



NCKP 2021: The Piano Conference Exhibit Booth Packages

With an innovative virtual platform, NCKP 2021 will provide unique advantages for exhibitors. The Virtual Exhibit Hall is designed to include a wide range of opportunities and meaningful engagement with attendees including repeated visibility and person-to-person interaction. The Virtual Exhibit Hall will provide extensive access through the full main conference and two week preconference. Additional innovations include a limited number of real-time showcases and participation in the NCKP Video Showroom.

Benefits include:

Virtual Exhibit Hall Booths
Live Broadcast Showcases
Video Showroom
Game Activities
Program/Coupon Book Ads

Commercials
Social Wall Posts
Conference Ads
Push Notifications
Preconference Day Sponsorships

Benefits can be leveraged to promote and share exciting resources, generate enthusiasm, and build community that extends beyond the conference experience. Complimentary training is provided to all exhibitors to maximize the full advantages of the Virtual Exhibit Hall experience. Explore the full range of packages to discover the best options.

[Click here to order an exhibit booth package.](#)

Early-bird pricing deadline: December 1, 2020

Material submission deadline: April 15, 2021

[Click here to order a program book ad only.](#)

Artwork submission deadline: April 15, 2021

[Click here to order a commercial only.](#)

Artwork submission deadline: April 15, 2021

For information on sponsorship opportunities
contact Anna Beth at nckpsales@francesclarkcenter.org

Questions? Contact us at nckpsales@francesclarkcenter.org

Exhibitor Package Pricing and Details

Package	Early Bird Pricing Confirm by December 1, 2020	Regular Pricing
Bronze	\$399	\$499
Silver	\$499	\$549
Gold	\$999	\$1,199
Platinum	\$2,499	\$2,999
College Row*	\$99	\$99

*available to colleges and universities only

Bronze Package

- Hosted live exhibit hall video booth with **unlimited** company representative access
- Live for 17 days for interaction with attendees (13 preconference days and 4 main conference days)
- Designated live “Exhibit Hall” time in the full conference schedule
- Customizable page (description, videos, files, conference schedule, website links)
- Intuitive lead-capture technology for booth visitors
- Clickable logo placement on the virtual exhibit hall map
- Inclusion in searchable exhibit hall database
- Listed in program book
- 2 complimentary full conference badges
- Training session with platform staff to prepare for conference

Early Bird Price: \$399 • Regular Price: \$499

Silver Package

All Bronze features PLUS:

- One (1) showroom video: The NCKP 2021 Showroom will host exhibitor’s 5-minute pre-recorded video demonstrations directly linked to your booth in the Virtual Exhibit Hall.
- One (1) coupon book ad
- One (1) game activity
- 15% off one (1) advertisement in the printed program book

Early Bird Price: \$499 • Regular Price: \$549

Gold Package

All Bronze features PLUS:

- One (1) LIVE showcase (limited availability)
- One (1) showroom video
- One (1) coupon book ad
- Two (2) game activities
- 15% off one (1) advertisement in the printed program book

Early Bird Price: \$999 • Regular Price: \$1,199

Platinum Package

All Bronze features PLUS:

- One (1) LIVE showcase (limited availability)
- One (1) prerecorded showcase (on exhibit booth page for full 17 days)
- One (1) main in-conference ad
- One (1) preconference in-conference ad
- One (1) push notification
- One (1) sponsored in-conference social wall post
- One (1) 15-second commercial
- One (1) coupon book ad
- Two (2) showroom videos
- Three (3) game activities
- 15% off one (1) advertisement in the printed program book

Early Bird Price: \$2,499 • Regular Price: \$2,999

College Row Package

- Live for 17 days (13 preconference days and 4 main conference days)
- Customizable page (description, videos, files, conference schedule, website links)
- Hosted live exhibit hall video booth with unlimited representative access
- Intuitive lead-capture technology for booth visitors
- Designated live “College Row/Exhibit Hall” time in the schedule
- Training session with platform staff to prepare for conference
- Clickable logo placement on the virtual exhibit hall map
- Inclusion in searchable exhibit hall database
- Listed in printed and online program book

Institutional Price: \$99

*College Row does not include complimentary badges. See “Package Add-ons” for details on purchasing discounted badges.

Optional Package Add-ons

	Price	Details
Game Activity	\$79	Max 5 per exhibitor
Coupon Book Ad	\$99	Max 3 per exhibitor
Program Book Ad	As seen in order form - 15% discount included in package “add-on” price	View regular pricing here
Additional conference badge	\$199	--
Showroom Video	\$299	Max 3 per exhibitor
Showcase	\$499	Available to Gold-level exhibitors and above, limited availability
Push Notification	\$599	Max 1 per exhibitor
Video Commercials	As seen in order form - 10% discount included in package “add-on” price	View regular pricing here
Preconference Day Sponsorship	\$1,999	See listing under “Engagement Opportunity Details” for more info

Engagement Opportunity Details

Exhibit Hall Booth - NCKP 2021’s virtual exhibit hall booths are the backbone to the exhibitor experience. Below are the baseline features for exhibit hall booths:

- Live for 17 days (13 preconference days and 4 main conference days)
- Customizable page (description, videos, files, conference schedule, website links)
- Hosted live exhibit hall video booth for interaction with attendees (unlimited company representative access)
- 2 complimentary conference badge
- Intuitive lead-capture technology for booth visitors

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- Designated live “Exhibit Hall” time in the schedule
- Training session with platform staff to prepare for conference
- Clickable logo placement on the virtual exhibit hall map
- Inclusion in searchable exhibit hall database
- Listed in program book

Game Activities - NCKP 2021 will utilize gamification for conference-wide attendee interaction and community building. Exhibitors will have access to various levels of gamification to help drive traffic to their booths, showcases, products, and more. Attendees will compete for points to earn prizes by completing tasks, attending events, taking advantage of limited-time deals, and more.

Possible activities:

- *Lead generation (points assigned to clicking the “I’m interested” button and attendees subsequently entered into an exhibitor-led giveaway)*
- *Showcase traffic (trivia question answered in showcase, “I Spy”-style game in showcase)*

Coupon Book - NCKP 2021 coupon book will be included in the print and digital conference program book. The coupon book will have a designated page, highlighted in the conference navigation bar. Coupons can include digital discount codes that attendees can use for online orders and giveaways.

Program Book Ads - Various sizes of ads are available to be included in the program book that will be (1) printed and mailed to all attendees and (2) presented in digital format with ads hyperlinked to your exhibit booth. It will be easily accessible on the conference navigation bar. [Find program book ad specifications and details here.](#)

Video Showroom - With its own designated tab, the NCKP 2021 Showroom will host 5-minute prerecorded video demonstrations from exhibitors. Each video will be directly linked to the corresponding exhibit hall booth to drive traffic and interaction. This is a great opportunity to share your newest product, publication, or service.

Live Broadcast Showcase - Highest conference engagement activity. 50-minute demonstrations will be programmed during the main conference sessions, with full access to the chat box, questions and answers section, polls, and file sharing. Showcases can use a combination of live and pre-recorded content. For maximum engagement, we encourage exhibitors to utilize giveaways and the gamification features to enhance the showcase experience.

Commercials - Prime time opportunities to run commercials during the main conference program. Commercials will be sold in blocks (morning and afternoon time slots). During the three-day main conference, ads will appear in between every session during their

randomly-assigned block. 15-second static slideshow ads, 15-second video ads, and 30-second video ads available. [Find video advertising details here.](#)

Social Wall - NCKP 2021 will have an in-conference social wall where attendees will mingle, share photos, ask questions, and more. Select opportunities to include sponsored posts from your organization.

In-Conference Ad - Exhibitor ads will have prime placement directly on the conference navigation bar. Ads will rotate randomly and be hyperlinked to their respective exhibit booths.

Push Notification - Because NCKP 2021 will be immersive across platforms, exhibitors have the opportunity to purchase push notifications that go directly to all attendees' mobile devices

Preconference Day Sponsorship - Each preconference day sponsorship includes a 50-minute showcase, a 15-second static slideshow ad aired between sessions, an inconference ad, logo placement in the conference banner, inclusion in every session description, and listing as preconference sponsor in the program book. Only one sponsorship available per preconference day.

Preconference Schedule:

July 13 Independent Music Teachers

July 14 Teaching Adults

July 15 Inclusive Teaching

July 16 Young Musicians: Birth to Age 9

July 17 Creative Music Making

July 19 Teacher Education in Higher Ed

July 20 Wellness

July 21 Research

July 22 Diversity

July 23 Collaborative Performance

July 24 Latin America and the Iberian Peninsula

July 26 Career Development and Innovation

July 27 Technology

[Click here to order an exhibit booth package now.](#)