19%	BACKDROPS/DRAPERY
17%	COMMUNICATIONS SYSTEMS
19%	CONTROL SYSTEMS/EQUIPMENT
24%	COSTUMES/MAKEUP/PROPS
22%	EDUCATIONAL OPPORTUNITIES
11%	FLOORING
21%	FLYING EFFECTS
19%	LASER TECHNOLOGY
32%	LIGHTING SYSTEMS & EQUIPMENT
11%	MEDIA SERVERS

15%	POWER DISTRIBUTION
11%	PRESENTATION SYSTEMS
13%	PRODUCTION STAFFING
28%	PROJECTION
22%	RIGGING/STAGING/AUTOMATION
22%	SAFETY EQUIPMENT & SUPPLIES
24%	SCENIC SUPPLIES
23%	SOFTWARE
21%	SOUND SYSTEMS & EQUIPMENT
32%	SPECIAL EFFECTS
24%	STAGE EQUIPMENT/TRUSSING
16%	TOURING EQUIPMENT

ATTENDEE PRODUCT INTEREST

# SPONSORSHIP OPPORTUNITIES

Exhibiting is just the beginning! Bring your brand to the front and center of every attendee's mind with a sponsorship. Showcase your company as one that supports the entertainment technology industry and benefit from the recognition of USITT members and attendees.

## REGISTRATION SPONSORSHIP - \$5,000

- Logo on kick panels and additional side panels at on-site registration
- 1/2 page ad in the USITT Conference Program
- One banner ad on one USITT Conference bulletin (640x150)
- Logo recognizing sponsor on the confirmation of registration emails
- Logo recognizing sponsor in the registration system during the registration process
- Logo, booth number, and recognition in the Stage Expo hall entrance



## COMMISSION RECEPTION - \$2,500

Each discipline of USITT has a reception at the annual Conference & Stage Expo. This is a gathering of all those with the same focus in one room. As part of our goal to connect companies with the attendees, we offer the opportunity to sponsor these events.

- Your logo associated with the event online
- Your logo on signage at the event
- Ability to give welcoming remarks
- Logo in the conference program
- Logo on invitations emailed to all attendees from that discipline

## CONFERENCE ATTENDEE LOUNGE SPONSORSHIP - \$3,500

We are creating an area where attendees can connect with each other, charge their devices, sign on to the internet, and relax during the long conference days.

Be the company that provides that environment both with branding your design and placing products in the area to display/shape the space whether they are lights, speakers with soft music, drapery or rigging automation; the environment will create a brand recognition hot spot and be the most sought-after area of the conference.

## FOR EXHIBITING AND SPONSORSHIP OPPORTUNITIES:

RON PROCOPIO • (800) 938-7488, EXT 107 • [RON@USITT.ORG](mailto:RON@USITT.ORG)  
[usittshow.com/sponsorships](http://usittshow.com/sponsorships)

## INTERVIEW AREA - \$2,500

- (2) Column wraps
- Logo on banner above the space

## Expo Bags - \$5,000

## Lanyards - \$2,500

## Tech Olympics - \$3,500

## HIGH VALUE & AFFORDABLE

### YOU ARE HERE - \$750

Stage Expo floor locators, placed strategically on the show floor will guide attendees. Highlight your booth on these structures for the additional attention.

### EXPO BAG INSERTS - \$1,000

Create an ad to go in complimentary expo bags. Space is limited to just 8 companies. Quantity: 4,000 units

### USITT VIRTUAL FLOORPLAN AD - \$1,000

Include your company logo on the USITT virtual floor plan. The [usittshow.com](http://usittshow.com) website had over 52,000 page views in its first year! The floor plan is one of the most visited pages with over 10,000 views. Take advantage of this highly visible advertisement. Create a custom ad and dedicated link to track your interest.

### AD WALL - \$750 (39" x 84" Meterboard)



## OPENING NIGHT SPONSORSHIP - \$3,500

- Logo on signage at the event
- Logo on the screens before and after the event
- Logo on the entrance unit to the ballroom
- Logo on the special events page of [usittshow.com](http://usittshow.com)
- Logo recognition in the USITT Conference Program

## MOBILE APP SPONSORSHIP - \$3,500

More than 5,500 people use the USITT app, creating opportunities for tens of thousands of impressions for your brand! The USITT app is two apps in one. USITT 365 hosts information about other USITT events, job postings, publications and more. The second part hosts the conference show. "Buzz" updates throughout the event and year will announce exciting developments.

- Logo on the front conference splash screen (not to be included on the 365 splash screen)
- Logo and link on the dashboard/main page of the conference pages
- Video posting in the video area recognition in the conference program and on the website as a sponsor

## EXPO HALL SPONSORSHIP - \$5,000

- Aisle signs - Sponsor-created art panel that hangs below the aisle numbers
- Large carpet stickers at the beginning and end of each aisle
- 1/2 page ad in the Conference Program
- One bag insert in the attendee Expo bags
- Ad on the USITT virtual floor plan

## CONFERENCE ROOM SPONSORSHIP

Contact Ron Procopio for pricing - (800) 938-7488 x 107

- Logo on all applicable sessions online pre-event
- Logo on the signage outside the session room
- Logo on sign behind the conference stage, a sponsor on the web page and recognition on site as a sponsor at the expo entrances
- Literature table in back of the room
- Ability to give welcoming remarks at the beginning of each session
- One banner ad in one USITT Conference bulletin (315x150)
- 1/2 page ad in the USITT conference program
- Listing in the USITT conference program as a sponsor





# SPONSORSHIP OPPORTUNITIES

## WiFi SPONSORSHIP - \$2,500

Help attendees at USITT keep connected while on the Stage Expo floor. Be one of the co-sponsors of the wireless internet throughout the event hall. A landing page will be created with the sponsor logos clickable to the website of your choosing.

The dedicated WiFi sponsored landing page was visited more than 4,500 times during the USITT 2015 event in Cincinnati.



## CLOSING NIGHT RECEPTION - \$2,500

Over 1,000 attendees meet at the conclusion of the event for a last chance to network and say goodbye until next year.

- Logo on signage at the event
- Logo on the screens before and after the event
- Logo on the special events page of [usittshow.com](http://usittshow.com)
- Logo recognition in the USITT Conference Program
- One banner ad on one USITT Conference bulletin (210x150)

## DIGITAL ADVERTISING - \$2,500

2018 took our conference production level up more than a few notches. New Digital Screens had everyone around the entire venue seeing our sponsors' messages. Conference room sponsors had these giant walls behind all the sessions. You can be part of these with an ad on 20+ screens around the venue. These create thousands of impressions over the course of an event.

## STAGES ON THE EXPO FLOOR - \$3,500

At USITT19, the Stage Expo will be bringing even more education and connecting to the floor. The Dark Zone will host a Lighting/Digital Media stage while other areas of the expo will have a Sound, Tech Production, Architecture and Stage Management stage and the return of the popular Costume Stage. The goal is to offer a space for more demonstrations, micro sessions and areas to connect. You can sponsor these stages to provide an area for dialogue and connection.

- Logo on wall behind stage
- Logo on screen
- (1) 30 minute ted talk type session OR product demo
- (1) Ad playing on the screens between sessions

## Climbing Special Exhibit - \$3,500

Harness up the attendees and teach them the proper way to be safe at height and climb a rope ladder. This special exhibit is bound to get some attention with our attendees climbing.

- Logo on overhead truss
- Sign in the 20'x20' space
- Logo on web page and sign up forms
- Your staff will be able to be present to help the attendees suit up and train

## Tech Expo - \$1,000

This biennial event showcases innovative work created by the USITT membership. The exhibits are adjudicated and selected as some of the best creative solutions and designs from around the world. You can help in bringing this exhibit to life.

- Logo on Tech Expo web page
- Logo in/around the exhibit on the Stage Expo floor
- Recognition in editorial about the Tech Expo

# EQUIPMENT PARTICIPATION

USITT wants to be able to find way to create experiences for the attendee while connecting them to you the exhibiting company. Showcasing your equipment and services around the event is the best way we can accomplish this while creating ROI for you!

## Main Stage

This is the ballroom on the third floor which will serve as the location of our general sessions, keynote presentations, award winner conversations and the biennial Sound Lab. Sound Lab will be focusing on live sound mixing.

## Innovation Stage

This area of the expo floor has been consistently growing in its usefulness. The stage will have conference sessions, product demos and special events hosted there. It will be located in the Dark Zone which will require additional production needs.

## Costume Stage

This new area of the expo floor is a fun stage created for the costume/make-up and props commission. The goal is to create opportunities for costume rental and sales companies to showcase their inventory in a fun way.

Periodic "fashion shows" will be scheduled around themed costume styles. Conference sessions may be planned as well as product demonstrations.

## Entrance, Lobby and Public Space Areas

USITT tries to create experiences in every corner of the show. We're open to your participation in show management structural designs like the Entrance Unit, or a sound system for a cocktail reception in the ballroom lobby. These opportunities are fluid and open to new ideas!

## Conference Rooms

Each commission has a conference home room which sometimes requires equipment for their sessions. The sound commission often utilizes a sound system from a speaker manufacturer or sewing machines in a costume session room, or lighting boards in a lighting commission room.

FOR EXHIBITING AND SPONSORSHIP OPPORTUNITIES:  
RON PROCOPIO • (800) 938-7488, EXT 107 • [RON@USITT.ORG](mailto:RON@USITT.ORG)  
[usittshow.com/19](http://usittshow.com/19)

# USITT CONFERENCE PROGRAM

## DISTRIBUTION

The Conference Program is distributed to all Conference attendees, and provides a listing and description of each Stage Expo exhibitor, plus information on programming and special events at the USITT Conference & Stage Expo.

Placement	Size	4-Color	B&W
Back Cover	8.75" x 11.25"	\$2,900.00	
Cover 2 or 3	8.75" x 11.25"	\$2,200.00	
Full Page	7" x 10"	\$1,900.00	\$1,200.00
2/3 Page (vertical)	4.63" x 10"	\$1,700.00	\$1,000.00
1/2 Page (vertical)	3.38" x 10"	\$1,300.00	\$750.00
1/2 Page (horizontal)	7" x 4.88"	\$1,300.00	\$750.00
1/2 Page (island)	4.63" x 7.38"	\$1,300.00	\$750.00
1/3 Page (vertical)	2.25" x 10"	\$1,200.00	\$570.00
1/3 Page (square)	4.63" x 4.88"	\$1,200.00	\$570.00
1/4 Page	3.38" x 4.88"	\$1,000.00	\$440.00

## USITT MEMBER ADVANTAGE PROGRAM

Contributing members with four-time *TD&T* insertion agreements enjoy a 20% discount on Conference Program advertising, Sustaining members with four-time *TD&T* insertion agreements receive a 15% discount on Conference Program advertising, and Supporting members with four-time *TD&T* insertion agreements receive a 10% discount on Conference Program advertising.

### QUESTIONS & INQUIRIES CAN BE DIRECTED TO:

SCOTT OSER • (301) 279-0468 • SCOTT@USITT.ORG  
usitt.org/advertise

# USITT VIBE

USITT VIBE is a Hosted Experiential Program. This exclusive program engages qualified suppliers and buyers in highly productive one-on-one meetings, experiential learning classes, and social events. USITT VIBE delivers high value and ROI for both buyers and suppliers by connecting them in an engaging experience.

"I've participated in some of these in the past -- different venues and different companies -- but I've found this to be the most proactive. I feel 10-15 minutes with somebody in front of my product, as well, is fantastic. It takes away the weeks of phone calls and emails. You have a direct conversation, you get face to face with the person who could be interested in your product. You'll know right away if you have someone on the hook. So I found it fantastic; expand upon it as much as you can.

Steven Striffler - Supplier  
Vice President - Sales, SMT Expo

"What a great experience it was, the focused meetings for one-on-ones with many of our industries great vendors was just what I needed to get me thinking about solutions for our customers' needs. Whether it be lighting, hardware or soft goods; I found the sessions to be great and would recommend that if you are given the chance to attend USITT-Vibe; take it."

Rob Morgan, Designer  
Robert Morgan Set Design



### QUESTIONS & INQUIRIES CAN BE DIRECTED TO:

Kaitlan Goetz • kgoetz@a2zinc.net  
usittshow.com/vibe



“ The USITT Expo is a wonderfully unique industry tradeshow. With the plentiful number of students in attendance, vendors are given the rare opportunity to intimately connect with future industry leaders. There is a special excitement in the air from this young and passionate group, which sometimes gets lost at other entertainment tradeshows. Along with a spectacular group of students, there is also a diverse group of designers, consultants, and technicians. We are always ecstatic to be at USITT and we look forward to many more! ”

Michael Dodge  
Product Specialist, PRG

“ USITT continues to be a great show for us and we will continue to support both the show and the organization. ”

Mark Ravenhill  
President, GLP US Inc.

“ The USITT Stage Expo not only allows me to get Gig Gear's products directly in front of the people who are currently working in the industry and making purchasing decisions for their organizations, but also in front of so many college and grad students who will very soon be out in the working world. They too will soon need to make purchasing decisions and I love being able to familiarize them with what we do.

Hopefully when it comes time for them to outfit their theaters, crews and techs with the right gear and equipment, they'll already have Gig Gear in mind from the interactions we were able to have at the USITT Expo. ”

Danny Shatzkes  
CEO, Gig Gear

“ USITT was amazing and the enthusiasm from the Theater students was promising for the future of our Lighting Designers! ”

Debra Kasparian  
Marketing Coordinator, ARRI







# STAGE EXPO 19

THE AUDIENCE FOR YOUR BUSINESS  
THE ASSOCIATION FOR YOUR INDUSTRY  
**THE COMPLETE  
STAGE EXPO**

KENTUCKY INTERNATIONAL CONVENTION CENTER  
LOUISVILLE, KENTUCKY  
[usittshow.com/19](http://usittshow.com/19)

**LOUISVILLE, KENTUCKY**  
**MARCH 21-23, 2019**

**EXPO HOURS**

THURSDAY, MARCH 21 • 11:00AM-5:30PM

FRIDAY, MARCH 22 • 11:00AM-5:30PM

SATURDAY, MARCH 23 • 9:30AM-2:00PM

**usitt**