

EXHIBITOR PROSPECTUS

Grow Creativity Together!

namla **CREATIVATION**  
ART MATERIALS WORLD 2023

Show: April 2-4  
**Columbus**  
Education:  
March 31-April 1

Namta is not just for fine art materials – we are the home for crafts, too!

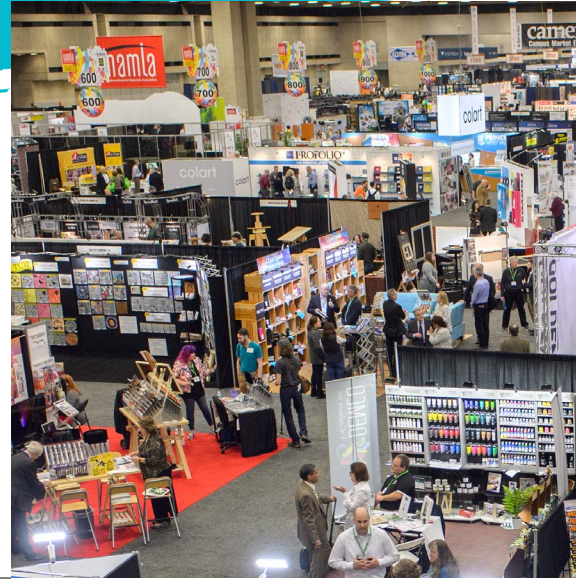
# namta **CREATIVATION** ART MATERIALS WORLD**2023**



Join us in Columbus, Ohio and let's Grow Creativity Together at NAMTA | **CREATIVATION** ART MATERIALS WORLD 2023. This new conference and trade show will attract a larger and wider audience than ever before! You don't want to miss out exhibiting on the show floor with products covering both the fine arts and creative materials industries. In addition to the demos and extensive exhibitors on the trade show floor, you will also have the opportunity to participate in engaging networking sessions and robust education programming. There's only one place to be March 31 – April 4 and that's in Columbus at NAMTA | **CREATIVATION** ART MATERIALS WORLD 2023.

# Why exhibit?

Reach buyers  
from hundreds  
of buying  
companies...



...and  
demonstrate  
your new &  
best-selling  
products.



# Speaking of demonstrating...

The **Demo Alley** is a designated area on the show floor where exhibitors will be demonstrating how to use their products. NAMTA | **CREATIVATION** ART MATERIALS WORLD 2023 attendees can visit the **Demo Alley**. As an added attraction to the show floor, exhibitors will be showing off their products and demonstrating how to use them in a dedicated area on the show floor.

Get up close with the experts, ask questions, receive hands-on experience, and discover how to best utilize these products in your store and for your customers.

**TIME:** The **Demo Alley** will be open from 10 am - 1 pm, and from 2 - 5 pm

**DAYS:** Sunday, April 2 and Monday, April 3

**WHERE:** The **Demo Alley** will be conveniently located on the trade show floor

**SIGN UP:** Exhibitors can sign up on the Booth Application under "Demo Alley."

Space will be reserved on a first come first served basis. Based on availability, exhibitors are able to sign up for more than one session. Storage will be provided for those exhibitors conducting more than one demonstration. Final layout will be determined based on the number of participants.

**COST:** For an exhibitor to participate in the **Demo Alley** the cost is \$100 per session.

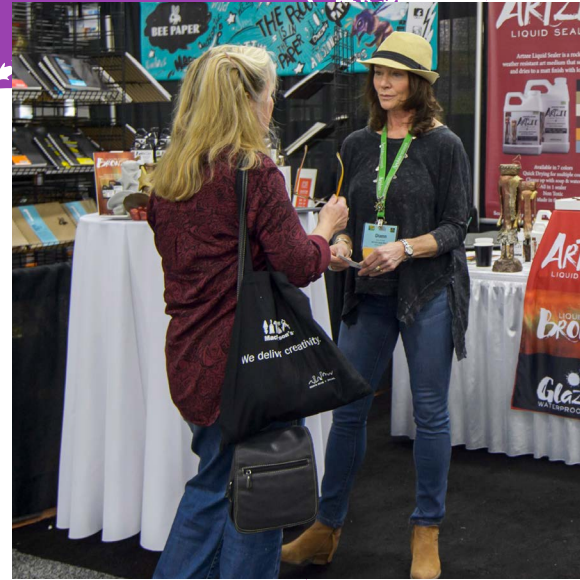
**PROMOTION:** All Alley Demos and In-Booth Activities will be promoted in the Convention Directory and on the Mobile App.





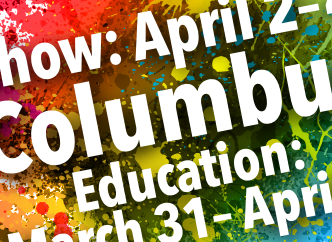
# What else do I get out of attending and exhibiting?

You develop  
sales leads by  
creating new  
relationships...



...and nurture  
existing  
relationships  
***in person***  
to grow your  
business.

# FLOOR PLAN



**Show: April 2-4**  
**Columbus**  
**Education:**  
**March 31- April 1**

## Greater Columbus Convention Center Halls C & D

This is the original floor plan. For current availability, please refer to the floor plan at [namta.org](http://namta.org). Show Management reserves the right to locate an exhibitor's booth space based on the exhibitor's priority points, type of display and overall demands. Show Management will, however, use its best efforts to honor an exhibitor's preferences.



# **namta CREATIVATION**

## ART MATERIALS WORLD 2023

### BOOTH RENTAL GUIDELINES

Members pay the member rate for booths, non-members pay the non-member rate. Are you interested in membership? Please visit the [Join NAMTA page](#) for membership information or call 704-892-6244 for details. Refer to the [Exhibitor Rules & Regulations](#) for an in-depth explanation of exhibition guidelines.

### BOOTH PRICING

All prices are per booth and based on 10' x 10' dimensions.

<b>SINGLE</b> .....	\$1,995 for members.....	\$3,495 for non-members
<b>ENDCAP</b> .....	\$2,095 for members.....	\$3,595 for non-members
<b>PENINSULA</b> .....	\$2,095 for members.....	\$3,595 for non members
<b>ISLAND</b> .....	\$2,195 for members.....	\$3,695 for non-members
<b>CORNER</b> .....	Applicable booth charge	
	Plus \$200 surcharge for members and non-members	

### PRIORITY POINTS & BOOTH ASSIGNMENT

One priority point is awarded each time a company exhibits at NAMTA | CREATIVATION ART MATERIALS WORLD 2023. Please [click here](#) to learn how priority points will be used in the first round of booth assignments for NAMTA | CREATIVATION ART MATERIALS WORLD 2023.

### EXHIBITOR SERVICE KITS

All confirmed exhibitors will receive their complete Exhibitor Service Kit by email approximately four months prior to NAMTA | CREATIVATION ART MATERIALS WORLD 2023.

### EXHIBITOR PAYMENT SCHEDULE

All booth applications received prior to January 1, 2023 will be invoiced upon receipt for a fifty (50) percent deposit due thirty (30) days from the date of the invoice. January 1, 2023 the remaining balance of the booth payment will be billed and will be due thirty (30) days from the date of the invoice. All booth applications received between January 1 and February 15, 2023 will be billed in full with the amount due thirty (30) days from the date of the invoice. All booth applications received after February 15, 2023 will be billed in full net due upon receipt.

### CANCELLATIONS

Should the Exhibitor be unable to occupy and use the booth space contracted for NAMTA | CREATIVATION ART MATERIALS WORLD 2023, show management must be notified immediately in writing. If the Exhibitor submits the cancellation notice before January 1, 2023, show management will retain fifty (50) percent of the total booth cost. If the Exhibitor submits the cancellation January 1, 2023 or after, the Exhibitor is responsible for payment of the total booth cost. show management reserves the right to resell, reassign, or utilize the booth space cancelled by the Exhibitor.

[Click here](#)  
for Booth Application

### BOOTH OPTIONS

#### SINGLE BOOTH

All 10' x 10' booths have 8' high draped back walls and 3' high draped side rails. Side rails may be 8' in height, but are not to extend out by more than 5' from the back wall. The remaining distance to the aisle cannot exceed 3' in height. Displays, including fixtures, are restricted to a maximum height of 8' and must conform to booth space and sidewall restrictions.

#### ENDCAP BOOTH

An endcap has exposure on three sides and contains two booths. The back wall of an endcap booth is restricted to 8' high for only half the dimension, or 10' from the center point. The remaining back wall is 3' high. Booth set-up must adhere to the same restrictions. Displays, including fixtures, are restricted to 8' maximum height. Any variations must be submitted to show management for written approval.

#### PENINSULA BOOTH

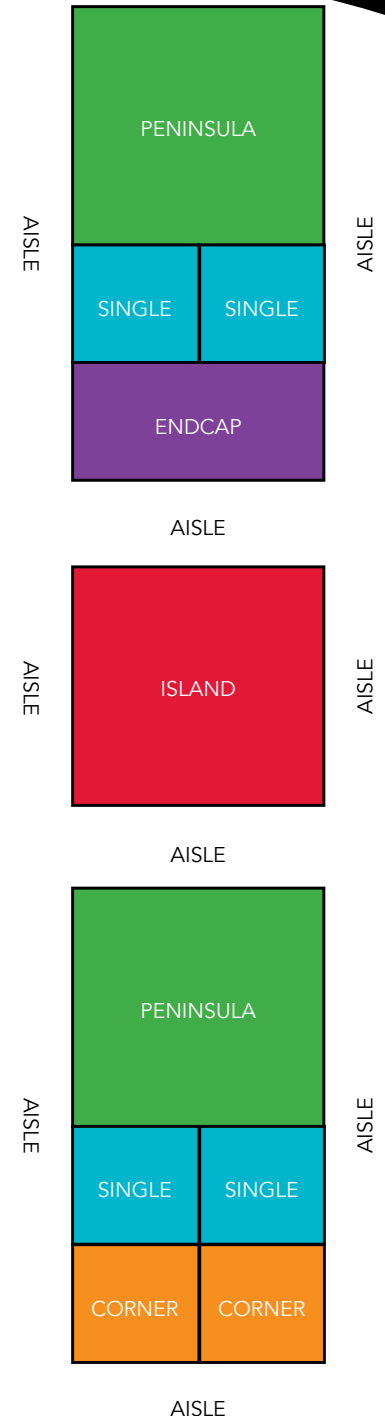
A peninsula has exposure on three sides and contains a minimum of four booths. The back wall for peninsula booths is restricted to 8' high for only half the dimension, or 10' from the center point. The remaining back wall is 3' high. Booth set-up must adhere to the same restrictions. Displays, including fixtures, are restricted to 8' maximum height. Any variations must be submitted to show management for written approval.

#### ISLAND BOOTH

An island has exposure on all four sides, contains a minimum of four booths and is not connected to any other booths. Displays, including fixtures, must adhere to a maximum height of 10'. No perimeter wall can be completely solid; a line of sight must be maintained. There are restrictions on walls and obstructions (see [Exhibitor Rules & Regulations](#)). Any variations must be submitted to show management for written approval.

#### CORNER BOOTH

A corner booth has exposure on 2 sides. An additional surcharge applies. See Booth Pricing.





# namta **CREATIVATION**

## ART MATERIALS WORLD 2023

[Click here  
for Booth Application](#)

### EXHIBITOR SHOW SCHEDULE

#### FRIDAY, MARCH 31

Registration Open  
Exhibitor Setup  
Education Sessions

#### SATURDAY, APRIL 1

Registration Open  
Exhibitor Setup  
Education Sessions  
Welcome Reception

#### SUNDAY, APRIL 2

Registration Open  
Opening Ceremonies  
Exhibit Hall Open  
Demo Alley  
President's Reception

#### MONDAY, APRIL 3

Registration Open  
Exhibit Hall Open  
Demo Alley  
Next Generation Reception

#### TUESDAY, APRIL 4

Registration Open  
Exhibit Hall Open  
Exhibit Teardown

schedule is subject to change

### ALL EXHIBITORS RECEIVE PROMOTION ON:

1. Bi-monthly E-Newsletter
2. Our website: [namta.org](http://namta.org)
3. The 2023 Event Mobile App
4. The NAMTA | CREATIVATION ART MATERIALS WORLD 2023 Directory

### ALL EXHIBITORS RECEIVE A COMPLIMENTARY LIST OF:

1. Pre-show qualified buyers
2. All attendees after the show

Show: April 2-4  
**Columbus**  
Education:  
March 31-April 1



INTERNATIONAL ART MATERIALS ASSOCIATION

namta

PO Box 3314  
Huntersville, NC  
28070

[namta.org](http://namta.org)

#### CONTACT

Rick Munisteri  
Director of Meetings

T: 704.892.6244

E: [rmunisteri@namta.org](mailto:rmunisteri@namta.org)

copyright 2023 International Art Materials Association

# namla CREATIVATION

## ART MATERIALS WORLD 2023

[Click here for  
sponsorship contract](#)



Sponsorship opportunities help your company get the attention it deserves. Sponsor one of the following for extra exposure at the premier fine art and creative materials event!

### BRONZE

\$5,000 Member

\$10,000 Non-member

*(Two sponsorships are available)*

Put your name on one of the **two theaters** located on the trade show floor where on-floor education will be held during the show.

Additionally, each sponsor will receive an aisle sign along with recognition in all pre-show marketing, Website, Mobile App, and Convention Directory.

### À LA CARTE

#### AISLE SIGNS

\$750 Member

\$1,500 Non-member

No one will ever ask where your booth is located on the show floor! Imagine your logo on Aisle Signs, guiding buyers right to you. Each aisle at Art Materials World featuring Creativation 2023 will be marked by one banner. This opportunity is limited to 12 aisles so act now to ensure your aisle is available. Sponsorships will be taken on a first-come, first-served basis - opportunities still available.

#### SOCIAL MEDIA POST

\$350 Member

\$700 Non-member

Do a little pre-show marketing before Art Materials World featuring Creativation 2023. We will post your message on Instagram, Facebook and Twitter. All content must comply with and meet each platforms' specifications.

PUSH NOTIFICATIONS on the Nama App will pop up similarly to a text message and may be purchased for \$50 per push notification or 3 notifications for \$75.

A feature in THE DAILY Show Email is \$50 per day.

### SILVER

\$7,500 Member

\$15,000 Non-member

Choose from one of the following:

#### BADGE LANYARD

*(One sponsorship available)*

Want your company's logo to really stand out? Take advantage of this opportunity to put your company's name around the neck of every buyer. The Badge Lanyard sponsorship is an imprint opportunity with shelf life. You'll not only see it at future shows, but at other trade shows as well. Only one sponsor logo will be permitted on the Badge Lanyard. Imprinted Badge Lanyards will be distributed to all buyers.

#### NEXT GENERATION RECEPTION

*(Multiple sponsorships available)*

Support the next generation of the industry by sponsoring this networking reception for those 45 and under. This networking reception for those under 45 continues to grow each year.

Sponsors may distribute promotional items and literature at the reception and are responsible for providing their own promotional items.

Additionally, each Silver Level sponsor will receive an aisle sign, two Demo Alley Time Slots, one Social Media Post on all platforms (Instagram, Facebook and Twitter - All content must comply with and meet each platforms' specifications) along with recognition in all pre-show marketing, Website, Mobile App, and Convention Directory.

GOLD LEVEL NEXT PAGE

# namta CREATIVATION

## ART MATERIALS WORLD 2023

[Click here for  
sponsorship contract](#)



Custom sponsorship package options are available, please contact Rick Munisteri for details.

## GOLD

\$15,000 Member    \$30,000 Non-member

Choose from one of the following:

### CONVENTION TOTE BAG

*(One sponsorship available)*

The ever-popular tote bag will return to Art Materials World featuring Creativation 2023. Put your company name on the item every buyer at the show will be carrying – both on the show floor and off. An opportunity with longevity, buyers use these totes long after the Trade Show. Only One sponsor logo will be permitted on the Convention Tote Bag.

### REGISTRATION

*(One sponsorship available)*

Registration is the first point of visibility for your company at our conference and trade show. When you sponsor Registration, you will have the perfect opportunity to get your name in front of every attendee. Only one sponsor will be permitted for Registration.

### WELCOME RECEPTION

*(Multiple sponsorships available\*)*

Enjoy complimentary beer, wine and hors d'oeuvres as you say hello to friends old and new as we open up Art Materials World featuring Creativation 2023. There will be a short presentation of the industry awards.

Sponsors may distribute promotional items and literature at the reception and are responsible for providing their own promotional items.

### PRESIDENT'S RECEPTION

*(Multiple sponsorships available\*)*

Be a sponsor at the best attended social event of the convention, the President's Reception! The reception will be held off site in Columbus and is the social event of the year in the art and creative materials industry.

Sponsors may distribute promotional items and literature at the reception and are responsible for providing their own promotional items.

*\*Exclusive sponsorships are available on the Welcome and President's Receptions for \$25,000. Please contact Rick Munisteri at 704-892-6244 if interested.*

### DEMO ALLEY

*(One sponsorship available)*

Art Materials World featuring Creativation 2023 attendees can visit the Demo Alley, an added attraction to the show floor, where Exhibitors will be showing off their products and demonstrating how to use them in a dedicated area on the show floor. Make the Demo Alley yours by putting your company name on it!

Additionally, each Gold Level sponsor will receive an aisle sign, Namta website Banner Ad, four Demo Alley Time Slots, two Social Media Posts on all platforms (Instagram, Facebook and Twitter - All content must comply with and meet each platforms' specifications) along with recognition in all pre-show marketing, Website, Mobile App, and Convention Directory.