



Information for Exhibitors and Advertisers

1. Eligibility:

Any tuba or euphonium related vendors are welcome to apply to present at SERTEC 2026. This includes instrument manufacturers/distributors, music publishers/stores, music accessory producers/stores, or other related fields.

2. Exhibit Times/location:

The conference will take place March 4 - 6, 2026 at the University of Georgia in Athens, GA at the Hugh Hodgson School of Music and the UGA Performing Arts Center.

Move-in:	Wednesday, March 4 - 5:00 - 9:00 PM
Display Hours:	Thursday, March 5 - 9:00 - 5:00 PM
	Friday, March 6 - 9:00 - 4:30 PM
Tear Down:	Friday, March 6 - 4:30 - 7:30 PM

Exhibitors are responsible for setting up and tearing down their exhibits in the scheduled time. Please contact Dr. Matt Shipes if you have additional needs or requests (mtshipes@uga.edu).

3. Shipping:

If you need to ship cartons of product ahead of time, arrange for them to arrive on Monday, March 2. Cartons will be stored unopened in the Hugh Hodgson School of Music package storage room. Our address for shipping couriers is:

Dr. Matthew Shipes, Attn.: SERTEC
UGA School of Music
250 River Rd
Athens, GA 30602

Please arrange for return shipping before you arrive, or bring equipment necessary to print your own return shipping labels.

Please let us know what you need to ship in advance.



4. Exhibition Spaces

There are three large classrooms available for rental, as well as a space in the PAC lobby. These classrooms may be reserved as private spaces, or split between exhibitors as needed. Exhibitors are limited to 1 private space.

All reservations include 2 registration badges and a parking pass. Again, please reach out to Dr. Shipes with any questions or adjustments. We are happy to accommodate your request!

Booth/room assignments will be made by SERTEC with preference given to the first submissions. All materials (display items, extension cords, etc) must be provided by exhibitors.

5. Security and Liability

Exhibit areas of SERTEC 2026 will be secured and locked after hours.

The exhibitor is solely responsible for all exhibit materials and is encouraged to obtain insurance for loss or damage. All exhibitor property remains under the exhibitor's care, custody, and control while in transit to, from, and within the exhibit area. Exhibitors should remove small or valuable items from display tables when exhibits are closed.

Exhibits must be closed at the designated time so it may be secured. The University of Georgia, the Hugh Hodgson School of Music, the UGA Performing Arts Center, SERTEC, the International Tuba Euphonium Association, and their agents are not responsible for any injury, loss, or damage to exhibitors or their property from any cause, though reasonable care will be taken.

6. Parking

Parking passes will be provided in either the East Campus garage or the Performing Arts Center Garage (after 1:00 PM). Exhibitors may use the 1st floor loading dock to unload items, as well as the passenger loading/unloading area outside the PAC. Regardless, this will need to be scheduled with us - mtshipes@uga.edu