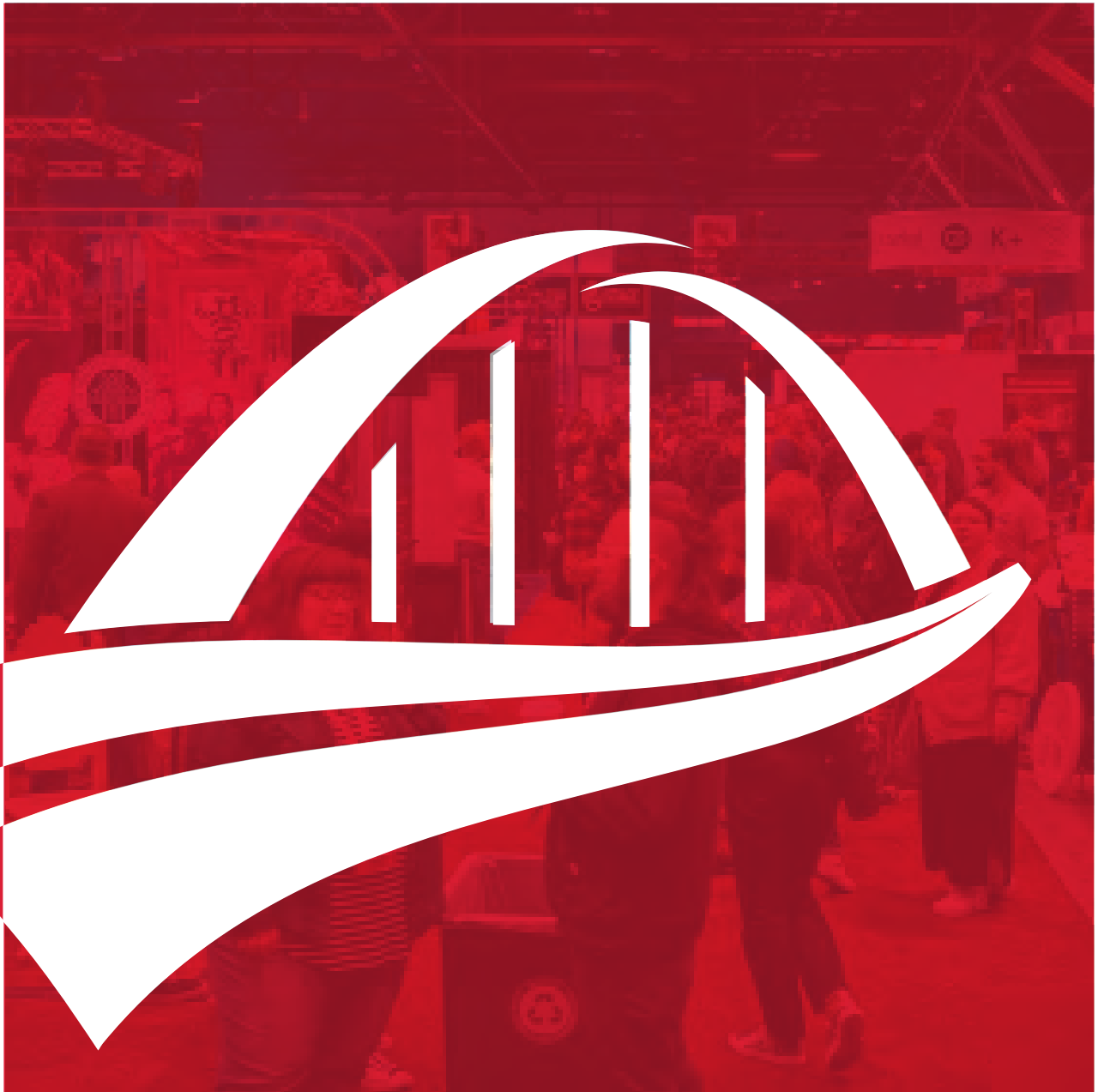


**USITT**  
*Columbus* 2025

**65TH ANNUAL  
CONFERENCE & EXPO**  
MARCH 5-8, 2025

GREATER COLUMBUS CONVENTION CENTER



**EXHIBITING, SPONSORSHIP & ADVERTISING  
OPPORTUNITIES**

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

# MEET USITT IN COLUMBUS



## CONFERENCE DATES

MARCH 5-8, 2025

## LOCATION

GREATER COLUMBUS  
CONVENTION CENTER

## EXPO HOURS

THU 3/6 | 11A-6P

FRI 3/7 | 11A-6P

SAT 3/8 | 10A-2P

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 2025 event extraordinary for both our attendees and your business.

Best regards,

Handwritten signature of Jody Harris

**Jody Harris**

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

Handwritten signature of Lea Ann Quimby

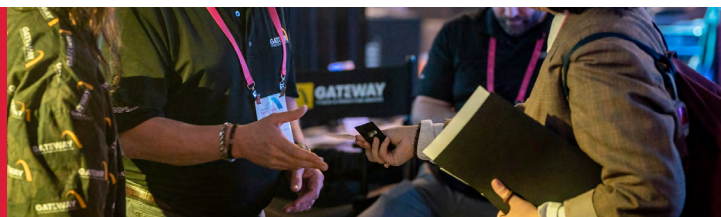
**Lea Ann Quimby**

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

## QUICK LINKS

- 2025 EXHIBITORS ➔
- EXHIBITOR FLOOR PLAN ➔
- BOOK YOUR BOOTH ➔
- EXHIBITOR CALL FOR PROPOSALS ➔
- ADVERTISING ➔

# 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**

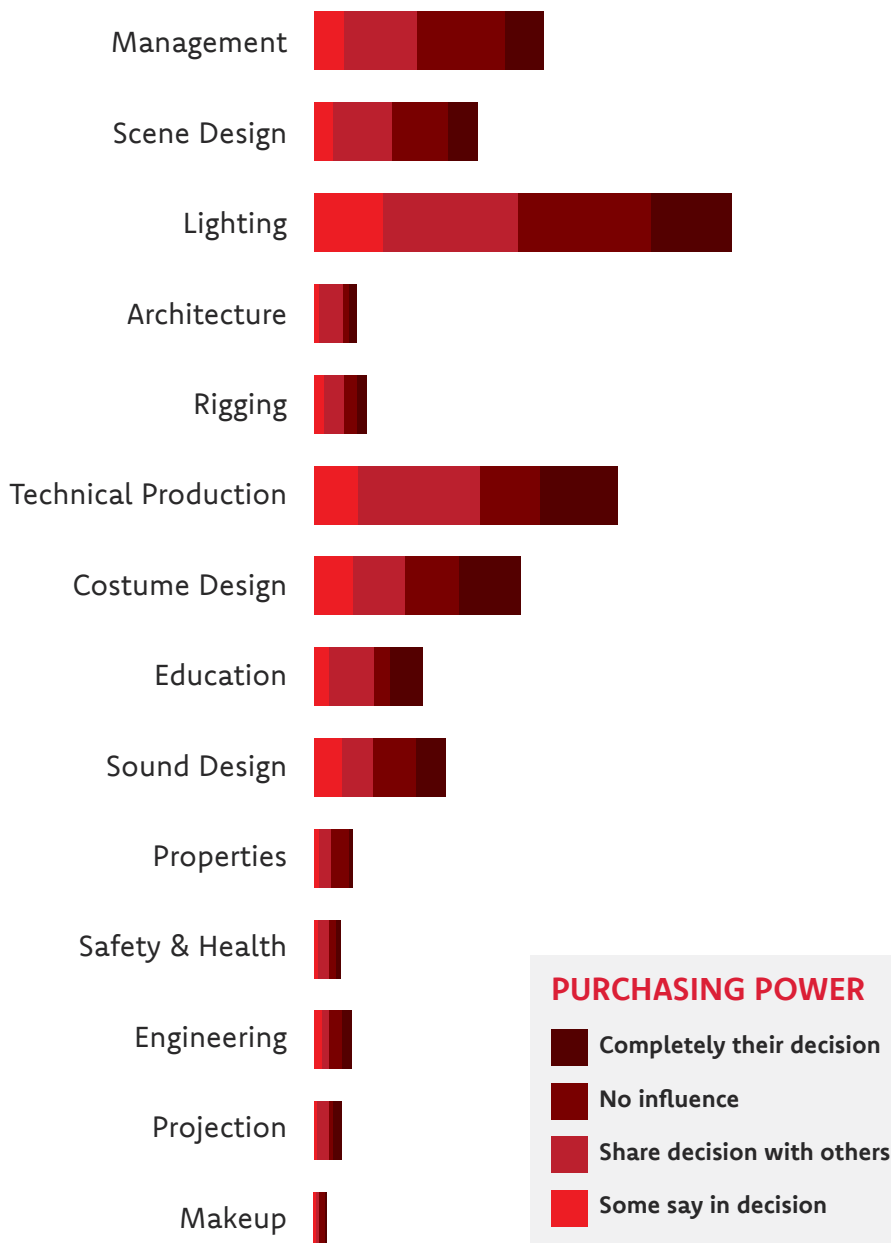
**15%**  
INFLUENCE

**20%**  
RECOMMEND

**16%**  
AUTHORIZE

**15%**  
SPECIFY

## THEY ARE THE DECISION-MAKERS OF TODAY & TOMORROW



**USITT**  
*Columbus* 2025

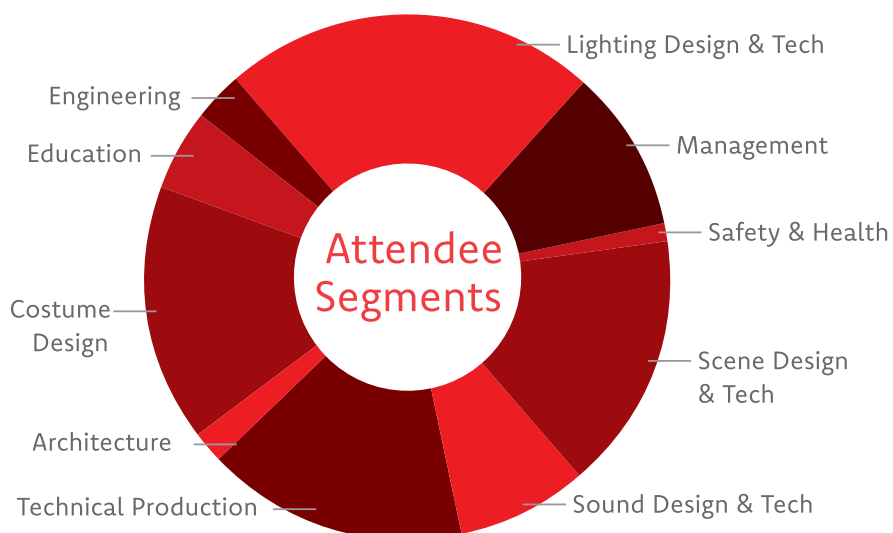
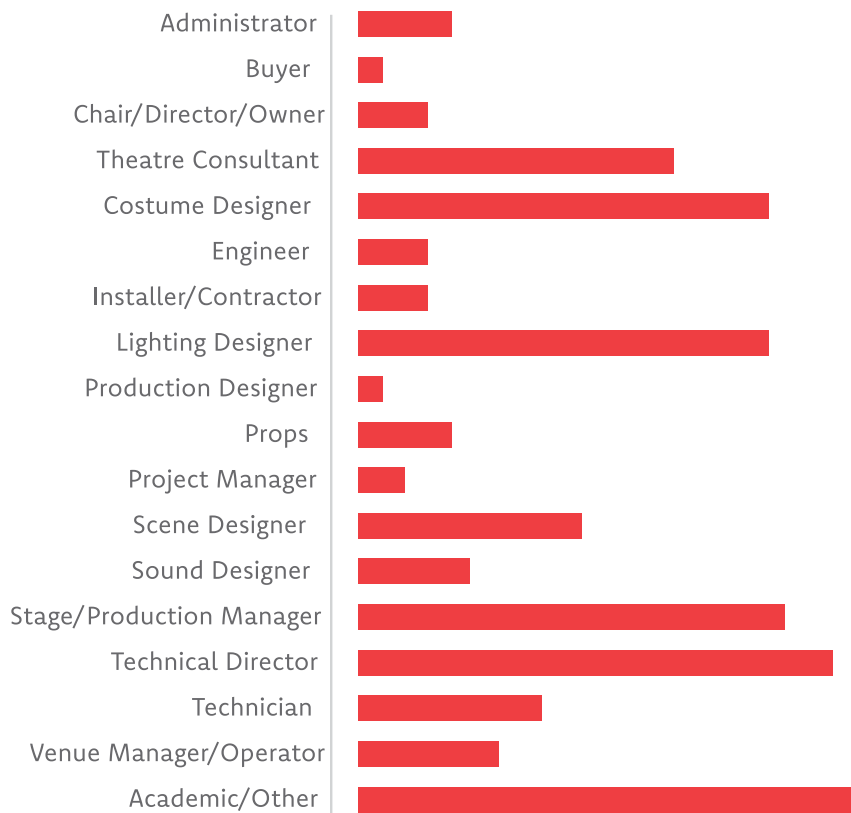
# ATTENDEE SNAPSHOT



## 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](mailto:jody@usitt.org)**



**USITT**  
*Columbus* 2025

# 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.

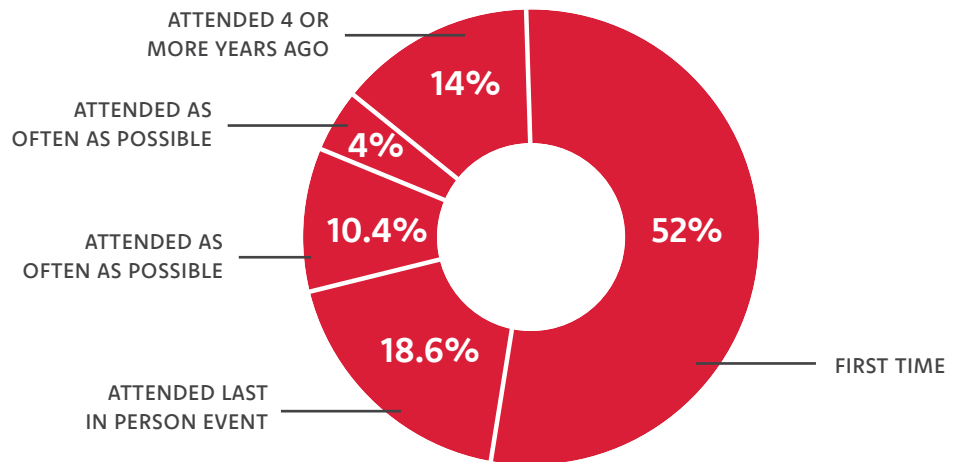
So, we'll be back for Seattle next year, and we're discussing adding a presentation or two to the agenda. ”

Thank you,  
Andrew Abrisz, Upstaging,  
Inc.

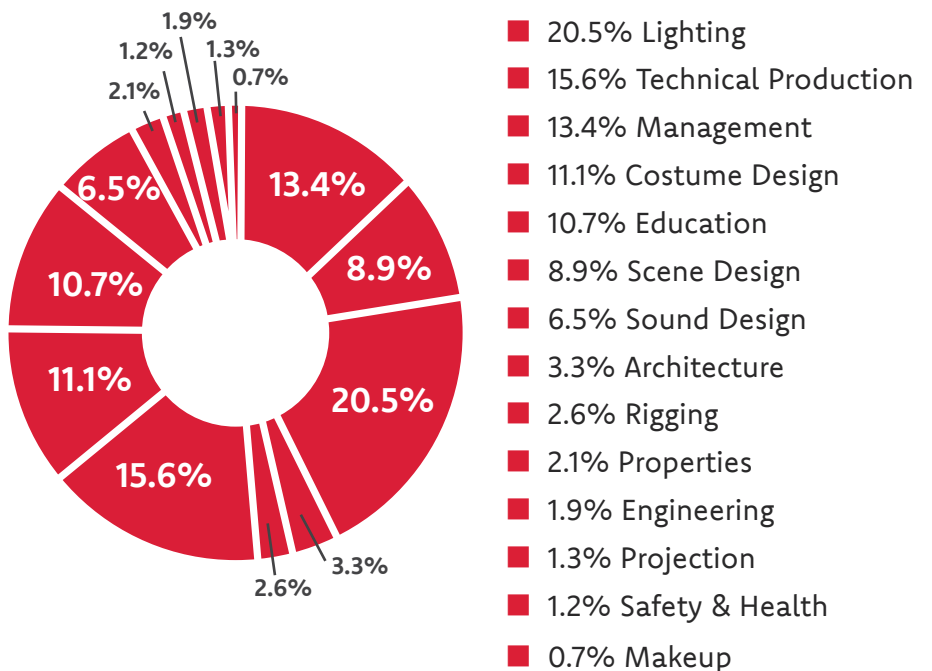


## ATTENDANCE FREQUENCY

 **1,989** RECORD NUMBER OF FIRST TIMERS IN 2024



## 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

- Eight (8) full access badges per 10x10 booth space
- One (1) exhibitor-led education session (space is limited and on a first-come, first-served basis)
- 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

## TABLE SPACE & COSTUME PAVILION

- Inclusions and benefits referenced above
- Four (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
- 7" x 44" Cardstock Identification Sign

## SHOW COLORS

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

## EXHIBIT SHOW SCHEDULE

### TARGETED EXHIBITOR MOVE-IN

- Monday, March 3, 2025 • 2:00PM to 6:00PM

### GENERAL EXHIBITOR MOVE-IN

- Tuesday, March 4, 2025 • 8:00AM to 8:00PM
- Wednesday, March 5, 2025 • 8:00AM to 8:00PM

### EXHIBIT HOURS

- Thursday, March 6, 2025 • 11:00AM to 6:00PM
- Friday, March 7, 2025 • 11:00AM to 6:00PM
- Saturday, March 8, 2025 • 10:00AM to 2:00PM

### EXHIBITOR MOVE OUT

- Saturday, March 8, 2025 • 2:00PM to 8:00PM
- Sunday, March 9, 2025 • 8:00AM to 12:00PM

### FREIGHT REROUTE BEGINS\*

Sunday, March 9, 2025 | 10:00AM

## IMPORTANT DEADLINES

### DISCOUNT PRICE DEADLINE FOR CUSTOM SHEPARD RENTALS

- Tuesday, February 4, 2025

### EXHIBITOR APPOINTED CONTRACTOR NOTIFICATION DEADLINE

- Tuesday, February 4, 2025

### FIRST DAY FOR WAREHOUSE DELIVERIES WITHOUT A SURCHARGE

- Tuesday, February 4, 2025

### DISCOUNT PRICE DEADLINE FOR STANDARD SHEPARD ORDER

- Thursday, February 13, 2025

### LAST DAY FOR WAREHOUSE DELIVERIES WITHOUT A SURCHARGE

- Monday, February 24, 2025

### LAST DAY FOR WAREHOUSE DELIVERIES\*\*

- Friday, February 28, 2025

\*\*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

- Tuesday, March 4, 2025 | 8:00AM

## SHIPPING ADDRESS

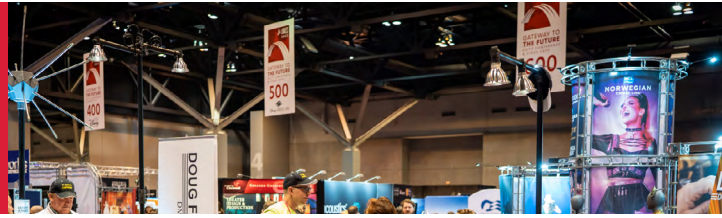
### ADVANCE WAREHOUSE SHIPMENT ADDRESS

- Exhibiting Co. Name & Booth Number  
USITT Conference & Stage Expo  
TForce - Shepard Exposition Services  
3400 Refugee Rd  
Columbus, OH 43232
- Warehouse hours: Monday - Friday 8:00AM - 4:00PM

### DIRECT TO SHOW SITE SHIPMENT ADDRESS

- c/o Shepard Exposition Services  
Exhibiting Co. Name & Booth Number  
USITT Conference & Stage Expo  
Greater Columbus Convention Center  
500 North High Street  
Columbus, OH 43215

# EXHIBITOR FLOOR PLAN



## CONFERENCE DATES

MARCH 5-8, 2025

## LOCATION

GREATER COLUMBUS  
CONVENTION CENTER

## EXPO HOURS

THU 3/6 | 11A-6P

FRI 3/7 | 11A-6P

SAT 3/8 | 10A-2P

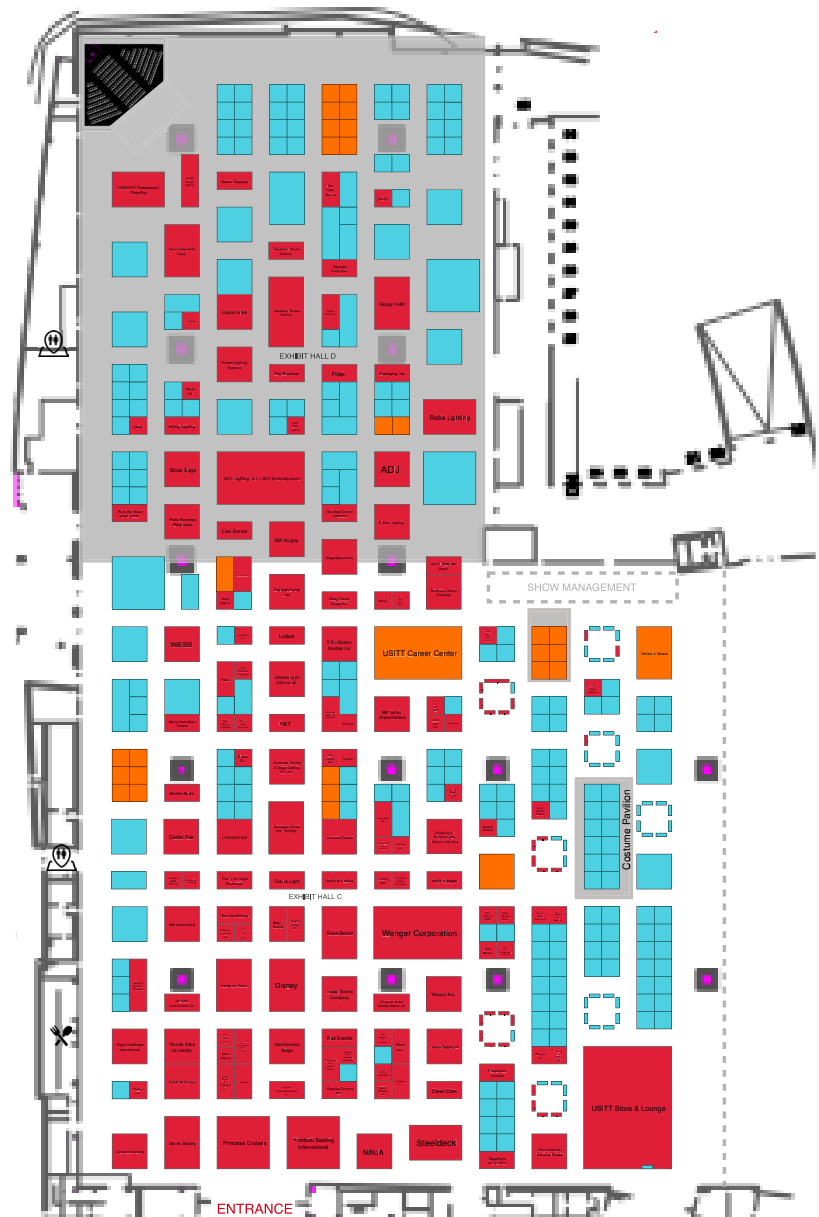
## QUICK LINKS

- 2025 EXHIBITORS ➔
- EXHIBITOR FLOOR PLAN ➔
- BOOK YOUR BOOTH ➔
- EXHIBITOR CALL FOR PROPOSALS ➔
- ADVERTISING ➔

## FOR EXHIBITING OPPORTUNITIES CONTACT:

Jody Harris | (800) 938-7488

Ext. 114 | [jody@usitt.org](mailto:jody@usitt.org)



\*Booth availability as of June 28, 2024 - Check online for the most up to date information



# ORGANIZATIONAL 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 at the Annual USITT Conference & Stage Expo
- Priority consideration for booth location at Stage Expo
- Organization contact information listed in on-line directories (public and member-only)
- Free subscription to USITT digital and print publications
- 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: \$1500

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

## SUSTAINING MEMBERSHIP: \$945

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
- Priority features in USITT Industry News and new products bulletins
- 5% discount on all non-conference related sponsorships
- Discounted E-blasts to segmented USITT membership list

## SUPPORTING MEMBERSHIP: \$420

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
- Discounted E-blasts to segmented USITT membership list

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES



## EXCLUSIVE EXPO HALL SPONSORSHIP

**Investment: \$10,000**

### Digital/Advertising Assets:

- Full-page color ad in one (1) issue of TD&T
- Logo recognition as Sponsor on USITT social media and usitt.org
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor created art panel featured on aisle signs hanging below aisle numbers
- Sponsor logo on large carpet stickers throughout show floor

## EXCLUSIVE MOBILE APP SPONSORSHIP

**Investment: \$5,000**

### Digital/Advertising Assets:

- Logo recognition as Sponsor on USITT social media and usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked small advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on Conference app splash screen with link to website of choice

## EXCLUSIVE REGISTRATION AND

## CONFERENCE BADGE SPONSORSHIP

**Investment: \$10,000**

### Digital/Advertising Assets:

- Sponsor logo on attendee registration page and confirmation emails
- Logo recognition as Sponsor on USITT social media and usitt.org
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.
- Full-page color ad in one (1) issue of TD&T

### Onsite Assets:

- Branding/graphics on main registration area and all satellite registration sites (floor graphics, kick panels, signage)

## EXCLUSIVE LANYARD SPONSORSHIP

**Investment: \$5,000**

Lanyards are a fantastic way to promote your brand. Sponsor to provide 6,000 lanyards to be distributed to all attendees at registration with their badge.

### Digital/Advertising Assets:

- Logo recognition as Sponsor on USITT social media and usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

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



# SPONSORSHIP AND ADVERTISING OPPORTUNITIES



## EXCLUSIVE HEADSHOT BOOTH SPONSORSHIP

**Investment: \$8,000**

### Digital/Advertising Assets:

- Logo recognition as Sponsor on USITT social media and usitt.org
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.
- Full-page color ad in one (1) issue of TD&T

### Onsite Assets:

- Branding graphics on headshot booth and monitors in the Headshot Booth Area.

## PATHWAYS PROGRAM SPONSORSHIP

**Investment: \$3,000 per registrant**

Pay It Forward and provide a student or faculty member from a local HBCU with transportation to and from the conference, meals, one-year USITT membership, and a full conference registration to USITT2025!

This is offered as a standalone sponsorship OR may be added to any other sponsorship listed.

### Digital/Advertising Assets:

- Sponsor logo on special recognition page on usitt.org

## ALL ATTENDEE NETWORKING RECEPTION SPONSORSHIPS WEDNESDAY AND FRIDAY NIGHT EVENTS

**(LIMIT 1 SPONSOR PER RECEPTION)**

**Investment: \$6,000 per reception**

### Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on all signage at event(s)
- Ability to give welcoming remarks at the beginning of each reception

## STAGE(S) ON EXPO FLOOR SPONSORSHIP (LIMIT 1 SPONSOR PER STAGE)

**Investment: \$5,000 per stage**

### Digital/Advertising Assets:

- Half-page color ad in one (1) issue of TD&T
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.
- Logo recognition as Sponsor on usitt.org

### Onsite Assets:

- Sponsor logo on all signage around stage
- Sponsor logo on stage
- Literature table present in space
- Ability to give welcoming remarks at the beginning of each session

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

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES



## USITT CAREER CENTER SPONSORSHIP

**Investment: \$6,000**

Your source for Performing Arts employment.

### Digital/Advertising Assets:

- Sponsor logo on JobsUSITT page until completion of Conference
- Sponsor logo on Attendee Registration Recruitment Tool
- Half-page color ad in one (1) issue of TD&T
- One linked small advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on banner within JobsUSITT Area on showfloor
- Literature table in JobsUSITT Area

## MEMBER AUTHOR BOOK SIGNING EVENT SPONSORSHIP

**Investment: \$5,000**

### Digital/Advertising Assets:

- Sponsor logo on special recognition page on usitt.org
- Half-page color ad in one (1) issue of TD&T
- One linked small advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on all signage around stage
- Literature table present in space
- Ability to give welcoming remarks at the beginning of the event

## WIFI SPONSORSHIP

**(LIMIT 2 SPONSORS)**

**Investment: \$5,000**

Be one of the WiFi co-sponsors and help attendees stay connected while on the Expo floor. A landing page will be created with the Sponsor logos clickable to a website of your choosing.

### Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Half-page color ad in one (1) issue of TD&T
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

## NATIONAL POSTER GALLERY SPONSORSHIP

**(LIMIT 4 SPONSORS)**

**Investment: \$3,500**

### Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on all signage around the National Poster Gallery Exhibit
- Sponsor logo on opening slide of interactive platform

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



# SPONSORSHIP AND ADVERTISING OPPORTUNITIES



## CUP-O-JOE SPONSORSHIP

**Investment: \$2,500 per day / 3 day exclusive \$6,000**

All Attendee Refreshment Break

### Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on all signage at the event

## CONFERENCE ASSISTANT T-SHIRT SPONSORSHIP

**(LIMIT 2 SPONSORS)**

**Investment: \$5,000**

USITT provides T-shirts with your logo worn by over 200 Conference Assistants traveling through the convention center and hotels over a 5-day period.

### Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked small advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Logo featured on t-shirts worn by Conference Assistants traveling throughout the conference.

## COMMISSION TRACK SPONSORSHIPS

**Investment: \$5,000**

Sponsorships available for the following tracks: Architecture, Costume Design & Technology, Digital Media, Education, Engineering, Lighting Design & Technology, Management, Safety & Health, Scene Design & Technology, Sound Design & Technology, Technical Production

### Digital/Advertising Assets:

- Sponsor logo on all applicable sessions online schedule for given Track
- Sponsor logo on special events page of usitt.org
- 2/3 page color ad in one (1) issue of TD&T
- One linked small advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT

### Onsite Assets:

- Sponsor logo on Ad Wall

## FIRST TIMERS EVENT SPONSORSHIPS

**(LIMIT 4 SPONSORS)**

**Investment: \$5,000**

Join first-time attendees and colleagues as we kick off the Annual 2025 USITT conference in Columbus! Opportunity for welcome remarks.

### Digital/Advertising Assets:

- Sponsor logo on special events page of usitt.org
- Quarter-page color ad in one (1) issue of TD&T
- One linked large advertisement in The Current leading up to Conference. Ad placement and scheduling is at the discretion of USITT.

### Onsite Assets:

- Sponsor logo on all signage at the event
- Ability to give welcoming remarks at the event

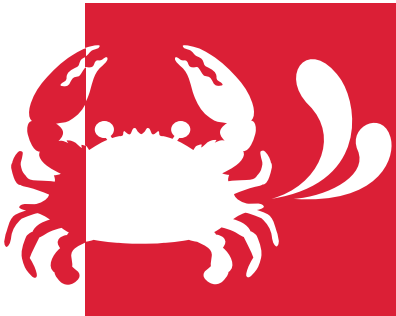
FOR EXHIBITING & SPONSORSHIP OPPORTUNITIES CONTACT: Jody Harris | (800) 938-7488 Ext. 114 | [jody@usitt.org](mailto:jody@usitt.org)



**SAVE THE DATES**



*Long Beach* **2026**  
MARCH 18-21



*Baltimore* **2027**  
MARCH 17-20



**USITT**  
*Columbus* **2025**