

BOOTH OPPORTUNITIES

THE DANCEONE
SUMMIT NYC
HILTON MIDTOWN AUGUST
13-16
2026

PACKAGE

BASIC BOOTH

\$4,495 / \$4,950

UNTIL JAN. 1ST

AFTER JAN. 1ST

- One (1) 8'x10' booth
- One (1) 6' draped black wall
- Two (2) 3' draped black side walls
- Link on the DANCEONESUMMIT.COM
- DOS profile in the conference APP
- Included in the pre-show email
- One standard electrical outlet
- One (1) 6' draped table
- Two (2) chairs
- One (1) waste basket
- Fueling Innovation: The Opening Breakfast for three
- Attendee (opt-in) mailing list
- Three (3) representative badges

PACKAGE

SIGNATURE SPONSOR

\$7,995

- Signature Sponsor will receive the Basic Booth Package plus the following
- Shared sponsorship of afternoon expo breaks
- Verbal recognition at the event
- Company logo and link on conference website
- One Facebook/Instagram pre-show post
- One additional representative badge
- Registration for one Full Attendee at DanceOne Summit along with virtual access after the event for 6-months.
- One All Access Pass to visit the classes at DanceOne Summit
- 5% off additional booth space

PACKAGE

MASTERPIECE SPONSOR

\$14,995

- Masterpiece Sponsor will receive the Basic Booth Package
- Shared sponsorship of expo breaks
- Company logo on ads and promotional literature which will include:
 - Advertising at all DanceOne Convention and Competition weekends, reaching over 500 yearly events and more than 10,000 dance studios
 - Postcard and/or brochure mailing to dance studios
- Company logo on promotional email blasts
- Company logo and link on conference website landing page
- Verbal recognition at the event
- Registration for 2 Full Attendees at DanceOne Summit along with virtual access after the event for 6-months.
- Two All Access Passes to visit the classes at DanceOne Summit
- One post on DanceOne Summit Instagram/- Facebook pre-show and one post-show.
- Opportunity to participate in the Attendee Give-A-Ways
 - Will be announced via social media and via the app
 - Drawing slips at your booth to increase traffic
 - Final drawing on the Main Stage
- First choice booth placement in the expo hall
- Company logo on signage at Expo Hall Entrance
- Sponsor Class of choice:
 - Logo on sign outside classroom
 - Option to introduce guest artist

SPONSORSHIPS + ADD-ONS

THE DANCE ONE SUMMIT

HILTON MIDTOWN AUGUST
NYC 13-16
2026

GOODY BAG INSERT

\$975

Make a lasting impression! Add up to three of your most creative promotional items or branded literature to the goody bags every attendee will receive. From everyday essentials to fun giveaways, ensure your brand is top-of-the-mind long after the event ends.

SOCIAL MEDIA TAKEOVERS

\$1,500

Go live and go viral! Take over the Dance Teacher Summit's Instagram account for live coverage, showcasing your brand in real-time. It's an exciting way to directly engage with attendees and boost your brand's online presence.

FASHION SHOW HIGHLIGHT

\$2,500

Ready to debut your new looks this dance season? Join the Fashion Show—the ultimate spotlight at the expo! Just send us 5 costumes, and we'll take care of the choreographer, music, and show layout. The Fashion Show opens the expo hall with one spectacular performance you won't want to miss!

LANYARDS

\$5,500

Around every neck, at every turn! Get your brand on the essential item that every attendee wears: the event lanyard. Visible all day long, this sponsorship ensures maximum exposure across the event.

WATER STATIONS

STATION ALL
\$1,000 \$5,000

Refresh and recharge! Hydrate attendees with branded water stations throughout the venue. Your logo will be displayed at each station, offering repeated exposure as attendees fill up their branded cups.

KEY CARDS

\$7,000

Be in their hands, literally! Put your logo on the hotel room keycards every attendee will use throughout their stay. It's a perfect way to keep your brand front and center from check-in to checkout.

DRINK/SNACK STATION

\$7,000

Energize the crowd! Keep attendees refreshed throughout the day by sponsoring a branded drink or snack station. Your logo will be on display as they refuel, ensuring they associate your brand with moments of comfort and satisfaction.

GOODY BAGS

CONTACT FOR PROPOSAL

Carry your brand with them! Sponsor the official event goody bags that every attendee will carry. With your logo prominently displayed, it's a great way to get your brand noticed throughout the weekend and beyond.

OPENING SUMMIT BREAKFAST

CONTACT FOR PROPOSAL

Kick off the event in style! Be the host of the highly anticipated Opening Summit Breakfast. Your brand will shine as attendees start their day, ensuring your name is associated with inspiration, networking, and great food.

PHOTO STATION

CONTACT FOR PROPOSAL

Capture unforgettable moments! Sponsor a photo station where attendees can snap branded keepsake photos. Every print will feature your logo, ensuring your brand is shared, remembered, and cherished.

WORKSHOP/SEMINAR

CONTACT FOR PROPOSAL

Lead an impactful educational session for dance educators and studio owners, offering fresh ideas to enhance their curriculum and studios. Your brand will be prominently featured with signage, positioning you as a key player in the future of dance education.

CHARGING STATION

CONTACT FOR PROPOSAL

Power up your brand! Keep attendees charged and connected by sponsoring a branded charging station. With your logo displayed prominently, every charge becomes a reminder of your brand's commitment to keeping them powered.

COCKTAIL PARTY SPONSORSHIP

CONTACT FOR PROPOSAL

Host the ultimate after-hours event! Sponsor a fun and relaxing cocktail party where attendees can unwind after a full day of learning. Your logo will be front and center throughout the evening, creating a memorable and enjoyable brand experience.

ROOM BANNERS

CONTACT FOR PROPOSAL

Be everywhere they look! Get your logo featured in every classroom by sponsoring room banners. Make sure your brand is front and center as attendees engage with industry-leading experts.

WANT A CUSTOMIZED SPONSORSHIP?

INTERESTED IN CREATING A CUSTOM SPONSORSHIP PACKAGE OR BECOMING A PRESENTING SPONSOR? WE'RE HERE TO MAKE IT HAPPEN.

CONTACT CHANTEL.FEOLA@DANCE.ONE
TO EXPLORE HOW WE CAN PARTNER FOR SUCCESS!

TENTATIVE EXHIBITOR SCHEDULE

**THE DANCEONE
SUMMIT** HILTON MIDTOWN **AUGUST
13-16
2026** NYC

THURSDAY

AUGUST 13TH

1:00 PM – 5:00 PM

EXHIBITOR SET-UP

5:30 PM – 7:30 PM

NETWORKING COCKTAIL PARTY SOFT EXPO HALL OPENING

FRIDAY

AUGUST 14TH

7:15 AM – 8:15 AM

OPENING SUMMIT BREAKFAST

9:00 AM – 3:00 PM

EXPO HALL OPEN FOR APPOINTMENTS

3:30 PM – 7:00 PM

EXPO HALL GRAND OPENING AND FASHION SHOW

SATURDAY

AUGUST 15TH

9:00 AM – 5:30 PM

EXPO HALL OPEN

10:30 AM – 12:30 PM

EXPO HALL SNACK BREAK

4:15 PM – 5:15 PM

EXPO HALL SNACK BREAK

5:30 PM – 10:00 PM

EXPO HALL BREAKDOWN

LOCATION + HOTEL

NEW YORK, NY

AUGUST 13-16TH

NEW YORK HILTON MIDTOWN

1335 6th Avenue

New York, NY 10019

PHONE: 212-586-7000

ROOM RATE: \$269 per night (S/D)

Non-refundable 1-night minimum

Located opposite the Museum of Modern Art, surrounded by subway and bus lines. Rockefeller Center and Radio City Music Hall are two blocks away and we're a short walk from Central Park. Grand Central Station, Broadway, and Times Square are within a mile. Enjoy sweeping city views, seasonal dishes from our restaurant, and the fitness center.



RULES + REGULATIONS

THE DANCEONE SUMMIT

HILTON MIDTOWN
AUGUST
13-16
2026
NYC

THESE RULES AND REGULATIONS ARE TO BE CONSTRUED AS PART OF ALL SPACE CONTRACTS. DANCEONE RESERVES THE RIGHT TO INTERPRET THEM AS WELL AS TO MAKE FINAL DECISIONS ON ALL POINTS NOT SPECIFICALLY COVERED.

1. AGREEMENT TO RULES – Exhibitor, for himself/herself and his/her employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Show Management.

2. ASSIGNMENT OF SPACE –Booths will be assigned on receipt of applications on the basis of the order in which the contract is received, subject to availability of space preferences, special needs and compatibility of exhibitors. Every effort will be made to respect the exhibitors' space choices, whenever possible, but DanceOne (hereinafter known as "Show Management") decisions shall be final. Show Management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total show effort.

3. SHOW HOURS AND DATES – Hours and dates for installing, showing and dismantling exhibits shall be those specified by Show Management. All exhibits must be open during exhibit hours, and no dismantling or packing may be started before the official close of the exhibit.

4. ELIGIBLE EXHIBITS – Show Management reserves the right to determine the eligibility of any company or product for inclusion in the Conference.

5. BOOTH CONSTRUCTION AND ARRANGEMENT – Exhibitors shall be so arranged as to not obstruct the general view, nor hide the exhibits of others.

6. DEMONSTRATION EQUIPMENT PLACEMENT – All demonstration equipment including operator's position must be located at least two feet removed from the aisle line of the exhibit area. No display material can be suspended from the ceiling of the venue except as agreed upon by Show Management.

7. DISPLAYS AND DECORATIONS – Merchandise signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit material, equipment, trunks, cases or packing materials shall be left in any aisle, but shall be confined to the exhibit space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the exhibit space.

8. SECURITY – Overnight guard service will be provided. However, each exhibitor should make provisions to safeguard his goods from the time they are placed in the booth until the time they are removed. Show Management will not be responsible for loss or damage due to any cause. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

9. DAMAGE TO PROPERTY – Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or coating to building columns and floors or to standard booth equipment.

10. USE OF EXHIBIT SPACE – Exhibitors agree not to assign or sublet any space allotted to them without written consent of Show Management nor to display or advertise goods other than those manufactured or carried by them in the regular course of business. No persons, firm or organization not having contracted with Show Management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for a purpose inconsistent with these regulations. It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her space or fails to pay the space rental at the time specified, Show Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.

11. RESTRICTIONS – Show Management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of Show Management, may detract from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter or anything Show Management judges to be objectionable. In the event of such restriction or eviction, Show Management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisle or neighboring exhibits. Contests of any kind must first be approved in writing by Show Management. The playing of music is prohibited on the exhibit floor without the approval of Show Management.

12. EXHIBITOR ACTIVITIES – Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums

and hospitality suites that are in conflict with the official program of Show Management whether such activities are held at or away from the convention facility. Exhibitor will submit to Show Management 30 days prior to the Exhibit Date any program exhibitor intends to hold at or in conjunction with its exhibit for written approval as to time and place.

13. RESPONSIBILITY – If the exhibitor fails to comply in any respect with the terms of this agreement, Show Management shall have the right, without notice to the exhibitor to offer said space to another exhibitor or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

14. COMPLIANCE – The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Federal, State and City laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.

15. LIABILITY – DanceOne, its agents and employees, and the hotel, their agents and employees shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees or representatives. Further, Show Management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless Show Management from all liability which might ensue from any cause whatsoever. If the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

16. CANCELLATION OR TERMINATION OF EXPOSITION – In the event that the premises where the exposition is to be held shall, in the sole determination of Show Management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of Show Management, Show Management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against Show Management the exhibitor's pro-rate share of the total amount paid by all exhibitors less all costs and expenses incurred by Show Management in connection with the exposition including a reserve for future claims and expenses in connection therewith. In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against Show Management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against Show Management a refund of all amounts paid by the exhibitor to Show Management in accordance with this agreement.

17. GOVERNING LAW; AMENDMENTS – This agreement, having been executed in the State of California, shall be governed by and construed and enforced in accordance with the Laws of the State of California as if it is an agreement made and to be performed entirely within such State. Show Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.

18. EXHIBITOR REPRESENTATIVE – Each exhibitor must name at least one person to be its representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor is responsible.

19. ATTENDANCE – Show Management shall have sole control over admission policies at all times.

20. PERFORMANCE OF MUSIC – The exhibitor acknowledges that any live or recorded performance of copyrighted music which occurs in the exhibitor's booth must be licensed from the appropriate copyright owner or agent. The exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless DanceOne from any damages or expenses incurred by DanceOne due to the exhibitor's failure to obtain such licenses.

21. RESOLUTION OF DISPUTES – In event of a dispute or disagreement between exhibitor and an official contractor or between exhibitor and labor union or a labor union representative or between two or more exhibitors all interpretations by Show Management of the rules governing the Exposition, action or decisions concerning the dispute or disagreements intended to resolve the dispute or disagreements shall be binding on the exhibitor.

22. ARBITRATION – Any controversy or claim arising out of or relation to this contract or the use by licensee of the leased premises shall be settled by arbitration in accordance with the Commercial rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in the California Superior Court. The arbitration shall be held in the state of California.

EXHIBITOR CONTRACT

THE DANCEONE
SUMMIT HILTON MIDTOWN **NYC** AUGUST 13-16 2026

COMPANY NAME

CONTACT NAME

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTCAL CODE

TELEPHORE

CELL

EXHIBITOR OPTIONS

BOOTHS

\$4,495 UNTIL JAN. 1ST

\$4,950 AFTER JAN. 1ST

PLEASE SELECT QUANTITY BELOW:

1 2 3 4

Yes! I need an electrical outlet at my booth.

SPONSORSHIPS + ADDONS

SIGNATURE SPONSOR \$7,995

MASTERPIECE SPONSOR \$14,995

GOODY BAG INSERT \$975

OTHER SPONSORSHIP \$_____

NOTES

CANCELLATIONS: ANY NOTICE OF CANCELLATIONS MUST BE IN WRITING TO DANCEONE SUMMIT (DOS) SHALL NOT BE EFFECTIVE UNTIL IT IS RECEIVED AND CONFIRMED BY DOS. IF THE EXHIBITOR CANCELS ITS PARTICIPATION IN DOS OR FAILS, FOR ANY REASON TO UTILIZE THE EXHIBIT SPACE SHALL BE CONSIDERED A DEFAULT ON THE EXHIBITOR'S PART AND THE EXHIBITOR SHALL REMAIN LIABLE FOR, AND SHALL PAY TO DOS THE TOTAL RENTAL AMOUNT OF ITS EXHIBIT SPACE.

UPON ACCEPTANCE OF THIS CONTRACT BY DOS (IN ITS SOLE DISCRETION) THE UNDERSIGNED AGREE TO BE BOUND BY THE EXHIBITOR GUIDE AND EXHIBITOR RULES AND REGULATIONS ALL OF WHICH THE INCORPORATED HEREIN AND A PART OF THIS CONTRACT.

TOTAL AMOUNT

\$

DEPOSIT: 50% DUE WITHIN 30 DAYS OF SIGNING CONTRACT.
BALANCE DUE BY MAY 1, 2026.

EXHIBITOR REQUESTS THAT, IF POSSIBLE, DTS AVOID EXHIBIT SPACE ASSIGNMENT ADJACENT TO THE FOLLOWING COMPANIES:

EXHIBITOR

BY

(EXHIBITOR'S AUTHORIZED)

NAME

(PRINT)

DATE

PAYMENT INFORMATION

PAY BY CARD

VISA

AMEX

MASTERCARD

DISCOVER

AMEX

DO NOT AUTOMATICALLY CHARGE MY CARD ON MAY 1, 2026

PLEASE CHARGE \$ _____

NAME ON CARD _____

CARD NUMBER _____

EXP. DATE _____

SIGNATURE _____