

NORTH CENTRAL **AGO** TWIN CITIES JULY 4-7, 2023

MEDIA KIT

North Central American Guild of Organists

2023 Regional Convention

Twin Cities of Minneapolis and St. Paul, MN

July 4 – 7, 2023

Contact: Jeremy Haug, Jeremy.Haug@mountcalvary.org or 612-578-8058 (voice and text)

Overview

On behalf of the Twin Cities Chapter of the American Guild of Organists we look forward to welcoming you to Minneapolis and St. Paul for the North Central AGO Regional Convention July 4-7, 2023. The Regional Convention will provide you the opportunity to celebrate our North Star State identity with great music for the pipe organ—in solo concerts, in worship, and with choirs and orchestra. The exciting and varied venues in the Twin Cities, with their noteworthy pipe organs, will be the setting for outstanding performers of the highest artistic standard, and for informative, relevant workshops. The Regional Convention will bring us together for unique musical experiences, continuing education, professional development, time with colleagues and friends, and the chance to experience the vibrant Twin Cities cultural scene. Our convention headquarters is located in the heart of downtown Minneapolis, The Hilton Hotel on Marquette. We suggest you check out and bookmark the [North Central AGO Regional Convention](#) website. Mark your calendars for what promises to be an unforgettable week. All are welcome as we celebrate our love for the organ.

Convention Program Book

The official convention Program Book will contain the daily schedule, directions, and other important information for registrants like program details for all events (including artist biographies, program notes, and organ specifications), workshop schedule and descriptions, lists of donors and exhibitors and more valuable information. Many attendees are expected, and most of them will save their programs for years to come, making this a unique opportunity to advertise your organ-related products and services.

Advertising Opportunities

Every ad must be supplied in a press-ready PDF or digital image file, including printer's marks, with fonts and graphics embedded. Images must have a resolution of at least 300ppi (pixels per inch). NOTE: higher resolution images are appreciated. For a color ad, embedded graphics must be in CMYK (not RGB); for a black-and-white ad, embedded graphics must be in grayscale.

Deadline for receipt of artwork, materials, and payment: **Friday, March 31, 2023**. Submit all materials to Jeremy.Haug@mountcalvary.org *Note: if you need additional time to submit your artwork and materials, please contact us to discuss options no later than Friday, March 31, 2023.*

The convention reserves the right to decline any advertisement, before or after the published closing date, that does not meet its approval. Acceptance of advertising does not imply endorsement. Except for paid preferred locations, ad placement will be at the discretion of the editor.

The convention will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts whenever it conflicts with the terms and conditions of this media kit and any amendment thereof. The advertiser and/or agency assumes liability for all content (including text and illustrations), assumes responsibility for any claims therefrom made against the convention, and agrees to indemnify the convention against any expense and loss suffered by reason of such claims. Placement of advertising conveys agreement with all policies and conditions stated in this media kit.

Convention Program Book Advertising

The Convention Program Book will be about 80-100 pages, printed digitally on 8 ½" x 11" high-quality paper in portrait orientation. Designs with full bleed are permissible on full-page advertisements only. Contact Jeremy.Haug@mountcalvary.org for full-page printing specifications. Preferred positions are sold on a first-come, first-served basis. Any confirmed convention exhibitor is entitled to a 25% discount on advertising in any medium. Any advertiser is entitled to a 25% discount on advertising in any other medium.

	Width (inches)	Height (inches)	Rate
CONVENTION PROGRAM BOOK			
Back Cover	8.5	11	\$900
Inside Back Cover	8.5	11	\$700
Inside Front Cover	8.5	11	\$700
Full Page	8.5	11	\$500
Half Page Vertical	3.75	10.25	\$250
Half Page Horizontal	7.75	5	\$250
Quarter Page	3.75	5	\$175
Eighth Page (business card)	3.75	2.375	\$100
Attendee registration packet enclosure (<i>see Tote Bag Insert, below</i>)			

Tote Bag Insert

Every registrant will be provided with a convention tote bag for use during and after the convention. In addition to registration and hospitality materials, the tote bags will be stuffed with paid advertising materials. These may include flyers, brochures, CDs, flash drives, specialty products, or other items as agreed upon. Any material is subject to the approval of the convention after receipt of a sample, or other approved and mutually agreed upon arrangements.

To place a tote bag insert, contact Jeremy Haug, Jeremy.Haug@mountcalvary.org. Shipping information will be provided upon receipt of payment. Materials must be received by June 5, 2023, to be included in the tote bags. No refunds will be provided for missing the deadline. Return shipping of any unused items will be the responsibility of the advertiser.

	Max Size	Rate
Tote Bag Insert	8.5" x 11"	\$250

Convention Website

The convention website, <https://www.northcentralago2023.org/>, will be visited regularly by registrants and potential attendees. The website includes information on registration, hotel, transportation, programs, events, venues & organs, and local attractions and dining. To place advertising, contact Jeremy Haug, Jeremy.Haug@mountcalvary.org

Every ad must be supplied as a JPG file, minimum resolution of 72ppi or at least 480 x 320 pixels. All text, images, and links must be included within the file, no animation or flash.

Ad space on any website page is limited and available on a first-come, first-served basis. All ads, including text, images, links, and design, are subject to the approval of the convention. The convention reserves the right to remove any ad at any time.

	Size	Rate
Home Page	480 x 320 pixels	\$500
Internal Page	480 x 320 pixels	\$200

Exhibit Booth

Exhibit booths will be located in the Convention Hotel, Hilton Downtown Minneapolis. Exhibits will be open for attendees with an opportunity to greet and visit with attendees and artists.

Contact us to reserve your Exhibit table, or for any additional questions at admin@northcentralago2023.org

	Size	Rate
Exhibit Table	6' x 30" (72" x 30")	\$400
Additional table	6' x 30" (72" x 30")	\$40 (each)

Sponsorship and Donor Opportunities

Sponsors and donors are welcome for all convention events, including concerts, performers, artists, workshop presenters, commissioned works, receptions, and other events. You are encouraged to provide an organizational logo, or other materials as appropriate for recognition and acknowledgement. If approved by the sponsor/donor, they will be recognized in the Program Book and in other publicity media or listed as Anonymous. For more information, contact admin@northcentralago2023.org

All donations are tax-deductible and will support the North Central American Guild of Organists 2023 Regional Convention. Thank you for your support!