

**Mark your calendars for  
Theatre Bay Area's  
EXPO 2007:  
Building a Career as a Bay Area Theatre Artist  
April 9, 7 – 10PM  
Yerba Buena Center for the Arts**

The Bay Area is one of the largest and most vibrant theatre communities in the country. YOU are a part of it! Now is your chance to let the theatre community at large know how YOU contribute to making the life of a theatre artist in this area sustainable. Do you hire or train theatre workers? Do you offer goods or services that help an artist make a life in the Bay Area? THIS is the event for you.

Theatre Bay Area's EXPO 2007 is the only event of its kind in the theatrical community of the Bay Area. EXPO 2007 is an exceptional opportunity for you to show-off what you and/or your company offers to a motivated gathering of prospective clients from TBA's almost 3,000 individual members and others pursuing (or interested in) careers in the performing arts and the film and television industry. The exhibitor's fees are as low as \$75 (as low as \$50 for TBA theatre company members). Tables always sell out and with these great rates and a new streamlined schedule they are bound to do so again this year, so make plans to sign-up early!

**Who will attend EXPO 2007?**

**Attendees**

- Actors, designers, technicians, playwrights, directors, dancers, administrators, students and others that work or want to work in the performing arts.

**Exhibitors**

- Theatre and dance companies.
- Theatre-related businesses such as headshot photographers, photo labs, theatrical supply companies, acting and voice-over teachers, trade union representatives, printers, graphic designers and many more!

We are excited about returning to Yerba Buena Center for the Arts and expect the timing, location, visibility and panache of this great venue will drive attendance to a record high (we have had as many as 500 people at similar events in previous years).

**Why should I get a table at EXPO 2007?**

- Get the word out about your organization and the variety of services that you offer by making personal contact with the attendees. You should also take this opportunity to build a lasting relationship with attendees by having them sign your mailing list.
- Take advantage of the built-in targeted audience to offer discounted services or packages to attendees. We encourage you to develop a special offer good only for immediate purchase that night to really drum up business (discounted workshops, seasons, publications, etc.).

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- Nowhere else will you be able to meet a large number of theatre workers in a setting outside of an audition or interview. You can make personal contact and share what makes your theatre or dance company a great place to work.
- This year we are presenting a streamlined EXPO. By replacing the break-out sessions with a high profile plenary session of casting directors and agents (from 7-8pm), we are focusing the attendees to the trade show floor (which opens at 7:30pm) in an effort to make EXPO 2007 a must-attend event.
- Your company's name and contact information will appear in the Theatre Bay Area's EXPO 2007 program, which will serve as an exhibitor list for all attendees. This program can be a resource for prospective clients to stay in touch with you all year long.

Half-table exhibitors can bring two company representatives, and full-table exhibitors can bring along three representatives. A limited number of electrical hook-ups for video display is available free of charge on a first-come, first-serve basis. Space is extremely limited, so reserve your spot now!

In the event that you cannot attend, you may submit your promotional materials (flyers, brochures, etc.) for TBA to display and distribute at the event. The fee is \$15 for up to 500 pieces. Promotional materials must be received at the TBA office by **April 6** and will not be returned.

***Applications received after March 30 will incur a late fee of \$35.*** If your application is received by March 30, you will receive a confirmation letter, nametag (which will serve as your admission ticket) and map of the table locations by **April 6**. Applications received after **March 30** will be accepted if space allows, but we cannot guarantee that we can process the application in time for the event. If your application is received after March 30, a TBA staff member will contact you with instructions.

To reserve your space, please fill out and return the enclosed application with your full payment. Remember, space is limited, so sign up now! Please feel free to call us with any questions at (415) 430-1140 x14.

**Location:** Yerba Buena Center for the Arts Forum, 701 Mission St. (at Third St.), San Francisco

**Directions/Public Transportation:** <http://www.ybca.org/visit/>. Four blocks from Union Square, the Center is close to BART and Muni. Exit at Montgomery or Powell Station. Buses: Market Street lines, 5 Fulton, 9 San Bruno, 14 Mission, 15 Third, 30 Stockton, 38 Geary or 45 Union. BART (650) 992-2278 or [www.bart.gov](http://www.bart.gov). Muni (415) 673-6864 or [www.sfmuni.com](http://www.sfmuni.com).

#### **Schedule of Events:**

**March 30:** Deadline for applications to be received by Theatre Bay Area

**April 6:** Exhibitor information to be received by all participants

**April 9:** Day of Event

**5:30 – 7PM:** Exhibitors Check in/Set-Up (Lobby/Forum)

**7 – 8PM:** Panel Discussion (Screening Room): “Making a Living as an Theatre Artist in the Bay Area”

**7:30PM:** Exhibitor Floor Opens (Forum)

**10PM:** Exhibitor Floor Closes

**10 – 11PM:** Exhibitor Clean-Up

# Theatre Bay Area's Theatre Bay Area's EXPO 2007 Exhibitor Application

Deadline Friday, March 30

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Names for Badges \_\_\_\_\_

(2 for ½ table, 3 for full table)

**TBA Member Company Fee**      \_\_\_ \$50 for a half table (4' x 2.5')

\_\_\_ \$80 for a full table (8' x 2.5')

**TBA Organizational Member Fee**      \_\_\_ \$60 for a half table (4' x 2.5')

\_\_\_ \$100 for a full table (8' x 2.5')

**Exhibitor Fee**      \_\_\_ \$75 for a half table (4' x 2.5')

\_\_\_ \$125 for a full table (8' x 2.5')

**Late fee**      \_\_\_ \$35 (if postmarked after 3/30)

**Electrical Hook Up**      \_\_\_ no charge (limited number: first come, first served)

**Promotional Materials for Display  
(in lieu of table)**      \_\_\_ \$15

**Form of Payment (circle):**      Visa      MasterCard      Check, payable to Theatre Bay Area

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Special Requests/Needs for display: \_\_\_\_\_

Exhibitors you would like to share a table with: \_\_\_\_\_

Special discount/package that you are planning to offer: \_\_\_\_\_

Would you like to donate a raffle prize? If so, what prize(s): \_\_\_\_\_

**Set up begins at 5:30PM, please arrive on time. Floor will open at 4:30PM. Thank you!**

**For TBA office use only**

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_ Table # \_\_\_\_\_

**Theatre Bay Area 870 Market Street, Suite 375, San Francisco, CA 94102 (415) 430-1140**