

PIAS 2024

PERCUSSIVE ARTS SOCIETY INTERNATIONAL CONVENTION



ADVERTISING GUIDE



NOVEMBER 13-16 • INDIANAPOLIS, IN

PASIC PROGRAM

RESERVE YOUR SPOT AT PASIC.ORG/ADVERTISING

PASIC PROGRAM ADS

Advertising with PAS gets your marketing message in front of students, educators, professional musicians, enthusiasts and players of all levels – people who are serious about drums and percussion. These are people who not only purchase percussion instruments, accessories, literature and gear, but also influence others in their buying decisions. They are people who seek out educational opportunities as well – from workshops and summer programs to degree programs at colleges and universities.



WHY ADVERTISE IN THE PROGRAM?



Not only a practical guide to all of the PASIC events, the program contains artist bios and session information. It's also becoming a keepsake, with our NEW program featuring artists rendering the PASIC name.

SPECS

Full Page with Bleed: 8.75" x 11.25"
Full Page Trim Size: 8.5" x 11"
Full Page without Bleed: 7.3125" x 10.0625"
1/2 Page Vertical: 3.5625" x 10.0625"
1/2 Page Horizontal: 7.3124" x 4.9375"
2/3 Page Vertical: 4.1825" x 10.0625"
2/3 Page Horizontal: 7.3125" x 6.5"

RATES

Ad Size	Corporate Member	Non-Corporate Member
1/2 Page	\$900	\$1,200
2/3 Page	\$975	\$1,300
Full Page	\$1,125	\$1,500

ADDITIONAL PLACEMENT OPTIONS

**first come, first served basis*

Cover II	Full page rate + \$375
Cover III	Full page rate + \$375
Cover IV	Full page rate + \$500
Special Placement	Ad rate + 10%

ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1

SIGNAGE

[RESERVE YOUR SPOT AT PASIC.ORG/ADVERTISING](https://pasic.org/advertising)

EXHIBIT HALL EXIT DOOR BANNER

Advertise your brand on a banner in a prominent location where nearly 6,000 PASIC attendees as well as students & educators attending Bands of America Grand National Championships are guaranteed to see it.



Investment: \$4,000 / Banner
2 Banners Available

Includes production, installation, and removal. Advertiser provides artwork.

EXHIBIT HALL FLOOR DIRECTIONALS

Lead attendees directly to your booth with up to four exhibit hall floor directionals.

Investment: \$2,500
1 Available on Demo Side
1 Available on Showcase Side

Includes production, installation, and removal.
Advertiser provides artwork.



ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1

COLUMN WRAPS

Advertise to attendees from every direction right outside of the Expo Hall. No matter where they may be heading, attendees are guaranteed to pass these columns multiple times on a daily basis.



Investment: \$2,500 / Column
8 Columns Available

Includes production, installation, and removal. Advertiser provides artwork.

STAIR CLINGS

Step up your advertising and market your brand in a high-traffic area.

Investment: \$4,000 / Staircase
2 Staircases Available

Includes production, installation, and removal.
Advertiser provides artwork.



ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1

CHARGING STATION/DRUM PAD TABLE

One of the most high traffic areas of the “hallway convention,” your brand will be the center of attention, providing a place to jam, practice, and recharge — plus you never know who might drop by, making for a great photo op.

Investment: \$2,500 / Station
1 Station Available

Includes production, installation, and removal. Advertiser provides artwork.



PHOTO BOOTH

Always feature in their memories by providing a place to capture them.

Already reserved for 2024

Includes production, installation, and removal.
Advertiser provides artwork.



ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1

PROMO ITEMS

[RESERVE YOUR SPOT AT PASIC.ORG/ADVERTISING](https://pasic.org/advertising)

HOTEL KEYS

Advertise to attendees starting when they check in and through when they check out.

Investment: \$5,000

1 Available

*Includes production and distribution.
Advertiser provides artwork.*



COFFEE CUP SLEEVES

Brand one of the first things that attendees reach for each morning.

Investment: \$3,000

1 Available

*Includes production and distribution.
Advertiser provides logo.*



LANYARDS

All attendees will receive your branded lanyard when they pick up their PASIC badge.

Investment: \$5,000

1 Available

Advertiser provides 4,000 lanyards.



ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1

EVENTS

[RESERVE YOUR SPOT AT PASIC.ORG/ADVERTISING](https://pasic.org/advertising)

KEYBOARD LATE NIGHT HANG

Sponsor the Keyboard Late Night Hang after the evening concert one night at PASIC and gain exclusive brand exposure during performances. As a sponsor, you provide the keyboard instrument and can choose to display a standing banner in the area.

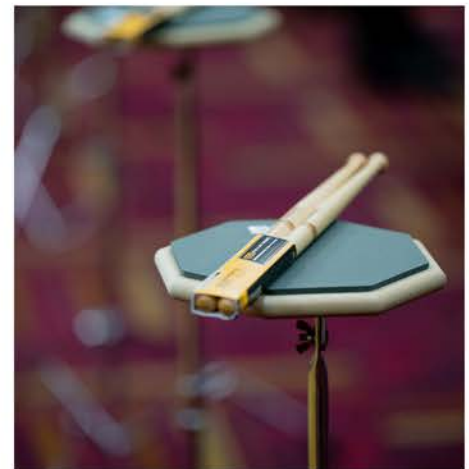


Investment: \$2,500

1 Sponsorship Available

RUDIMENT LATE NIGHT HANG

By sponsoring the Rudiment Late Night Hang, only your product is placed directly in front of attendees for them to test. You provide the practice pads, we provide the hands. Additionally, you can display a standing banner in the area.



Investment: \$1,000

1 Sponsorship Available

ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1

DIGITAL

RESERVE YOUR SPOT AT [PASIC.ORG/ADVERTISING](https://pasic.org/advertising)

DIGITAL FOOD COURT AD

Everyone eats — purchase a digital ad in the food court that both attendees and Bands of America students and educators will see. Your ad will be up for the entirety of PASIC.

Investment: \$3,000 / Screen
4 Screens Available

Advertiser provides artwork.

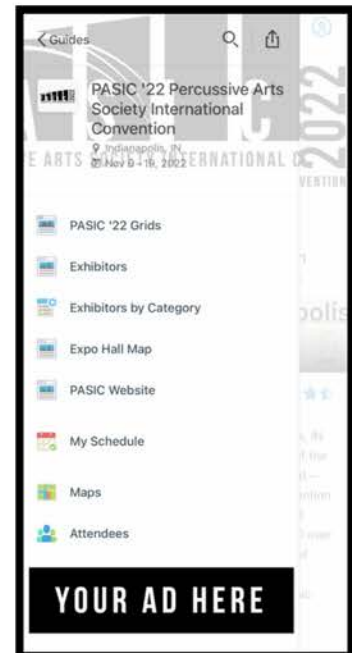


PASIC EVENT APP BANNER AD

Purchase a rotating PASIC Event App Banner Ad for all PASIC attendees to see multiple times on a daily basis when they open the Guidebook app. By clicking on your banner ad, attendees will be directed to a webpage of your choice.

Investment: \$1,000
6 Banner Ads Available

Advertiser provides artwork.



ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1