

# PAIS 2023

PERCUSSIVE ARTS SOCIETY INTERNATIONAL CONVENTION



# Advertising Guide



NOVEMBER 8-11 • INDIANAPOLIS, IN

# Signage

## EXHIBIT HALL EXIT DOOR BANNER

Advertise your brand on a banner in a prominent location where nearly 5,500 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.*



# 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.*



# Promo Items

## 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.*



# Events

## 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**



# Digital

## 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.*

