

**USITT**  
*Long Beach* 2026

**66TH ANNUAL  
CONFERENCE & EXPO**  
MARCH 18-21, 2026

LONG BEACH CONVENTION & ENTERTAINMENT CENTER



**EXHIBITING, SPONSORSHIP & ADVERTISING  
OPPORTUNITIES**

**POWERING LIVE ENTERTAINMENT ■ [USITT.ORG](http://USITT.ORG)**

# MEET USITT IN LONG BEACH



## CONFERENCE DATES

MARCH 18-21, 2026

## EXPO DATES

MARCH 19-21, 2026

## LOCATION

LONG BEACH  
CONVENTION &  
ENTERTAINMENT  
CENTER

## 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](#) ➔
- [EXHIBITOR CALL FOR PROPOSALS](#) ➔
- [ADVERTISING](#) ➔

Expo attendees encompass a diverse array of professionals within the theatre and entertainment industry, including venue managers, designers, business owners, students, and educators. The unique blend of experts and academics, along with both novice and seasoned professionals from various disciplines, creates an unparalleled environment found at no other event. This makes USITT's Stage Expo an exemplary event for your business needs, allowing you to:

- Showcase your products and services to your target demographic
- Engage with organizations currently involved in production
- Establish connections with key decision-makers relevant to your enterprise
- Foster relationships within the contemporary and future industry landscape
- Recruit talent at the USITT Career Campus

We provide numerous distinctive opportunities to promote your products and services during our event. Some of these opportunities are exclusive and limited in availability; thus, we encourage you to secure these advantageous options promptly to enhance your business visibility. Should you have any inquiries regarding our exhibitor and sponsorship options, please feel free to reach out. Your success remains our priority, and we are committed to assisting you in creating a tailored advertising package that effectively highlights your brand and optimizes your marketing investment. We anticipate the opportunity to collaborate with you, ensuring that our 2026 event is remarkable for both attendees and your business.

Best regards,

*Jody Harris*

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

*Lea Ann Quimby*

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

# 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



## TABLETOP SPACE

### EXHIBITOR INVESTMENTS

#### TABLETOP SPACES – COMMERCIAL

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

#### TABLETOP SPACES

##### – NON-COMMERCIAL

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

#### COSTUME PAVILION

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

### TABLETOP SPACE

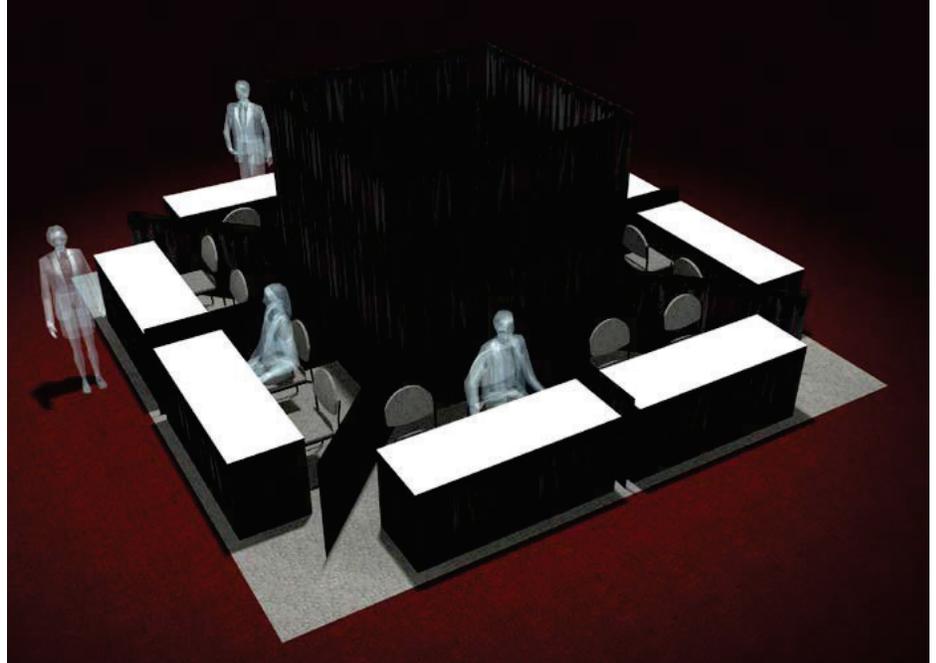
- Four (4) full access badges per tabletop space
- 8' high back wall drape with 3' high sidewall drape
- Carpet, (1) 2 ½ x 6 table, (2) chairs and waste basket
- 7" x 44" cardstock identification sign

### FEATURED BENEFITS

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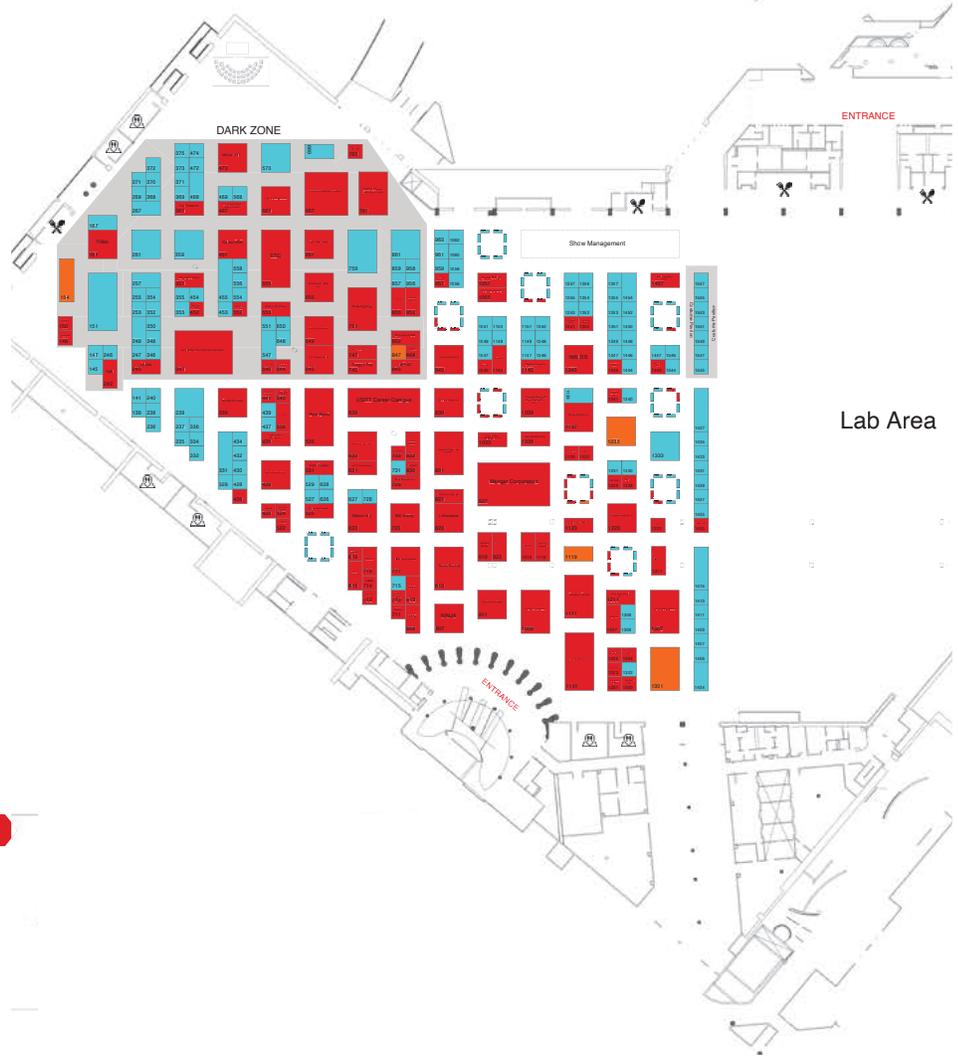
# EXHIBITOR FLOOR PLAN



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**FOR EXHIBITING  
OPPORTUNITIES CONTACT:**  
Jody Harris | (315) 728-2524  
| [jody@usitt.org](mailto:jody@usitt.org)

\*Booth availability as of April 22, 2025 - Check online for the most up-to-date information

# 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 the Annual USITT 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 9 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 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 9, 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 9, 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
- 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**