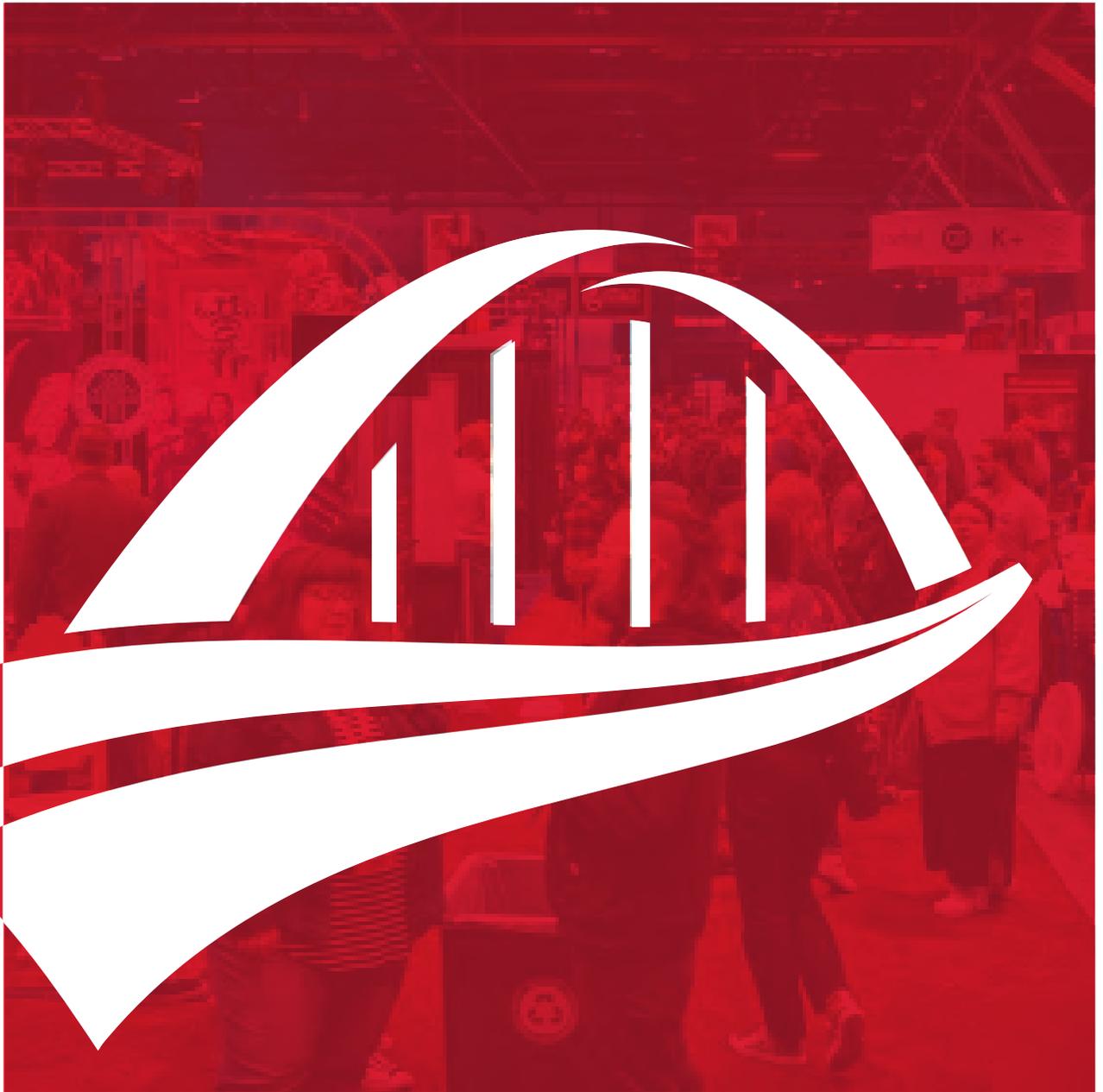


USITT
Columbus 2025

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

GREATER COLUMBUS CONVENTION CENTER



**EXHIBITING, SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

POWERING LIVE ENTERTAINMENT ■ 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

QUICK LINKS

- [2025 EXHIBITORS](#) →
- [EXHIBITOR FLOOR PLAN](#) →
- [BOOK YOUR BOOTH](#) →
- [EXHIBITOR CALL FOR PROPOSALS](#) →
- [ADVERTISING](#) →

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,

Jody Harris

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

Lea Ann Quimby

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

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

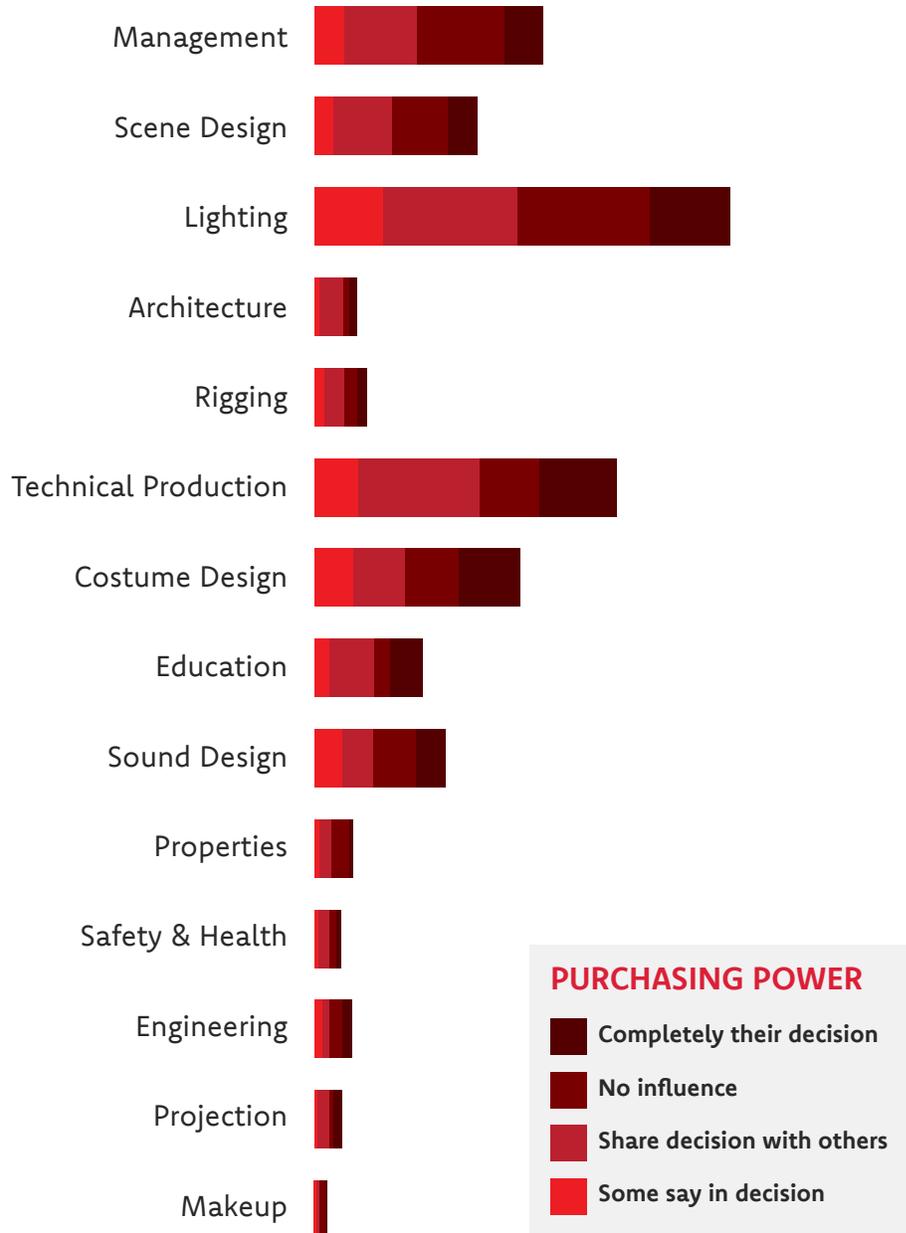
15%
INFLUENCE

20%
RECOMMEND

16%
AUTHORIZE

15%
SPECIFY

THEY ARE THE DECISION-MAKERS OF TODAY & TOMORROW



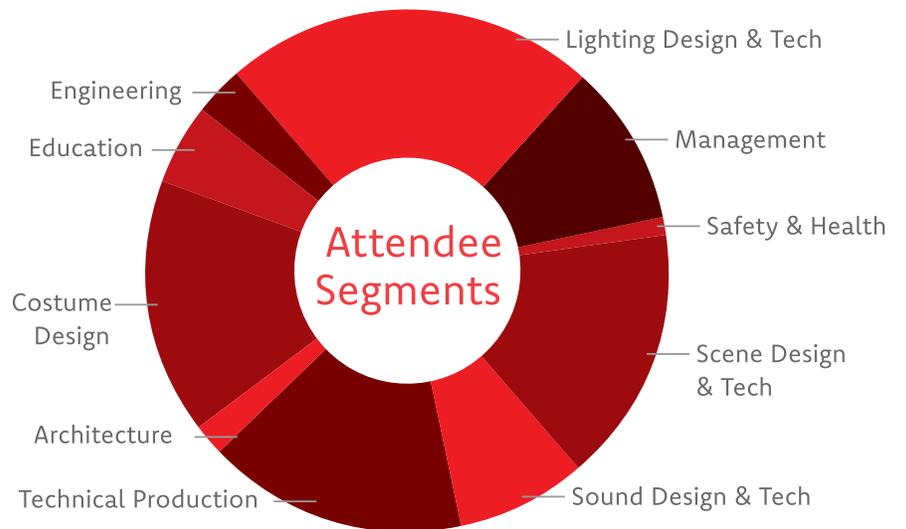
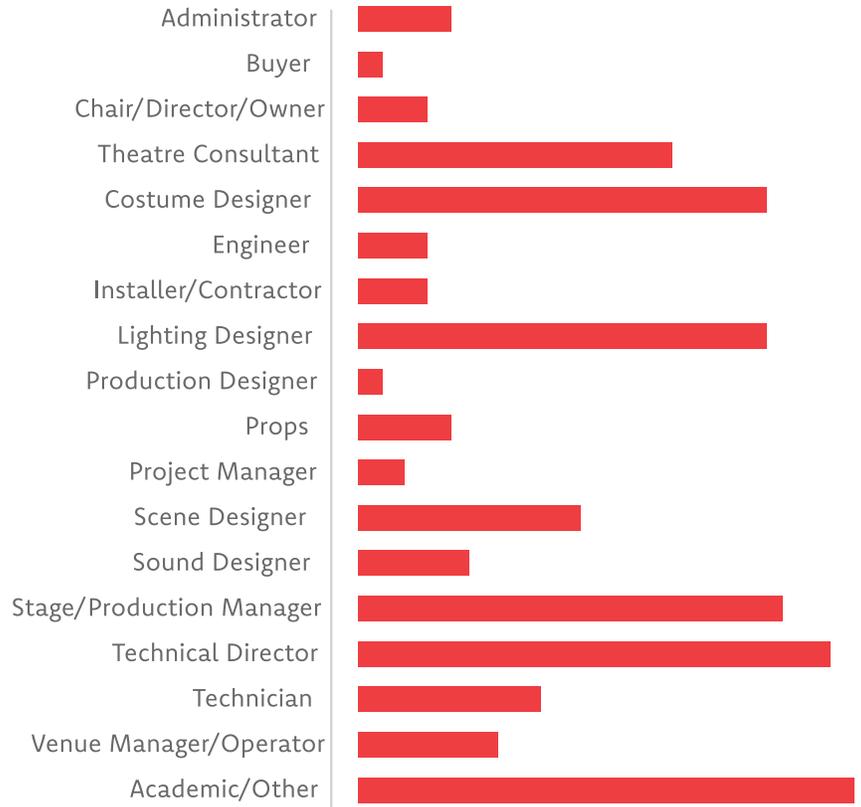
ATTENDEE SNAPSHOT



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.

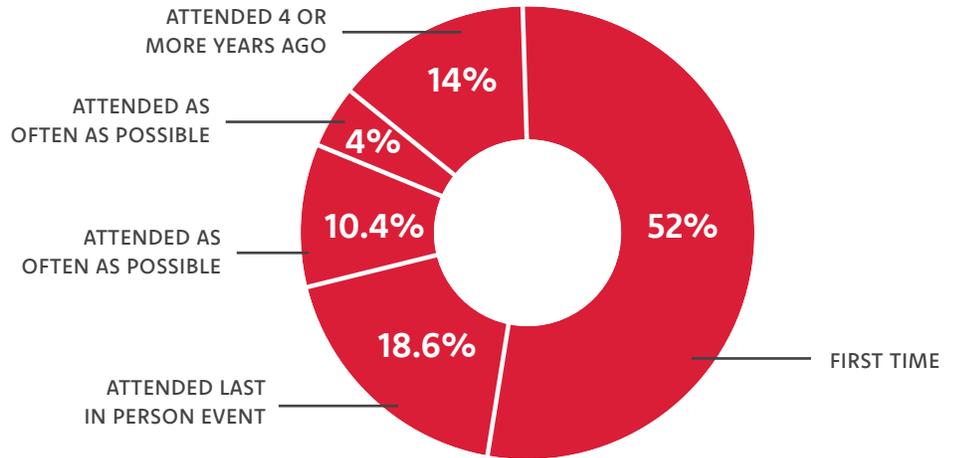
So, we'll be back for Seattle next year, and we're discussing adding a presentation or two to the agenda. ”

Thank you,
Andrew Abrisz, Upstaging, Inc.

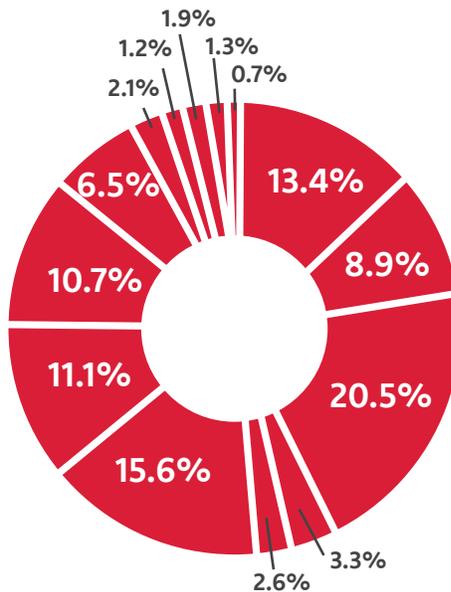


ATTENDANCE FREQUENCY

1,989 RECORD NUMBER OF FIRST TIMERS IN 2024



ATTENDANCE INTEREST



- 20.5% Lighting
- 15.6% Technical Production
- 13.4% Management
- 11.1% Costume Design
- 10.7% Education
- 8.9% Scene Design
- 6.5% Sound Design
- 3.3% Architecture
- 2.6% Rigging
- 2.1% Properties
- 1.9% Engineering
- 1.3% Projection
- 1.2% Safety & Health
- 0.7% Makeup

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

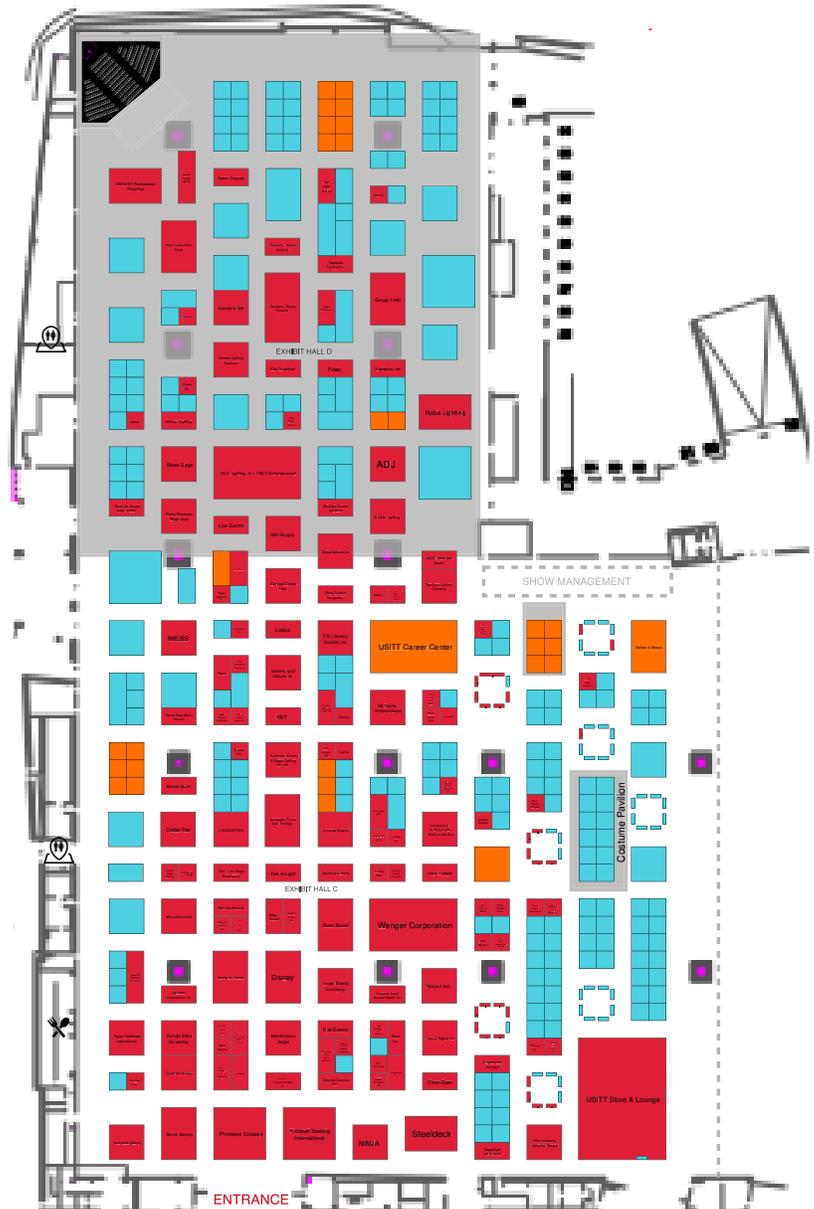
SAT 3/8 | 10A-2P

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



*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

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

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

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:

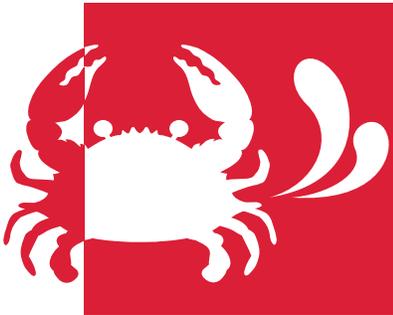
- Sponsor logo on all signage at the event
- Ability to give welcoming remarks at the event

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

SAVE THE DATES



Long Beach **2026**
MARCH 18-21



Baltimore **2027**
MARCH 17-20



USITT
Columbus 2025