

OAKE



Organisation of
American Kodály Educators

MUSIC FOR EVERYONE



OAKE 2022

**Building Bridges to Strengthen Us
Pittsburgh, PA • March 3-6, 2022**

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Dear Sponsors and Exhibitors:

*The Organization of American Kodály Educators (OAKE) cordially invites you to sponsor or be an exhibitor at our national conference in **Pittsburgh, PA March 3-6, 2022.***

*Our theme is **Building Bridges to Strengthen Us.** We expect over 500 conference attendees, made up of music teachers, administrators, and higher education faculty, plus approximately 500 national conference choir singers in addition to their families. The event will be held at **The Westin Pittsburgh, 1000 Penn Avenue, Pittsburgh, PA 15222.***

OAKE is a national music organization dedicated to professional excellence in teaching music as inspired by the Kodály Concept of Music Education. Our mission is to support music education of the highest quality, promote universal music literacy and lifelong music making, and preserve the musical heritage of the people of the United States of America through education, artistic performance, advocacy and research.

You play an essential role in the success of our conferences and mission throughout the year.

*The attached information lists sponsorship, exhibit, and advertising options. **January 20th is the deadline for Sponsorships and discounted "Early Bird" Exhibitor reservations.** Although we will continue taking Sponsor / Exhibitor reservations until February 21st, we recommend being in communication much sooner to reserve the best fit for you, take advantage of advanced promotion, and assure you're included in print materials.*

We hope that you will consider exhibiting or being a sponsor at our conference. Your presence will make a significant contribution toward promoting quality musical education.

Sincerely,

Nancy Johnson
National Conference Business Director
Exhibits Coordinator

Lauren Hirsh
Executive Director

HOW TO RESERVE

DEADLINE: Make your reservations as soon as possible to take advantage of promotion opportunities.

- **Advertising Contracts and Artwork:** December 1st
- **Conference Artwork Deadline:** January 15th
- **Sponsorship:** January 20th
- **Exhibits:** January 20th (Early Bird discounted rate) February 21st (regular rate)
- If you are collaborating with presenters, please note that their conference registration deadlines match Exhibitor / Sponsor reservations.

ONLINE: Visit www.oake.org. Under **National Conference > Exhibitors and Sponsors** find the link to the **Sponsors and Exhibitors Reservation Form**. For advertising, visit oake.org/advertise/

SUBMIT: Sponsors and Exhibitors will upload the following:

- Web and print-ready official company logos (high resolution, 300 DPI preferred) as well as a vector or Adobe Illustrator file. Please contact your marketing department for these items.
- Company Website URL and company description (about 100 words/600 characters).
- Exhibitors will provide a brief description of what will be at their booth.
- You may also upload a jpeg banner image (600 by 110px) to be included in our GuideBook app, available to all conference attendees and choir families.

ADVERTISE: Visit oake.org/advertise/. Send artwork to info@oake.org and note that printed Envoy ads have an **earlier deadline of Dec 1**. Other conference materials are due **Jan 15**.

RESERVATION QUESTIONS/ HELP: contact the OAKE office or staff member at the top of each page.

OAKE CONTACTS

Exhibits, General Conference Inquiries

Nancy Johnson, National Conference Business Director
njohnson@oake.org 507-269-2653

Sponsorship

Lauren Hirsh, Executive Director
director@oake.org 913-703-5403

Advertising

Colleen Graves, Administrative Coordinator
info@oake.org 310-441-3555

SPONSORSHIP OPPORTUNITIES

Reservations at www.oake.org

Questions: Lauren Hirsh, Executive Director

director@oake.org 913-703-5403

OAKE looks forward to proudly displaying and sharing your support with educators, students and families in addition to many others connected to our work. We are sure you will find an opportunity fitting your mission. Sponsored events are available on a first come-first served basis. Special event promotion begins in January so contact the Executive Director soon to make the most of messaging opportunities.

						
SPONSORSHIP LEVELS	SESSION ADD-ON \$350	BRONZE \$1,000	SILVER \$2,500	GOLD \$5,000	PLATINUM \$7,500	DIAMOND \$10,000
Choose an Event to Sponsor:	<i>Sponsor a Breakout Session</i>	<i>National Choir Memorabilia</i>	<i>Exhibitors' Reception</i> <i>Community Dance</i> <i>Open House</i>	<i>Chapter Leaders' Luncheon</i> <i>Mini-Conference</i> <i>Sunday Spotlight</i>	<i>Opening Ceremonies</i>	<i>Friday Night Social</i> <i>Saturday Night President's Reception</i>
<i>Acknowledgement in session introduction and in printed and digital conference listings</i>	X	X	X	X	X	X
<i>Acknowledgement in conference program booklets and Envoy</i>		X	X	X	X	X
<i>Name & logo on honor choir t-shirts</i>		X	X	X	X prominent	X prominent
<i>Complimentary exhibit tables</i>			(1)	(1)	(2)	(2)
<i>Signage at your sponsored event</i>			X	X	X	X
<i>Signage displayed at the conference; Public acknowledgement at your sponsored event</i>				X	X	X
<i>Multiple public acknowledgements and recognition at conference events ; Recognition of your support in a pre-conference email to OAKE members</i>					X	X
<i>Complimentary full conference registrations (includes event tickets)</i>					(1)	(2)
<i>"Thank You" pop-up message on the digital conference app ; Social Media post with hyperlinked logo and a message ; Acknowledgement on the OAKE website as a year-long supporter with your logo and hyperlink</i>						X

SPONSORSHIP OPTIONS & EVENT DESCRIPTIONS

Reservations at www.oake.org

Questions: Lauren Hirsh, Executive Director

director@oake.org

913-703-5403

Choose sponsorships from the following list of events:

DIAMOND	<p>The President's Reception is a culminating social event following the National Conference Choir Concert held on Saturday evening of the conference. It is open to all conference registered attendees, session presenters, invited guests, and OAKE leadership. Socialize, rekindle Kodály friendships or make new ones; enjoy light hors d'oeuvres, refreshments and live musical entertainment.</p> <p>The Friday Night Social is a themed event with entertainment and all the makings for a celebration! Attendees will have some great fun with live entertainment, light hors d'oeuvres and refreshments, a photobooth, dancing, and friends.</p>
PLATINUM	<p>The Opening Ceremonies officially kick off the OAKE National Conference on Thursday and will feature an opening concert by the University of Pittsburgh African Drum and Dance Ensemble, a banner parade featuring all OAKE chapters, opening remarks from the OAKE President and other industry leaders, as well as the keynote address by Dr. Rollo Dilworth, Associate Professor of Choral Music Education and Chair of the Music Education Department at Temple University's Esther Boyer College of Music and Dance in Philadelphia, PA.</p>
GOLD	<p>Featured Sessions showcase nationally-renowned clinicians invited to present at the conference. On Thursday afternoon, Dr. Alice Hammel will present the Mini-Conference session "Teaching Music to Students with Autism Spectrum Disorder" In our session with Dr. Alice Hammel, learn fun and innovative ways to differentiate instruction for students of all abilities.</p> <p>On Sunday, Andrew Ellingsen will present the Sunday Spotlight session "Kodály and Orff-Schulwerk: Building a Bridge to Reach All Students" to close the conference.</p> <p>The Advisory Council Luncheon is a planning session that involves the four national divisions and OAKE chapter presidents and treasurers from across the U.S. These are the teachers/ leaders making a difference directly with members in each state.</p>
SILVER	<p>The Exhibitors' Reception coincides with the grand opening of our exhibit hall and is the first opportunity for conference attendees to view the exhibit hall and visit each exhibitor.</p> <p>Community Dancing follows the Opening Ceremonies and is open to all conference attendees and choir families. This year's dancing will feature salsa dancing led by Los Sabrosos Dance Company.</p> <p>The Open House for Administrators and Choir Families is an informational and social session allowing both administrators and the families of our singers to become more informed about the strategic practices and benefits of a Kodály classroom, as well as ways through which they can support their teachers and students.</p>
BRONZE	<p>Water bottles for our 450+ choir students.</p>
+	<p>SESSION ADD-ON Visit the Sessions & Presenters page to find a specific presenter or session you'd like to underwrite.</p>

EXHIBIT BOOTHS

Reservations and payment at www.oake.org

Questions: contact Nancy Johnson, NCBD

njohnson@oake.org 507.269.2653

Exhibits and Sponsorship Deadline: January 20th (Early Bird discounted rate) February 21st (regular rate)

First exhibit table/space is \$200, then \$100 for additional tables.

NOTE: Early Bird Discount of 15%

Sponsors receive some complimentary exhibit benefits. See the "Sponsorship Opportunities" page for how many exhibit tables and full conference registration badges are provided at each tier.

Each basic exhibit space will include one draped 6' table, two side chairs and a waste basket. The OAKE office will be coordinating the exhibit area and will send out info packets to registered exhibitors.

Exhibit space includes three complimentary exhibitor booth operator badges. *Additional are \$25 each.

*Please note: Exhibitor booth operator badges do not include conference registration. The badge is for those managing the booth throughout exhibit hall hours and not for associated presenters. To attend conference sessions and events, a regular conference registration is required.

All exhibitors receive

- acknowledgement in the Kodály Envoy, the official quarterly journal of OAKE
- acknowledgement in printed and digital conference materials
- complimentary access to the digital conference notebook

DEADLINE to reserve Exhibit space: **Early Bird 15% discount: January 20th**

Regular rate: Feb. 21st

Exhibitors must hold either a Sustaining or Institutional OAKE Membership.

Exhibit locations will be assigned at the discretion of OAKE with consideration given to booth configuration requirements, seniority, date of contract submission and payment, sponsorships and balance. Exhibitors may state preferences for booth location during the online reservation process. Refunds will not be given for cancellations and OAKE reserves the right to resell any cancelled exhibit space.

Move-In Time Thursday, March 3 8:00 am - 3:30 pm	Exhibit Hours Thursday, March 3 4:00 pm – 5:45 pm (Exhibits' Grand Opening Reception)
Move-Out Time Saturday, March 5 1:00 – 4:00 pm	Friday, March 4 9:00 am – 4:15 pm Saturday, March 5 9:00 am – 1:00 pm

EXHIBIT BOOTHS (CONTINUED)

Reservations and payment at www.oake.org

Questions: contact Nancy Johnson, NCBD

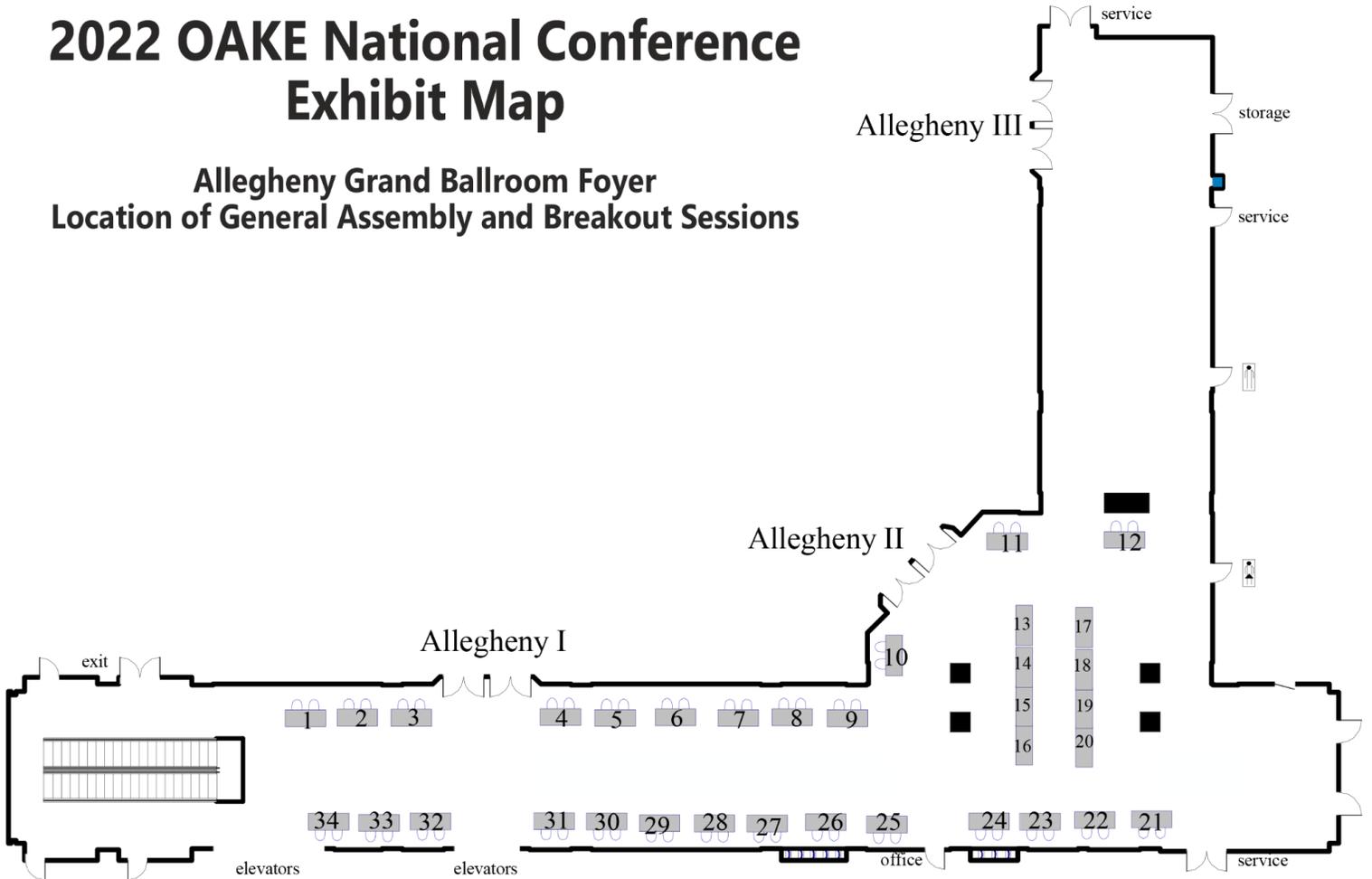
njohnson@oake.org 507.269.2653

When reserving exhibit space through the online form, please tell us which booth #s you prefer.

Note: placement of vendor exhibit spaces will be determined as outlined previously.

2022 OAKE National Conference Exhibit Map

Allegheny Grand Ballroom Foyer
Location of General Assembly and Breakout Sessions



ADVERTISING

Reservations and payment at www.oake.org

Questions: contact Colleen Graves, Administrative Coordinator

info@oake.org

310-441-3555

Consider signing up for a Conference Bundle in our Winter Issue of the Kodály Envoy, a quarterly publication by OAKE.

Winter Issue Conference Bundle: \$500, Winter issue only

- *One 90-day Web advertisement (300 x 100 px, color, w/hyperlink)*
- *Full Page Kodaly Envoy advertisement (7" x 10" black and white)*
- *Choice of placement in National Conference Materials or National Honor Choir Program*
- **UPGRADE to COVERS: +\$50**

Advertisers have the option to upgrade their Conference bundle to be placed as cover spots. This addition upgrades all print advertising in the bundle to cover spots.

All of this is just \$500. Make your advertisement a cover for just \$50 more! We also have regular bundles that include Envoy advertising and web advertising, available in any issue of the season.

For more information about all of these advertising options, please see our website at oake.org/advertise/

DEADLINE for print reservation and artwork: December 1

DEADLINE for Conference Materials artwork: January 15

Please submit your advertising artwork to info@oake.org