



APRIL 2-6 • 2027
NATIONAL CONFERENCE

EXHIBITOR GUIDE

MTNA

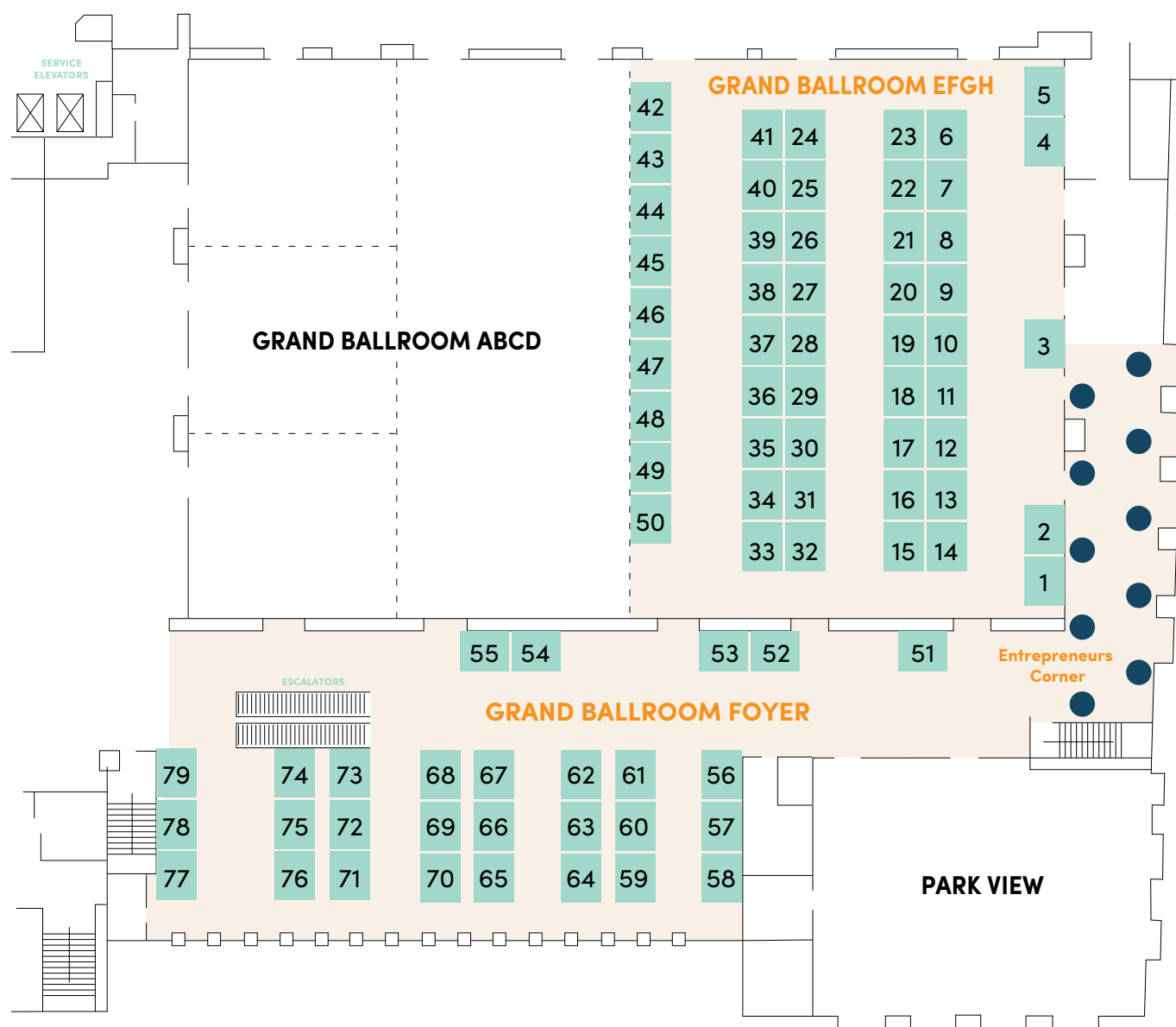
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#MTNA2027

EXHIBIT HALL MAP

GRAND BALLROOM EFGH AND FOYER



INFORMATION AND GUIDELINES

Location

- Hyatt Regency St. Louis at The Arch
315 Chestnut Street, St. Louis, Missouri 63102
- Exhibits will take place in Grand Ballroom EFGH and the prefunction foyer space immediately outside the ballroom. Foyer booths are in a public space.

Official Decorating Contractor

- Curtin Convention & Exposition Services, Inc.

EXHIBITING OPTIONS



EXHIBIT BOOTHS

- 10' wide x 8' deep
- \$1,150



ENTREPRENEURS CORNER

- \$500



EXHIBITING OPTIONS

EXHIBIT BOOTHS

- Cost per booth: \$1,150
- Exhibits will take place in Grand Ballroom EFGH and the prefunction foyer space immediately outside the ballroom. Foyer booths are in a public space.
- Exhibit Hall is carpeted.
- Booth size: 10' wide x 8' deep

Includes:

- 8' black back wall drape; 3' black side rail drape
- 6' black skirted table • 2 chairs
- 1 wastebasket
- 1 black-and-white identification sign with company name as listed on the exhibitor contract.
- 1 company listing in the conference program book;
- 1 company listing in the conference app.
- Additional equipment and services not listed above are the responsibility of the exhibitor and must be ordered through the Curtin Convention & Exposition Services, Inc. Exhibitor Kit, including any freight handling fees.
- 4 badges for booth personnel for general conference registration only. Additional badges are \$300 each. Ticketed events that require additional fees, such as the Conference Gala and Pedagogy Friday, are not included and must be purchased separately by the exhibitor.

EXHIBIT SETUP

- Friday, April 2 9:00 A.M.–7:30 P.M.
- Saturday, April 3 7:00–8:30 A.M.

Note: Setup is allowed only during stated times. All personnel must have an Exhibitor badge to enter the Exhibit Hall during setup times. Those younger than 18 years of age are not permitted in the Exhibit Hall during setup hours.

EXHIBIT DISMANTLE

- Monday, April 5 5:30–10:00 P.M.

Note: Exhibits may neither be dismantled nor packed before the closing of the Exhibit Hall on Monday, April 5, at 5:30 P.M. A penalty fee of \$500 will be assessed to any exhibitor who dismantles or leaves early.

EXHIBITOR ACCESS TO THE EXHIBIT HALL

- Friday, April 2 9:00 A.M.–7:30 P.M.
- Saturday, April 3 7:00 A.M.–6:00 P.M.
- Sunday, April 4 7:00 A.M.–6:00 P.M.
- Monday, April 5 7:00 A.M.–10:00 P.M.

EXHIBIT HOURS

- Saturday, April 3 9:00 A.M.–5:30 P.M.
- Sunday, April 4 9:00 A.M.–5:30 P.M.
- Monday, April 5 9:00 A.M.–5:30 P.M.

ENTREPRENEURS CORNER

Limited to individual entrepreneurs and smaller businesses.

- Cost: \$500

Includes:

- 1 pedestal table 30" diameter, 40" high
- 1 stool
- 1 identification sign with name as listed on the exhibitor contract
- Materials/display must fit on table top. Additional table, chair, easels, poster board, display, etc., are not allowed.
- Company name included in group listing of Entrepreneurs Corner participants in the conference program book and in the conference app.
- Tables are limited to one per business and may not be purchased in addition to a regular exhibit booth space.
- 10 tables available; tables are assigned on a first-come, first-served basis.
- Tables where electricity has been requested will be placed according to any fire or safety regulations.
- 1 badge for booth personnel for general conference registration only. Additional badges are \$450 each. Ticketed events that require additional fees, such as the Conference Gala and Pedagogy Friday, are not included. These must be purchased separately by the exhibitor.
- Unless otherwise noted, all additional Exhibit Hall rules and regulations apply to the Entrepreneurs Corner.

GENERAL INFORMATION

- All exhibitors who sell or take orders are required to comply with all Missouri state and local tax guidelines.
- Booth and Entrepreneurs Corner table assignments and any reassignment that might be necessary are at the sole discretion of MTNA. Exhibitor preference will be accommodated if possible; however, there is no guarantee the preference can or will be assigned.
- Booth and Entrepreneurs Corner table sharing is prohibited.
- Aisles may not be obstructed at any time. Storage behind curtain(s) is not allowed.
- Exhibitors are solely responsible for exhibit materials displayed in the booths.
- All product demonstrations must be confined to the assigned exhibit space and time frame. Noise levels will be carefully monitored and enforced. Exhibitors are encouraged to provide and use headphones whenever possible and to position speakers and other sound devices to direct the sounds into the booth. Performance/product demonstrations may not exceed 5 minutes in duration. MTNA reserves the right to determine if any and all activities in the exhibit are excessive, including but not limited to volume levels and demonstration time.

SPONSORSHIP AND ADD-ONS

CONFERENCE SPONSORSHIP

The best value for your marketing budget is to be a sponsor for the 2027 MTNA National Conference. Your sponsorship includes the following benefits:

VIRTUOSO LEVEL SPONSORSHIP \$7,495

- All Advocate and Artist Level Sponsorship benefits
- Top tier logo placement on sponsor listing page
- Full-page ad in *AMT* magazine (\$1,730 value)
- One sponsored webinar (\$1,999 value)

ARTIST LEVEL SPONSORSHIP \$5,495

- All Advocate Level Sponsorship benefits
- Company logo on conference website sponsor page
- Ad in the conference mobile app
- Company logo in conference mobile app
- Company logo on conference printed sponsor signage
- One email to entire MTNA membership (\$5,000 value)
- Full-page ad in conference program book (\$1,200 value)
- Prominent recognition in conference digital promotional materials
- Recognition in the June/July 2027 *American Music Teacher*
- One email to conference attendees (pre- or post-conference) (value \$500)
- One social media post on MTNA Instagram account
- One message to attendees in the conference app

ADVOCATE LEVEL SPONSORSHIP \$3,000

- Company logo on conference printed sponsor signage
- Company logo on digital promos
- Listed as sponsor in conference program book

TOTE BAG SPONSOR \$5,000

- Limit to one sponsor per conference
- Sponsor's name/logo along with the MTNA conference logo to be printed on 1,000 bags and distributed to conference attendees

REGISTRATION PACKETS

Get your company's name in front of every conference attendee with a registration packet insert. Inserts must be printed material no larger than 4.25"x 5.5". A sample must be approved by MTNA.

One conference registration package insert (\$750)

- Company provides insert
- Limit 2 inserts per conference
- Insert must be received 60 days prior to conference

RECEPTIONS

Receptions are a great way to get the word out about your company in a casual, intimate setting. Sponsoring companies are encouraged to have a spokesperson bring brief greetings to a select group of conference attendees. Approximately 150 to 250 attendees per reception.

NCTM Reception \$3,995

- Attendance open to all Nationally Certified Teachers.

New Member/First-Time Attendee Breakfast \$3,995

- Attendance open to all new members of MTNA and first-time attendees to the conference.

Collegiate Member/Young Professional Reception \$3,995

- Attendance open to all collegiate members, advisors, and recent graduates.

EXHIBIT ONLY ADD-ON PACKAGE

MTNA offers Exhibit Booth Add-on Packages to increase your ways of connecting with MTNA members.

Gold Package \$1,195

- One email to all conference attendees (pre- or post-conference) (value \$500)
- ½-page horizontal ad in conference program book (value \$700)
- One social media post on MTNA Instagram account

SHOWCASES

- Cost: \$1,150 (exhibitors)
\$3,000 (non-exhibitors)
- Available only to businesses purchasing an exhibit booth.
- 60-minute commercial presentations.
- Four concurrent sessions at 8:00 A.M. and 1:00 P.M., Saturday–Monday (24 total).
- No other sessions will take place during showcase hours.
- Selling or order taking is permitted in the session room providing the room is empty by the end of the hour.
- Fee includes one piano, a lectern with microphone and one lapel mic, LCD projector, and screen; additional equipment must be ordered through the official conference AV provider at the exhibitor's expense.
- **Deadline to be considered for a showcase is 3:00 P.M. Eastern Time, September 17, 2026.**
See Rules and Regulations Section 3 for Showcase selection/assignment policies.



Not exhibiting?

You may still purchase a Showcase for \$3,000. Contact Tonya Schauer at tschauer@mtna.org for more information.

ADVERTISING

Maximize your company's presence at the National Conference by taking advantage of the following promotional opportunities.

CONFERENCE PROGRAM BOOK

Contact advertising sales at advertising@mtna.org or visit the [MTNA Conference website](#) to reserve online.

Conference Program Books will be issued to all conference attendees.

Reservation and Artwork Deadline: February 1, 2027

Program Book Advertising Rates

Full-Page Back Cover*	9" x 10.875"	\$2,500
Full-Page Inside Cover*	9" x 10.875"	\$2,200
2-Page Spread*	18" x 10.875"	\$2,500
Full-Page Bleed*	9" x 10.875"	\$1,200
1/2-Page (horizontal only)	7.625" x 5"	\$700
1/4-Page (vertical only)	3.625" x 5"	\$500

* Include a .125" bleed on all sides for full-page ads.

Full-page bleed size: 9.25" x 11.125"

Trim size: 9" x 10.875"

Keep all live matter .5" inside trim size

COUPON BOOK

Whether you are purchasing an exhibit booth or a table in the Entrepreneurs Corner, the MTNA Conference Coupon Book is an excellent way to attract attendees to your exhibit. All conference registrants will receive a complimentary copy of the Coupon Book.

Cost: \$275

- Coupon must be submitted as a high-resolution artwork (minimum 300 dpi), black-and-white or gray scale.
- PDF (preferred), JPEG, TIF, and EPS file formats are acceptable.
- The file must be 8" wide by 3" tall.
- A link to upload your coupon book artwork will be sent to you.
- Take advantage of this promotional opportunity by advertising on the back cover of the coupon book. For just \$500, you can make your company's products or services known to attendees before they visit your booth.

You must upload your artwork by December 4, 2026. Late artwork will not be included. Space is limited in this promotional opportunity, so reserve your spot today by completing the contract and including the \$275 fee.





RULES AND REGULATIONS

1. SPONSORSHIP

The 2027 MTNA National Conference Exhibition is sponsored by Music Teachers National Association (MTNA), 600 Vine St., Ste. 1710, Cincinnati, Ohio 45202.

2. ASSIGNMENT OF SPACE

The initial assignment of exhibit booths and Entrepreneurs Corner tables will be made from the exhibitor contracts received on or before 3:00 P.M. Eastern Time, **September 17, 2026**, and accompanied by full payment. MTNA will assign booths and tables at its discretion and without any guarantee that an exhibitor will be assigned their preference. The initial assignment of exhibit booths and tables will be based on, but not limited to, consideration of the following factors:

Date of receipt of exhibitor contract and total payment

Number of exhibit booths applied for the current year and any previous years

Previous compliance with MTNA's Exhibitor Rules and Regulations

MTNA, in its sole discretion, may also take into account the history of previous MTNA conference participation by (i) an affiliate of the applying exhibitor, (ii) a previous exhibitor whose assets have been acquired by an applying exhibitor, or (iii) an applying exhibitor with a history of sharing exhibit booths. Such factors will be given consideration along with the demand for the desired exhibit booth(s) and Entrepreneurs Corner tables, the needs and purposes of the Event, and other factors. This additional deliberation will not necessarily result in assignment of exhibit booth(s) and Entrepreneurs Corner tables.

Assignment of exhibit booths for contracts received after September 17, 2026, will be made on a first-come, first-served basis in accordance with the factors previously stated herein. Requests for specific booth locations will be honored to the extent possible. Specific requests by one exhibitor to be located adjacent to another exhibitor will be honored to the extent possible. Exhibitors who desire separate but adjacent booths for wholly owned divisions or exclusively distributed companies must state this in their application.

No booth space will be assigned until payment in full has been received. All or any portion of the exhibit space covered in this contract may not be reassigned to any other firm or individual by the contracting exhibitor without the consent of MTNA. MTNA shall have full discretion and authority in the placement, arrangement and appearance of all exhibits. MTNA is authorized in its sole discretion to require the modification or removal of any exhibit that is deemed to be unlawful, a violation of these Rules and Regulations, offensive, or which detracts from the general character of the exhibition. For purposes of these Rules and Regulations, "exhibit" includes the exhibitor, their employees and agents, their behavior, demeanor and appearance, the content, appearance and operation of the exhibit, printed materials, music, sounds, visual images, or anything of a character connected with or related to the exhibit.

3. SHOWCASES

Twenty-four (24) 60-minute showcase sessions are available during the conference. Exhibitors are permitted to purchase one showcase opportunity for every booth purchased. Additionally non-exhibitors may purchase one showcase opportunity per conference. However, because showcase sessions are limited to 24, it may not be possible for MTNA to fill all requests. The initial assignment of showcases will be made from the contracts that have requested one and are received on or before 3:00 P.M. Eastern Time, September 17, 2026, and accompanied by full payment. Exhibitors requesting additional showcases will not receive one until all those requesting one by the deadline have received one. Fees for showcase requests not fulfilled will be refunded promptly.

Showcases are provided to exhibitors as a fair and ethical way of marketing and presenting products, programs and publications to the conference attendees. Exhibitors are prohibited from promoting any product in any other manner, i.e.: "receptions in hotel suites," "reading sessions" and so forth. Any such exhibit will be immediately closed and the Exhibitor will be assessed a penalty fee of \$1,000. **Selling and order taking is permitted in showcase rooms as long as the room is completely empty by the end of the hour.**

4. SETUP AND MOVE IN

Each exhibit booth must be ready for inspection no later than the official exhibition opening on Saturday, April 3, 2027. Failure to occupy the contracted exhibit space for the opening hour of the first day of the exhibition constitutes forfeiture of the space. Space may be reassigned at the discretion of MTNA, and no refund of fees will be made.

5. DISMANTLE AND MOVE OUT

The 2027 MTNA National Conference Exhibit Hall officially closes Monday, April 5, at 5:30 P.M. No exhibitor may dismantle prior to this time. MTNA reserves the right to have violators of this rule banned from exhibiting at the following MTNA National Conference and assess a penalty fee of \$500.

All exhibit material must be removed from the Exhibit Hall by 10:00 P.M., Monday, April 5. The official contractor's responsibility for items left on the floor for pick up does not begin until such items are actually picked up at a booth and terminates when movement to the forwarding carrier is completed.

6. EXHIBITION REGULATIONS

- All exhibits must conform to the contracted booth dimensions. No display arrangement will be permitted in the aisles or in a position that obstructs another exhibitor's view.
- Live models in the employ of an exhibitor must remain in the space assigned to the exhibitor. Distribution of circulars or promotional materials is permitted only within the contracted booth space.

RULES AND REGULATIONS

- c. Nails, tacks, gummed labels or stickers, and other similar materials may not be used on the walls of the exhibition hall. Exhibit materials may not be pinned or glued to exhibit booth draping. No signs other than those authorized by MTNA may be placed outside any exhibitor's booth space.
- d. Reasonable sound levels must be employed in all exhibit booths. Earphones shall be employed for appropriate instruments.
- e. Order taking and selling will be permitted in assigned booth spaces only. **It is the responsibility of the exhibitor to comply fully with any applicable state and local sales and use tax laws and requirements.**
- f. It is the responsibility of each exhibitor to comply with all local fire and electrical safety regulations. All exhibit decorations must be made of flameproof material, and hangings must not reach the floor. Boxes and combustible liquids or materials may not be stored in exhibit booths.
- g. Exhibitors must abide by applicable trade union regulations that pertain to exhibitor personnel working in the exhibition hall.
- h. Exhibitors are solely responsible for any fees incurred for damage to the Exhibit Hall.

7. MUSIC LICENSING

It is the sole and exclusive responsibility of the exhibiting company to arrange for performance and mechanical licenses for copyrighted music used in its booth.

8. LIABILITY AND INSURANCE

MTNA shall not be liable for any damage to or loss of exhibitor's property, nor for injury or death of exhibitor or its employees, representatives or agents, nor for any damage of any nature to exhibitor's business, nor for the failure to hold the exhibition as scheduled, unless such damage, loss, injury, death or failure to hold the exhibit is the direct and proximate result of the intentional or grossly negligent act of MTNA. In the event of any such intentional or grossly negligent act of MTNA, MTNA's liability to exhibitor, if any, shall in no event exceed the total amount paid to MTNA hereunder by exhibitor.

Exhibitor hereby agrees to indemnify, hold harmless and defend MTNA from and against any and all liability, responsibility, loss, damage, cost or expenses of any kind whatsoever, including, but not limited to, attorneys' fees, which MTNA may incur, suffer or be required to pay as a result of or arising directly or indirectly from any intentional or negligent act or omission by exhibitor or any of its employees, representatives or agents. MTNA will carry public liability insurance solely for the protection of MTNA. Such public liability insurance shall not cover the exhibitors, their property, employees, representatives or agents. MTNA recommends that exhibitors obtain insurance coverage for themselves, their employees, representatives and agents, and their property.

9. CANCELLATION

If the exhibitor gives MTNA written notice of cancellation of the contract, including any showcases, on or before February 8, 2027, at 3:00 P.M. Eastern Time, the full amount less 20 percent for processing will be refunded. After February 8, 2027, exhibitors who cancel will be

refunded 50 percent of their payment provided that MTNA sells out all of the exhibit space at the exhibition.

In the event of cancellation of the 2027 MTNA National Conference because of circumstances beyond MTNA's control, MTNA shall determine an equitable basis for the refund of monies received from exhibitors, if any, after deducting the portion of the expenses incurred that are allocable to each exhibitor.

10. LOADING DOCK/MATERIAL HANDLING/INSTALLATION/DISMANTLE OF DISPLAYS

All exhibit materials must be sent in advance to the warehouse.

Exhibitors may unload vehicles provided no material handling equipment, such as forklifts, pallet jacks, dollies and the like is used. Curtin Convention & Exposition Services, Inc., will perform booth work requiring this type of equipment, as needed, at the exhibitor's expense. When exhibitors choose to hand carry material, they may not be permitted access to the loading dock/freight door areas.

Full-time, bona fide employees of the exhibiting companies are allowed to unpack and place merchandise without outside assistance and may set up exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. Curtin Convention & Exposition Services, Inc., will provide, at the exhibitor's expense, labor for the installation and dismantling of exhibits, if necessary. Curtin Convention & Exposition Services, Inc., must render any labor services that may be required, beyond what full-time employees of exhibiting companies provide.

Display Labor is required for all installation and dismantling of exhibits, including signs and floor covering installation.

11. PHOTOGRAPHY

Exhibiting, registration, and attendance at the exhibition and MTNA's meetings and events constitutes an agreement by the exhibitor and the registrant to MTNA's use and distribution (both now and in the future) of the exhibitor's and registrant's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such exhibition, meeting, or event.

12. HEALTH AND SAFETY POLICY

The health and safety of all conference attendees is our priority. MTNA reserves the right to establish health and safety guidelines for the event.

13. CONDUCT POLICY

Exhibiting companies and their representatives are expected to abide by the [MTNA National Conference Conduct Policy](#).

14. ARBITRATION

Exhibitor agrees that any and all claims arising under the agreement to exhibit with MTNA or under any statutory or common law by one party against the other party shall be brought exclusively before the American Arbitration Association in Cincinnati, Ohio, where it shall be resolved by final and binding arbitration under the rules of the American Arbitration Association. Any award or order issued by the arbitrator may be confirmed as a judgment or order in any court of competent jurisdiction.