

# danceteacher EXPERIENCE and expo



*The Total Dance  
Teacher Experience!*

Dance Teacher  
Experience and EXPO

**JULY 23-25, 2012**

THE COSMOPOLITAN  
Las Vegas, Nevada

**EXHIBITOR  
INFORMATION**



THE COSMOPOLITAN™  
of LAS VEGAS

Produced by:

**live life**  
PRODUCTIONS

Platinum Sponsor:

**DISCOUNT DANCE SUPPLY**



## The Venue:



### The Cosmopolitan of Las Vegas

3708 Las Vegas Boulevard South

Las Vegas, NV 89109

Domestic Toll Free Reservations:

855.435.0005

Main Line: 702-698-7000

[cosmopolitanlasvegas.com](http://cosmopolitanlasvegas.com)

**ROOM RATE: \$159**

- Reserve hotel rooms by June 28, 2012.
- Please contact hotel prior to the cut-off date to obtain the DTEE discounted room rate. Room blocks often fill early and discounted room rate is not always guaranteed.
- Please let the hotel know you are with the Dance Teacher Experience when making your reservations.

The Cosmopolitan of Las Vegas pairs stylish design with an adventurous and welcoming spirit – delivering a decidedly different kind of Las Vegas experience. Situated at the heart of the Strip between City Center and the Bellagio, The Cosmopolitan boasts sweeping views of the Las Vegas skyline, allowing guests to feel that they are truly at the epicenter of the vibrant city while maintaining a boutique style footprint. From the intimate urban interiors and distinct pools, to the desert-inspired spa and world-renowned dining, you'll find it's all in the details at The Cosmopolitan.

# The Experience:

## THE DANCE TEACHER EXPERIENCE & EXPO IS EXACTLY THAT ... AN EXPERIENCE!

A complete package for the dance teacher, the Experience will be a journey like no other. From movement classes and informative panel seminars with top choreographers, dance educators, and business experts to the EXPO featuring the most sought after vendors in the dance industry, the Experience promises to be the "go to" event for dance teachers and studio owners. Presented in Las Vegas, this 3 day event will be hosted at the hottest hotel on the strip ... The Cosmopolitan. A collaboration of like minds in the city of lights, the Experience will have an energy all its own!

## The Schedule:

### SUNDAY, JULY 22ND

4:00 pm - 8:00 pm	Set-up for EXPO
8:00 pm - 10:00 pm	Dinner & Welcome for Exhibitors

### MONDAY, JULY 23RD

8:00 am - 9:00 am	Welcome to the "Experience" & Continental Breakfast
10:00 am - 3:00 pm	EXPO Final Set-up
3:30 pm - 7:00 pm	Unveiling of EXPO
7:30 pm	Cocktail Reception – Vegas Style

### TUESDAY, JULY 24TH

8:00 am - 8:45 am	Continental Breakfast
9:00 am - 6:00 pm	EXPO Open
8:00 pm	The Fashion Experience

### WEDNESDAY, JULY 25TH

8:00 am - 8:45 am	Continental Breakfast
9:00 am - 5:00 pm	EXPO Open
5:00 pm	EXPO Breakdown
8:00 pm	The Teacher's Choice Awards

\*\* Schedule is subject to change.

# The EXPO:

## What happens at the EXPO – stays at the EXPO!

Because of that alone, you won't want to miss out on the opportunity to meet face to face with studio owners and teachers from across the country. This is your opportunity to get your product and services in front of your target audience and create NEW CUSTOMERS!

At the Dance Teacher Experience & EXPO, you will meet Dance Studio Owners, Dance Teachers and Educators from the public and private sectors, and College Dance Professors. If your industry is part of the dance world, then **the EXPO is the perfect place to showcase your business while still having a TON of fun!**

## The Perks:

### Welcome Dinner

A great opportunity to meet all of the EXPO exhibitors, DTEE faculty and staff before the Experience begins. Two invitations, per company, will be extended – Dinner is complimentary! A quick orientation will get you right on track for the start of the EXPO the next day.

### EXPO Stage

Take this opportunity to DELIVER your message about your own product. This highlighted stage is actually located IN THE EXPO HALL and can be used for individual vendor shows, seminars, autograph sessions, and the list goes on! View more details under Marketing Options.

### Cocktail Reception

You are invited to kick up your heels at our Vegas Style Cocktail Party. Enjoy the night with friends and fellow colleagues!

### VIP Access to the EXPO Lounge

Relax and retreat to your own private lounge set-up just for our exhibitors. Complimentary beverages will be awaiting your arrival.

### Complimentary Electrical Outlet

Exhibitors will receive a FREE electrical outlet in their booth, compliments of the Dance Teacher Experience & EXPO, if you sign up to attend by March 1, 2012.



### The EXPO Chip

We want all of our attendees to visit your booth, so we are making the incentives BIG! Each attendee must visit all participating exhibitor booths and get their EXPO chip stamped in order to be eligible to participate in the EXPO raffle where 3 cash prizes will be awarded!

**IT'S EASY!** All you have to do is stamp the attendee's "chip". But first, to maximize your exposure, come up with a fun way to present your products or services when attendees visit your booth. We will provide you with all the tools you need. It's a great way to get traffic to your booth!



To be a part of the EXPO, visit us at [www.danceteacherexperience.com](http://www.danceteacherexperience.com)  
For questions, please e-mail: [info@danceteacherexperience.com](mailto:info@danceteacherexperience.com)



WITH A STUNNING  
VENUE IN **LAS VEGAS**  
AND A CONFERENCE  
THAT WILL HOST  
WORLD RENOWNED  
INSTRUCTORS...

**THIS IS GOING TO BE  
AN EVENT YOU DON'T  
WANT TO MISS!**

## The Exhibitors:

### **Exhibit Booth - \$2,495\***

*\*Discounted rate applied to exhibitors that sign up by January 2, 2012.  
After this date the rate is \$2,695.*

- 10' x 10' exhibit space to showcase your business
- Professional detailed exhibit space to include an 8' high back drape, 3' side drape, 6' draped table, 2 chairs and a wastebasket
- Complimentary electrical outlet if signed up by March 1, 2012
- 7" x 44" Exhibitor ID Sign w/ business name and booth number listed
- Attendee contact list that includes names, addresses, phone numbers, and e-mail addresses
- Business listing on: [www.danceteacherexperience.com](http://www.danceteacherexperience.com)
- Business listing in the 2012 DTEE Guide
- VIP Access for 2 to EXPO Lounge
- Invitation for 2 to the EXPO Dinner & Welcome
- Admission for 2 to the Fashion Experience & Cocktail Reception
- Complimentary Continental Breakfast for 2 each morning
- Potential opportunity to take part in panel seminars in your area of expertise in a classroom setting or on the EXPO stage

*There will be an additional charge of \$425 per additional guest for all meal/event functions.*

To be a part of the EXPO, visit us at  
[www.danceteacherexperience.com](http://www.danceteacherexperience.com)

For questions, please e-mail:  
[info@danceteacherexperience.com](mailto:info@danceteacherexperience.com)

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# The Sponsorships:

## PLATINUM SPONSOR

★ EXCLUSIVE CATEGORY RIGHTS FOR THE EXPO!

### PLATINUM SPONSOR - \$24,500

*Limited number based on available categories*

- ★ Complete Exhibitor Package included
- ★ 4 Booth Spaces included
- ★ Swag Bag Items included
- ★ DTEE Guide Ad included
- ★ Expo Stage Sponsor included
- ★ Breakfast Sponsorship included
- ★ Commercial Spot Package included
- ★ Plus Additional Perks listed below

## GOLD SPONSOR

### GOLD SPONSOR - \$10,500

- ★ Complete Exhibitor Package included
- ★ 3 Booth Spaces included
- ★ Swag Bag Items included
- ★ DTEE Guide Ad included
- ★ Expo Stage Sponsor included
- ★ Commercial Spot Package included
- ★ Plus Additional Perks listed below

## SILVER SPONSOR

### SILVER SPONSOR - \$8,500

- ★ Complete Exhibitor Package included
- ★ 2 Booth Spaces included
- ★ Swag Bag Items included
- ★ DTEE Guide Ad included
- ★ Plus Additional Perks listed below

## ALL SPONSORS WILL ENJOY THESE ADDITIONAL PERKS!

- ★ Title sponsor recognition on the [www.danceteacherexperience.com](http://www.danceteacherexperience.com) website
- ★ Company name and logo presented on:
  - DTEE Publication Advertisements
  - Promotional Materials and Mailings
  - E-Mail Blasts
  - Signage at the Main Entrance of the DTEE EXPO
- ★ Class Sponsorship to include signage inside and outside of classroom and mention by Guest Artist

Platinum Sponsor:

**DISCOUNT DANCE SUPPLY**

# The Marketing Options

ADD TO YOUR EXHIBITING EXPERIENCE WITH THESE FUN OPTIONS DESIGNED TO ENHANCE YOUR BRAND!



## **The Fashion Experience - \$2,200**

A professionally choreographed fashion show previewing new costume and fashion lines from participating vendors. Don't miss this one of a kind opportunity to strut your newest styles!  
*Limited number available.*

- Showcase 10 of your current styles on our runway stage
- Full page ad in the "Fashion Experience" Program
- Logo Display during Fashion Show
- Complimentary DVD of the show
- Models and dancers will be provided of different ages and sizes

## **EXPO Stage Sponsor - \$695**

Your opportunity to DELIVER your message about your own product, spotlighted right in the EXPO Hall! Create your own presentation and showcase your brand on our featured stage located in the Expo Hall.  
*Limited number available.*

- Seminar size stage
- 30 minute time block
- Sound system w/ 2 cordless mics
- Skirted table and chairs available upon request
- Signage during scheduled block
- Company name advertised in the EXPO Stage Schedule included in the DTEE Guide
- Company name advertised on the Information Board located by the EXPO Stage

## **"Swag" Bag Items - \$495**

A great way to advertise your business and show your love to the DTEE attendees! Include up to 2 promotional items in the always popular "SWAG" bag.  
*Limited number available.*

## **DTEE Guide Ad - \$495**

Get people to your booth with this one page 4-color ad placed in the DTEE Guide. This is a great way to promote your booth location and any special incentives at the EXPO!

## **Breakfast Sponsor - \$2,800**

You are the host for this event! Create your own activity during one of our 3 breakfast sessions (i.e. fashion show, seminar, etc.) or just say a few welcoming words and give your company a plug! Any additional set up fees required for your specific program will be the responsibility of the sponsor.  
*Limited number available.*

- Your company's name and logo will be placed on all signage including the main door and buffet tables
- Promotional items may be placed at guest tables
- Exposure for company representative

## **Commercial Spot - \$995**

20-30 second commercial spot to be played continually at our check in area during registration hours and throughout event at designated intervals. Specific parameters will apply to supplied video footage.

## **Class Sponsor - \$325**

Class Sponsorship to include signage inside and outside of classroom and mention by Guest Artist.

# DANCE TEACHER EXPERIENCE & EXPO EXHIBITOR REGISTRATION

Event Date: July 23-25, 2012



COMPANY NAME: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Website: \_\_\_\_\_

Work Phone: (\_\_\_\_\_) \_\_\_\_\_ Ext: \_\_\_\_\_ Cell Phone: (\_\_\_\_\_) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

## COMPANY PRODUCT DESCRIPTION:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ATTENDEE NAMES:

1. \_\_\_\_\_  
2. \_\_\_\_\_

## ADDITIONAL GUEST:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

DESCRIPTION	EXPO FEE	QUANTITY	TOTAL
<b>Exhibit Booth</b> <i>(Includes 2 Attendees)</i>	\$2495 or \$2695 after 1/2/12		\$
<b>Fashion Experience</b>	\$2,200		\$
<b>Swag Bag</b>	\$495		\$
<b>DTEE Guide Ad</b>	\$495		\$
<b>EXPO Stage Sponsor</b>	\$695		\$
<b>Breakfast Sponsor</b>	\$2,800		\$
<b>Commercial Spot</b>	\$995		\$
<b>Class Sponsor</b>	\$325		\$
<b>Platinum Sponsorship</b>	\$24,500		\$
<b>Gold Sponsorship</b>	\$10,500		\$
<b>Silver Sponsorship</b>	\$8,500		\$
<b>Additional Guest(s)</b>	\$425		\$
		<b>GRAND TOTAL:</b>	\$

## METHOD OF PAYMENT:

Check#: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

I authorize DTEE to charge my:  VISA  MC  AMEX

Exp. Date: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Account Number: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Card Holder Billing Address:\* \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Holder Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

Card Holder E-Mail Address: \_\_\_\_\_

For discounted Exhibitor Booth, this form and full payment are due in the DTEE office by **January 2, 2012**. For all other rates, form and full payment are due in the DTEE office by **May 1, 2012**.

Registration form can be faxed to  
**(630) 848-5516**

To verify all faxed forms please e-mail  
**jlavazza@danceteacherexperience.com**

Checks and forms to be mailed to:  
**DANCE TEACHER EXPERIENCE**  
1864 High Grove Lane, Suite 112  
Naperville, IL 60540

*\* In order for credit cards to be charged, we MUST have the billing address for the credit card being charged. This address MUST include the zip code for the billing address.*



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**EXPERIENCE**  
and expo

**DANCE TEACHER EXPERIENCE & EXPO**

1864 High Grove Lane, Suite 112  
Naperville, IL 60540

T: 888.473.5383

F: 630.848.5516

[www.danceteacherexperience.com](http://www.danceteacherexperience.com)

For more information,  
please email us at:

[info@danceteacherexperience.com](mailto:info@danceteacherexperience.com)