

New Realities | New Strategies

Opera Conference 2010 | Los Angeles, CA June 9-12

Hosted by Los Angeles Opera



Exhibitor Prospectus

New Realities | New Strategies

Opera Conference 2010 | Los Angeles
June 9 – June 12, 2010

Reach out to the largest concentration of opera professionals and decision-makers working in the United States and Canada by exhibiting at *Opera Conference 2010*. OPERA America is pleased to provide exhibitors with multiple opportunities to promote their products and services to industry leaders at the Omni Los Angeles Hotel at California Plaza, the official hotel for *Opera Conference 2010*.

Why exhibit?

- Increase brand recognition in the international opera community.
- Company listing with logo and description in the *Conference Program Book* as well as on the Conference Web site
- Receive a mailing list of conference attendees e-mail addresses one month before and one month after the Conference
- Learn about new developments in opera in addition to meeting colleagues and prospective customers at professional development sessions and networking events.
- Finally, show your support of the only service organization dedicated to the entire opera field.
- Connect with attendees in the centrally-located Conference Center. The Conference Center is home to many important services and events throughout the conference, including the registration area, Web Café and complimentary coffee service. The Conference Center will be a popular stop between sessions, ensuring steady traffic, high exposure and easy access to potential customers.

Reserve today, exhibit space is limited!



Exhibitor Rates:

	Member Rate	Non-Member Rate
First Registration:	\$595	\$795
Additional Conference Registration:	\$495	
Exhibit Hall Only Pass*:	\$250	\$250

Exhibit fee includes:

- One conference registration, allowing you access to attend sessions and other Conference events
- One six-foot skirted table
- One sign with your company name
- Two chairs
- One wastebasket

**Please Note: The Exhibit Hall Only Pass does not include access to Conference Sessions.*

OPERA America members receive visibility and benefits throughout the year.

Visit <http://www.operaamerica.org/membership> for membership details and information on how to join.

Conference Details:

Exhibit Hall Set-Up:

Wednesday, June 9 — 1:00 p.m. - 5:00 p.m.

Conference Center Hours:

Thursday, June 10 — 8:00 a.m. - 5:00 p.m.

Friday, June 11 — 8:00 a.m. - 4:30 p.m.

Saturday, June 12 — 8:00 a.m. - 11:00 a.m.

Exhibit Hall Load Out:

Saturday, June 12 — 11:00 a.m. - 1:00 p.m.

IMPORTANT DATES & DEADLINES TO REMEMBER:

April 16: Regular space contract deadline: (Call OPERA America for space availability after this date).

April 30: Marketing materials deadline for conference Program Book

Please forward your company description, address, phone, fax, e-mail, Web site, contact name, and logo prior to this date to be included in the official program.

May 7: Hotel room reservation deadline

Hotel Information:

Omni Los Angeles Hotel at California Plaza

251 South Olive Street

Los Angeles, CA 90012

Phone: 213-617-3300

Reservations: **888-444-OMNI**

The *Opera Conference* rates are as follows:

Single/Double Occupancy: \$199/per night

Rates subject to state and local taxes.

OPERA America has arranged for a room block at reduced rates for *Opera Conference* attendees. To secure the reduced room rate, please mention that you will be attending *Opera Conference 2010*. The hotel reservation dead-



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American Airlines is the Official Airline of the 2010 Annual Opera Conference.

There is a 10% discount off the lowest applicable eligible published airfare, valid June 5 – 19, 2010, for travel to Los Angeles, CA. This special Opera Conference discount can be booked either online at www.AA.com or by calling 800-433-1790 (6:00 a.m. – 12 midnight CST); there is a \$20 service charge when booking by phone. This special *Opera Conference* discount is for American Airlines and American Eagle flights only. The Promotion Code you will need to use is **8660AD**. All usual restrictions apply.

line for the conference rate is May 7, 2009, and we recommend that you reserve your room as soon as possible.

In addition to a room block at the Omni Los Angeles Hotel at California Plaza, OPERA America has secured two additional nearby hotel options, rates subject to state and local taxes.

Kyoto Grand Hotel and Gardens

120 South Los Angeles Street
Los Angeles, CA 90012
Phone: 213- 629-1200
Reservations: 888-354-0831
Room rate: \$120/night

Kawada Hotel

200 South Hill Street
Los Angeles, CA 90012
Phone: 213-621-4455
Reservations: 800-752-9232
Room rate: \$85/night

- Omni Los Angeles Hotel at California Plaza Floor Plan:
<http://www.omnihotels.com/Home/FindAHotel/LosAngelesCaliforniaPlaza/MeetingFacilities/SpecificationsAnd-FloorPlans.aspx#AL2>
- The exhibit hall will be in the Omni's Watercourt Ballrooms. Conference breakout and general sessions will be held on the same floor in the surrounding meeting rooms.
- Exhibit positions will be assigned in the order in which the exhibitor's registration is received. Registered exhibitors will be notified of their booth placement beginning May 1, 2010.

Exhibiting questions? Contact Paul Gosselin at 212-796-8620, ext. 214.

Conference sponsors receive additional visibility.

For information, contact Bill Higgins at 212-796-8620, ext. 213 or BHiggins@operaamerica.org.

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Photo credits: Cover: Los Angeles Opera's production of Wagner's *Götterdämmerung*. Page 2 - Los Angeles Opera's production of Wagner's *Das Rheingold*. Page 4 - Los Angeles Opera's production of Wagner's *Das Rheingold*. Page 5 - Los Angeles Opera's production of Wagner's *Die Walküre*. All photos by Monika Rittershaus.