



DANCE TEACHER WEB conference & expo

July 22 - 25, 2025
The Paris Las Vegas

LET'S DO THIS

ONE MORE TIME...FROM THE TOP

Exhibitor Prospectus
Sponsorship Guide

BENEFITS OF EXHIBITING

We invite you to join us at the 17th annual Dance Teacher Web Conference & Expo! Last year's event drew over 1300 participants from all over the United States and worldwide. Attendees include studio owners, teachers and administrators. They come excited, engaged, and interested in learning how your products and services can benefit them, their studios, and their students! Don't miss this opportunity to meet face to face with your target audience.

We schedule breakfasts, afternoon snacks and special events in the Expo to drive traffic. Attendees have access to conference sessions and exhibitor profiles for almost a full year before, during and after the event! We understand the investment you make to attend our event and we do all we can to make sure you have a great experience.



Your booth, your way. Choose from designated expo hours so you are not sitting at your booth while classes are going on or take the open all day approach in the foyer. It's up to you.



High-value, high-traffic networking opportunities in the Exhibit Hall. Meet face-to-face with the decision makers because personal contact and problem-solving turns prospects into customers.



Promote and support your exhibit presence with a robust company profile in the DTW Conference mobile app. Upload marketing materials, special offers, and schedule appointments.



Heightened brand visibility. Inclusion in pre and post show marketing materials, mobile app, conference website and the conference guide, as well as access to the attendee (opt-in) pre and post show lists.

A STELLAR VENUE

The Paris Las Vegas - Stay in The City of Lights for only \$140* a night!

Located at the center of the Strip, this one-of-a-kind resort and casino offers upscale accommodations with Parisian flair and an abundance of amenities. Filled with romance, adventure and extraordinary dining, with replicas of the Arc de Triomphe, Louvre façade, and the Eiffel Tower with a top-floor observation deck! A multitude of dining outlets provide a wide range of cuisines and price points for all budgets. The Dance Teacher Web exclusive rate is available three days prior and post show and extends a very reduced resort fee. We sold out four room blocks last year so make your reservation as soon as possible.

**\$140 per night plus \$10 daily resort fee and taxes.*

RESERVE YOUR CORPS BOOTH

Expo booths are open during the dedicated expo sessions. This split schedule allows exhibitors time away from their booths to refresh or participate in classes. Exhibitors can also use the time in between sessions to book private appointments with attendees.

Foyer booths have extended hours set by you. A limited number of booths are available across from the Expo. Exhibitors are responsible for extended open/close times and securing their materials/product. Overnight storage is available.

Booth selection will be in order of receipt of reservation. Contact DTW for currently available booths.

All Corps Exhibitor booths are \$3297 and include:

- 8' deep by 10' wide space
- 8' draped back wall
- 3' draped sidewalls
- Link on conference website
- Listing in conference guide
- Included in pre-show email
- Item included in swag bag
- One standard electrical outlet
- General expo wifi connection
- One 6' skirted table / 2 chairs
- DTW app profile
- Three representative badges
- Opening night party for three
- Vendor appreciation party
- Attendee (opt-in) mailing list

2025 UPDATED DTW SPONSORSHIP OPPORTUNITIES

SOLOIST SPONSOR

\$5397 / Package Value \$9597 - SAVE \$4200*

All standard booth package benefits plus:

- Shared sponsorship of afternoon expo breaks.
- Opportunity to present an educational session to attendees
- Logo on signage at registration and expo entrance
- Verbal recognition at event
- Priority listing in conference guide
- Company logo and link on conference website
- One dedicated pre-show email blast
- One Facebook/Instagram pre-show post
- Additional representative badge with hospitality
- Button ad on Danceteacherweb.com (scrolling for 6 months)
- Half page color ad in conference guide
- 10% off additional booth space

PRINCIPAL SPONSOR

\$9597 / Package Value \$15097 - SAVE \$5500*

All standard booth package benefits plus:

- Shared sponsorship of expo breakfasts or event component
- Opportunity to present an educational session to attendees
- Logo on signage at registration expo entrance
- Signage in class sessions and an opportunity to introduce presenter
- Verbal recognition at event
- Priority listing in conference guide
- Company logo and link on conference website landing page
- Logo on marketing materials/ magazine ads
- One dedicated pre-show email blast
- One Facebook/Instagram pre-show and one post-show post
- 3 additional representative badges with hospitality
- Sponsorship of Dance Teacher Web newsletter (17000 recipients) - month to be determined
- Button ad on Danceteacherweb.com (scrolling for 1 year)
- Full page color ad in conference guide
- 20% off additional booth space

ADDITIONAL SPONSORSHIPS

PRESENTING SPONSORSHIP

Presenting sponsorships are highly customized to your company's goals and include signature conference components such as the Costume Fashion Show, Opening Night Party or Attendee Luncheon. In addition, Presenting Sponsors receive a double size booth space, enhanced visibility, and an array of digital benefits. We will work with you to create a show stopping moment that attendees will talk about for years to come! Name sponsorship includes double booth and extended benefits. Packages start at \$40,000. Contact DTW for full details and customization.



STAGE ONE / ~~STAGE TWO~~ / STAGE THREE / ~~STAGE FOUR~~

Each stage (movement room) will host a variety of dance styles and guest faculty. The rooms will be highly branded with sponsors' artwork flanking each side of the stage as well as their logo projected to either wall, signage outside the room and recognition throughout the event. Sponsor can present (or introduce) up to three educational sessions. Name sponsorship includes booth and extended benefits. Package starts at \$20,000. Contact DTW for full details and customization.

BUSINESS EVOLUTION LAB

The Business Evolution Lab (BEL) will host a variety of sessions focused on helping the studio owner/manager take their business to the next level. The BEL will have a dedicated and branded room, projection and sound capabilities and be classroom set for approximately 150 attendees. Sponsor can present up to three educational sessions. Name sponsorship includes booth and extended benefits. Package starts at \$18,000. Contact DTW for full details and customization.

SOLD OUT

MIND POWER LAB

The Mind Power Workshop (MPW) will host a variety of sessions on personal and professional development, helping attendees spend much deserved time on themselves. The MPL will have a dedicated and branded room, projection and sound capabilities and be classroom set for approximately 150 attendees. Sponsor can present up to three educational sessions. Name sponsorship includes booth and extended benefits. Package starts at \$18,000. Contact DTW for full details and customization.

BREAK IT DOWN THEATRE

The Break It Down Theatre (BDT) will feature all styles of dance and a variety of topics. The set up can handle demonstrations, lectures and panel discussions. Attendees will have the opportunity to watch, take notes and ask questions in a more intimate setting. The BDT will have a dedicated and branded room with seating, projection and sound capabilities. Name sponsorship includes booth and extended benefits. Package starts at \$18,000. Contact DTW for full details and customization.

OPENING KEYNOTE

The Dance Teacher Web Conference Keynote isn't just the exciting kick off to four days of education and stellar events. It brings teachers and studio owners from all over the world together and sets them off on a journey as a community inspired to renew their passion for dancing, choreographing and teaching. Name sponsorship includes booth and extended benefits. Contact DTW for full details and custom package.

PRE-CONFERENCE INTENSIVE

Be the sole sponsor of a seminar that takes a deep dive into an attendee driven topic. Highly requested topics are covered during a three hour intensive by a panel of conference faculty. Approximately 100 attendees. Sponsorship includes 15 minutes to present to attendees, breakfast for attendees and branding. \$4800

NEW STUDIO OWNER BREAKFAST SEMINAR

Be the sole sponsor of a breakfast seminar that addresses topics specific to the new (and newish) studio owner including business plan, staffing, facility, marketing and more. Attendance estimation 50-75. Sponsorship includes 15 minutes to present to attendees, breakfast for attendees and branding. \$4800

FIRST TIME ATTENDEE "GET TO KNOW YOU"

Be the sole sponsor of a refreshment/snack break specifically for first time attendees. Approximate attendance of 300 depends upon registration. Sponsorship includes 15 minutes to present to attendees, hospitality and branding. \$5800



MINDFUL MORNING

Be the sole sponsor of Wednesday morning sessions featuring yoga, breathwork, meditation, affirmations and action stations for the attendees. Sponsorship includes branded attendee gift, signage throughout the stations and refreshments. Starts at \$6000. Contact DTW for custom package.



REGISTRATION & BADGE

Be one of the first connections attendees make! Your logo will be on the attendee check in letter, on the check in kiosks and you will have a logo and/or message on the back side of the attendee badge. Letter, kiosk and badge design to be agreed upon per space available. \$10000



WORLD STAGE WEDNESDAY

An all new track of 6 sessions of dance from around the world...Afro, Character Work, Flamenco and more. Sponsorship includes an opportunity to introduce the presenters, signage and verbal recognition throughout the event. \$3500

ATTENDEE SWAG BAG

Attendees can't wait to get their hands on them. They are one of the very first experiences of the conference. Swag bag sponsorship puts your logo front and center on one of the very first things an attendee sees.

SOLD OUT

ATTENDEE T-SHIRT

All attendees receive a commemorative t-shirt with your logo prominently featured on the sleeve.

SOLD OUT

ATTENDEE LANYARD

Literal brand mobilization with your logo around the neck of every attendee. Production and pre-show delivery of lanyards (1000) is the responsibility of the sponsor. Contact DFW for full details and custom package.

SOLD OUT



REFRESH & RECHARGE EXPO HALL STATION

Sponsorship includes a branded 8'x20 foot space with hydration station, charging station and daily special activities. Sponsor can have printed materials on display in the area. \$6000

HYDRATION STATIONS

Water stations will be positioned in each of the movement rooms. Your logo will be prominently featured as the sponsor of the hydration station. \$500 each / \$1500 all 5 stations

FLOOR PLAN

We are working with The Paris and Century Expo Services to develop the best possible floor plan. One that facilitates the flow of traffic and provides the most exposure possible! Our 2025 floor plan will be available as soon as possible pending fire marshall and The Paris approval. Both Foyer booths and expo hall booths will be available.

BOOTH SELECTION

Once the 2025 floor plan is approved, booth selection will begin in the order reservations were received. All exhibitors will receive an email and have a week to respond with 1st and 2nd choices for location.

CONTACT US

We're happy to answer any questions you may have!

Sponsorships

Steve Sirico / steve@danceteacherweb.com / (203) 545-7167

Booths / Logistics / Advertising

Dawn Macchiarelli / dawn.dtwlive@gmail.com / (203) 953 - 2590

SCHEDULE*

Tuesday, July 22nd

12:00 PM to 6:00 PM
Move In and Set Up

3:00 PM to 6:30 PM
Foyer and corridor booths
set your own hours

8:30 PM to 10:30 PM
Opening Night Party so you
can network with attendees

Wednesday, July 23rd

7:30 AM to 9:30 AM
Expo opening and breakfast
served for all attendees and
exhibitors

7:30 AM to 6:30 PM
Foyer and corridor booths
set your own hours

9:30 AM to 2:30 PM
Exhibitors can book private
appointments in the Expo

2:30 PM to 4:30 PM
Expo open with event and
hospitality

5:00 PM to 6:30 PM
Exhibitor Happy Hour

Thursday, July 24th

7:30 AM to 5:30 PM
Foyer and corridor booths
set your own hours

7:30 AM to 10:30 AM
Exhibitors can book private
appointments in the Expo

10:30 AM to 3:30 PM
Expo open with brunch
served for all attendees
and exhibitors. Afternoon
energy break also in the
Expo Hall

3:30 PM to 5:30 PM
Exhibitors can book private
appointments in the Expo

Friday, July 25th

7:30 AM to 9:30 AM
Expo open and breakfast
served for all attendees
and exhibitors

7:30 AM to 4:00 PM
Foyer and corridor booths
set your own hours

9:30 AM to 2:00 PM
Exhibitors can book private
appointments in the Expo

2:00 PM to 4:00 PM
Expo finale and hospitality

4:00 PM to 8:00 PM
Breakdown and move out

**Schedule subject to
change pending The Paris
approval*



July 22 - 25, 2025 • PARIS LAS VEGAS

Exhibitor Level	2024 Rates
Presenting Exhibitor	<input type="radio"/> Contact DTW
Principal Exhibitor	<input type="radio"/> \$9,597
Soloist Exhibitor	<input type="radio"/> \$5,397
Corps Exhibitor	<input type="radio"/> \$3,297

Includes complimentary electric to the booth and hospitality

Please Complete Company Information as it should be listed in the Conference Guide

Company Information

Company Name: _____

Company Contact: _____ Contact Title: _____

Contact Phone: _____ Company Phone for directory: _____

Contact Email: _____ Company Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Website: _____

PLEASE PRINT ALL INFORMATION

Booth Reservation Preferences

Placement: 1st Choice: _____ 2nd Choice: _____

Do place booth near the following companies

Do NOT place booth near the following companies

Total # of Booths: _____ @ \$ _____

Total Cost of Booth(s): \$ _____

Payment Information

Check - Please Make Payable to Dance Teacher Web

If Paying by Credit Card (Master Card/Visa/Disc/Amex)

Name: _____

Amount to be charged: \$ _____ Sec Code: _____

Card #: _____

Exp Date: _____ Billing Zip Code: _____

Signature: _____

- Space will be assigned upon receipt of completed contract and payment in full.
- Every effort will be made to respect the exhibitor's space choices whenever possible, but Dance Teacher Web's decision regarding the allocation of space will be final.
- Dance Teacher Web reserves the right to transfer assignments when such act is deemed to be in the best interest of the total exhibition.
- All exhibitor cancellations must be in writing. No cancellations will be accepted and no refunds will be made on or after May 1, 2025. Any cancellation by an exhibitor prior to May 1, 2025 will result in a 50% cancellation fee. All deposits are nonrefundable.

- Upon acceptance of this contract by Dance Teacher Web, exhibitor agrees to be bound by and abide by all provisions, rules and regulations as published in the "DTW Conditions And Rules For Exhibitors" document. Exhibitor further agrees that all conditions and rules set forth in said document are incorporated into and made part of this contract.
- Return Completed Contract and Payment to:
Dance Teacher Web, LLC
16 Pershing Street
Norwalk, CT 06851
Phone: (203) 545 - 7167
Or scan and email to dawn.dtwlive@gmail.com

DANCE TEACHER WEB CONDITIONS AND RULES FOR EXHIBITORS

Rules governing Exhibits and Exhibitors are those of Dance Teacher Web, LLC (hereinafter DTW). DTW show management reserves the right to prohibit any exhibit or part of an exhibit for any reason which it deems appropriate, including, but not limited to, a finding that the exhibit or part thereof is, in management's opinion, not suitable to or keeping with the character of the exhibition. Exhibitors should conduct themselves in a dignified manner at all times while in the exhibit hall.

Any complaints regarding infractions of the rules or regulations, or disputes between exhibitors should be made to DTW and DTW's decision will be final. In the event of any restriction or eviction based on an infraction of rules or regulations or resulting from a dispute between exhibitors, DTW is not obligated to refund any fees associated with the restricted or evicted exhibit.

RESTRICTIONS - Exhibitors shall not assign or apportion the whole or any part of their allotted spaces, or exhibit therein, or permit any other party to exhibit therein, any other goods than those manufactured or handled by the exhibitor in the regular course of his business; or permit any person or firm not an exhibitor to solicit in the space without written permission from the show management. Exhibitors shall not display noisy electrical devices, sound equipment, or other devices that interfere with other exhibits.

All business activities of the exhibitor must be confined to the booth space rented. No business activities are to be undertaken in any aisles, lobbies, or other areas of Paris Las Vegas.

Two companies, whether or not they represent or distribute each other's products, may not occupy one 8x10 booth location. However, independent manufacturers' representatives may develop a multiple company exhibit. One company listing per 8x10 booth space will be published in printed material. Additional listings will be provided as space permits.

Since booths have been arranged for maximum exposure to visitors, exhibitors shall not place any equipment which interferes with exposure of any other booth or impedes free use of the aisle. Displays shall not block diagonal line-of-sight (above four feet) to the front of any contiguous booth. Exhibitor displays may not expose unfinished surfaces to neighboring booths. Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed, or tacked to the Paris' walls, fixtures, or furnishings. Exhibit signage, merchandise or equipment shall not be left in any aisle, but shall be confined to the exhibit space.

Exhibitors shall not advertise, solicit business or host receptions, hospitality suites or seminars outside their assigned booths, nor are they permitted space elsewhere in The Paris or adjacent hotels for the display of goods, or providing continuing education opportunities without the consent of show management.

Photography of displays, staff, or features within the hall other than an exhibitor's own display and staff is PROHIBITED unless permission is granted by show management.

Sales or giveaways of soft drinks, alcoholic beverages, tobacco products, confections, or food are prohibited. The carrying of alcohol onto the premises is PROHIBITED. Exhibitors shall not play live or recorded music in an exhibit booth without a music license and prior approval.

Under no circumstances shall the Exhibitor have authority to act on behalf of DTW or Paris Las Vegas.

BOOTH SPECIFICATIONS - Each exhibit booth is 10 feet wide by 8 feet deep. Booth space includes one draped 6' table and 2 chairs. Order forms for additional items will be supplied by DTW in association with Encore. Furniture, floor covering, booth accessories, display labor, and other services are available on a rental basis through Century Expos.

EXHIBIT INSTALLATION AND HOURS - Exhibit hall hours for set up, display and dismantling of exhibits shall be determined by show management. Exhibit hours are subject to change. Booths not occupied by 7a.m. on July 23rd, 2025 will be considered forfeited, unless prior arrangements have been made with show management. Exhibitors shall not dismantle exhibits prior to the official show closing time. All exhibits must be removed from Paris Las Vegas by 6pm on Aug. 4th.

CERTIFICATE OF INSURANCE - Exhibitor agrees it has the sole responsibility for obtaining insurance as outlined below and that neither DTW, Paris Las Vegas nor any other party has purchased insurance on exhibitor's behalf and is under no obligation to do so. The exhibitor agrees to obtain the appropriate amount of insurance coverage for the duration of this event, including move in and move out days, and must be able to provide a certificate of insurance upon request of show management. Failure to request proof of insurance shall not relieve the exhibitor from its insurance obligations.

CANCELLATION/TERMINATION - In the event that DTW cancels or terminates the exhibition for any reason, the exhibitor waives all claims against DTW for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against DTW, a refund of all amounts paid by the exhibitor to DTW in accordance with this agreement.

LIABILITY - DTW does not insure exhibitors for loss by theft or otherwise. DTW is not responsible for loss or damage resulting from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or management of the convention. Exhibitors wishing to insure their goods must do so at their own expense.

Exhibitors shall hold DTW harmless from any claims resulting from the breach of the Exhibitor's obligations hereunder and/or the Exhibitor's negligence or breach of any legal or statutory duty or obligation. Neither DTW, the show decorator, nor Paris Las Vegas is responsible for any loss or damage of merchandise or personal injury to any exhibitor, respective employees, or representatives at any time before, during, or after exhibit hours.

Please contact DTW at (203) 545-7167 with any questions or concerns about the aforementioned regulations.