

ART  **HOUSE**
CONVERGENCE

2020

ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

ABOUT THE CONFERENCE

Sponsor Art House Convergence and connect with hundreds of decision makers at the **largest annual gathering of specialty and independent exhibitors**. Meet face-to-face with buyers and industry leaders to showcase your products and services. All sponsorships are customizable.

- Connect with over **700 delegates**, representing 200+ exhibitors.
- Influence **500+ exhibitors** with sponsor recognition through conference, emails, and website.
- Reach our exhibitors' audience of 20+ million art house patrons.
- Display and demonstrate products and services at popular conference trade shows.
- Enjoy access to all conference programs and parties.
- Meet exhibitors who do not regularly attend Cinemacon, ShowEast, or other trade shows.





Our Conference

- **4.5** days of programming.
- **40+** educational sessions.
- **3** keynotes.
- **6+** parties and receptions.

Our Trade Shows

Meet the Vendors

Showcase your products and services for qualified buyers at the “Meet the Vendors” trade show on Tuesday, January 21. The trade show takes place in the Matterhorn Ballroom the Zermatt Resort, at the heart of conference activity. Participants will be provided with a table on the trade show floor.

Meet the Distributors

Share your upcoming slate with hundreds of exhibitors at the extremely popular “Meet the Distributors” trade show on Wednesday, January 22. All participants are provided with a table on the trade show floor.

Sponsorship Levels Overview

We offer customizable sponsorships for every budget. Review key benefits at each level and then consult the detailed description to find the sponsorship that is right for you.

SENIOR SPONSORSHIPS

PLATINUM SPONSOR

- Limited availability
- 5 registrations
- Private vendor room
- Party host. Priority selection
- Details on p. 5

PREMIERE SPONSOR

- Limited availability
- 4 registrations
- Private vendor room access
- Party host
- Details on p. 6

SIGNATURE SPONSOR

- 3 Registrations
- Networking or breakout session host
- Details on p. 6

VENDORS

MAJOR

- 2 Registrations
- Quarter page Program Guide Ad
- Details on p. 7

CONTRIBUTING

- 1 Registration
- Participation in Meet the Vendors
- Details on p. 7

DISTRIBUTORS

GOLD

- 3 Registrations
- Art House Lounge Presentation
- Details on p. 8

SILVER

- 2 Registrations
- Materials in Delegate Bag
- Details on p. 8

BRONZE

- 1 Registration
- Participation in Meet the Distributors
- Details on p. 8

SENIOR SPONSORSHIPS

PLATINUM SPONSOR – \$15,000

Platinum Sponsors are recognized by Art House Convergence year-round and are integrated throughout the organization's promotions, outreach, and activities for the Annual Conference, and Regional Seminar.

- 5 conference registrations.
- Exclusive sponsorship of conference party of your choosing, w/ opportunity to give a welcome greeting, and branded drink tickets. Priority selection.
- Platinum billing of your brand on website, signage, and on-site conference materials.
- Private room for trade show display.
- Custom branded swag for delegate bag and option to include other print materials.
- Priority placement in Meet the Vendors trade show.
- Full-page advertising space in Program Guide.
- Single-use email list of attendees prior to conference.
- Logo on splash page of conference app.
- Brand recognition on all conference emails.
- Because AHC is represented by a 501(c)(3) organization, a portion of your Platinum Sponsorship is tax deductible.
- Senior billing in sponsor garden on all emails, printed materials, and delegate materials.

SUPPORT CONFERENCE SCHOLARSHIPS

Donate \$250+ to our scholarship program and support conference participation by first-time attendees, underrepresented members of our field, and innovators giving back to their communities.

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

SENIOR SPONSORSHIPS

PREMIERE SPONSOR – \$8,500

- 4 conference registrations.
- Exclusive sponsorship of conference party of your choosing (options include receptions, dinners, and cocktail parties), w/ opportunity to give a welcome greeting, and branded drink tickets.
- Premiere billing of your brand on website, signage, and on-site conference materials.
- Priority access to private rooms for trade show display. Sponsorship includes one-day reservation; additional costs apply for additional days. Limited availability.
- Custom branded swag for delegate bag and option to include other print materials.
- Participation in Meet the Vendors trade show with tabletop exhibit.
- Half-page advertising space in Program Guide.
- Single-use email list of attendees prior to conference.
- Listed in conference app with separate page.
- Your logo in conference emails.

SIGNATURE SPONSOR – \$5,500

- 3 conference registrations.
- Sponsor of a conference networking event, program track, or targeted breakout event.
- Signature billing of your brand on website, signage, and on-site conference materials.
- Your materials included in delegate bags.
- Participation in Meet the Vendors trade show with tabletop exhibit.
- Half-page advertising space in program guide.
- Single-use email list of attendees prior to conference.
- Listed in conference app with separate page.
- Your logo in conference emails.

VENDOR SPONSORSHIPS

MAJOR SPONSOR – \$3,250

- 2 conference registrations.
- Brand acknowledgement on website, signage, and Program Guide.
- Participation in Meet the Vendors trade show with tabletop exhibit.
- Quarter-page advertising space in program guide.
- Single-use email list of attendees prior to conference for promotion.
- Listed in conference app with separate page.

CONTRIBUTING SPONSOR – \$1,750

- 1 conference registration.
- Brand acknowledgement on website, signage, and Program Guide.
- Participation in Meet the Vendors trade show with tabletop exhibit.
- Your logo in conference guide listed under Conference Vendors.
- Listed in conference app on Vendors page.



DISTRIBUTOR SPONSORSHIPS

GOLD – \$3,250 (Limited Availability)

- 3 conference registrations.
- Opportunity to host a presentation in Art House Lounge. Limited availability.
- Brand acknowledgement on website, signage, and Program Guide.
- Your materials included in delegate bags.
- Priority placement in Meet the Distributors trade show.
- Quarter-page advertising space in program guide.
- Single-use email list of attendees prior to conference.
- One (1) trailer before evening screening.
- Four (4) film posters displayed in Art House Lounge and surrounding areas.
- Two (2) film trailers screened in Art House Lounge.
- Your logo in conference emails.

SILVER – \$2,250

- 2 conference registrations.
- Brand acknowledgement on website, signage, and Program Guide.
- Participation in Meet the Distributors trade show
- 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.
- Print materials included in delegate bags.

BRONZE – \$1,250

- 1 conference registration.
- Brand acknowledgement on website, signage, and Program Guide.
- Participation in Meet the Distributors trade show. + Name recognition in Program Guide.
- Two (2) film posters displayed in Art House Lounge and surrounding areas.
- 2 film trailers screened in Art House Lounge.

ABOUT THE CONVERGENCE

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 20 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.