

# The National Conference on Keyboard Pedagogy

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## NATIONAL CONFERENCE ON KEYBOARD PEDAGOGY

The *National Conference on Keyboard Pedagogy* is a biennial meeting of keyboard music educators. In August 2009, 800-1000 teachers representing all fifty states and 20 other nations will meet at the spectacular new Westin Hotel in Lombard IL for this unique event dedicated to achieving “extraordinary results with every student.”

NCKP offers four days of inspiration, innovation, and challenge for keyboard music teachers at all levels. Each Conference features distinguished keynote speakers from a variety of disciplines, renowned artists and artist/teachers, demonstration teaching, workshops, discussion groups, hands-on technology sessions and concert performances by children, young people and artists. Volunteer committees, task forces, and liaisons are an important substructure of the Conference. Publishers and manufacturers exhibit and showcase their latest products and provide critical in-kind support for the operations of the Conference

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## ADVERTISING OPPORTUNITIES

- Conference Brochure  
The NCKP Conference Brochure is a 16-32 page promotional piece that will be sent to over 25,000 keyboard music educators. Artwork due by January 15, 2009.
- Conference Program Book  
The NCKP Conference Program Book will be read daily by 800-1000 attendees throughout the conference. Artwork is due by June 1, 2009.
- NCKP Coupon Book  
Increase traffic at your exhibit booth. In place of the Goody Bag, the coupon book is a cost-effective way of informing NCKP attendees about your products and services. Every attendee will receive a coupon book.
- *Keyboard Companion* Magazine  
*Keyboard Companion* delivers top-flight teaching advice, strategies, and practical ideas dealing with all aspects of piano and keyboard teaching. Featuring all-star editors and a variety of writers, it is like having 40 workshops a year delivered right to the teacher's door. Advertise to be known in the piano teaching world. *Keyboard Companion* is published quarterly: September 1, December 1, March 1, and June 1.

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## EXHIBITOR AND SHOWCASE OPPORTUNITIES

- Exhibits and Showcases

We will offer daily exhibit hall-only hours in an attractive setting with 47 exhibit booths. In addition, we will offer 15 showcase opportunities. These 50-minute sessions when no other events are scheduled are intended for you to introduce your products and services to the highly targeted NCKP market. Reservation Deadline: November 1, 2008

- College Row

There will be a special table-top exhibit section called “College Row” for colleges and universities interested in reaching NCKP attendees. A limited number of 6-foot skirted tables are available. School literature and other items may be left at the table for attendees to pick up. Reservation Deadline: April 4, 2008

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## EXHIBIT AND SHOWCASE RATES:

\$800 per Booth (4 exhibits maximum)

\$700 per Showcase

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## SPONSORSHIP OPPORTUNITIES

- Conference Artist Post-Recital Reception  
Greet attendees with refreshments after an exciting recital by a world-renowned artist. \$10,000 single sponsor, \$2500 co-sponsor.
  - Morning Coffee & Afternoon Tea Reception  
Greet NCKP attendees with a welcome mid-morning coffee break and an afternoon tea reception. \$1000 co-sponsor.
  - Sponsor piano and piano pedagogy students by underwriting an NCKP scholarship
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### ADVERTISING FOR BROCHURE

### ADVERTISING FOR PROGRAM BOOK

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SIZE	PRICE
Back Cover	\$2450
Inside back Cover	\$2200
Inside Front Cover	\$2150
Full Page	\$1650
2/3 Page	\$1150
1/2 Page	\$950
1/3 Page	\$700
1/4 Page	\$650

SIZE	PRICE
Back Cover	\$1400
Inside back Cover	\$1125
Inside Front Cover	\$1100
Full Page	\$850
2/3 Page	\$600
1/2 Page	\$500
1/3 Page	\$400
1/4 Page	\$350

**Advertise in Both and Receive a 15% Discount!**

**COUPON BOOK : \$90**

**Interested in Advertising? Contact: Tiffany Ogdon  
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