

ADCC

ASSOCIATION OF DANCE
COMPETITIONS & CONVENTIONS

2026 BUSINESS PARTNERSHIP PROGRAM & EXHIBITOR OPPORTUNITIES

EFFECTIVE JANUARY 1, 2026

LEARN MORE AT [THEADCC.ORG](https://theadcc.org)

BUSINESS PARTNER

- **Logo recognition as an ADCC BUSINESS PARTNER** in all ADCC print/online publications, and on website.
- **Annual Retreat:** TWO 6-ft skirted Vendor Tables with two chairs in the Annual Retreat Vendor Hall.
- **Annual Retreat:** One-on-one appointments with ADCC members at Annual Retreat.
- **Annual Retreat:** Four (4) tickets to attend the following Annual Retreat events — **Welcome Night Activities, Tuesday Night Social Event and Closing Party.**
- **Annual Retreat:** Choice between leading a business topic breakout or hosting a product information session. *Note: Business topics must be agreed upon in advance of the meeting with the ADCC Annual Retreat Committee.*
- **Annual Retreat:** Optional Sponsorship Add-Ons including Opening Night Party, and Teambuilding Activity with attendance of up to four company representatives.
- **Annual Retreat:** Invitation to exclusive happy hour with ADCC Board for any company representative in attendance at the Annual Retreat.
- **Annual Retreat:** Invitation to attend specified session with member attendees as listed in your event program.
- **Competitive Advantage:** Optional add-on exclusive for **BUSINESS PARTNERS** to purchase \$2,000 full-page ad in the 2026 issue of the Competitive Advantage (Space is subject to availability based on the date of submission).
- **Online Business Partner Session:** Host one virtual session on your preferred platform (up to a one-hour) - whether to reconnect with current clients, showcase new offerings, or deliver educational content. Use the time in whatever way best advances your company's goals. The ADCC will promote your session to all members to help maximize engagement.

ADCC ANNUAL RETREAT 2026

Sept. 28 – Sept. 30, 2026
The Woodlands Resort
Houston, Texas

TRADE SHOW EXHIBITOR

- **Logo recognition as an ADCC TRADE SHOW EXHIBITOR** in all ADCC print/online Annual Retreat materials.
- **Annual Retreat:** ONE 6-ft skirted Vendor Table with two chairs in the Annual Retreat Vendor Hall.
- **Annual Retreat:** Invitation for two (2) people to attend the following Annual Retreat events — **Welcome Night Activities** and **Vendor Fair.**
- **Optional Add-On Social Package** at \$650 per person which would provide (1) ticket to **Tuesday Night Social Event** and (1) ticket to **Closing Party.**

BUSINESS PARTNER TERMS & CONDITIONS

Welcome to The ADCC family!

The values of The ADCC are to recognize excellence in the dance competition industry, work together in harmony and respect, and promote the dance competition industry in a positive manner. We expect all Business Partners to adhere to these values and support them in your business practices.

Therefore, in order to acknowledge your partnership in our publications, online, and in special media, you read, sign and upload this agreement. If we find that any of these rules have been violated, The ADCC retains the right to terminate your partnership.

Thank you in advance for ensuring that the integrity of The ADCC is maintained and protected.

As a Business Partner of The ADCC, I agree to adhere to the following requirements:

1. Maintain good business practices with my clients and vendors.
2. Refrain from personally posting or spreading any negative information about any ADCC Member publicly or on social media platforms.
3. Share this code of conduct with my staff so they are aware of these ADCC requirements.
4. Promote the ADCC and its programs in a positive manner to the public.
5. Support other ADCC Members.
6. Demonstrate the values of The ADCC in my work with studios, parents, vendors, and dancers.

Participation Expectations

- 1. Number of Attendees** – Number of attendees permitted at the Annual Retreat or other social events are outlined on Page 2 of the Business Partnership Program booklet. You agree to bring only the number of attendees stated to all ADCC events.
- 2. Permissible Activities in Vendor Fair** – All materials, merchandise, advertising etc. must be situated within the confines of your designated table area. The total number of individuals within your vendor space must not exceed the total number specified on Page 2.
- 3. Giveaways** – All giveaways may be done at your vendor fair space during designated Vendor Fair hours. Giveaways may not be handed out during other portions of the ADCC Annual Retreat program.
- 4. Optional Sponsorship Add-Ons** – Only Business Partners are eligible to purchase Optional Sponsorship Add-Ons. Sponsorship Add-Ons will provide additional branding for those that sign up via logo recognition at sponsored event, verbal acknowledgment of sponsorship to attendees and attendance at activity (no more than four participants per sponsored event). Sponsor understands that by selecting these add-ons, the events will be planned in full by ADCC, but the sponsor will receive the credit for funding part of the activity.
- 5. Logo Usage** – Companies may only use the ADCC name, logo, and terminology exactly as permitted under their selected sponsorship level. All references must use the correct designation (e.g., “ADCC Business Partner” or “ADCC Trade Show Vendor”) and may not be replaced with broader or misleading terms.



PARTNERSHIP ENROLLMENT FORM

Company: _____

Contact Name(s): _____

Address: _____

City, State and Zip: _____

Phone: _____ Email: _____

OPPORTUNITY	COST
PARTNERSHIP LEVEL <input type="checkbox"/> Business Partner (\$5,000) OR <input type="checkbox"/> Trade Show Exhibitor (\$1,000)	
Optional add-ons for Annual Retreat (available to ADCC Business Partners only) <input type="checkbox"/> Opening Night Party - \$2,000 (Two Maximum) <input type="checkbox"/> Teambuilding Activity (Exclusive Attendance for 4) - \$2,000 (Two Maximum) <input type="checkbox"/> Closing Night Vignettes - \$1,500 (Three Maximum)	
<input type="checkbox"/> Optional add-on advertisement in <i>The Competitive Advantage</i> magazine (available to ADCC Business Partners only - \$2,000)	
<input type="checkbox"/> Optional add-on Annual Retreat social package (available to ADCC Trade Show Exhibitors only - \$650/person) # of people (max 2): _____ x \$650	
TOTAL PARTNERSHIP PAYMENT	\$

Payment Total: \$ _____ Payment Method: Check Credit Card

Credit Card Number: _____ Exp. Date: _____

CVV Code: _____ Billing Zip Code: _____

By signing below, you represent that you are authorized to sign this form on behalf of the business named below, and that the business agrees to abide by the terms and conditions (see previous page) of the ADCC 2026 Business Partnership Program.

Name of Company Representative: _____

Signature: _____

Please mail all checks to: The ADCC, 6708 Seneca Lane, Sykesville, MD 21784