



PROMOTIONAL LETTER TO SCHOOL ADMINISTRATORS AND PARENT BOOSTER ORGANIZATIONS

THE MIDWEST CLINIC
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PURPOSE

The Midwest Clinic exists for educational purposes exclusively; to raise the standards of music education; to develop new teaching techniques; to disseminate to school music teachers, directors and supervisors and others interested in music education, information to assist in their professional work; to examine, analyze and appraise literature dealing with music; to hold clinics, lectures and demonstrations for the betterment of music education; and in general to assist teachers and others interested in music education in better pursuing their profession.

HISTORY

Annually held in Chicago since its inception in 1946, The Midwest Clinic is the world's largest instrumental music education conference. Now attended annually by an international audience of more than 17,000 music educators, students, and professionals, the conference began 70 years ago as a way to introduce directors to new repertoire for their ensembles. While much has changed over time, Midwest continues to honor its beginnings by presenting directors with this valuable resource through more than 40 concerts and new music reading sessions each year. Midwest Clinic concert programs present music at grade levels appropriate for a wide variety of ensembles, and balance new publications with more established compositions.

WHEN AND WHERE

The Midwest Clinic is held each December at McCormick Place West in Chicago, IL.

WHO ATTENDS

Instrumental Music Educators and Students
Fine Arts Administrators
School Administrators
Professional Musicians
Military Musicians
College Administrators, Teachers, and Students
Music Industry Representatives
Music Parent Boosters Representatives
Composers and Arrangers

THE NUMBERS

17,500+ Annual Participants*
400 Exhibitors
650 Exhibit Booths
50+ Concerts
100+ Clinic Sessions

**Representing all 50 states and over 30 foreign countries*

COLLEGE CREDIT AND CPDU's

A program offered in cooperation with the University of Miami and VanderCook College of Music enables teachers to earn one or two hours of graduate credit. Illinois teachers may also earn CPDU credits while attending The Midwest Clinic.

COLLEGE NIGHT

College Night provides an opportunity for students to visit with representatives from the world's leading collegiate and military music programs. It is a vital part of the clinic's mission to showcase these outstanding institutions of higher learning at our annual conference. A tradition since 1988, we encourage all music educators to bring their interested students to this important event.

ADVERTISERS AND EXHIBITORS

Music Publishers
Uniform/Clothing Companies
Instrument Manufacturers
Colleges and Universities
Fundraising Organizations
Festivals, Camps, and Competitions
Music Merchandise and Accessory Companies
Audio/Video Recording Companies
International Tourism Companies
Photography
Stage Design & Equipment Manufacturers
Travel Services
Music Journals
Software and Technology
Military Service Opportunities
Performing Organizations
Professional Music Associations

CONCERT PERFORMANCES

Performances are given by more than 50 outstanding musical organizations from around the world.

REHEARSAL LABS

Rehearsal labs provide attendees an opportunity to watch and listen to well-known conductors working with various ensembles in an open rehearsal. Unlike concerts or clinics, attendees engage in meaningful learning experiences by observing rehearsal technicians prepare various styles of music with various ensembles. Participants gain insight and practical skills they can use at home with their own groups.

CLINICS

More than 90 clinic sessions offer guidance and motivation covering all facets of instrumental music teaching and learning.

ASSOCIATION MEETINGS

Many professional music organizations and associations hold meetings in conjunction with The Midwest Clinic.

American Bandmasters Association
American Music Conference
American School Band Directors Association
American String Teachers Association
Association of Concert Bands
Atlantic Coast Conference Band Directors Association
Big East Band Directors Association
Big Eight Band Directors Association
Big Ten Band Directors Association
Big Ten/PAC Ten Athletic Band Directors
Big Twelve Band Directors Association
Canadian Band Association
Canadian Music Centre
Christian Instrumental Directors Association
College Band Directors National Association
John Philip Sousa Foundation
Kappa Kappa Psi and Tau Beta Sigma
MAC Band Directors Association
Mid-American Conference Band Directors Association
Minority Band Directors National Association
National Association of School Music Dealers
National Band Association
National Catholic Band Association
National School Orchestra Association
North American Band Directors Coordinating Council
Phi Beta Mu International Bandmasters Fraternity
Phi Mu Alpha Sinfonia Fraternity
Women Band Directors International

World Association of Marching Show Bands
World Association for Symphonic Bands and Ensembles

WHAT ATTENDEES SAY ABOUT MIDWEST

"I believe The Midwest Clinic is one of the most valuable resources available for instrumental music education. I never fail to leave the clinic much inspired and with a sense of rejuvenation."

"Thank you for another exceptional Midwest Clinic. The exhibits themselves would take a couple of days to go through. The clinics were excellent, and as for the performing groups, there were times when they took my breath away! I always go back to school after attending this clinic so inspired."

"Let me congratulate you on yet another successful Midwest Clinic. Each year I think it can't possibly get any better, but you keep improving an already terrific experience."

"Thank you for another spectacular Midwest. What a positive boost it offers to all of us as we complete the year and reload for the upcoming second semester. I'm out of superlatives when describing the conference. It is silly to compare it to anything; for there is nothing like it."

"I find it is extremely valuable and learn a little more each time I come. It has a good feeling. It never gets too elitist. This is a great event for school music."

"It's always inspiring to come to The Midwest Clinic. [The conference] gives you the impetus to keep working hard to do your best."

"These years at Midwest have been my most stimulating experience professionally. I get information and inspiration. Thank You!"

"The exhibitors took their time to really listen and explain their products. I did not feel rushed... I left the exhibit area feeling very well informed."

"I wanted more hours in the day to see everything."

"[Midwest] answers the needs of the people they serve. Whenever I come to Midwest, I always feel empowered and energized to teach again. The information is always valuable and of the highest quality!"

"Midwest gives us the opportunity to learn from the experts and to hear some of the finest groups in the world all in one place."