



UDMA

DANCE TEACHER

RESOURCE EXPO

ATLANTA METRO SHOW

September 27-28, 2025
Gas South District
6400 Sugarloaf Parkway
Duluth, GA 30097

DALLAS METRO SHOW

October 4-5, 2025
Dallas Market Center
20 Stemmons Freeway
Dallas, TX 75207

NEW YORK CITY METRO SHOW

October 11-12, 2025
Meadowlands Convention Center
355 Plaza Drive
Secaucus, NJ 07094

20 25

What is UDMA?

United Dance Merchants of America (UDMA) is a non-profit member organization of respected dance industry vendors who provide products and services to the dance community.

United Dance Merchants of America (UDMA) was founded in 1959. What started as a small group of costume companies exhibiting at dance events has grown into the largest dance trade show in North America.

Today, we are a diverse group of over 100 companies - costumes, travel, backdrops, software, competitions, equipment and more are represented. A UDMA Dance Teacher Resource Expo is the only place to see over 10,000 costumes and every resource needed to run a successful studio in one place. The ability to make a one-on-one connection with studio owners makes the shows an invaluable resource for dance vendors.

Why become a member?

Becoming a member of UDMA - United Dance Merchants of America helps you connect and build relationships with other driven business owners and innovators to network, get ideas to build your business, and promote the growth and development of dance.

Members enjoy exclusive benefits including lower booth prices, a free listing on our online directory including a logo, contact information, and links to your Facebook page and website. Also available to member vendors are social media visibility and sponsorship opportunities which offers your company the best direct marketing opportunities to your target audience – the dance studio owner.

How to become a member?

Interested companies must prove

- At least two years prior business experience in the dance industry
- 50% or more of the firm's business in goods and/or services for the dance industry

The application process consists of

- Completion of the UDMA Member Application
- 3 written recommendations from current customers of your business on their company letterhead.
- Phone interview
- \$500 one-time registration fee
- \$600 annual membership dues

For more information

Visit: udma.org

Phone: 773-420-4431

Email: director@udma.org



SCAN THIS QR
TO VISIT OUR WEBSITE



2025 Membership

SHOW DATES

ATLANTA METRO SHOW

September 27-28, 2025

Gas South District

6400 Sugarloaf Parkway

Duluth, GA 30097

DALLAS METRO SHOW

October 4-5, 2025

Dallas Market Center

20 Stemmons Freeway

Dallas, TX 75207

NEW YORK CITY METRO SHOW

October 11-12, 2025

Meadowlands Convention Center

355 Plaza Dr

Secaucus, NJ 07094

UDMA
DANCE TEACHER
RESOURCE EXPO

2025 Exhibiting

Booth Information

- Registration opens March 3, 2025 at 1PM Eastern Time.
- A \$300 non-refundable deposit per booth is due at time of registration.
- Final booth payments are due May 9, 2025. No refunds after final payments are due.
- Booth selection begins June 10-12, 2025.

Booth selection is in order of deposit payments received. Full payment (booth and dues) is due before booth selection. Larger booths will be placed first to better accommodate the trade show floor. Member booth placement will take priority over non-member booth placement.

Booth Pricing & Requirements

- FREE electricity for all members at all shows.
- FREE 8th and 16th booths for all exhibitors at all shows.
- No promotional pieces may be placed outside booth dimensions.
- For exhibitor with less than 6 booths per show, items in the front half of the booth cannot be taller than 4ft, excluding garment racks and tables.
- Back half of booth can go as high as the venue permits.

Member Booth Pricing			
	Atlanta	Dallas	New York City
1 Booth	\$1,900	\$1,900	\$2,000
2 Booths	\$3,600	\$3,600	\$3,700
3 Booths	\$5,100	\$5,100	\$5,400
4 Booths	\$6,600	\$6,600	\$7,000
5 Booths	\$8,000	\$8,000	\$8,400
6 Booths	\$9,200	\$9,200	\$9,700
7 Booths	\$10,300	\$10,300	\$10,800
8 Booths	\$10,300	\$10,300	\$10,800
9 Booths	\$11,300	\$11,300	\$11,800
10 Booths	\$12,200	\$12,200	\$12,800
11 Booths	\$13,200	\$13,200	\$13,800
12 Booths	\$14,100	\$14,100	\$14,800
13 Booths	\$15,000	\$15,000	\$15,800
14 Booths	\$16,000	\$16,000	\$16,800
15 Booths	\$16,900	\$16,900	\$17,800
16 Booths	\$16,900	\$16,900	\$17,800

Non-Member Booth Pricing*			
	Atlanta	Dallas	New York City
1 Booth	\$3,325	\$3,325	\$3,500
2 Booths	\$6,200	\$6,200	\$6,500
3 Booths	\$9,000	\$9,000	\$9,400
4 Booths	\$11,600	\$11,600	\$12,200
5 Booths	\$13,900	\$13,900	\$14,600
6 Booths	\$16,100	\$16,100	\$17,000
7 Booths	\$18,000	\$18,000	\$18,900
8 Booths	\$18,000	\$18,000	\$18,900
9 Booths	\$19,700	\$19,700	\$20,700
10 Booths	\$21,300	\$21,300	\$22,400
11 Booths	\$23,000	\$23,000	\$24,200
12 Booths	\$24,600	\$24,600	\$25,900
13 Booths	\$26,300	\$26,300	\$27,700
14 Booths	\$27,900	\$27,900	\$29,400
15 Booths	\$29,600	\$29,600	\$31,200
16 Booths	\$29,600	\$29,600	\$31,200

SHOW DATES

ATLANTA METRO SHOW

September 27-28, 2025
 Gas South District
 6400 Sugarloaf Parkway
 Duluth, GA 30097

DALLAS METRO SHOW

October 4-5, 2025
 Dallas Market Center
 20 Stemmons Freeway
 Dallas, TX 75207

NEW YORK CITY METRO SHOW

October 11-12, 2025
 Meadowlands Convention Center
 355 Plaza Dr
 Secaucus, NJ 07094



Sponsor Packages

Sponsorships packages open March 3, 2025 at 1 PM Eastern Time and end August 15, 2025. Sponsorships packages can be purchased online only and cover all UDMA shows unless otherwise noted. Sponsorships packages are for members only. **Sponsorship packages must be paid in full by credit card at time of purchasing.**

PACKAGES	SILVER (12 AVAILABLE)	GOLD (3 AVAILABLE)	PLATINUM (1 AVAILABLE)
PRICES	\$2,500	\$4,500	\$7,000
Logo printed on UDMA t-shirt given to all attendees (size/placement based on sponsorship level).	✓	✓	✓
Logo with your sponsorship level on each city's attendee registration site.	✓	✓	✓
Logo on signage at all seminars.	✓	✓	✓
Logo on all digital show signage including displayed seminar schedule.	✓	✓	✓
Logo on tabletop signage in show common areas.	✓	✓	✓
Company name announced throughout the day during the shows.	✓	✓	✓
3 email campaigns featuring your company between March-August.	✓	✓	✓
Logo on signage at all complimentary message stations.	X	✓	✓
Logo on signage at complimentary coffee station.	X	✓	✓
Logo on signage at complimentary mimosa station.	X	✓	✓
Logo on UDMA red carpet step and repeat.	X	✓	✓
Logo on the UDMA attendee badge.	X	X	✓
Name associated with attendee ticket discount codes 30% 20% 15%.	X	X	✓
Offer To Present Seminar Saturdays at 2pm.	X	X	✓
The Ballet Bar - Exclusive Happy Hour Sponsorship includes a signature drink during 2 hour cash bar, branded signage, and 50 free drink tokens.	X	X	✓
Lanyard Sponsorship - Includes your logo printed on lanyards provided by UDMA.	X	X	✓

2025 Sponsorships

SHOW DATES

ATLANTA METRO SHOW

September 27-28, 2025
Gas South District
6400 Sugarloaf Parkway
Duluth, GA 30097

DALLAS METRO SHOW

October 4-5, 2025
Dallas Market Center
20 Stemmons Freeway
Dallas, TX 75207

NEW YORK CITY METRO SHOW

October 11-12, 2025
Meadowlands Convention Center
355 Plaza Dr
Secaucus, NJ 07094

