



EXHIBITOR INFORMATION

Exhibit Hall: Chicago Marriott Downtown Magnificent Mile
540 N. Michigan Ave.
Chicago, IL 60611

Official Decorating Contractor: GES Global Experience Specialists

GENERAL INFORMATION:

- Each booth is 8' X 10'.
- There are two exhibit hall levels: fourth floor and seventh floor.
- This exhibit hall is carpeted.
- MTNA will assign booths at its discretion and without any guarantee that an exhibitor will be assigned their preference of exhibit booth(s). See Rules and Regulations section 2 for further detail.
- Booth sharing is not allowed.
- Cost: \$795

EQUIPMENT/MATERIALS PROVIDED

Each exhibit booth space purchased includes:

- Four badges (additional badges are \$150 per person).
- Exhibitor badges include general conference registration only; tickets/reservations and/or additional fees may apply to events not included in the registration fee (see conference registration form for details).
- 8' high backwall drape.
- 3' high siderail drape.
- 6' skirted table.
- 2 chairs.
- 1 wastebasket.
- 1 identification sign 7" x 44" (black and white) with company name as listed on contract.
- 1 listing per company in the conference program book.
- **All exhibiting companies will receive complimentary pre- and post-conference attendees mailing address file.** E-mail addresses are not provided or available.
- Additional equipment and services must be ordered through GES.

EXHIBITOR ACCESS TO EXHIBIT HALL

Saturday, March 22	9:00 A.M.–7:30 P.M.
Sunday, March 23	7:00 A.M.–6:00 P.M.
Monday, March 24	7:00 A.M.–6:00 P.M.
Tuesday, March 25	7:00 A.M.–10:00 P.M.

EXHIBIT SETUP

Saturday, March 22	9:00 A.M.–7:30 P.M.
Sunday, March 23	7:00–8:30 A.M.

Setup is allowed only during stated times. All personnel must have an exhibitor badge to enter the exhibit hall during setup times.

EXHIBITS OPEN

Sunday, March 23	9:00 A.M.–5:30 P.M.
Monday, March 24	9:00 A.M.–5:30 P.M.
Tuesday, March 25	9:00 A.M.–5:30 P.M.

EXHIBIT DISMANTLE

Tuesday, March 25	5:30 P.M.–10:00 P.M.
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Exhibit booths must be dismantled by 10:00 P.M., Tuesday, March 25, 2014. Exhibits may not be dismantled nor may the exhibitor do any packing before the closing of the exhibit hall at 5:30 P.M., Tuesday, March 25, 2014. Exhibitors dismantling/leaving early will be assessed a \$500 penalty fee.

RULES ON LOADING DOCK/MATERIAL HANDLING AND INSTALLATION/DISMANTLE OF DISPLAYS

All exhibit materials must be sent in advance to the GES warehouse. **Direct to showsite shipments will not be accepted** at the Marriott Chicago Downtown. Marriott Chicago Downtown does not have the capabilities to receive nor have adequate storage space for exhibitor materials. Any materials shipped to the Marriott Chicago Downtown will be consigned to GES and you will be billed the appropriate material handling charges by GES. Exhibitors may also be billed an additional receiving charge by the Marriott Chicago Downtown for any items sent directly to the Marriott Chicago Downtown. For shipments inadvertently delivered directly to the facility, a 30 percent (\$50.00 minimum) late arrival surcharge will apply to each shipment received not within the deadlines. For outbound shipments, carriers must pick up all shipments at the GES Advanced Receiving Warehouse. Exhibitors may perform the following functions as long as they are a full-time employee of the exhibiting company:

- Hand carry small items and pop-up displays. No material handling equipment, such as carts, forklifts, pallet jacks, dollies and other mechanical equipment is used.
- Install and dismantle displays within a 100 sq. ft. or less booth space if one person can accomplish the task in 30 minutes or less without the use of tools.
- Install graphics and small signs, and logos and graphics that are attached with pre-cut velcro strips.
- Make technical, electrical connections and interwire equipment for computers providing the cables do not exceed 10' in length.
- Perform simple electrical requirements, such as installing light bulbs. GES must render any labor services that may be required, beyond what full-time employees of exhibiting companies provide.

SECURITY

Security personnel will monitor the exhibit hall 24 hours a day. However, exhibit material is the sole responsibility of the exhibitor and should be insured by the exhibitor against loss or damage.



RULES AND REGULATIONS

1. SPONSORSHIP

The 2014 MTNA National Conference Exhibition is sponsored by Music Teachers National Association (MTNA), The Carew Tower, 441 Vine Street, Suite 3100, Cincinnati, Ohio 45202-3004.

2. ASSIGNMENT OF BOOTH SPACE

The initial assignment of exhibit booths will be made from the exhibitor contracts received on or before 3:00 P.M. Eastern Time, **September 5, 2013**, and accompanied by full payment. MTNA will assign booths at its discretion and without any guarantee that an exhibitor will be assigned their preference of exhibit booth(s). The initial assignment of exhibit booths will be based on, but not limited to, consideration of the following factors:

- Date of receipt of exhibitor contract and total payment
- Number of exhibit booths applied for the current year and any previous years
- Previous compliance with MTNA's Exhibitor Rules and Regulations

MTNA, in its sole discretion, may also take into account the history of previous MTNA conference participation by (i) an affiliate of the applying exhibitor, (ii) a previous exhibitor whose assets have been acquired by an applying exhibitor, or (iii) an applying exhibitor with a history of sharing exhibit booths. Such factors will be given consideration along with the demand for the desired exhibit booth(s), the needs and purposes of the Event, and other factors. This additional deliberation will not necessarily result in assignment of exhibit booth(s).

Assignment of exhibit booths for contracts received after September 5, 2013, will be made on a first-come, first-served basis in accordance with the factors previously stated herein. Requests for specific booth locations will be honored to the extent possible. Specific requests by one exhibitor to be located adjacent to another exhibitor will be honored to the extent possible. Exhibitors who desire separate but adjacent booths for wholly owned divisions or exclusively distributed companies must state this in their application. **No booth space will be assigned until payment in full has been received.** All or any portion of the exhibit space covered in this contract may not be reassigned to any other firm or individual by the contracting exhibitor without the consent of MTNA. MTNA shall have full discretion and authority in the placement, arrangement and appearance of all exhibits. MTNA has the sole authority to restrict exhibits that are operated in an objectionable manner and to prohibit and require the removal of any exhibit that may detract from the general character of the exhibition. This right of restriction and removal includes persons, things, conduct, printed matter, music, sounds or anything of a character which may be, in the sole discretion of MTNA, objectionable or detrimental to the exhibition as a whole or in violation of these rules and regulations.

3. SHOWCASES

Twenty-four (24) 60-minute showcase sessions are available during the conference. Exhibitors are permitted to purchase one showcase opportunity for every booth purchased. However, because showcase sessions are limited to 24, it may not be possible for MTNA to fill all requests. Showcase assignments are determined through a series of drawings to be held at MTNA headquarters. Only completed contracts received on or before 3:00 P.M. Eastern Time, September 5, 2013, will be eligible for the showcase drawing. **All exhibitors who purchase showcases will be placed in the first drawing for a single showcase opportunity.**

If, after the first drawing, additional showcases are still available, a second drawing will be held. All exhibitors who have submitted an application for multiple showcases will be entered in this drawing. Drawings will continue until all showcase sessions have been filled. In no case will any exhibiting company receive more than one showcase per drawing.

Fees for showcase requests not drawn will be refunded promptly.

Showcases are provided to exhibitors as a fair and ethical way of marketing and presenting products, programs and publications to the conference attendees. Exhibitors are prohibited from promoting any product in any other manner, i.e.: "receptions in hotel suites," "reading sessions" and so forth. Any such exhibit will be immediately closed and the Exhibitor will be assessed a penalty fee of \$1,000.

Selling and order taking is permitted in showcase rooms as long as the room is completely empty by the end of the hour.

4. SETUP AND MOVE IN

Each exhibit booth must be ready for inspection no later than the official exhibition opening on Sunday, March 23, 2014. Failure to occupy the contracted exhibit space for the opening hour of the first day of the exhibition constitutes forfeiture of the space. Space may be reassigned at the discretion of MTNA, and no refund of fees will be made.

5. DISMANTLE AND MOVE OUT

The 2014 MTNA National Conference Exhibit Hall officially closes Tuesday, March 25, 2014, at 5:30 P.M. No exhibitor may dismantle prior to this time. MTNA reserves the right to have violators of this rule banned from exhibiting at the following MTNA National Conference and assess a penalty fee of \$500.

All exhibit material must be removed from the exhibit hall by 10:00 P.M., Tuesday, March 25, 2014. The official contractor's responsibility for items left on the floor for pick up does not begin until such items are actually picked up at a booth and terminates when movement to the forwarding carrier is completed.



RULES AND REGULATIONS

6. EXHIBITION REGULATIONS

- All exhibits must conform to the contracted booth dimensions. No display arrangement will be permitted in the aisles or in a position that obstructs another exhibitor's view.
- Live models in the employ of an exhibitor must remain in the space assigned to the exhibitor. Distribution of circulars or promotional materials is permitted only within the contracted booth space.
- Nails, tacks, gummed labels or stickers and other similar materials may not be used on the walls of the exhibition hall. Exhibit materials may not be pinned or glued to exhibit booth draping. No signs other than those authorized by MTNA may be placed outside any exhibitor's booth space.
- Reasonable sound levels must be employed in all exhibit booths. Earphones shall be employed for appropriate instruments.
- Order taking and selling will be permitted in assigned booth spaces only. **It is the responsibility of the exhibitor to comply fully with any applicable state and local sales and use tax laws and requirements.**
- It is the responsibility of each exhibitor to comply with all local fire and electrical safety regulations. All exhibit decorations must be made of flameproof material, and hangings must not reach the floor. Boxes and combustible liquids or materials may not be stored in exhibit booths.
- Exhibitors must abide by applicable trade union regulations that pertain to exhibitor personnel working in the exhibition hall.
- Exhibitors are solely responsible for any fees incurred for damage to the exhibit hall.

7. MUSIC LICENSING

It is the sole and exclusive responsibility of the exhibiting company to arrange for performance and mechanical licenses for copyrighted music used in its booth.

8. LIABILITY AND INSURANCE

MTNA shall not be liable for any damage to or loss of exhibitor's property, nor for injury or death of exhibitor or its employees, representatives or agents, nor for any damage of any nature to exhibitor's business, nor for the failure to hold the exhibition as scheduled, unless such damage, loss, injury, death or failure to hold the exhibit is the direct and proximate result of the intentional or grossly negligent act of MTNA. In the event of any such intentional or grossly negligent act of MTNA, MTNA's liability to exhibitor, if any, shall in no event exceed the total amount paid to MTNA hereunder by exhibitor.

Exhibitor hereby agrees to indemnify, hold harmless and defend MTNA from and against any and all liability, responsibility, loss, damage, cost or expenses of any kind whatsoever, including, but not limited to, attorneys' fees, which MTNA may incur, suffer or be required to pay as a result of or arising directly or indirectly from any intentional or negligent act or omission by exhibitor or any of its employees, representatives or agents. MTNA will carry public liability insurance solely for the protection of MTNA. Such public liability insurance shall not cover the exhibitors, their property, employees, representatives or agents. MTNA recommends that

exhibitors obtain insurance coverage for themselves, their employees, representatives and agents, and their property.

9. CANCELLATION

If the exhibitor gives MTNA written notice of cancellation of the contract, including any showcases, on or before November 4, 2013 at 3:00 P.M. EST, the full amount less 20 percent for processing will be refunded. After November 4, 2013, Exhibitors who cancel will be refunded 50 percent of their payment provided that MTNA sells out all of the exhibit space at the exhibition.

In the event of cancellation of the 2014 MTNA National Conference because of circumstances beyond MTNA's control, MTNA shall determine an equitable basis for the refund of monies received from exhibitors, if any, after deducting the portion of the expenses incurred that are allocable to each exhibitor.

10. INSTALLATION/DISMANTLE OF DISPLAYS

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- Install graphics and small signs, and logos and graphics that are attached with pre-cut velcro strips.
- Make technical, electrical connections and interwire equipment for computers providing the cables do not exceed 10' in length.
- Perform simple electrical requirements, such as installing light bulbs.

GES must render any labor services that may be required, beyond what full-time employees of exhibiting companies provide.

11. ARBITRATION

MTNA reserves the right to interpret and enforce all Rules and Regulations contained in this contract and to make any additional Rules and Regulations that may be necessary for the proper conduct of the 2014 National Conference Exhibition. All such decisions shall be binding upon the exhibitor.

This contract is to be interpreted in accordance with the laws of the State of Ohio. This contract may not be altered except in a writing executed by MTNA's exhibit manager.



PROMOTIONAL OPPORTUNITIES

Maximize your company's presence at the 2014 National Conference by taking advantage of the following promotional opportunities.

SHOWCASES

- 60-minute commercial presentations.
- Four concurrent sessions at 8:00 A.M. and 1:00 P.M., Sunday–Tuesday (24 total).
- No other sessions will take place during showcase hours.
- Selling or order taking is permitted in the session room providing the room is empty by the end of the hour.
- Cost: \$795.
- Fee includes one piano and a lectern with microphone; additional equipment must be ordered through the official conference AV provider at the exhibitor's expense.
- Deadline for entries is 3:00 P.M., Eastern Time, **September 5, 2013**.

Showcase Assignments

- Assignments will be determined through a drawing held at MTNA national headquarters.
- All exhibitors purchasing showcases will be placed in the first drawing for a single showcase opportunity.
- If there are showcases available after the first drawing, a second drawing will be held; all exhibitors purchasing multiple showcases will be entered in this drawing.
- Drawings will continue until all times have been assigned.
- In no case will an exhibiting company receive more than one showcase per drawing.
- Fees for showcase requests not fulfilled will be refunded promptly.

COUPON BOOK

The MTNA Conference Coupon Book is an excellent way to attract attendees to your booth. All conference registrants will receive a complimentary copy of the Coupon Book.

- Coupon must be submitted as a high resolution artwork (minimum 300 dpi), black-and-white or grayscale.
- PDF (preferred), JPEG, TIF, EPS file formats are acceptable.
- The file must be 8" wide by 3" tall.
- A link to upload your coupon book artwork will be sent to you.
- Take advantage of this promotional opportunity by advertising on the back cover of the coupon book. For just **\$500**, you can make your company's products or services known to attendees before they visit your booth.

You must upload your artwork by **December 20, 2013**.

Late artwork will not be included. Space is limited in this promotional opportunity, so reserve your spot today by completing the contract and including the **\$150** fee.

ADVERTISING

Conference Program Book

Advertising information for the National Conference Program Book and *American Music Teacher* will be sent under separate cover.

Contact Chad Schwalbach, advertising sales representative, at (513) 421-1420, ext. 232, or advertising@mtna.org for more information.

Sponsorships

The National Conference has several opportunities for sponsorships.

[Download a complete list](#) or contact Tonya Schauer at (513) 421-1420, ext. 245, or tschauer@mtna.org.



Sponsorship Opportunities

**Make Your Presence Known At The 2014 National Conference
By Sponsoring An Event Or Service**

Events:

Collegiate Chapters Reception—This setting lets you get the word out about your company to future teachers. \$2,000.

Conference Welcome Refreshments—Call attention to your company by greeting attendees with refreshments as they arrive at the Marriott Hotel \$5,000.

Gala Cocktails—Your sponsorship will provide cocktails for the MTNA Gala. \$5,000.

New Member Reception—Take this opportunity to let new members know about your company. \$3,000.

President's Reception—Reach the leadership of MTNA and special guests by sponsoring this elegant event. \$10,000.

Services:

Exhibitor Set-up Refreshments—Use this time to become better acquainted with your colleagues in the music industry. \$5,000.

Have an idea or an opportunity not mentioned above or questions, contact Tonya Schauer, at (513) 421-1420, ext. 245, or tschauer@mtna.org.