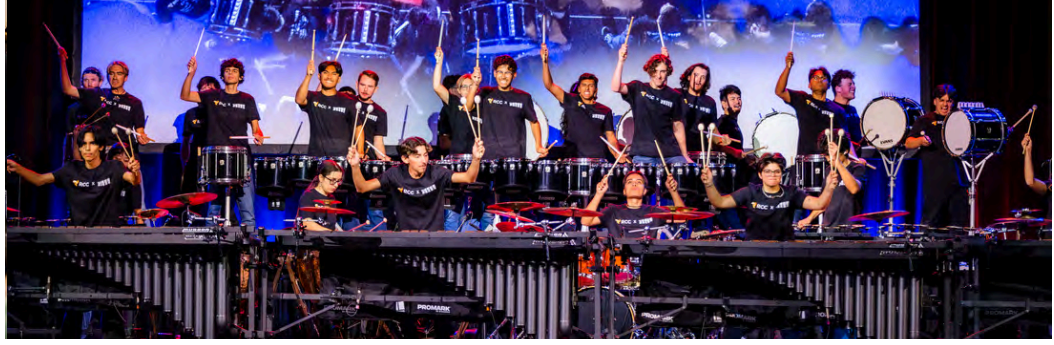


# PERFORMANCE 50



## ADVERTISING GUIDE



NOVEMBER 12-15 • INDIANAPOLIS, IN

# PASIC PROGRAM

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

## EXHIBIT HALL EXIT DOOR BANNER

Advertise your brand on a banner in a prominent location where more than 6,000 PASIC attendees and 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.*

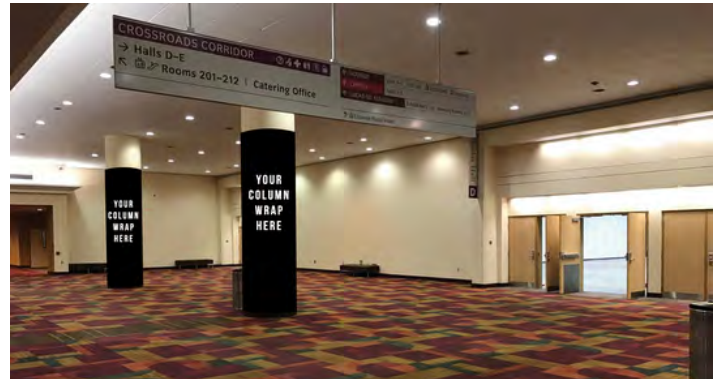
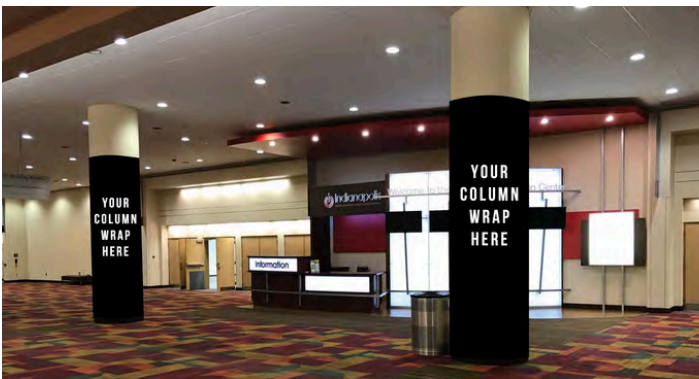
## DID YOU KNOW?

By advertising onsite at PASIC, you can not only entice PASIC attendees to visit your booth in the Exhibition Hall, but also can attract the eyes of the attendees of both PASIC and the Bands of America Grand National Championships. That's a total of 46,000 possible people viewing your message.

**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, PASIC and BOA attendees are guaranteed to pass these columns multiple times on a daily basis.



**Investment: \$2,000 / 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.*



# PAD JAM & DRUM PAD TABLE

PASIC attendees remember their experiences — make an impression by sponsoring the Official PASIC Pad Jam and Drum Pad charging table. This is a great way to build loyalty in the student, band director, and marching audience. This sponsorship creates an extra benefit beyond PASIC by providing many great photo and video ops you (and attendees!) will share on social media. The PAS marching committee handles all the Pad Jam details, you can provide the pads and sticks.

**Investment: \$2,500 / Package**  
**1 Package Available**

*Includes production, installation, and removal on Drum Pad table. Advertiser provides artwork.*



By sponsoring the Official PASIC Pad Jam, you have the opportunity to put your product in the hands of willing participants. Additionally, you can display a standing banner in the area.



# PROMO ITEMS

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

## HOTEL KEYS

Advertise to attendees starting when they check in at the Westin or Hyatt Hotels.

**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 5,000 lanyards.*



**ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1**

# SPECIAL PRESENCE

[RESERVE YOUR SPOT AT PAS.ORG/PASIC/ADVERTISING](https://pas.org/pasic/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: \$1,500**

**1 Sponsorship Available**



## PHOTO BOOTH

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

**Contact [marketing@pas.org](mailto:marketing@pas.org) for details**

**1 Sponsorship Available**

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



**ADVERTISING ORDERS AND ARTWORK DUE SEPTEMBER 1**

# DIGITAL

[RESERVE YOUR SPOT AT PAS.ORG/PASIC/ADVERTISING](https://pas.org/pasic/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.*

