SOUTHWEST MUSIC SUMMER EXHIBITION

THE PREMIER DESTINATION



2027 EXHIBITOR PROSPECTUS

The Southwest Music Summer Exhibition (SWMSE) & Convention stands as the largest summer music education event of its kind in the United States.

Convention Dates:

July 22-24, 2027

Henry B. Gonzalez Convention Center

900 E. Market, San Antonio, TX 78205

TCDA Texas Choral Directors Association

Texas Bandmasters Association est. 1948

TODA Texas Orchestra Directors Association

As a co-located convention of the Texas Bandmasters Association (TBA), Texas Choral Directors Association (TCDA), and the Texas Orchestra Directors Association (TODA), SWMSE offers an unparalleled platform.

TABLE OF CONTENTS

About SWMSE 3

Exhibit Show Details 4

Important Dates & Deadlines 5

Benefits of Participating 6

Exhibit Hall New Features 7

Essential Exhibitor Information 8

Product Showcase Opportunities 9

Sponsorship Benefits & Guidelines 10

Exhibit Hall Sponsorship Opportunities 11

TBA/TCDA/TODA Sponsorship Opportunties 12

Contact Information 13



About SWMSE:

The Southwest Music Summer Exhibition (SWMSE) & Convention stands as the largest summer music education event of its kind in the United States. As a co-located convention of the Texas Bandmasters Association (TBA), Texas Choral Directors Association (TCDA), and the Texas Orchestra Directors Association (TODA), SWMSE offers an unparalleled platform. Our attendees—dedicated music educators from across Texas and the Southwest—actively seek out the innovative products, services, and business opportunities that you provide. Each association proudly hosts its individual convention, featuring a robust schedule of clinics, workshops, performances, and social activities, all converging at our dynamic Exhibit Hall.



Who We Are:

- The **Texas Bandmasters Association, Inc. (TBA)** promotes the place and value of music education in our society, and the important role instrumental music plays in our cultural, intellectual, and social lives.
- The **Texas Choral Directors Association, Inc. (TCDA)** promotes the art and artistry of choral singing and supports the pursuit of excellence within the choral music profession.
- The **Texas Orchestra Directors Association, Inc. (TODA)** seeks to support, train and encourage the success of Texas orchestra directors and music teachers and to instill a love of music in every Texas school and community orchestra.

Our co-located Clinic/Conventions:

- Provide professional growth opportunities and CPE credit
- Encourage interaction among music education professionals
- Foster public support for music in schools
- Offer quality musical experiences for students
- Cultivate universal appreciation and lifetime involvement in music
- Develop and maintain productive working relationships with other professional organizations.

EXHIBIT SHOW DETAILS

EXHIBIT SHOW DATES & TIMES

CONVENTION DATES: **July 22-24, 2027**

Exhibit Hall Hours:

THURSDAY
July 22
10am-5pm

FRIDAY
July 23
9am-5pm

SATURDAY
July 24
9am-12pm

Move-In & Set Up Times:

WEDNESDAY
July 21
12pm-6pm

THURSDAY
July 22
7am-10am

Move-Out:

SATURDAY
July 24
12pm-5pm



Exhibitor Registration/Booth Sales Opens: **February 22, 2027**!
Apply to Exhibit at **www.swmusicshow.org**

BOOTH OPTIONS AND PRICING

$80 Required Exhibitor Business Membership
(All exhibiting companies must hold a current SWMSE Business Membership)

$800 Standard Inline Booth *(10 x10)*

$900 Corner Booth *(10 x 10)*

To exhibit at the TBA, TCDA, TODA (SWMSE) Convention, your organization must hold a current business membership ($80). Every booth includes complimentary services to support your presence at the SWMSE Convention: 8′ back drape (except islands) and 3′ side drape, one undraped table with two chairs per 100 sq. ft., and a company ID sign (except islands). Exhibitors also receive three badges per 10′×10′ booth, 24-hour perimeter security, and listing in our mobile app. Plus, you'll have access to the official show logo for approved promotional use.

IMPORTANT 2027 DATES & DEADLINES

FEB 22 — **Registration Opens:**

- Exhibitor Business Member Registration
- Booth Sales
- Housing
- Product Showcase
  (limited number available-typically sells out quickly)
- Convention Event Sponsorships

FEB 22 — **Maximum Priority Points Earned**

MAR 24 — **Last Day to Earn Priority Points**

APR 1 — **Deadline for Product Showcase Applications**

MAY 1 — **All Balances Due/Cancellation Deadline**

MAY 1 — **Deadline for TBA Convention Program Application (Artwork due June 1)**

JUN 23 — **Decorating Company Discount Deadline**

JUN 27 — **Deadline for Housing Reservations**



> We have been an exhibitor for **over 30 years**. The relationships we have built at the show have been **incredible** and **long-lasting**. Our presence at the show is a must every year as we connect with our existing customers and establish new ones.
>
> **Sean Stout**
> *Brandability*

BENEFITS OF PARTICIPATING

Why You Can't Miss SWMSE 2027!

Engage directly with the heart of Texas music education and propel your business forward.
Here's what you stand to gain by exhibiting at the 2027 SWMSE Convention:

- **Connect Directly:** Achieve unparalleled face-to-face engagement with over 4,000 music educators, including exclusive exhibit hall times for all attendees.
- **Cultivate Your Future:** Gain early exposure to future educators, building relationships with the next generation of clients.
- **Expand Your Reach:** Grow your client base significantly within the largest summer music show in the U.S.
- **Boost Visibility:** Dramatically increase your brand recognition and establish a dominant presence in the market.
- **Drive Sales:** Capitalize on direct on-site sales opportunities and introduce your newest products and services to a receptive audience.
- **Network Strategically:** Forge invaluable connections during prime networking opportunities with key decision-makers.
- **Amplify Your Brand:** Secure prominent company recognition on convention apps and benefit from website links across the TBA, TCDA, and TODA platforms.
- **Unlock Targeted Connections:** Access active membership contact information across all three associations (TBA, TCDA, TODA), to refine your follow-up strategies.
- **Influence Spending:** Leverage perfect timing, aligning with new school budgets and purchasing cycles for the upcoming academic year.
- **Access Decision Makers:** Engage with music directors who are readily available and actively seeking solutions.
- **Enjoy San Antonio:** Experience the vibrant culture, food, and entertainment of San Antonio, making your participation both productive and enjoyable.

Who should exhibit?

If your organization supports music education, we encourage you to apply to exhibit. Previous exhibitors have included instrument and accessory companies, sheet music publishers, colleges and universities, uniform, apparel and concert attire providers, marching and concert band accessory companies, fundraising organizations, group travel companies, classroom tool and technology providers, and many others serving music programs.

Who You Will Meet:

Seize this unique opportunity to connect with a diverse and influential audience:

4,000
Music Educators

Future Music Educators

Family Members

2,000
Music Students

Professional, Community, Student Performing Groups

Key Decision Makers

Band, Choir, and Orchestra Booster Parents

EXHIBIT HALL FEATURES

Welcome to the Interactive Exhibit Hall

Get ready to experience the 2027 Southwest Music Summer Exhibition and Convention! Our dynamically interactive Exhibit Hall experience creates unprecedented opportunities for you to connect, showcase, and engage with thousands of dedicated middle and high school band, choir, and orchestra directors as well as students, parents and booster club members. This isn't just a place to display your products; it's a dynamic marketplace designed to maximize your visibility and interaction.

Prepare to amplify your presence with these exciting features within the interactive Exhibit Hall:

- **Performance Main Stage:** Our main performance stage in the exhibit hall features live performances throughout the convention that capture attention and inspire.
- **Band Mini-Clinic Stage:** Designed for band directors actively seeking new techniques and resources for their programs. These 30-minute clinics in the exhibit hall bring the attendees to you!
- **Choir/Orchestra Mini-Clinic Stage:** Designed to showcase new techniques for choir and orchestra. These 30-minute clinics bring choir and orchestra education directly into the exhibit hall!
- **Networking Lounge:** Our centrally located Networking Lounge creates an place for attendees to gather, learn, network, eat, relax and have some fun. Everyone can take advantage of our Headshot Booth, Selfie Station, Massage Area, and Genius Corner.
- **Exclusive Exhibit Hall Times:** Benefit from dedicated, uninterrupted periods for deeper conversations, demonstrations, and relationship-building with band, choir and orchestra attendees, student groups and booster parents.



> As an exhibitor, I have witnessed firsthand the **strong sense of community** that SWMSE cultivates. The convention is more than an event, it is a place where **lasting relationships** are formed between educators, musicians, and industry professionals.
>
> **Robert Rubio**
> *Note-Able Travel Experiences*

ESSENTIAL EXHIBITOR INFORMATION

Exhibitor Registration/Booth Sales Opens: **February 22, 2027**!
Apply to Exhibit at **www.swmusicshow.org**

Booth Packages

All Exhibit Packages include:

Exhibitor Service Kit

The exhibitor service kit is provided by Freeman Decorating and includes information about ordering the following items or services: shipping, furniture, booth accessories, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, audio/visual equipment, and computer rental, including order forms and rate schedules.

Internet Access

SmartCity Networks offers internet services. The 'Exhibitor Internet' provided by the San Antonio Convention Center will be the only available network in the exhibit halls.

Catering Services

RK Culinary Group is the recommended caterer for the SWMSE Exhibit Show, including ice, water, beverages, cookies, and catering.

Liability Insurance

Liability insurance is required for all exhibitors. Rainprotection Insurance Company (available through the SWMSE registration site) offers an exhibitor insurance program providing general liability coverage.

Exhibitor Badges

Three complimentary badges are included with each 10'x10' booth. Additional exhibitor badges are available for purchase in advance or onsite for $25 each. The portal to obtain exhibitor staff badges will open in June.

Housing

Exhibitor housing will open along with Exhibitor/Booth registration on February 22, 2027. A link to the SWMSE official housing reservation site will be available during the registration process.

Priority Point System

Assignment will be made according to the priority number based on four factors:

- Number of Years the company has exhibited *(1 point per year)*.
- Number of Booths requested *(5 points per 10' x 10'booth)*.
- Contract Submission date *(30 points for application submitted on February 22, 2027; 29 points on February 23, 2027; etc.)*. Booth applications submitted online are time-stamped automatically by our database.
- Amount spent on Sponsorships and/or Partnerships. *(1 point per $250 spent)*.

Exhibitor Rules and Regulations

Exhibitors must adhere to all exhibit rules.

- For a complete listing of the rules and regulations please click the button: **RULES AND REGULATIONS**

PRODUCT SHOWCASE OPPORTUNITIES

BEYOND THE BOOTH: Maximize Your Engagement!

Product Showcases

Product Showcases offer a unique opportunity to present an in-depth, focused presentation on your products or services to a dedicated audience of music educators in a classroom setting, away from the exhibit floor bustle.

Why Participate in a Product Showcase

- Allows your company to interact directly with potential clients in a more intimate environment and focus solely on your product.
- All Product Showcases will be listed in the TBA/TCDA/TODA Convention Programs/Apps and will be advertised on the digital sign outside the meeting room.

Product Showcase Details

- Scheduled in one-hour sessions.
- Held in a Convention Center meeting room with seating capacity of 200.
- $400 per one-hour session. Companies may present more than one session.
- One stand microphone, a projector and screen, and connection to a sound system will be provided.
- Your company must provide laptop and cords or adapters to connect with the AV system provided.

Product Showcase Regulations/Requirements:

- Product Showcases are available for SWMSE exhibiting companies only.
- Application deadline is **April 1, 2027**.
- Product Showcases will be awarded on a first-come, first-served basis and typically sell out quickly.
- Management retains the right to approve or deny a Product Showcase Application based on potential value to convention attendees and balance in scheduling with the overall convention program.

How to Apply:

Exhibitors who wish to purchase a Product Showcase may do so when registering and purchasing their booth(s).

The 2027 Southwest Music Summer Exhibition is your premier summer opportunity to engage, educate, and establish lasting partnerships within the vibrant Texas music education community.

Join us in shaping the future of music education!

SPONSORSHIP BENEFITS & GUIDELINES

ELEVATE YOUR BRAND

Benefits of Sponsorships

Seize the opportunity to amplify your brand's presence! Sponsorships not only boost exposure and build robust brand recognition but also grant you valuable booth assignment priority points. Every sponsorship is thoughtfully designed to provide unique brand elevation, ensuring you're featured in a prominent way throughout the convention!

Sponsorships Details

Specific sponsorships opportunities are available for both the Exhibit Hall and for each individual organization. Multiple Event Sponsorships are encouraged to enable additional exposure for your company throughout the convention. Exclusive Event Sponsorships are available for any company that wishes to purchase all the sponsorships in one event category.

Sponsorship Regulations/Requirements

- Only companies with a completed 2027 Southwest Music Summer Exhibition Convention booth application may apply for the Event Sponsorship Program.
- Sponsorships will be awarded on first-come, first-served basis.
- Sponsorship benefits and entitlements will be provided ONLY for companies meeting the required **DEADLINE** of **June 1, 2027**. All Logos and Company Names should be sent to the TBA office with the application.

How to Apply: Exhibitors who wish to participate in the sponsorship program may indicate their interest as part of the booth application process.

Booth Assignment Priority Points: For every $250 spent on a sponsorship your company earns 1 priority point toward booth assignments, increasing your chances of securing your preferred booth location.

Priority Points Deadline: To earn priority points for the upcoming convention, purchase your sponsorship by **March 24, 2027**.



EXHIBIT HALL SPONSORSHIP OPPORTUNTIES

Sponsorship Recognition will include: Exhibit hall signage, convention app, and social media mention(s). Exclusive Event Sponsorships are available for any company that wishes to purchase all the sponsorships in one event category.

- **Performance Main Stage:**
  Elevate your brand across all areas! Our main performance stage in the exhibit hall features live performances throughout the convention that capture attention and inspire.
- **Band Mini-Clinic Stage:**
  Connect your company with our mini-clinic stage for band. These 30-minute clinics in the exhibit hall bring the band directors and attendees to you.
- **Choir/Orchestra Mini-Clinic Stage:**
  Connect your company with our mini-clinic stage for choir and orchestra. These 30-minute clinics in the exhibit hall bring the directors and attendees to you.
- **Networking Lounge:**
  Our centrally located Networking Lounge creates an place for attendees to gather, learn, network, eat, relax and have some fun. Everyone can take advantage of our Headshot Booth, Selfie Station, Massage Area, and Genius Corner.

For more information about product showcases and the exhibit hall sponsorships, please contact:
Robin Williams, *Exhibit Manager*: **robin@texasbandmasters.org** | **210-492-8878**



TBA EVENT SPONSORSHIP OPPORTUNITIES

For additional information about the sponsorship opportunities available for TBA please click the button or contact:

Phillip Clements, *Executive Director*: **pclements@texasbandmasters.org** | **210-492-8878**

TBA SPONSORSHIPS

TCDA EVENT SPONSORSHIP OPPORTUNITIES

For additional information about the sponsorship opportunities available for TCDA please click the button or contact:

Sarah Vlcek, *Executive Director*: **sarah@tcda.net** | **512-471-2801**

TCDA SPONSORSHIPS

TODA EVENT SPONSORSHIP OPPORTUNITIES

For additional information about the sponsorship opportunities available for TODA please click the button or contact:

Sarah Vlcek, *Executive Director*: **sarahv@todaweb.org** | **512-471-2801**

TODA SPONSORSHIPS



> We are proud members of TBA/TCDA/TODA and have exhibited **since 1995**. We have seen the organizations **work hard** for the members and are especially excited about the dates for future conventions and the **positive changes** to the exhibit floor.
>
> **Erica Crosley & Elissa Taylor**
> *Pride of Texas Music Festivals & World View Travel TX*

Ready to Partner? Contact Us!

For more information, please contact:

Robin Williams, *Exhibit Manager*
robin@texasbandmasters.org
210-492-8878

www.swmusicshow.org

Future Convention Dates:

- July 20-22, 2028
- July 19-21, 2029
- July 15-17, 2030