

ART  **HOUSE**
CONVERGENCE

2019

ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

ABOUT THE CONVERGENCE

Sponsoring Art House Convergence gives you the opportunity to promote your brand in front of an influential audience of exhibitors:

- + Reaches over 70% of the specialty exhibition market through our e-mails, website, and online forum.
- + Over 700 delegates, including 200 theaters and 50+ film festivals will attend Art House Convergence's 2019 annual conference.
- + These specialty exhibitors collectively serve an audience of approximately 30 million on an annual basis.
- + Provides companies with an unique opportunity to reach the representatives of hundreds of theaters and film festivals within a 4-day period.
- + Our exhibitors do not regularly attend Cinemacon, ShowEast, or other tradeshow. This is a unique opportunity to meet them in person and promote your products and services.



WHO WE ARE

The Art House Convergence (AHC) is an association dedicated to advancing excellence and sustainability in community-based, mission-driven media exhibition. Each year our annual conference, regional seminars, and programs provide networking opportunities, educational resources, and define best practices for hundreds of theaters and festivals located throughout North America. Collectively, our constituents host over 30 million audience members annually.

WHAT WE DO

We exhibit film for the cultural enrichment of our communities and expand the audiences for specialty cinema in North America. We count art house cinemas, independent theaters, museums, educational institutions, film societies, microcinemas, and film festivals as our key constituents.

WHY WE MEET

Our events bring together an international network of exhibitors to share best practices, resources, and to advocate on behalf of our sector of the cinema marketplace. Sessions address topics including new technology, programming trends, and strategies for marketing, fundraising, and audience development.

WHO IS THE ART HOUSE PATRON?

The art house patron is a dedicated cinema-goer who attends an average of 35 films annually (2017 AHC National Audience Survey), compared to the national average of 3.8 films annually (2016 MPAA Audience Report). Their income is approximately 20% higher than the US average, and they are much more likely to be highly educated. Art house patrons value program diversity, customer service experience, concessions variety, picture and audio quality, and accessibility.

As part of a Platinum Sponsorship, you will be recognized year-round as a sponsor of the Art House Convergence. Your sponsorship will be integrated throughout the organization's promotions, outreach, and activities and will be acknowledged before, during, and following the conference. ****LIMITED TO TWO COMPANIES****

Because AHC is represented by a 501(c)3 organization, a portion of your Platinum Sponsorship is tax deductible.

- + Sponsor a high-profile event of your choosing and give a brief welcome greeting to our conference attendees.
- + Senior billing of your logo on website and on-site conference materials.
- + Free room reservation for trade show display/special event (**limited availability**).
- + Access to complimentary hotel room upgrades.
- + Priority selection of custom branded swag for delegate bag.
- + **Five** complimentary registrations.
- + Inclusion in Meet the Vendors event with tabletop exhibit.
- + Full-page advertising space in program guide.
- + Single-use email list of attendees prior to conference.
- + Your materials (postcards, etc.) included in conference bags.
- + Recognition on-site through banners, boards, and on-screen.
- + Logo on splash page of conference app.
- + Opportunities to customize above benefits to further enhance awareness of your company.
- + Senior billing in sponsor garden on all emails, printed materials, and delegate materials.

PREMIER

\$8,000

- + Sponsor a specific event of your choosing (options include receptions, dinners, and cocktail parties) and give a brief welcome greeting to our conference attendees.
- + One free day of room reservation for trade show display/special event **(additional costs apply for additional days; limited availability)**.
- + Custom branded swag for delegate bag.
- + **Four** complimentary registrations.
- + Inclusion in Meet the Vendors event with tabletop exhibit.
- + Half-page advertising space in program guide.
- + Single-use email list of attendees prior to conference.
- + Your materials (postcards, etc.) included in delegate guide bags.
- + Recognition on-site through banners, boards, and on-screen.
- + Listed in conference app with separate page.
- + Inclusion in sponsor garden on all emails, printed materials, and delegate materials, where appropriate.

\$5,000

SIGNATURE

- + Sponsor a specific session track, targeted breakout event, or workshop.
- + Opportunity to reserve a room for trade show display/special event **(additional costs apply; limited availability)**.
- + **Three** complimentary registrations.
- + Inclusion in Meet the Vendors event with tabletop exhibit.
- + Half-page advertising space in program guide.
- + Single-use email list of attendees prior to conference.
- + Your materials (postcards, etc.) included in delegate bags.
- + Recognition on-site through banners, boards, and on-screen.
- + Listed in conference app with separate page.
- + Inclusion in sponsor garden on all emails, printed materials, and delegate materials, where appropriate.

MAJOR**\$3,000**

- + **Two** complimentary registrations.
- + Inclusion in Meet the Vendors event with tabletop exhibit.
- + Quarter-page advertising space in program guide.
- + Single-use email list of attendees prior to conference.
- + Recognition on-site through banners, boards, and on-screen.
- + Listed in conference app with separate page.
- + Inclusion in sponsor garden on all emails, printed materials, and delegate materials, where appropriate.

\$1,500**CONTRIBUTING**

- + **One** complimentary registration.
- + Inclusion in Meet the Vendors event with tabletop exhibit.
- + Your logo in conference guide listed under Conference Vendors.
- + Recognition on-site through banners, boards, and on-screen.
- + Listed in conference app under Meet the Vendors page.

Please consider enhancing your sponsorship by supporting a Conference Scholarship.

By providing financial support for independent cinema professionals to attend the Art House Convergence Annual Conference, scholarships improve access to the Conference's educational, networking, and professionalization opportunities.

The scholarship program is intended to cultivate diverse leadership, support first-time attendees, encourage Conference participation by underrepresented members of our field, and strengthen the Conference and the organizations it serves by making them more inclusive.

In addition to benefits associated with their sponsorship tier, Scholarship Sponsors will receive name recognition on the Art House Convergence website, in a Scholarship Sponsor recognition email, and in the program guide.

Please contact Alison Kozberg (alison@arthouseconvergence.org) for more information.

- + **Three** complimentary registrations
- + Priority access to hosting a presentation in Art House Lounge (**limited availability**).
- + Single-use email list of attendees prior to conference.
- + Inclusion in Meet the Distributors event with tabletop.
- + Your logo in the program guide.
- + Four (4) film posters displayed in Art House Lounge and surrounding areas.
- + Two (2) film trailers screened in Art House Lounge.
- + Recognition on-site through banners, boards, and on-screen.
- + Your materials (postcards, etc.) included in delegate bags.
- + Inclusion in sponsor garden on all emails, printed materials, and delegate materials, where appropriate.

\$2,000+

FILM DISTRIBUTORS

\$1,000+

- + **Two** complimentary registrations
- + Inclusion in Meet the Distributors event with tabletop.
- + Name recognition in program guide.
- + Four (4) film posters displayed in Art House Lounge and surrounding areas.
- + Two (2) film trailers screened in Art House Lounge.
- + Recognition on-site through banners, boards, and on-screen.
- + Opportunity to host a presentation in Art House Lounge (limited availability).
- + Your materials (postcards, etc.) included in delegate bags.

- + **One** complimentary registration
- + Inclusion in Meet the Distributors event with tabletop.
- + Name recognition in program guide
- + Two (2) film posters displayed in Art House Lounge and surrounding areas
- + Two (2) film trailers screened in Art House Lounge.
- + Recognition on-site through banners, boards and on-screen.

For more information, please contact Managing Director Alison Kozberg:

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