



The Midwest Clinic

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Information for Music Industry Representatives

Midwest Clinic Facts

- The Midwest Clinic: An International Band and Orchestra Conference, exists to serve music educators and improve the field of music education.
- The conference has been held in Chicago every December since 1946.
- The conference has grown from an original audience of 120 local directors to an average of 15,700 instrumental music educators, administrators, professional musicians, composers, conductors, students, and music industry representatives.
- In 2009, The Midwest Clinic's attendees hailed from 30 countries.
- Each year, the three-and-a-half day conference offers over 70 clinics designed for band, orchestra and jazz directors at all levels, more than 40 concerts from middle school, high school and adult bands, orchestras, jazz ensembles and chamber ensembles, and displays from over 350 exhibitors.
- The Midwest Clinic is governed by a prestigious board of directors, including distinguished members of the music industry who understand your needs.

Why Should You Participate in the Midwest Clinic?

- **Visibility.** The world's largest conference for instrumental music educators provides you with the perfect showcase.
- **Audience.** With thousands of devoted attendees eager to discover the latest music education products and information, The Midwest Clinic is the best place to meet a diverse group of educators, administrators, students, professional musicians, composers, and music industry representatives.
- **Networking.** The Midwest Clinic provides great opportunities for exhibitors to develop relationships with customers and colleagues.
- **Best practices.** Stay on top of trends and see what others are presenting.

What Did 2010 Attendees Say About the Exhibits?

- "The Midwest Clinic is THE place to be to learn about music education and to develop new relationships with the music industry and other educators around the country. I have attended many other music conferences but none has had so many experts from so many different areas."
- "Many excellent resources whether you are looking for music, instruments, or any one of a million things."
- "I like the spaciousness of the exhibits at McCormick Place West."
- "Outstanding!"

Want to Learn More?

- Please visit www.midwestclinic.org/exhibitors/mccormickwest for information about McCormick Place West, the stunning new facility that houses The Midwest Clinic.
- Please visit www.midwestclinic.org/exhibitors/exhibits.asp for the exhibitor contract, terms, and specifications.
- Please visit www.midwestclinic.org/pdfs/advertising_contract.pdf for the Program Book Advertising Contract.
- If you have questions, please contact The Midwest Clinic at info@midwestclinic.org.

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