

USITT
Seattle 2024

**64TH ANNUAL
CONFERENCE & EXPO**
MARCH 20-23, 2024

SEATTLE CONVENTION CENTER - ARCH BUILDING



**EXHIBITING, SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

POWERING LIVE ENTERTAINMENT ■ [USITT.COM](https://www.usitt.com)

MEET USITT IN SEATTLE



CONFERENCE DATES
MARCH 20-23, 2024

LOCATION
SEATTLE CONVENTION
CENTER - ARCH
BUILDING

EXPO HOURS
THU 3/21 | 11A-6P
FRI 3/22 | 11A-6P
SAT 3/23 | 10A-2P

QUICK LINKS

- [2024 EXHIBITORS](#) ➔
- [EXHIBITOR FLOOR PLAN](#) ➔
- [EXHIBITOR SERVICE MANUAL](#) ➔

Expo attendees include a wide range of professionals across the theatre and entertainment industry, from venue managers, designers, and business owners to students and educators. The diversity of experts and academics, combined with new and seasoned professionals from a broad variety of disciplines, cannot be found at any other event. That makes USITT's Stage Expo the ideal place for you to:

- Showcase your products and services to your target audience
- Reach organizations creating productions now
- Connect with decision-makers about your business
- Build relationships with the industry of today and tomorrow
- Recruit at JobsUSITT Center

We offer many unique options to promote your product and service at our event. Several are exclusive and limited, so we encourage you to secure these special opportunities now so you can benefit from the options that give your business the best visibility. If you have any questions about our exhibitor and sponsorship options please don't hesitate to ask. Your success is our goal, and we can help you create an advertising package that best spotlights your brand and maximizes your marketing investment.

We look forward to working with you, and making our 2024 event extraordinary for both our attendees and your business.

Best regards,

Jody Harris

Jody Harris

Director of Sales & Events
(800) 938-7488 Ext. 114
jody@usitt.org

Lea Ann Quimby

Lea Ann Quimby

Manager, Sales & Events
(800)938-7488 Ext. 102
lquimby@usitt.org



USITT
Seattle 2024

YOUR AUDIENCE IS HERE



BUYING POWER

When you meet our expo audience you are connecting with decision-makers.

More than 70% of USITT attendees have buying power for their organizations

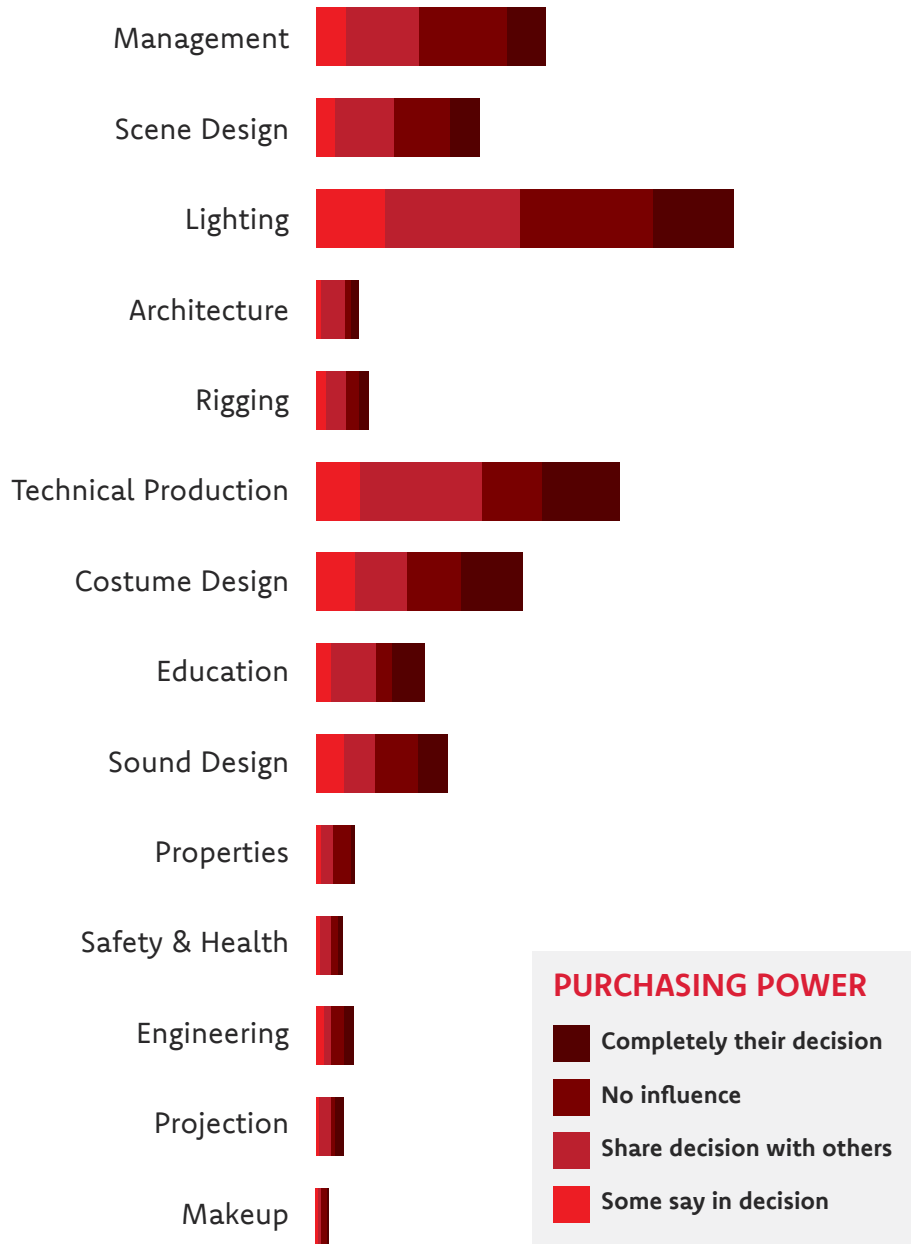
15%
INFLUENCE

20%
RECOMMEND

16%
AUTHORIZE

15%
SPECIFY

THEY ARE THE DECISION-MAKERS OF TODAY & TOMORROW



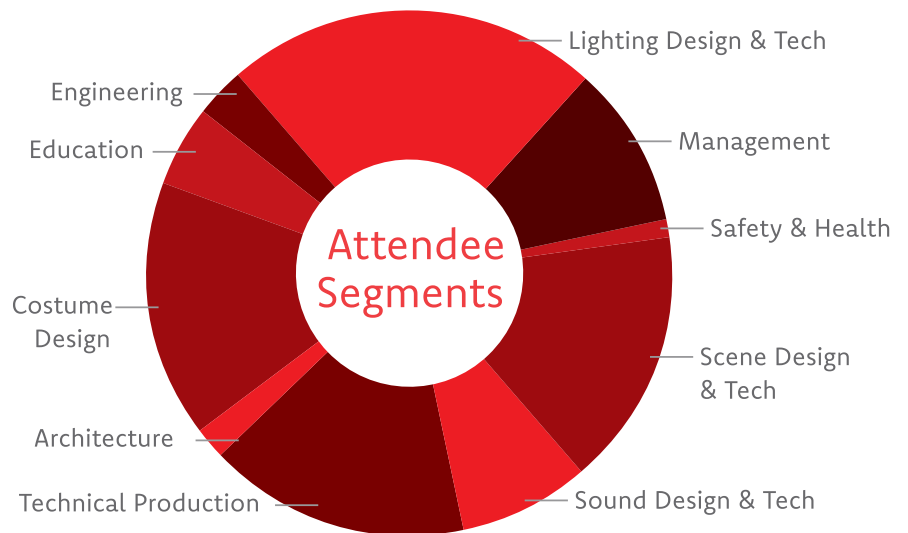
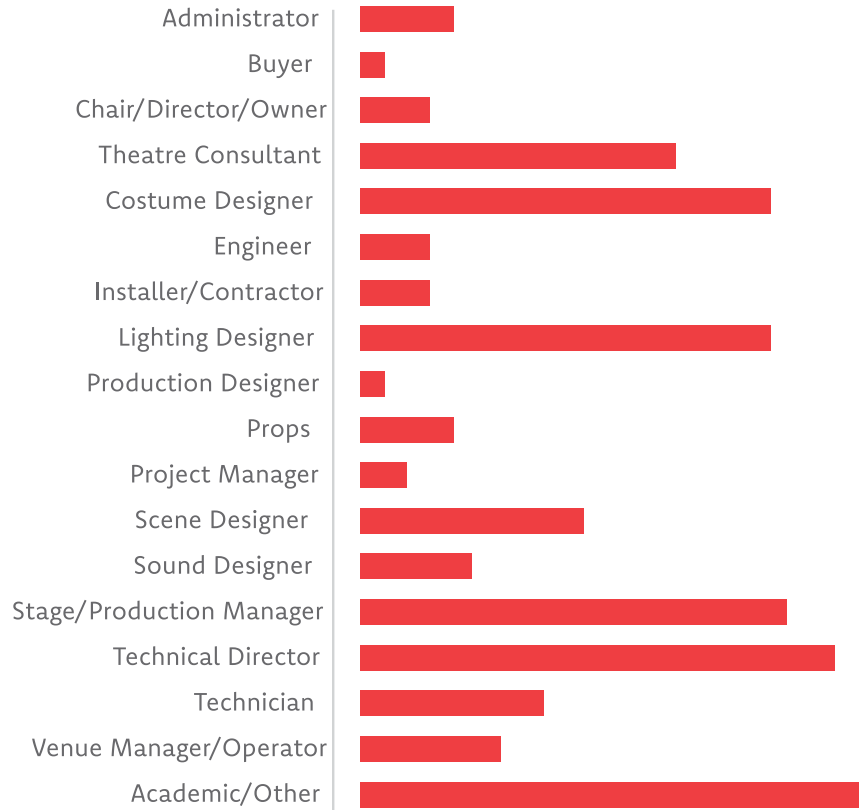
ATTENDEE SNAPSHOT



ATTENDEE PROFESSIONS

Our USITT Expo audience consists of professionals across the theatre and entertainment industry.

FOR EXHIBITING OPPORTUNITIES CONTACT:
Jody Harris | (800) 938-7488
Ext. 114 | jody@usitt.org



ATTENDEE SNAPSHOT



“

Thank you to you and your team for a great USITT 2023, which was also our first. We had an incredible experience, saw so many old friends, and met so many great young theater technicians and designers. I think it was equally thrilling for many of the hopeful soon-to-be graduates looking to start a career, to be able to walk right up and speak to us. So many instructors from universities across the country connected with us, and they now have another viable outlet for their students dreaming of a career in touring entertainment. Our experience was far beyond expectations.

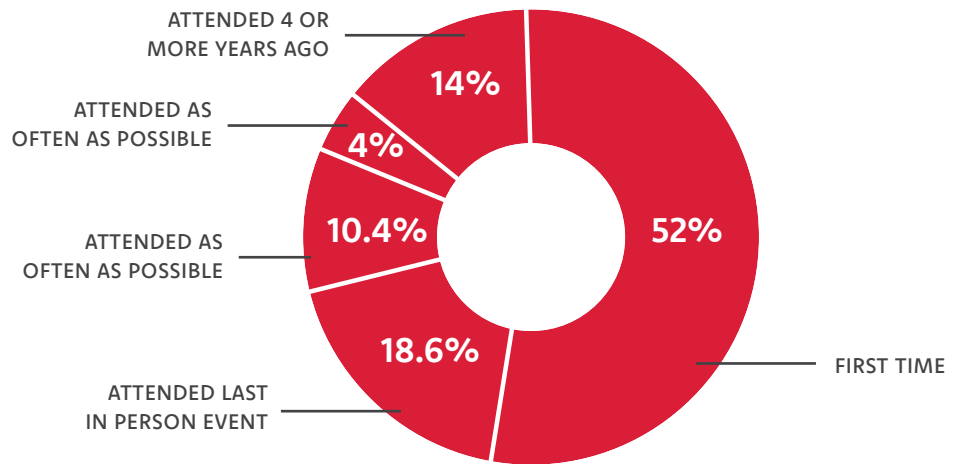
So, we'll be back for Seattle next year, and we're discussing adding a presentation or two to the agenda. ”

Thank you,
Andrew Abrisz, Upstaging, Inc.

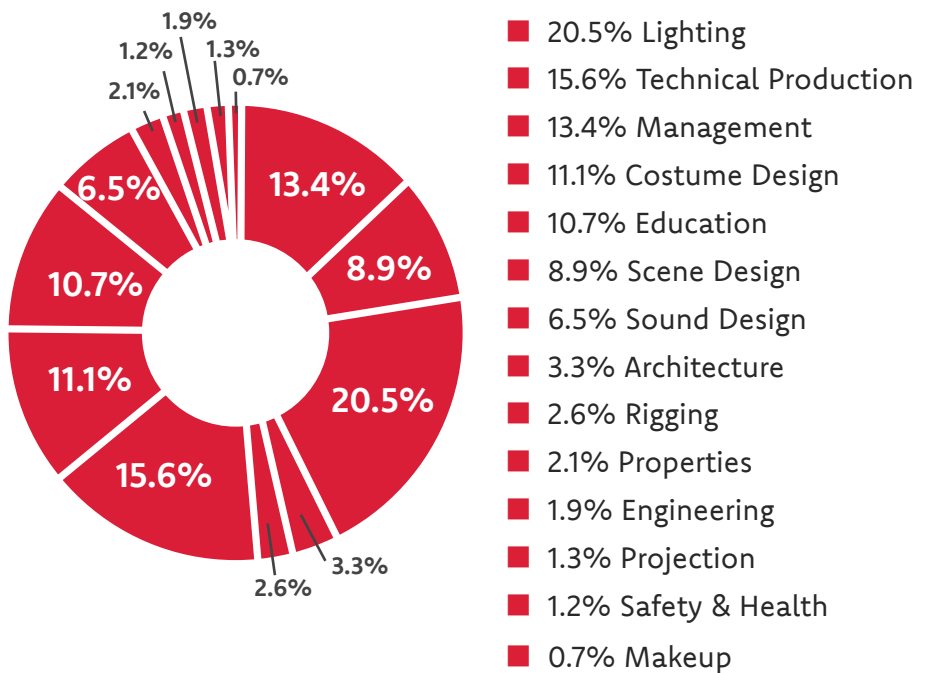


ATTENDANCE FREQUENCY

1,772 RECORD NUMBER OF FIRST TIMERS IN 2023



ATTENDANCE INTEREST



EXHIBITOR RATES



EXHIBITOR INVESTMENTS

BOOTH SPACES

- \$18.69/sq. ft.
Contributing Member
- \$19.58/sq. ft.
Sustaining Member
- \$22.55/sq. ft.
Supporting Member
- \$33.55/sq. ft.
Non-Member

COSTUME PAVILION

- \$1210 Member
- \$1595 Non-Member

TABLE SPACES – COMMERCIAL

- \$1100 Member
- \$1540 Non-Member

TABLE SPACES – NON-COMMERCIAL

- \$880 Member
- \$1320 Non-Member

DECORATOR PACKAGES

With the assistance of Shepard Exposition Services, we offer turnkey booth solutions for those companies wishing to save time and shipping costs installing and dismantling their booth materials. A wide selection of options are available to present your company professionally. Power, material handling, and all other exhibitor services are offered at additional charges and can be found here: [Exhibitor Services Manual](#) ➔

EXHIBIT SPACE INCLUSIONS

- Exhibit space on show floor
 - 8' high back wall drape with 3' high sidewall drape
 - 7" x 44" cardstock identification sign
- Free online listing on usitt.org
- Online booth listing to include company description, category listing and URL link to exhibitor website
- Unlimited free Expo Passes for your best prospects and clients
- Company listing in USITT mobile app
- Unlimited sponsorship opportunities
- Free basic wireless internet *

FEATURED BENEFITS

- 8 full access badges per 10x10 booth space
- (1) exhibitor-led education session (space is limited and on a first-come, first-served basis - Exhibitor - Call for Proposals
- SMARTMATCH access to pre-show leads through registration list. Ability to send emails and appointment requests to attendees prior to show
- Access to JobsUSITT career center to post industry positions and recruit talent
- Complimentary Exhibitor Breakfast (Saturday)
- Invitation to all social networking events including Wednesday night
- Reception, Friday night at Museum of Popular Culture (MoPop)

TABLE SPACE & COSTUME PAVILION

- Inclusions and benefits referenced above
- 4 full access badges per table space
- 8' high back wall drape with 3' high sidewall drape
- Carpet, (1) 2 ½ x 6 table, (2) chairs and waste basket
- 7" x 44" cardstock identification sign



SHOW AT A GLANCE



BOOTH PACKAGE

- 8' High Backwall Drape with 3' High Sidewall Drape
- 7" x 44" Cardstock Identification Sign

TABLE PACKAGE

- 6' x 30" Skirted Table - Black
- 2 Side Chairs
- 1 Wastebasket

SHOW COLORS

- Show Drape Color(s): Black
- Aisle Carpet Color: Cayenne

EXHIBIT SHOW SCHEDULE

TARGETED EXHIBITOR MOVE-IN

- Monday, March 18, 2024
12P to 5P

GENERAL EXHIBITOR MOVE-IN

- Tuesday, March 19, 2024
8A to 8P
- Wednesday, March 20, 2024
8A to 8P

EXHIBIT HOURS

- Thursday, March 21, 2024
11A to 6P
- Friday, March 22, 2024
11A to 6P
- Saturday, March 23, 2024
10A to 2P

EXHIBITOR MOVE OUT

- Saturday, March 23, 2024
2P to 8P
- Sunday, March 24, 2024
8A to 12P

FREIGHT REROUTE BEGINS*

Sunday, March 24, 2024
12P

IMPORTANT DEADLINES

DISCOUNT PRICE DEADLINE FOR CUSTOM SHEPARD RENTALS

- Tuesday, February 20, 2024

EXHIBITOR APPOINTED CONTRACTOR NOTIFICATION DEADLINE

- Tuesday, February 20, 2024

FIRST DAY FOR WAREHOUSE DELIVERIES WITHOUT A SURCHARGE

- Tuesday, February 20, 2024

DISCOUNT PRICE DEADLINE FOR STANDARD SHEPARD ORDER

- Thursday, February 29, 2024

LAST DAY FOR WAREHOUSE DELIVERIES WITHOUT A SURCHARGE

- Monday, March 11, 2024

LAST DAY FOR WAREHOUSE DELIVERIES**

- Friday, March 15, 2024

**Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

FIRST DAY FREIGHT CAN ARRIVE AT SHOW SITE

- Monday, March 18, 2024 - 8A

SHIPPING ADDRESS

ADVANCE WAREHOUSE SHIPMENT ADDRESS

- Exhibiting Co. Name & Booth Number
USITT Conference & Stage Expo
c/o TForce c/o Fern c/o Shepard Exposition Services
12614 Interurban Ave S
Seattle, WA 98168
- Warehouse hours: Monday - Friday 9:00AM - 4:00PM

DIRECT TO SHOW SITE SHIPMENT ADDRESS

- c/o Shepard Exposition Services
Exhibiting Co. Name & Booth Number
USITT Conference & Stage Expo
Seattle Convention Center
705 Pike St.
Seattle, WA 98101



USITT
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EXHIBITOR FLOOR PLAN



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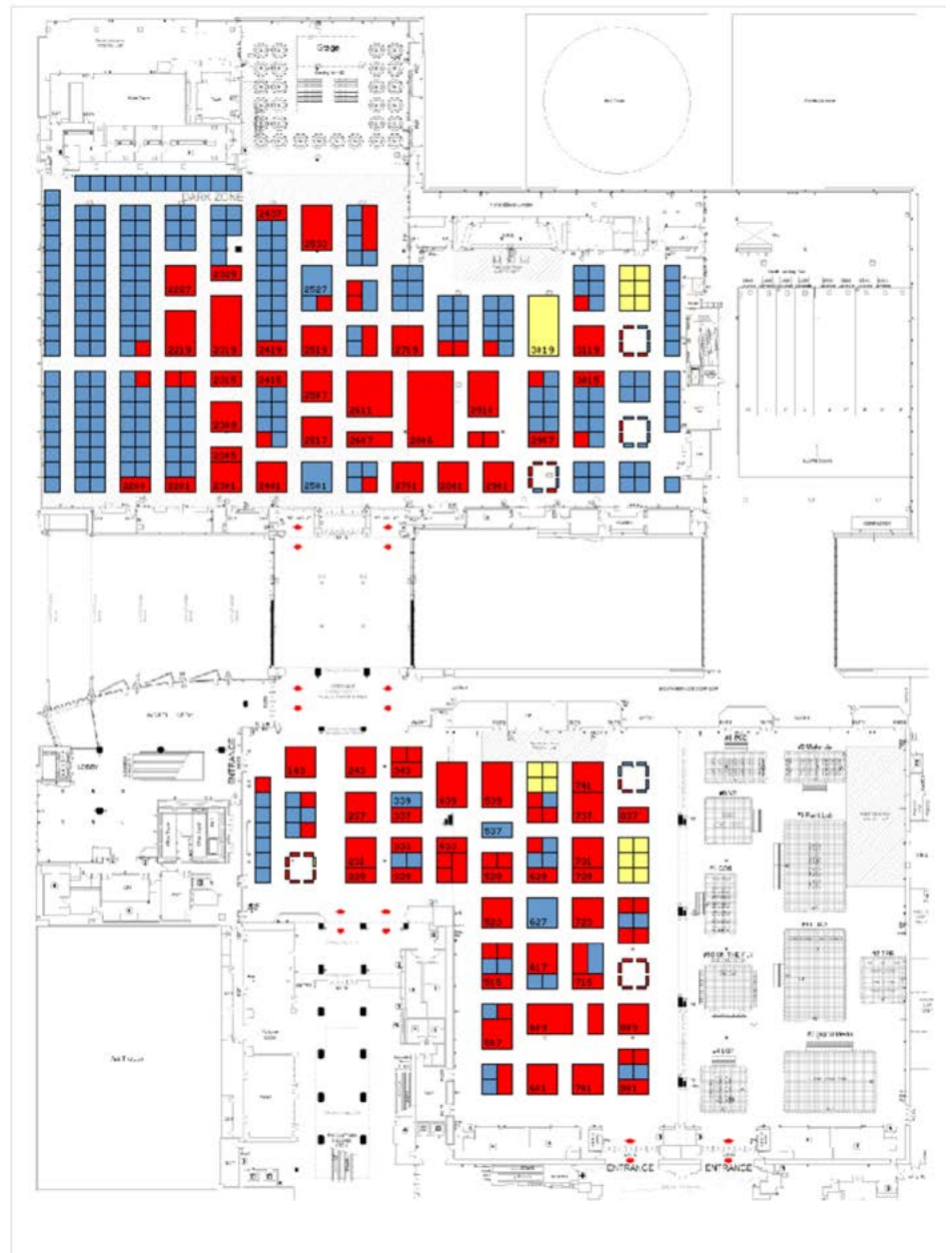
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Legend

- Sold
- On Hold / Pending
- Available
- Selected



*Booth availability as of Sep 7, 2023 - Check online for the most up to date information



USITT
Seattle 2024

MEMBERSHIP BENEFITS



QUICK LINKS

- **EXPLORE MEMBERSHIPS** →
- **JOIN NOW** →

Through membership you make us a better industry and a better organization. From academic institutions and students to product innovators and industry expert technicians, USITT members represent an extraordinary array of visionaries who are collectively shaping the future of entertainment production.

Organizational memberships are available to any company, school, or organization. Membership entitles organizations to participate in workshops and events at discounted rates, reach the membership of USITT at our live events, masterclasses, workshops and publications through sponsorship and display advertising, and find qualified candidates through JobsUSITT.

COMMON MEMBERSHIP BENEFITS

All organizational members receive the following benefits:

- Discounted exhibit booth space (per square foot) at the USITT Conference & Stage Expo
- Priority consideration for booth space selection at Stage Expo
- Organization contact information listed in on-line directories (public and member-only)
- Free subscription to USITT digital and print publications
- Priority consideration for features in USITT Industry News
- Eligible to participate on USITT Committees and Commissions
- Voting privileges in USITT Board of Directors elections
- One-time free use of USITT member list for direct mail promotion via USPS



MEMBERSHIP RATES



CONTRIBUTING MEMBERSHIP: \$1250

USITT's Contributing Membership is the highest level of organizational membership. Benefits include all those listed on page 9 plus:

- UNLIMITED FREE JobsUSITT ads
- Opportunity to engage with USITT members as a webinar presenter
- Display advertising discounts: 15% discount in TD&T and digital ads
- Discounts on registration for unlimited representatives for Annual Conference & Stage Expo
- Priority features in USITT Industry News and new products bulletins
- 10% discount on all non-conference related sponsorships
- Two free E-Blasts per year to segmented USITT membership list

SUPPORTING MEMBERSHIP: \$350

USITT's Supporting Membership is available to any company, school or organization. Benefits include all those listed on page 9, plus:

- 10% discount on JobsUSITT ads
- Display advertising discounts: 5% discount in TD&T and digital ads
- Discounts on registration for up to 4 representatives for the USITT Annual Conference
- Free subscription to USITT digital and print publications

SUSTAINING MEMBERSHIP: \$800

USITT's Sustaining Membership is a mid-level membership for organizations. Benefits include all those listed on page 9, plus:

- One FREE JobsUSITT ad, 10% discount on additional ads
- Display advertising discounts: 10% discount in TD&T and digital ads
- Discounts on registration for 8 representatives for Annual Conference & Stage Expo
- Free subscription to USITT digital and print publications
- Priority features in USITT Industry News and new products bulletins
- 5% discount on all non-conference related sponsorships



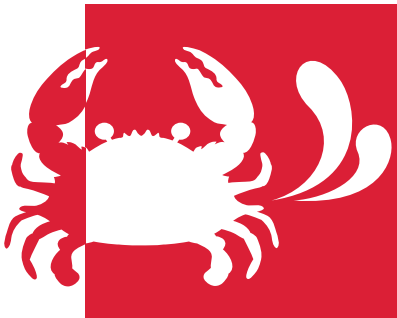
SAVE THE DATES



Columbus **2025**
MARCH 5-8



Long Beach **2026**
MARCH 18-21



Baltimore **2027**
MARCH 17-20



USITT
Seattle **2024**