



Dear Potential Exhibitor,

The Piano Wellness Seminar, at The University of Texas at Arlington from July 20-28, 2007 will for the second time be having exhibitors and showcases. The primary day for reaching the largest number of people will be Saturday, July 21, our Children's Pedagogy Day. Last year we had 80 people in attendance that day. Our average attendance during the other days is about 50 people. The attendees for the most part are professional pianists, either university professors or private teachers. We usually have a very small number of college students and occasionally even a high school student. The common thread among all these people is a holistic approach to piano playing and teaching. All of these people are looking for new and innovative ways of approaching the world of music.

Because we are a small operation (that we feel is doing something new and innovative) we are looking for other companies doing the same thing. Our exhibits will not be open to the large corporations typically found at larger conventions.

Being an exhibitor entitles you to table space in our exhibit hall (where lunch is served every day, after-concert receptions are held, and Steinway Dallas/Ft. Worth will have their products). We do not have booths, just table space. For the price of the table you will also receive space for a quarter page ad in our program book. Because our schedule for the seminar is very busy, we do not expect you to be at your table space for any extended period of time beyond the two-hour lunch and showcase period. You can leave any promotional materials you would like at your table for the duration of the seminar, to be picked up no later than Friday 2:00pm. You are welcome to come and be at your table at any time during the conference, but lunchtime is best although not required. Coffee and water will be served in the exhibit hall throughout the week between sessions.

Anyone who would like to schedule (or sell) private sessions with individuals such as Alexander Technique, improvisation sessions, etc., must purchase exhibit space. This is purely a legal liability issue.

Because we want to promote new and innovative businesses, the cost of being an exhibitor is only \$25.00. Showcases are available for an additional fee of \$25.00. Showcases are held either at 1:00 in the exhibit hall where you will have a captive audience finishing lunch, or at 7:00pm prior to the evening concert. All showcases are 45 minutes. Exhibit and showcase fees do not include lunch or entrance to seminar events. If you wish to attend seminar events you must pay seminar fees.

If you are interested in joining our seminar and reaching one of the most open-minded audiences you will ever find, please complete the attached contract and send with the check by July 2. Artwork for ads is due also by Monday, July 2.

Many thanks,
Sheila Paige
Executive Director
Piano Wellness Seminar



EXHIBITOR CONTRACT, 2007

Exhibit Space Fee: Includes table space, ¼ page ad in program book.

_____ Do you wish to have a showcase? (Additional \$25.00)

Please print or type:

Company Name: _____

Mailing Address: _____

City, State, Zip: _____

Contact Person: _____

Phone: _____ *Fax:* _____

E-mail _____ *Web:* _____

Type of Exhibit: Please describe briefly (35 words or less) what you will be Exhibiting. **NOTE:** This information will be included in our seminar program book and on our web site.

FEES: Exhibitor: \$25.00 _____ Showcase: \$25.00 _____
Lunch: \$10.00/day, Sat. _____ Sun. _____ Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____

Total: _____ Check payable to Piano Wellness L.L.C.
68 Crooked Lane
Cherry Hill, NJ 08034
800-864-7507
856-414-1995 (fax)
sheilapai@pianowellness.com

NOTE: Ad copy must be sent to Ryan Smith by Monday, July 2, 2007. See ad form.