



66th Annual Conference & Stage Expo

LONG BEACH
CONVENTION &
ENTERTAINMENT
CENTER



**EXHIBITING, SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

POWERING LIVE ENTERTAINMENT ■ [USITT.ORG](https://usitt.org)

MEET USITT IN LONG BEACH



CONFERENCE DATES

MARCH 18-21, 2026

STAGE EXPO DATES

MARCH 19-21, 2026

LOCATION

LONG BEACH
CONVENTION &
ENTERTAINMENT
CENTER

STAGE EXPO HOURS

THU 3/19 | 11A-6P

FRI 3/20 | 11A-6P

SAT 3/21 | 10A-2P

QUICK LINKS

- [EXHIBITOR FLOOR PLAN](#) ➔
- [BOOK YOUR BOOTH](#) ➔
- [ADVERTISING](#) ➔

Welcome to USITT26 in Long Beach. We are excited to invite you to participate in one of the most dynamic and influential marketplaces in the live entertainment industry. Each year, thousands of industry professionals, educators, students, and emerging artists gather to explore new products, discover innovative solutions, and build relationships that drive the field forward.

Exhibiting at the Stage Expo is more than securing a booth on the floor. It is a chance to put your brand in front of the people who shape this industry. Our attendees influence purchasing decisions, lead production teams, set standards in education and training, and represent the future workforce you will be hiring. They come ready to engage, ready to learn, and ready to make connections.

USITT26 is designed to give you strong value, high visibility, and meaningful return on investment. Exhibitor-led education, hands-on demos, the Career Campus, and a wide range of networking opportunities all help you stand out and make an impact. Many exhibitors tell us that USITT provides some of their best annual leads and strongest long-term client relationships.

We look forward to helping you create a presence that elevates your brand, showcases your best work, and connects you with the people who are shaping the future of live entertainment.

Best regards,

Jody Harris
Director of Sales & Events
(315) 728-2524
jody@usitt.org

Lea Ann Quimby
Senior Manager of Sales & Events
(315) 728-2512
leaann@usitt.org

WHY EXHIBIT AT USITT26



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USITT26 connects you with the full spectrum of the live entertainment industry. Exhibiting gives you meaningful access to the people and organizations driving purchasing, innovation, and hiring.

- **Reach Decision-Makers Who Buy**
Technical directors, production managers, designers, and venue leaders who are actively evaluating new equipment, tools, and technologies.
- **Engage Organizations Producing Work Today**
Cruise lines, theatres, universities, themed entertainment companies, and a wide range of professional production groups.
- **Recruit the Next Generation**
Meet talented, motivated, career-ready students at the USITT Career Campus.
- **Boost Your Visibility**
Increase your presence through the mobile app, website listings, on-site signage, social promotion, and exhibitor-led education.
- **Showcase Your Innovations**
Offer demos, launch new products, and create hands-on experiences that leave a lasting impression.
- **Maximize Your Return on Investment**
Exhibitors consistently report valuable leads, strong partnerships, and unmatched engagement with both current and future professionals.

USITT26 positions your company at the center of the conversations and connections that shape live entertainment.

EXHIBITOR RATES



BOOTH SPACE

EXHIBITOR INVESTMENTS

BOOTH SPACES

- \$20.93/sq. ft.
Contributing Member
- \$22.51/sq. ft.
Sustaining Member
- \$25.93/sq. ft.
Supporting Member
- \$38.58/sq. ft.
Non-Member

DECORATOR PACKAGES

With the assistance of Shepard Exposition Services, we offer turnkey booth solutions for those companies wishing to save time and shipping costs installing and dismantling their booth materials. A wide selection of options are available to present your company professionally. Power, material handling, and all other exhibitor services are offered at additional charges and can be found here:

Exhibitor Services Manual
(coming soon)

BOOTH SPACE INCLUSIONS (10 X 10 BOOTH OR LARGER)

- 8' high back wall drape with 3' high sidewall drape
- 7" x 44" cardstock identification sign
- Free online listing on usitt.org
- Online booth listing to include a company description, category listing, and URL link to exhibitor website
- Unlimited free Expo Passes for your best prospects and clients
- Company listing in USITT mobile app
- Unlimited sponsorship opportunities
- Free basic wireless internet*

FEATURED BENEFITS

- Eight (8) full access badges per 10x10 booth space
- One (1) exhibitor-led education session (space is limited and on a first-come, first-served basis)
- Ability to send emails and appointment requests to attendees before show
- Access to USITT Career Campus to post industry positions and recruit talent
- Complimentary Exhibitor Breakfast (Saturday)
- Invitation to all social networking events



EXHIBITOR RATES



COSTUME PAVILLION

COSTUME PAVILION

- \$1390 Member
- \$1835 Non-Member

DECORATOR PACKAGES

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FEATURES

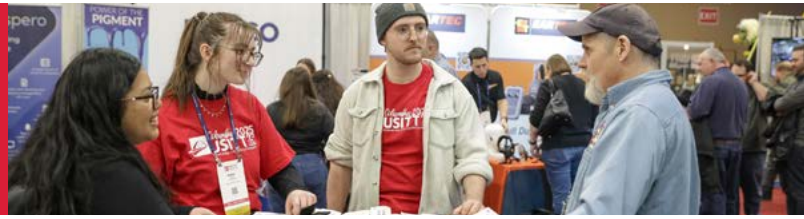
- Four (4) full access badges per 10x10 booth space
- 7" x 44" cardstock identification sign
- Free online listing on usitt.org
- Online booth listing to include a company description, category listing, and URL link to exhibitor website
- Unlimited free Expo Passes for your best prospects and clients
- Company listing in USITT mobile app
- Unlimited sponsorship opportunities
- Free basic wireless internet*

FEATURED BENEFITS

- One (1) exhibitor-led education session (space is limited and on a first-come, first-served basis)
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EXHIBITOR RATES



TABLETOP SPACE

EXHIBITOR INVESTMENTS

TABLETOP SPACES – COMMERCIAL

- \$1265 Member
- \$1770 Non-Member

TABLETOP SPACES

– NON-COMMERCIAL

- \$1010 Member
- \$1515 Non-Member

DECORATOR PACKAGES

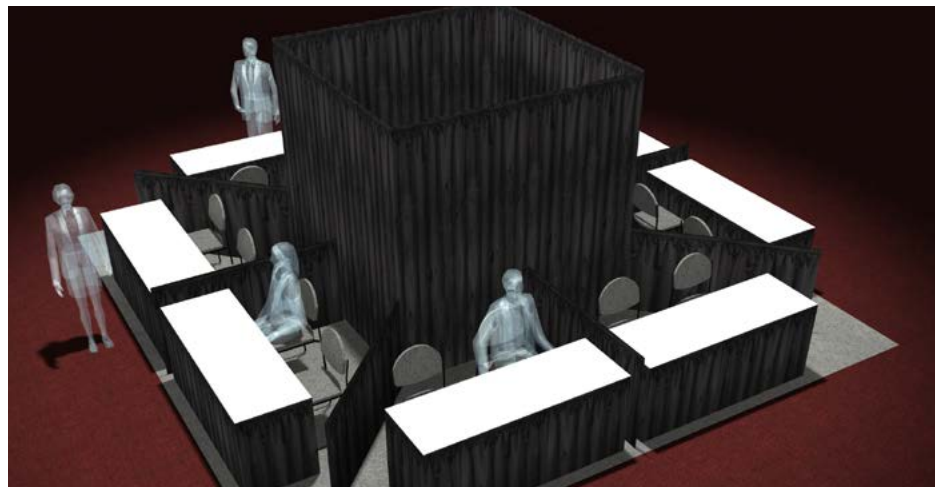
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FEATURES

- Four (4) full access badges per 10x10 booth space
- 8' high back wall drape with 3' high sidewall drape
- Carpet, (1) 2 ½ x 6 table, (2) chairs, and waste basket
- 7" x 44" cardstock identification sign
- Free online listing on usitt.org
- Online booth listing to include a company description, category listing, and URL link to exhibitor website
- Unlimited free Expo Passes for your best prospects and clients
- Company listing in USITT mobile app
- Unlimited sponsorship opportunities
- Free basic wireless internet*

FEATURED BENEFITS

- One (1) exhibitor-led education session (space is limited and on a first-come, first-served basis)
- Ability to send emails and appointment requests to attendees before show
- Access to USITT Career Campus to post industry positions and recruit talent
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EXHIBITOR FLOOR PLAN



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- ADVERTISING ➡



FOR EXHIBITING OPPORTUNITIES CONTACT:

Jody Harris | (315) 728-2524

| jody@usitt.org

*Booth availability as of December 2025 - Check online for the most up-to-date information

USITT26 SPONSORSHIP OPPORTUNITIES

EVENT & RECEPTION

WELCOME RECEPTION SPONSORS

Kick off the Conference with high-impact visibility at the Welcome Reception. Includes signage, screens, event communications, and sponsor recognition online and in pre-show communications

KEY SPONSOR – \$6,000 (LIMIT 1)

- Premium logo placement on all event signage, digital promotions, and announcements
- 2/3-page ad in *TD&T*
- One linked large advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media
- Onsite: stage remarks, logo on screen, branded entry signage

SUPPORTING SPONSORS – \$4,000 EACH (LIMIT 3)

- Logo on signage and digital promotions
- Quarter-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media



AQUARIUM NIGHT CELEBRATION SPONSORS

Taking place at the Aquarium of the Pacific in Long Beach on Friday night.

KEY SPONSOR – \$6,000 (LIMIT 1)

- Premium logo placement on all event signage, digital promotions, and announcements
- Full-page ad in *TD&T*
- One linked large advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media
- Onsite: stage remarks, branded entry signage, logo on projection screens

SUPPORTING SPONSORS – \$4,000 EACH (LIMIT 3)

- Logo on signage and digital promotions
- Quarter-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media



USITT26 SPONSORSHIP OPPORTUNITIES

EVENT & RECEPTION

FIRST-TIMERS ORIENTATION

Position your brand as a welcoming force for new attendees.

KEY SPONSOR – \$4,000 (LIMIT 4)

- Logo on orientation signage and digital schedule
- Quarter-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media
- Onsite: sponsor callout and opportunity to welcome attendees on screens



USITT26 SPONSORSHIP OPPORTUNITIES

EXPERIENCE-BASED

COMMISSIONERS' PASSPORT – \$5,000 (LIMIT 1)

Drive attendee engagement by sponsoring the Commissioners' Passport, a fun and interactive way to connect with USITT's Commissions.

BENEFITS

- Logo on passports and completion prize materials
- Logo in digital promotions and event website
- Quarter-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media

AWARDS CEREMONY – \$5,000 (LIMIT 1)

Celebrate excellence in theatre design and technology as the Awards Ceremony sponsor.

BENEFITS

- Logo on ceremony screen graphics and signage
- Quarter-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media
- Onsite: verbal thank-you during ceremony

STAGE EXPO KICK-OFF – \$5,000 (LIMIT 2)

Get in front of hundreds as you sponsor the official opening of Stage Expo.

BENEFITS

- Logo on ribbon-cutting signage and schedule
- Recognition in event promotions and social media
- Quarter-page ad in *TD&T*
- Onsite: opportunity to join ribbon-cutting and make brief remarks



USITT26 SPONSORSHIP OPPORTUNITIES

EXPERIENCE-BASED

CONFERENCE ASSISTANT T-SHIRT – \$5,000 (LIMIT 2)

Outfit our on-site Conference Assistants with your logo on their event T-shirts, ensuring hundreds of brand impressions throughout the Conference.

BENEFITS

- Logo on shirts worn by 200+ volunteers throughout the event
- Quarter-page color ad in one (1) issue of *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT

PATHWAYS PROGRAM – \$3,500 (LIMIT 12)

This initiative opens doors for emerging talent and reflects USITT's commitment to equity, opportunity, and innovation.

BENEFITS

- Logo on Pathways signage and materials
- Recognition in event promotions and social media
- Onsite: sponsor recognition during program sessions

CUP-O-JOE COFFEE – \$2,500 (LIMIT 1 PER DAY) / \$6,000 FOR 3-DAY EXCLUSIVE

Provide morning coffee for attendees while prominently featuring your logo on coffee stations, signage, and in daily schedules.

BENEFITS

- Logo on coffee station signage
- Recognition in event promotions and social media
- Quarter-page ad in *TD&T*
- Branded napkins, coasters, or cups may be provided at sponsor cost



USITT26 SPONSORSHIP OPPORTUNITIES

EXPERIENCE-BASED

EXPO HAPPY HOUR — \$2,500 (LIMIT 6 PER DAY)

Host the Expo Happy Hour and put your brand in the spotlight as attendees gather for networking and refreshments during this dedicated exhibitor-only time.

BENEFITS

- Logo on signage at Happy Hour stations
- Recognition in event promotions and social media
- Quarter-page ad in *TD&T*
- Receive 100 complimentary drink tickets to share with clients, prospects, or colleagues during the event
- Branded napkins, coasters, or cups may be provided at sponsor cost



USITT26 SPONSORSHIP OPPORTUNITIES

EDUCATIONAL & SHOWCASE

DIGITAL NATIONAL POSTER GALLERY— \$3,500 (LIMIT 4) / \$12,000 EXCLUSIVE

Show your support for education and research by sponsoring the Digital National Poster Gallery, a showcase of innovative projects from students and professionals.

BENEFITS

- Logo on gallery signage and slideshows
- Recognition in event promotions and social media
- Quarter-page ad in *TD&T* (exclusive = full-page)
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT.

MEMBER-AUTHOR BOOK SIGNING — \$5,000 (LIMIT 1)

Be the presenting sponsor for the popular Member-Author book signing event.

BENEFITS

- Logo on signage at the signing area
- Half-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media
- Onsite: option to provide branded bookmarks or literature

USITT26 SPONSORSHIP OPPORTUNITIES

EDUCATIONAL & SHOWCASE

USITT LOUNGE — \$5,000 (LIMIT 1)

Brand the official USITT Lounge area where attendees gather, and relax.

BENEFITS

- Logo on lounge signage
- Recognition in event promotions and social media
- Half-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Opportunity to place promotional items in the lounge

EMERGING CREATIVES SHOWCASE — \$2,500 (LIMIT 3)

Support the next generation of theatre artists by sponsoring this high-profile student and early-career showcase.

BENEFITS

- Logo on showcase signage and digital listings
- Quarter-page shared ad in *TD&T*
- Recognition in event promotions and social media
- Onsite: acknowledgement in showcase announcements

HEADSHOT BOOTH — \$8,000 (LIMIT 1)

Offer complimentary professional headshots to attendees, with your logo prominently displayed on the booth.

BENEFITS

- Branding graphics on headshot booth and monitors in the Headshot Booth Area.
- Full-page ad in *TD&T*
- One linked large advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media



USITT26 SPONSORSHIP OPPORTUNITIES

EDUCATIONAL & SHOWCASE

CAREER CAMPUS — \$3,000 (LIMIT 4)

Position your brand as a champion for career development with exclusive branding of the Career Campus, a hub for job seekers and employers.

BENEFITS

- Logo on Career Campus signage and Conference Website
- Sponsor logo on JobsUSITT page until completion of Conference
- Sponsor logo on Attendee Registration Recruitment Tool, SmartMatch
- Half-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- Recognition in event promotions and social media

RESUME DOCTOR BOOTH — \$2,000 (LIMIT 1)

Help attendees perfect their resumes while showcasing your support for career readiness.

BENEFITS

- Logo on booth signage
- Recognition in event promotions and social media



USITT26 SPONSORSHIP OPPORTUNITIES

VENUE ACTIVATION & RETAIL

EXPO HALL — \$10,000 (LIMIT 1)

Your brand will be prominently displayed in the Expo Hall, with signage at entrances and aisle signs throughout the hall, directing attendees to your booth.

BENEFITS

- Logo on Expo Hall entry signage
- Logo on aisle signs throughout the hall
- Full-page ad in *TD&T*
- Recognition in event promotions and social media
- One linked large advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT

REGISTRATION & BADGE — \$10,000 (LIMIT 1)

Feature your logo on every attendee's badge and registration materials, ensuring constant brand visibility.

BENEFITS

- Logo on attendee registration page, confirmation emails, and attendee badges
- Full-page ad in *TD&T*
- Recognition in event promotions and social media
- One linked large advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT.

LANYARDS — \$5,000 (LIMIT 1)

Put your brand around every neck—literally—with exclusive lanyard sponsorship.

BENEFITS

- Recognition in event promotions and social media
- 2/3-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- *Branded lanyards to be provided by the sponsor*

USITT26 SPONSORSHIP OPPORTUNITIES

VENUE ACTIVATION & RETAIL

EXPO FLOOR STAGE — \$5,000 (LIMIT 1)

Gain prime visibility by sponsoring one of the interactive stages on the Expo floor, where live demonstrations, showcases, and presentations bring the event to life.

BENEFITS

- Logo on signage around the stage
- Recognition in event promotions and social media
- Half-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT

CHARGING STATION — \$3,500 (LIMIT 2)

Give attendees the power they need while branding high-traffic charging hubs with your logo.

BENEFITS

- Logo on charging stations
- Recognition in event promotions and social media
- Quarter-page ad in *TD&T*



USITT26 SPONSORSHIP OPPORTUNITIES

EDUCATIONAL & SHOWCASE

MOBILE APP – \$5,000 (LIMIT 1)

Own the Conference app with your logo on the home screen, push notifications, and exclusive sponsor recognition in app-related communications.

BENEFITS

- Recognition in event promotions and social media
- One push notification sent to mobile app users, recognizing your sponsorship
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT
- 2/3-page ad in *TD&T*

WAYFINDING/ DIRECTIONAL SIGNAGE – \$5,000 (LIMIT 1)

Help attendees find their way while putting your brand in front of thousands via directional signage throughout the venue.

BENEFITS

- Logo on wayfinding stations
- Recognition in event promotions and social media
- Quarter-page ad in *TD&T*

WIFI SPONSOR – \$5,000 (LIMIT 1)

Feature your company name in the WiFi network name or password, and on WiFi instructions online.

BENEFITS

- Recognition in event promotions and social media
- Half-page ad in *TD&T*
- One linked medium advertisement in *The Current* leading up to the Conference. Ad placement and scheduling are at the discretion of USITT



ORGANIZATIONAL MEMBERSHIP BENEFITS



QUICK LINKS

- **EXPLORE MEMBERSHIPS** ➔
- **JOIN NOW** ➔

USITT IS THE FUTURE
USITT IS TECHNOLOGY
USITT IS ADVANCEMENT
USITT IS INNOVATION
USITT IS NETWORKING
USITT IS US
USITT IS SUCCESS
USITT IS CONNECTION
USITT IS OPPORTUNITY
USITT IS COMMUNITY
USITT IS EXCELLENCE
USITT IS INCLUSION
USITT IS CREATIVITY
USITT IS COLLABORATION
USITT IS ASSOCIATION
USITT IS TRANSFORMATIVE
USITT IS FORWARD THINKING
USITT IS RESPONSIBILITY

Through Membership you make us a better industry and a better organization. From academic institutions and students to product innovators and industry expert technicians, USITT Members represent an extraordinary array of visionaries who are collectively shaping the future of entertainment production.

Organizational Memberships are available to any company, school, or organization. Membership entitles organizations to participate in workshops and events at discounted rates, reach the Membership of USITT at our live events, masterclasses, workshops and publications through sponsorship and display advertising, and find qualified candidates through JobsUSITT.

COMMON MEMBERSHIP BENEFITS

All organizational Members receive the following benefits:

- Discounted exhibit booth space at USITT's Annual Conference & Stage Expo
- Priority consideration for booth location at Stage Expo
- Organization contact information listed in on-line directories (public and member-only)
- Free subscription to USITT digital and print publications
- Eligible to participate on USITT Committees and Commissions
- Voting privileges in USITT Board of Directors elections
- One-time free use of USITT Member list for direct mail promotion via USPS

MEMBERSHIP RATES



CONTRIBUTING MEMBERSHIP: \$1500

USITT's Contributing Membership is the highest level of organizational Membership. Benefits include all those listed on page 20 plus:

- UNLIMITED FREE JobsUSITT ads
- Opportunity to engage with USITT members as a webinar presenter
- Display advertising discounts: 15% discount in TD&T and digital ads
- Discounts on registration for unlimited representatives for USITT Annual Conference & Stage Expo
- Priority features in USITT Industry News and new products bulletins
- 10% discount on all non-conference related sponsorships
- Two free E-Blasts per year to segmented USITT membership list

SUSTAINING MEMBERSHIP: \$945

Sustaining Membership is a mid-level Membership for organizations. Benefits include all those listed on page 20, plus:

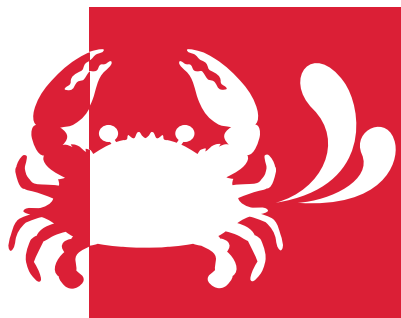
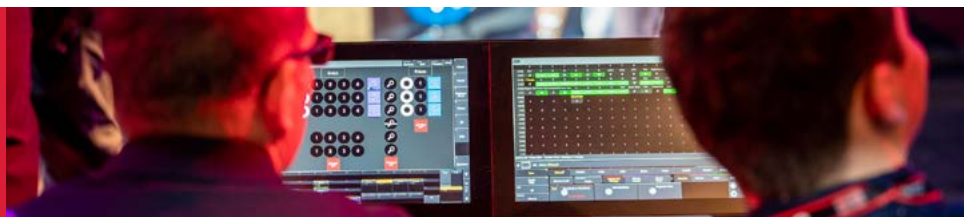
- One FREE JobsUSITT ad, 10% discount on additional ads
- Display advertising discounts: 10% discount in TD&T and digital ads
- Discounts on registration for 8 representatives for Annual Conference & Stage Expo
- Priority features in USITT Industry News and new products bulletins
- 5% discount on all non-conference related sponsorships
- Discounted E-blasts to segmented USITT Membership list

SUPPORTING MEMBERSHIP: \$420

Supporting Membership is available to any company, school or organization. Benefits include all those listed on page 20, plus:

- 10% discount on JobsUSITT ads
- Display advertising discounts: 5% discount in TD&T and digital ads
- Discounts on registration for up to 4 representatives for the USITT Annual Conference & Stage Expo
- Discounted E-blasts to segmented USITT Membership list

SAVE THE DATES



Baltimore **2027**
MARCH 17 – 20



Announcing soon
MARCH 15 – 18 **2028**



Announcing soon
APRIL 4–7 **2029**