



National High School Dance Festival
March 8-11, 2012
www.nhsdf.org

The University of the Arts
320 South Broad Street
Philadelphia, PA 19102
www.uarts.edu

September 2011

Dear Dance Exhibitor or Commercial Vendor,

The 2012 National High School Dance Festival will convene in Philadelphia, Pennsylvania at the University of the Arts from March 8 –11, 2012. We expect up to 1500 high school students, teachers and dance professionals from across the United States and abroad to attend this exciting four days of classes, workshops and performances.

This Festival is an excellent opportunity to reach a select audience from the leading high school dance programs nationwide. The participants will be students interested in pursuing dance performance and teaching careers, and high school teachers and administrators looking for information to share with their students and colleagues back home. A number of the festival participants are currently or will be involved in developing new dance programs and school facilities. They are potential buyers of performing arts related equipment, supplies, and services.

The development of performing arts programs in secondary schools is a powerful new trend in education in the United States. The 2012 National High School Dance Festival, now in its 22nd year, offers you a variety of cost effective ways to reach this target audience through:

1. Exhibit space – for display and to meet festival participants
2. A listing in the Festival Program for paid exhibitors
3. A list of festival participants
4. Optional low cost advertising in the conference program.

Please review the enclosed guidelines and prices, and note the appropriate deadlines. Return the required forms and payments to the address listed below. If you have any general questions, please feel free to contact Kathryn Kearns, Executive director NHSDF, or Festival Associate, Lauren Kirk. We look forward to seeing you at the Festival.

Sincerely,
Kathryn Kearns and the University of the Arts Festival Associates

Contact information for Lauren Kirk, Festival Associate at University of the Arts, is
Phone: 215-717-6112, Fax: 215-717-6109, Email: nhsdf2012@gmail.com