

THE BALLET

EXPO

BENEFITING



EXPO PACKET

NEW ORLEANS, LOUISIANA
AUGUST 30-31, 2024
www.balletexpo.com

THE BALLET EXPO

2024 NEW ORLEANS, LA

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THE EXPO



I Produce Events is thrilled to present The Ballet Expo, a two-day event benefiting Brown Girls Do Ballet, on Friday, August 30, and Saturday, August 31, 2024. Immerse yourself in the captivating city of New Orleans, Louisiana, hosted at the elegant New Orleans Marriott Hotel, 555 Canal Street, New Orleans, LA, 70130-2349. This comprehensive expo spans two days and features vendors from the dance industry and various ballet-promoting schools. Professional dance instructors will conduct classes for dancers eager to progress to the next level. Engage with motivated industry-related guest speakers, providing valuable insights for both dancers and parents. Don't miss the chance to network with professionals in the field during this exceptional event.

Our Schedule:

Event 01

Friday, August 30, 2024

10 AM to 12 PM - Vendor's Setup
10 AM to 4 PM - Guest Speakers & Ballet Workshops
12 PM to 5 PM - The BALLET EXPO

Event 02

Saturday, August 31, 2024

10 AM to 3 PM - The BALLET EXPO
10 AM to 3 PM - Guest Speakers & Ballet Workshops
3 PM to 4 PM - Vendor's Breakdown



OUR EXPO TEAM



Ivory Gaines
Creative Director/
Event Coordinator

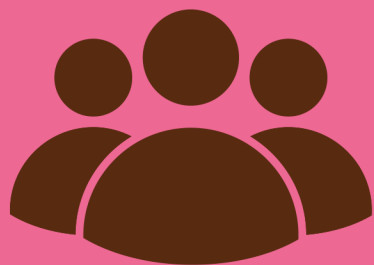


Tareq
Executive Assistant

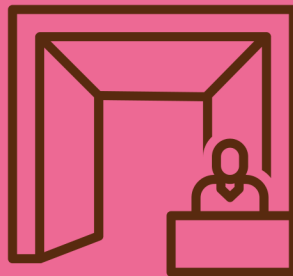


Lolita
Show Coordinator

WHAT TO EXPECT



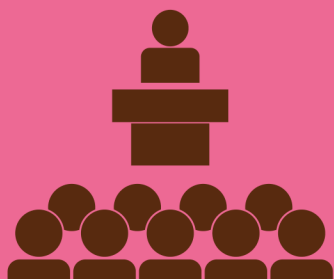
500 GUEST



40 VENDORS



WORKSHOPS



GUEST SPEAKERS



**EXPO
MAGAZINE**



PROS

GUEST SPEAKERS

Calling all passionate ballet experts! The Ballet Expo is seeking engaging speakers to share their insights and experiences on the world's most captivating art form.

Our Speaker's Theater, a dedicated space of 960 sq ft with comfortable theater seating for 70, provides the perfect platform to connect with a dedicated audience of aspiring and established dancers, instructors, and enthusiasts.

Showcase your expertise:

- Individual sessions (up to 45 minutes) allow you to delve deep into a specific topic.
- Participate in group panels (up to 1.5 hours with Q&A) for a stimulating exchange of ideas.

The benefits extend beyond the stage!

- Gain valuable exposure with a mini bio on our website, including a link to your own webpage.
- Share your participation and expertise with two approved social media posts promoting your involvement and website feature.

Share your story, inspire the next generation, and connect with a passionate ballet community.

Tell us your story! We'd love to hear about your proposed topic and how you can enrich The Ballet Expo. Contact us today to secure your spot as a speaker.



Isio-Maya
Professional Ballerina
Guest Speaker at The Ballerina's Ball

HOSTING WORKSHOPS

Increase your presence at The Ballet Expo with a dedicated workshop space! This is your chance to connect with a passionate community of dancers. Our spacious 1760 sq ft workshop (32ft x 55ft x 12ft) offers a comfortable environment for up to 100 students, making it ideal for dance workshops, photo sessions, auditions, and more. Each workshop slot is 2 hours, with the flexibility to book additional time to suit your needs.

But the benefits extend beyond the workshop itself! When you book with us, you'll receive a mini bio on our website, complete with a link to your own webpage. This is a fantastic way to gain exposure and attract new clients. Additionally, with our approval, you can submit two social media posts promoting your participation at The Ballet Expo. Let our dedicated audience discover your talents and offerings! Don't miss this opportunity - workshop spaces are limited.

For consideration please book an appointment with Ivory Gaines.

2 Hours	\$450
3 Hours	\$600
4 Hours	\$800
5 Hours	\$1000



BOOTH RATES

Step into success with our expo booths! Each booth comes complete with elegant white back drapes, a spacious 6-foot table, and two comfortable chairs. But that's not all – stand out with our cutting-edge digital program accessible to all attendees two weeks before the event and for 60 days after. Want a tangible keepsake? Guests can easily purchase a hard copy online. Act fast – only one case available for sale exclusively at the expo. Elevate your presence and seize the opportunity to shine!

8'x8' Booth

\$900

8'x8' booth comes with 1/4 page ad in the digital program book

10'x10' Booth

\$1,000

10'x10' booth comes with 1/2 page ad in the digital program book

8'x16' Booth

\$1,700

8'x16' booth comes with 1/2 page ad in the digital program book (only 2 available)

10'x20' Booth

\$1,900

10'x20' booth comes with full page ad in the digital program book

10'x30' Booth

\$2,850

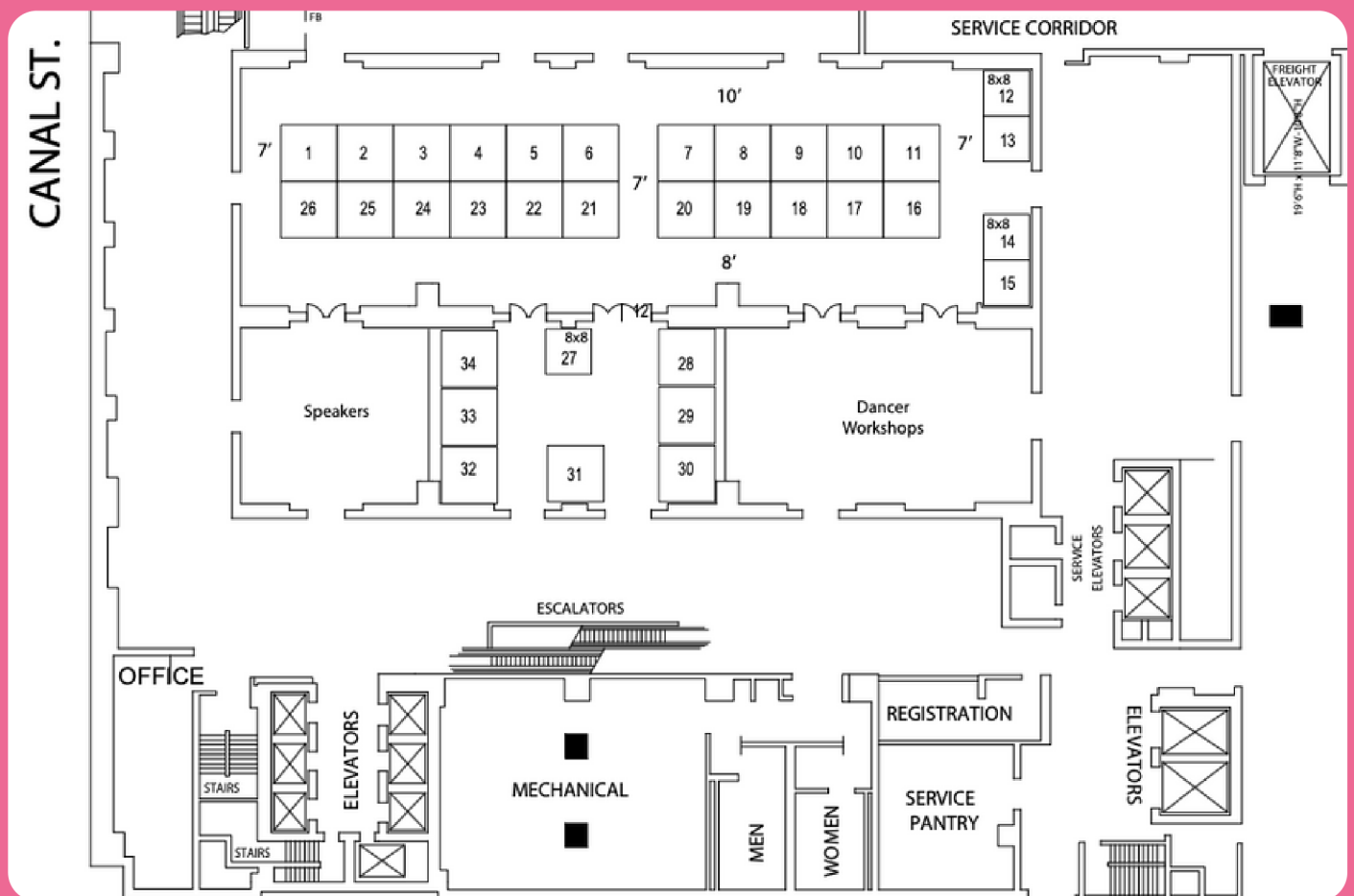
10'x30' booth comes with full page ad in the digital program book (only 1 available)



FLOOR PLAN

We're thrilled to welcome you to The Ballet Expo! Your participation will make our event truly extraordinary. To ensure you secure your preferred booth location, complete your Exhibitor Registration as soon as possible. Space is limited, and we want to accommodate your preferences.

Disclaimer: While we've taken great care to provide accurate information on the floor plan for New Orleans Marriott - Level 2 - Galleries, we cannot guarantee its accuracy. It's essential for exhibitors to physically inspect the facility to confirm all dimensions and locations if the placement of building columns, utilities, or other architectural components is crucial for their exhibit. All booth sizes are 10'x10' except for booths 12-15, booth 27 and booth 31 which are 8'x8'.



PROGRAM RATES

Maximize your visibility even if you can't be there in person! Showcase your brand in our program book, available for sale to all event attendees. From 1/2 page ads to full two-page spreads, we offer various options to suit your needs. Don't miss out on prime advertising real estate – secure your spot on the inside cover, back inside cover, back cover, or centerfold. Capture attention and make an impact with our program book advertising opportunities.

1/2 Page Horizontal	\$250
Full Page	\$500
Inside Front Cover	\$1000
Inside Back Cover	\$1,000
2 Page Spread	\$1,500
Centerfold	\$2,000
Back Cover	\$2,500



THE BALLET EXPO

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The Ballet Expo, produced by iProduce Events and is dedicated to supporting ballet students. They partner with non-profit organizations that provide students with essential supplies and learning opportunities within ballet.

This year, The Ballet Expo is proud to feature Brown Girls Do Ballet as their beneficiary. Brown Girls Do Ballet will receive a 10x20 booth at the Expo and support for their annual gala.

ABOUT BROWN GIRLS DO BALLET

Brown Girls Do Ballet®, a philanthropic organization often featured for its noteworthy Instagram movement, began in 2013 as a personal photography project by TaKiyah Wallace in an effort to highlight girls of African, Asian, East Indian, Hispanic, and Native American ancestry in Ballet programs. Wallace was taken by surprise upon discovering the lack of cultural diversity in local ballet schools while searching for a program for her then 3-year old. Like any mom, she grew concerned about how her daughter would feel in a class where no one resembled her.



TaKiyah Wallace & Charlie photo: Omar Ramos

Through her engagement with dancers, their families, and the ballet community, TaKiyah developed a passion for re-defining a classically Euro-centric art form to reflect what America is today: beautifully diverse. Striving to touch the lives of little ballerinas, she set out to simply provide a media outlet highlighting the diversity. Little did she know, a movement would be born, and this photo project would become so much more.



<https://www.guidestar.org/profile/81-0945532>

CONTACT



CALL

Ivory at (214) 997-4101



EMAIL

productions@balletexpo.com



MAIL

The Ballet Expo
4251 FM2181, STE #230-449
Corinth, TX 76210



WEBSITES

Expo: www.balletexpo.com



2024 NEW ORLEANS, LA

EXHIBITOR'S FORM

Company Name: _____
(30 Characters maximum) (NOTE: Two separate companies may not share the same single booth)

Company Contact: _____ Email: _____
(Needed for Exhibitor's Package to be sent)

Address: _____ City: _____ ST: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Products/services to be promoting in the show: _____

Please list category preference for listing on website: _____

*A certificate of insurance (Acord 25 Form) naming both **THE BALLET EXPO** and **Brown Girls Do Ballet** as additional insured is required prior August 25, 2024.

BOOTH SPACE

Booth Size	Booth Rates	Deposit Required
<input type="checkbox"/> 8 X 8	\$900	\$450
<input type="checkbox"/> 10 X 10	\$1,000	\$500
<input type="checkbox"/> 8 X 16	\$1,700	\$850
<input type="checkbox"/> 10 X 20	\$1,900	\$950
<input type="checkbox"/> 10 X 30	\$2,850	\$1,425
<input type="checkbox"/> Corner Booth (\$150 extra, subject to waiting list)		

PROGRAM RATES

Ad Size	Ad Rates
<input type="checkbox"/> 1/2 Page Horizontal (8 1/2"w by 5 1/2"h)	\$250
<input type="checkbox"/> Full Page (8 1/2"w by 11"h)	\$500
<input type="checkbox"/> Inside Front Cover (8 1/2"w by 11"h)	\$1,000
<input type="checkbox"/> Inside Back Cover (8 1/2"w by 11"h)	\$1,000
<input type="checkbox"/> 2 Page Spread (17"w by 11"h)	\$1,500
<input type="checkbox"/> Centerfold (17"w by 11"h)	\$2,000
<input type="checkbox"/> Back Cover (8 1/2"w by 11"h)	\$2,500

Artwork Specs: 300 dpi, .jpg, .eps, or .png required by July 31, 2024.

A 50% deposit must accompany this form. Balance is due by July 1, 2024. Invoices will be mailed 30 days prior to the show. No Refunds or transfers.. Please note: The availability of the booth is subject to change. ** Flooring is required for any vendors performing services like hairstyling, makeup artistry and on the spot services that might affect the carpet. Order forms for booth furnishings and electrical (both are additional out-of-pocket expenses) will be included in your exhibitor package prior to the show. The Ballet Expo reserves the right to cancel any application in its sole discretion. In such an event, Exhibitor's sole remedy is agreed to be the refund of any paid Exhibitor Fee. I/We understand that space is assigned on a first come basis and no verbal agreement to hold a specific space is binding. I/We understand that space will be assigned for the best interest of the show and all participants. I/We understand that no other product/services will be allowed except those stated above without express written permission of show management. I/We understand that there will be no refunds or transfers after July 31, 2024.

Signature: _____ Date: _____

Credit Card Payments: MC Visa AMEX Discover

Card #: _____ Exp. _____ Date: _____ CVC #: _____

Authorized Amt for = Booth \$ _____ Program \$ _____

Card Holder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____



2024 NEW ORLEANS, LA

WORKSHOP FORM

Company Name: _____
(30 Characters maximum) (NOTE: Two separate companies may not share the same single booth)

Company Contact: _____ Email: _____
(Needed for Workshop Packet to be sent)

Address: _____ City: _____ ST: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Products/services to be promoting in the show: _____

Please list category preference for listing on website: _____

*A certificate of insurance (Acord 25 Form) naming both THE BALLET EXPO and Brown Girls Do Ballet as additional insured is required prior August 25, 2024.

WORKSHOP SPACE

Workshop Time	Rates	Deposit Required
<input type="checkbox"/> 2 Hours	\$450	\$200
<input type="checkbox"/> 3 Hours	\$600	\$200
<input type="checkbox"/> 4 Hours	\$800	\$200
<input type="checkbox"/> 5 Hours	\$1000	\$200

DETAILS FOR BOOKING OUR WORKSHOP BALLROOM

Duration: Each workshop slot is 2 hours, with the option to book additional time as needed.

Booking Fee: A non-refundable \$200 fee is required to reserve the workshop ballroom space for your desired time block.

Payment Options:

Eventbrite Payment:

- You can set your own ticket price for participants.
- Eventbrite fees will be deducted, followed by the amount for your rental time.
- The remaining balance will be forwarded to you.
- If ticket sales do not cover the balance, the remaining amount will be due by Friday, August 16, 2024.

Upfront Payment:

- You can choose to pay the full amount upfront for your workshop time.
- Provide us with a link to your preferred payment portal system where you accept funds.

Please indicate your preferred payment option and provide any additional details or requirements for your event. Once we receive your booking request, we will follow up with further instructions and confirmation.

No Refunds or transfers. Please note: The availability of the workshop room is subject to change to another location within the hotel.

** Flooring is required for any vendors performing services like hairstyling, makeup artistry and on the spot services that might affect the carpet. Order forms for additional furnishings and electrical (both are additional out-of-pocket expenses) will be included in your Workshop Package prior to the show. The Ballet Expo reserves the right to cancel any application in its sole discretion. In such an event, the Exhibitor's sole remedy is agreed to be the refund of any paid Workshop Fee. I/We understand that space is assigned on a first come basis and no verbal agreement to hold a specific space is binding. I/We understand that space will be assigned for the best interest of the show and all participants. I/We understand that no other product/services will be allowed except those stated above without express written permission of show management. I/We understand that there will be no refunds or transfers after July 31, 2024.

Signature: _____ Date: _____

Credit Card Payments: MC Visa AMEX Discover

Card #: _____ Exp. _____ Date: _____ CVC #: _____

Check Authorized Amt for \$200 Deposit with balance of \$ _____ due Friday, August 16, 2024 or \$ _____ full payment for hours rental.

Card Holder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

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2024 NEW ORLEANS, LA

THANK YOU



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