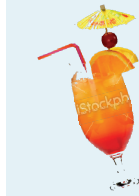




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MIAMI BEACH 2012

SEPTEMBER 19-22

JOIN HUNDREDS OF ARTISTS, PRESENTERS, AND AGENTS WHO ARE PASSIONATE ABOUT THE FUTURE OF THE PERFORMING ARTS BOTH ON AND OFF THE STAGE.

Performing Arts Exchange Sponsor Prospectus

The Performing Arts Exchange (PAE) is a four-day performing arts marketplace and professional development conference presented annually by South Arts.

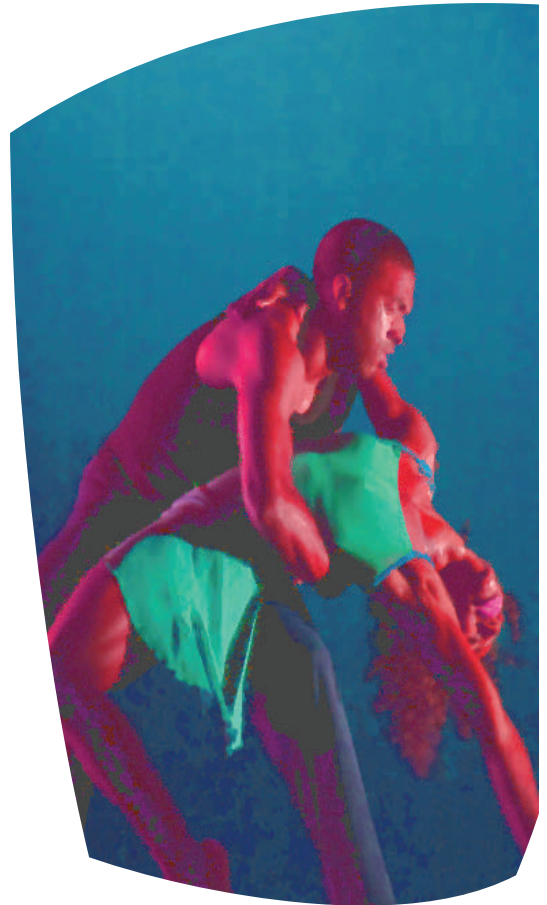
The PAE sponsorship program allows leading companies such as yours to develop a unique relationship with PAE attendees.

PAE Sponsorship packages give you maximum exposure to an influential audience before, during and after the event. In addition, a special sponsorship package may

be tailored to meet your specific promotional or philanthropic goals.

As a PAE sponsor, your company will:

- Build credibility, recognition and visibility in the performing arts market
- Showcase products and services to conference participants
- Meet key decision-makers with purchase power



WHO ATTENDS?

PAE attendees include hundreds of performing artists, agents, management companies, and professional staff from performing arts venues and the entertainment industry. PAE attendees are decision-makers who make recommendations or approve purchases and programming.



Receive a 10% early-bird discount on your sponsorship if you sign a contract by March 30, 2012!

ALL SPONSORS RECEIVE:

- Acknowledgement as a conference sponsor in all appropriate conference materials (may include registration brochures, e-newsletters, advertisements, conference program, and others).
- Acknowledgement as sponsor in the PAE Smartphone conference app
- Sponsor ID and link on PAE website at pae.southarts.org through November 2012.

CUSTOMIZED PROMOTIONS

We can work with you to create a customized opportunity specifically designed with your goals and budget in mind. Contact us to submit your promotional idea!



Leland McKeithan
Performing Arts Exchange Director
404-874-7244 ext 15
lmckeithan@southarts.org

Ann-Laura Parks, CFRE
Director of Development
404-874-7244 ext 25
aparks@southarts.org

SHOWCASE OPPORTUNITIES

Many of our presenters come to PAE for the showcases and hospitality events which are always well attended. We will work with a sponsor to ensure exposure and the best showcase possible. No other conference sponsorship will provide you with this level of visibility for a showcase performance. All events will be at the [Fontainebleau](#) resort unless otherwise indicated. All showcase sponsors receive:

- Showcase highlighted in conference program with a description of the performance
- Basic stage, sound system, and tech support (special requests will incur additional charge)
- Verbal acknowledgement of sponsor and artist during hospitality events
- Complimentary conference registration for one additional representative
- Complimentary one-day Marketplace passes for showcase performers

*** Contact Leland McKeithan at 404-874-7244 ext. 15 or lmckeithan@southarts.org for a quote and to discuss showcasing options.*

Breakfast Showcase

Jazz artists, Concert artists and Youth programming productions know the secret to attracting presenters to their showcases. Give 'em breakfast!

Thursday, September 20, 7:30-8:45 a.m. OR

~~Friday, September 21, 7:30-8:45 a.m. **SOLD**~~

- 45 minute showcase
- Hot breakfast for up to 100 people
- Two 28" x 44" signs and eight 8 1/2" x 11" signs placed in prominent locations around the breakfast area promoting the sponsor.
- A single drop of material (supplied by sponsor) placed on the attendee seats prior to the start of the session. This may be a brochure, DVD or CD, flyer, etc., but cannot be more than a single item, nor can it exceed 8½" x 11" and 2 oz. in weight.

Keynote Luncheon

Our Keynote and Awards luncheon are our highest profile sponsorships. Have your artist be *the* artist that everyone talks about after the conference. You have the undivided attention of all conference participants!

Thursday, September 20, 12:15-1:30 p.m.

- 20 minutes for showcase
- Two 28" x 44" signs near lunch area promoting sponsor.
- Eight 8 1/2" x 11" signs placed in prominent locations around the lunch area OR table tents for all luncheon tables promoting sponsor.
- A single drop of material (supplied by sponsor) placed on the attendee seats prior to the start of the session. This may be a brochure, DVD or CD, flyer, etc., but cannot be more than a single item, nor can it exceed 8½" x 11" and 2 oz. in weight.
- Ad in our program book OR put your promotional item in the PAE Tote Bag
- Ad on our website

Juried Showcases

Thursday, September 20 -OR Friday, September 21
Reception 4:30—5:30 pm.; Showcases 5:30—8:30 pm

- 15 minutes for showcase
- Literature or other materials placed on a table in a prominent location inside the reception (materials to be supplied by sponsor).
- Complimentary 1/4-page ad in conference program (subject to deadline)
- One 28" x 22" sign placed in prominent location at the reception
- Cocktail napkins with logos at all bars.

Closing Party

Saturday, September 22, 7:30-10:30 p.m.

A great way to make one last great impression. The reception will feature entertainment, cocktails and heavy appetizers. Visibility opportunities include:

- 15 minutes for showcase
- Literature or other materials placed on a table in a prominent location inside the reception (materials to be supplied by sponsor).
- Complimentary 1/4-page ad in conference program (subject to deadline)
- One 28" x 22" sign placed in prominent location at the luncheon
- Cocktail napkins with logos at all bars.

Opening Reception

Wednesday, September 19, 7:00-10:00 p.m.

- 15 minutes for showcase
- Literature or other materials placed on a table in a prominent location at the reception (materials to be supplied by sponsor).
- Complimentary 1/4-page ad in conference program (subject to deadline)
- One 28" x 22" sign placed in prominent location at the luncheon

À LA CARTE SPONSORSHIPS

NEW! Meter Boards

High visibility and multiple impressions throughout the convention are just two reasons to place your ad graphics and message on a 4' x 8' meter board. Located strategically throughout high traffic areas, this is a unique way to reach attendees with your important message.

Available Meter Board Locations (price per location):

- Registration
- Exhibit Hall Entrance
- Banquet Hall Entrance
- Opening and Closing Party

NEW! Conference Smartphone App

One Conference Smartphone App Sponsorship is available and will be granted on a first-come, first served basis. Your brand and message in front of every attendee every time they open the event app - before, during and after the event. In addition to the mutual sponsor benefits:

- Company logo placed on the Conference Mobile App to allow attendees to have mobile access to conference information including the agenda, speaker information, links to social media, and last minute updates plus more!
- Most conference attendees are using smartphones at the event. The app will be available for iPhone, iPad, Blackberry, Android and Windows Mobile?
- The app will be available to the attendees prior to the conference

NEW! Custom Floor Decals

Place your ad graphics and message on a custom floor decal. Located strategically throughout high traffic areas, this is a unique way to reach attendees with your important message.

Available Decal locations (price per location):

- Revolving Doors
- Registration
- Exhibit Hall Entrance
- Banquet Hall Entrance
- Opening and Closing Party locations

NEW! PAE Webcasts

Get some pre-conference recognition by sponsoring our upcoming PAE webcasts which will be presented free to the field: *What's New for PAE 2012? Maximize Your PAE: Presenter's Edition, Maximize Your PAE: Exhibitor's Edition.*

NEW! PD@PAE

Show your commitment to the field by sponsoring PAE's professional development tracks. Sponsorship support helps educational sessions—providing materials, participation of national speakers and faculty, and other financial considerations such as audio/visual equipment.

Benefits include:

- A single drop of material (supplied by sponsor) placed on the attendee seats prior to the start of the session. This may be a brochure, DVD or CD, flyer, etc., but cannot be more than a single item, nor can it exceed 8½" x 11" and 2 oz. in weight.
- Sponsor ID and booth number on signage outside of sponsored session(s)
- 1/4 page ad in conference program (subject to deadline)

New Colleague Mixer

Wednesday, September 19 Time TBD

- Verbal recognition at the mixer
- Opportunity to welcome newcomers
- Sponsor ID and booth number on signage outside of sponsored event space
- Opportunity for materials distribution in conference tote bags

Conference Badges

Place your company logo in a prominent position on every single badge at PAE!

Badge Lanyards

Name/logo on conference badge lanyard.

NEW! Bottled Water

Provide PAE attendees with a complimentary bottle of water with your logo displayed on the label. PAE attendees will appreciate having a bottle of your water to quench their thirst.

Welcome Bags

Sponsor ID/message on one side of the bag

Welcome Bag Inserts

(Only ~~five~~ four opportunities available.) Put your CD, DVD, brochure or other swag in the PAE Tote Bag and the hands of PAE attendees. Must be delivered to conference site by the deadline. Items may not exceed 8½" x 11" and 2 oz. in weight.

~~Cyber Café~~ **SOLD**

- Everyone using the Cyber Café will see your splash screen
- Sponsor ID and booth number on signage outside of sponsored event space
- One complimentary conference registration for an additional representative

NEW! Hotel Room Key Cards

Be the first to greet attendees as they arrive in Miami with your logo on hotel room key cards distributed at the Fontainebleau Miami Beach.

Coffee Breaks

Performing arts folks love their caffeine. Sponsor a coffee break and earn your prospect's appreciation. Benefits include:

- Sponsor ID and booth number on signage at Coffee Cart
- Opportunity for materials distribution in conference tote bags

NEW! Hotel Room Channel

Have your promotional video running on TV channels in everyone's hotel room!

NEW! In-Room Drop

Your promotional product will be placed in all rooms in the PAE room block and is the perfect way to welcome presenters to PAE! Price includes:

- Delivery of one flyer or brochure (provided by the deadline). Flyers/brochures should be no larger than 8.5" x 11". Any samples or multipage items whose weight exceeds 2 ounces will be subject to a surcharge.
- There is a limit of 1 flyer per product and/or event.
- Room drops will be limited to 5 per delivery each night and are selected on a first-come, first-served basis (payment must be received to be considered).

Customized Promotions

None of the above opportunities meet your promotional needs? We can work with you to create a customized opportunity specifically designed with your goals and budget in mind. To submit your promotional idea, please contact Leland McKeithan at 404-874-7244 or lmckeithan@southarts.org.