



# Exhibitor Opportunities

In three jam-packed days, the Midwest Clinic has provided the most complete live music educator experience each year for nearly 75 years! In considering whether to provide an online conference experience, the Midwest board considered that, if it our responsibility to provide music educators with the continuity of leadership educators have come to trust, then our virtual conference must deliver a high level of success to both attendees and exhibitors, alike.

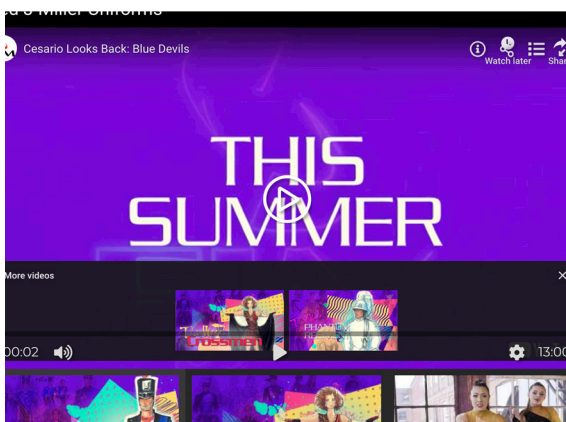
At The Midwest Clinic 2020 virtual conference you will see both outstanding new performances and timeless classic performances by some the finest bands and orchestras from the U.S. and around the world. Educators can learn how to expand their teaching expertise and earn professional development certification for each custom session.



Exhibitors can showcase their products and services much in the same way as is done on the traditional show floor – and maybe even a bit more. No matter your company’s size, you can tailor your exhibit to your specific product, marketing assets and budget. For as little as \$275, your company can be listed on your product category page and your URL link can direct visitors to your destination page, be it website, video link or special offer.

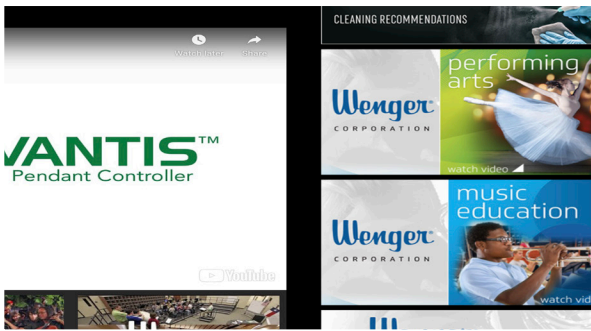
If you are willing to invest just a bit more, the strategic options are numerous as a Level 2 exhibitor. Level 2 exhibitors will be provided a virtual booth within the virtual convention that includes video, special messaging, chat rooms and multiple visitor response options. Your existing marketing assets can be utilized in your virtual booth for a wide range of sales and promotional tactics for only \$550. Here are some ideas:

## YouTube Video Channel



If you have a YouTube video channel, we can showcase your video assets directly on your booth page giving visitors access to your video assets without leaving your booth. Have too much video? Then just create a playlist. Our special programming will even allow you to change your playlist during the show. If you have multiple YouTube channels, you likely have numerous messages to contribute. Your best option is to have multiple booths, each featuring a focused message. If that’s not possible, narrow your message and focus your efforts.

## Promotional Palette

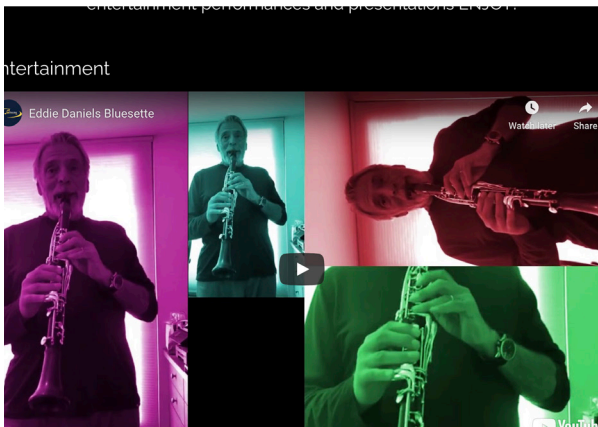


Next to your video in your virtual booth lies a complete promotional palette for messaging, links and more. Promote new products, offer specials, suggest activities or available programs. This is your spot to bring visitors the most value you can provide.

We are also offering a number of response mechanisms to turn visitors into prospects.. Offer your own chat room, ask them to sign your

guest book, make an appointment, enter a contest or fill out an inquiry form. Your choice of response mechanisms is up to you.

## Entertainment Feature



The Midwest Clinic has a great tradition of live performances right outside of the exhibit hall. You can join in with five minute (or less) entertainment performance videos by your own artists, student group and more. These are shown and available on the trade show home page and keep visitors checking in to see what's playing. They can choose to watch as few or as many as they want. Meanwhile they are just outside the trade show and will likely step in a few times. Put your logo (subtly) on the videos and let the magic begin!

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The Midwest Clinic 2020 – Staying Connected is as close as you can be to being there. In some ways, it may be even better. While social distancing and PPE continue to be appropriate tools for defeating COVID-19, it's our responsibility as a musical community to support the return to music education to an even higher degree of professionalism and performance. We ask you to be part and support The Midwest Clinic in every way you can.

Thank you for your support.