

Promotion Policy for NFA Conventions

February, 2008

This policy exists to maintain the NFA's excellent artistic integrity and to protect the interests of the NFA's commercial members and corporate sponsors.

For the duration of the convention, free advertising, acknowledgments of sponsors (with the exception of official recognition of NFA sponsors and paid NFA Showcases), demonstrations, sampling, sales of any kind, and/or other promotion of, or reference to, (visual or verbal), any products or services outside of the Exhibits Hall, is strictly prohibited by NFA Policy.

The ONLY exceptions to this policy will be:

- Exhibitors' business transactions with individual customers outside of exhibit hall hours will still be permitted, as per the exhibitor rules and regulations.
- Recognition of official NFA convention sponsors, arranged exclusively by the NFA staff.
- Showcase events, which are paid for by commercial members explicitly for the purpose of demonstrating, endorsing or otherwise actively promoting a product(s) and or service(s).
- Active members may place fliers or post notes on tables and boards provided near exhibits hall.

This policy is not subject to appeal or further exception, and will be in force until revised or rescinded by the NFA Board of Directors.

All Performers, Presenters and Exhibiting Commercial members are required to sign and return this notarized statement to ensure widespread understanding of and compliance with the Policy. Audience members should report violations to any NFA officer, member of NFA staff or N'awlins Exhibits Management.

The NFA wants to assist you by providing information about your materials appropriately.

Examples of the ways the NFA encourages you to promote your work (including directing attention to your products in the Exhibit Hall):

- Presenters and performers are invited to bring to their event one announcement or advertisement of 8.5 inches (width) by 11 inches (height) to be placed on a placard supplied by the NFA and displayed outside the main door to their event. This could alert attendees to the location of merchandise for sale in the exhibit hall, and can be of any design containing any information as the presenter/performer wishes.
- Sales take place in the Exhibits Hall. Performers and Presenters are encouraged to make arrangements with Exhibitors to display their products. A comprehensive list of exhibitors is posted on the NFA website beginning in May, three months prior to the convention, to facilitate this.
- Information about services/events may be posted on supplied noticeboards near the Exhibits Hall entry by Active members (not by Exhibitors).
- Fliers concerning Active Members (not Exhibitors) maybe left at the assigned table(s) near the Exhibits Hall entry.
- Advertising directly by mail in advance of the convention is readily done by purchasing the mailing list of NFA members, available to all NFA members at a reduced cost. (Please see <http://www.nfaonline.org/resAdvertising.asp> and please contact Madeline Neumann, convention manager at nfaconvention@aol.com for further information).
- Advertising in the convention program may be purchased (please contact Steve DiLauro at sdilauro@larichadv.com)
- Commercial members may purchase an official Showcase Event (please contact Madeline Neumann).

- Official NFA sponsorship provides for authorized promotion by the sponsor at the sponsored event(s) (please contact Phyllis Pemberton to enquire about official NFA event sponsorship)

Other notes:

- Individuals (not Exhibitors) are welcome to sell privately and advertise items on the provided “for sale” tables/notice boards at the entry to the exhibits hall.

Showcases excepted, examples of what performers/presenters/exhibitors are NOT allowed to do include, but are not limited to, the following:

- Make comments of endorsement or promotion from the stage.
- Acknowledge any sponsor, manufacturer, or artist representative in any presentation materials aside from the one 8.5 x 11 advertisement/announcement noted above.
- Post or display or distribute materials regarding your product anywhere in the convention facility aside from the exhibit hall and, for individuals, the tables/notice boards provided for that purpose near the exhibit hall entry and the one 8.5 x 11 advertisement/announcement noted above.
- Sale (by artist/presenter or representative or exhibitor) of merchandise at any event (other than a NFA Showcase) or anywhere in the convention facility outside of the exhibit hall.

Warning: Violators may be prevented from future convention participation. *The policy is stringent and infractions, even if not previously incurring penalties, are in direct violation of your signed contract with the National Flute Association, Inc.*

Penalties, determined by the Executive Committee of the NFA Board of Directors, may include being barred from specific types of performance, presentation or exhibiting, imposed time restrictions on future performance, presentation or exhibiting, and/or being barred from performance, presentation or exhibiting at future NFA conventions for a specified number of years.

Performers and Presenters are required to return one copy of this statement, signed and notarized, with their contract to the Program Chair. Your performance/presentation will not be considered confirmed until this notarized document is received by the Program Chair

Commercial Members are required to return one copy with their application for exhibit space to NFA office. An exhibitor’s booth reservation will not be considered confirmed until this notarized document is received by NFA office.

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**NOTARIZED SIGNATURE:**

I(name) \_\_\_\_\_ (& company if commercial member) have read fully, and agree to abide by, the NFA policy: Promotion Policy for NFA Conventions.

Signature: \_\_\_\_\_