

ATTENTION

Please send all payments to the NFA*
office at:

National Flute Assoc. Inc.
26951 Ruether Ave. Suite H
Santa Clarita, CA 91351
www.nfaonline.org

*You can submit your 25 word description on your company via e-mail to Patti McCleney below. This way we will have accurate information for the program book.

Any questions please contact:
Patti McCleney
N'Awlins & NFA Exhibits Coordinator
Phone/Fax 985- 893-9521
Email pattimccleney@yahoo.com
or
Jim Magee
N'Awlins Trade Show Management
Phone: 985-626-3046
Fax: 985-727-3940
jnawlins@bellsouth.net

Sincerely,
Madeline Neumann, Convention Manager



February, 2009

**THIRTY SEVENTH ANNUAL CONVENTION
NEW YORK, NEW YORK - AUGUST 13 – 16, 2009**

MARRIOTT MARQUIS HOTEL

INVITATION TO EXHIBIT

You are cordially invited to exhibit your products and services during this important assembly of professional flutists, flute teachers, flute students and flute enthusiasts. Exhibits will take place in the New York Marriott Marquis Westside Ballroom.

Plan now to take advantage of this unique opportunity to reach the flute world! Registration for previous conventions has ranged from 2000 to over 4000! Over 160 exhibitors attended last year's convention in Kansas City.

Detailed information about exhibiting at the convention is to be found in the enclosed ***EXHIBITOR INFORMATION AND REGULATIONS***. This packet also contains a list of names of last year's exhibitors. You will be in the company of the best the flute industry has to offer flutists!

Enclosed in this packet are:

- 1. EXHIBITOR INFORMATION AND REGULATIONS**
- 2. SPACE RESERVATION FORM AND CONTRACT**
- 3. EXHIBITOR SHOWCASE APPLICATION**
- 4. EXHIBITORS CONCERT AND APPLICATION**
- 5. 2009 PROGRAM ADVERTISING CONTRACT**
- 6. HOTEL AND TRAVEL INFO**

Here is a brief outline of pertinent information:

Please read the ***EXHIBITOR INFORMATION & REGULATIONS***. When you sign and return your ***SPACE RESERVATION FORM & CONTRACT***, you are certifying that you understand this material and will abide by it.

The deadline for participation in the booth assignment drawing is April 1, 2009.

Those who meet the eligibility requirements to participate in the drawing will be assigned to the most desirable places.

The following fee schedule is mandated by the NFA -- Do not delay your application:

Fee per booth reserved on or before April 1, 2009	\$795.00
<i>If reserved after April 1, 2009</i>	\$850.00
2009 – 2010 NFA commercial membership dues (non-voting)	\$150.00
Commercial e-membership (non-voting)	\$120.00

The current limit of **four booths** per company will remain in place for the first round of booth assignments, for every exhibitor who meets the April 1, 2009 booth registration deadline. If there is space available in the exhibit hall, exhibitors will have an opportunity on their Space Reservation Form and Contract to place a check in the box provided, if they wish to be contacted for additional booth space for a **maximum of six at the rate of \$795.00 per booth**. However, at this time please **do not** send in payment for the additional booth space. Requests for additional booths will be on a first-come, first-served basis. This change in booth limits will allow the NFA to contain exhibits cost increases as much as possible for each of our valued exhibitors.

The convention hall is carpeted in New York at no cost to the exhibitors.

You may include a 25 – word (or less) product services description with your convention program listing. Be sure that your airline or other reservations allow you to stay for the entire convention exhibit hours as specified in the Exhibitor Information & Regulations.

If you will not be exhibiting in New York and wish to be listed in the Convention program, be sure to send in your NFA commercial membership dues no later than June 1, 2009.

Please note that starting this year, you can make payments and register online for your exhibitor registration at www.nfaonline.org

We hope you will join us for this 37th Annual Convention entitled ***“Bright Flutes, Big City”***.

Sincerely,

Jim Magee
N’Awlins Trade Show and Convention Services, Inc.

February, 2009

Dear Exhibitor:

On behalf of the Board of Directors, staff and membership of the National Flute Association, I want to extend to you our heartfelt thanks for participating in our thirty-seventh annual convention in New York.

Our commercial members are a vital part of every convention, always bringing a palpable sense of energy and excitement to our exhibit hall. Every NFA member shares the joy and sense of discovery in finding that perfect instrument, piece of music, recording or accessory in your booths. We appreciate the untold hours (and dollars!) you spend every year with your participation and know we could not put on these conventions without you!

Please read the attached "Promotion Guidelines for the NFA Conventions". These guidelines are intended to protect the interests of our commercial members and the incalculable contributions they make to our annual event. Please return a copy with your signature.

THANK YOU for helping us to enrich the musical lives of flutists! I look forward to seeing each of you in New York and hope your visit to our convention will be one that is productive and profitable!

Warm regards,

Leonard Garrison

Chair, NFA Board of Directors

Promotion Policy for NFA Conventions

January, 2009

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 boards provided near registration.

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 statement to ensure widespread understanding of and compliance with the Policy.

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 11 inches (width) by 17 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 Registration area by Active members (not by Exhibitors).
- Fliers concerning Active Members (not Exhibitors) maybe left at the assigned table(s) near the Registration area.
- 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 11 x 17 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 11 x 17 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, as determined by the Executive Committee of the NFA Board of Directors, may include 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 dated, 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.

I understand the agreement above, and agree to comply with the regulations as stated above.

Signature

Date

THE NATIONAL FLUTE ASSOCIATION, INC. 37TH ANNUAL CONVENTION

New York, New York USA
August 13 – 16, 2009

EXHIBITOR INFORMATION & REGULATIONS

I. GENERAL INFORMATION

a. INVITATION: The thirty seventh annual convention of The National Flute Association, Inc. (NFA) will take place August 13 through 16, 2009 at the Marriott Marquis Hotel, 1535 Broadway New York, New York 10036, Phone (212)398-1900, Fax (212) 704-8930 The membership of The National Flute Association comprises 6,000 flutists worldwide. There will be ample exhibit space in the Westside Ballroom to accommodate all of our exhibits needs.

b. LOCATIONS: Westside Ballroom is located on the 5th Floor of the Marriott Marquis Hotel, Phone (212)398-1900, Fax (212) 704-8930

EXHIBIT HOURS:

Installation: Wednesday, Aug 12, 9:00 AM to 9:00 PM.
Thursday, Aug. 13, 9:00 AM to 10:00 AM

DAILY OPEN HOURS: Thursday through Saturday, 10:00 AM to 5:30 PM. Sunday 10:00 AM to 4:00 PM
Dismantling: Sunday, Aug. 16, 4:00 to 6:00 PM
Exhibitors are guaranteed a minimum of one hour per day during which no other convention events will be scheduled. The exhibition hall will be opened to exhibitors one hour before the official opening each day.

c. EXHIBIT SPACE RESERVATIONS: Exhibitors may rent an initial maximum of four 8' x 10' spaces up to an ultimate maximum of six 8' X 10' booth spaces. To reserve exhibit space, complete and return the FORMS & CONTRACT to:

National Flute Assoc.
c/o Patti McCleney,
N'Awlins & NFA Exhibits Coordinator
26951 Ruether Ave. Suite H
Santa Clarita, CA 91351
Phone/Fax (985) 893-9521
Email pattimccleney@yahoo.com

II. SPACE ASSIGNMENT

a. General Info. Exhibitors from the 2008 convention in Kansas City are eligible to participate in the drawing for assignment to exhibit spaces in New York. This drawing will be conducted as specified in the Exhibit Space Assignment System described on page five of this document.

To be included in the drawing, the SPACE RESERVATION FORM & CONTRACT with appropriate payment included must be received no later than **April 1, 2009**. Drawing participants will be assigned the best locations in the exhibition hall.

Prospective exhibitors who did not exhibit at the 2008 convention and others who so request, will be assigned exhibit spaces by N'Awlins after the official exhibit space drawing in April. These assignments will be made in the order that reservations are received with allowances being made to continue the alternation of quiet/sound producing booths whenever possible. Space assignments will be made until the hall is full, and according to the priority stated above. After the hall is determined to be full, any additional request will be promptly refunded.

b. NOTIFICATION OF BOOTH LOCATIONS: Firms participating in the drawing and others whose reservations are received by N'Awlins by April 1, will be notified of their booth assignments in early May. Those submitting late reservations will be notified within two weeks of receipt of their reservations.

c. EXHIBIT SPACE ASSIGNMENT SYSTEM: All NFA commercial members who exhibited at the previous convention and who meet the advertised deadlines will be included in the drawing process.

NFA or authorized agents will supervise the drawing for booth assignments. He or she may be assisted by other representatives of the NFA. This booth assignment committee will assign firms to booths as follows:

Prior to the drawing NFA or its authorized agents will establish a hierarchical consecutive order of a sufficient number of the most desirable exhibit spaces to accommodate those eligible for the drawing. He/she will also determine the appropriate ratio of sound-producing booths to quiet booths. These spaces will be assigned, in order of desirability according to the following system.

As each Space Reservation Form is received by the NFA office and given to N'Awlins he/she will assign it a consecutive and unique exhibitor's code number, a category designation "S" for sound-production exhibits or "Q" for Quiet exhibits, and indicate the number of booths requested.

Code, category and the number of spaces requested will be written on identically-sized small colored pieces of paper-one color to represent category S, the other, category Q. Each paper will represent one exhibitor. For the drawing, the papers will be divided by color into two groups. The identity of the firms represented by each piece of paper will not be revealed until all spaces have been assigned through the drawing process.

For the drawing, the papers will be divided by color and placed into two separate containers. The person doing the drawing will be blindfolded. The drawer will first select from an equal mixture of drawing papers of both colors to determine if the first exhibitor drawn will be from category S or Q. The drawing will begin with the selected category. Using the ratio determined above, the drawing will alternate between containers until all papers are selected.

As papers are drawn, the code number representing individual firms will be entered in consecutive order beginning with booth number one or its equivalent. Multiple space requests will be accommodated by assigning these exhibitors the next available group of two or more adjacent spaces. After all papers have been drawn and the code numbers representing each firm have been entered on the floor plan, the name of each company will be added. Two copies of the completed space assignments will be made. Each will be signed and dated by N'Awlins Management. He/she will retain these copies.

Any commercial member of the NFA may attend the drawing as an observer. A commercial NFA member who wishes to be informed of the date time and location of the drawing must return a self-addressed stamped envelope with the space reservation form specifying that he or she wishes to be notified. The notification will be mailed or telephoned by N'Awlins Management no less than ten days before the drawing will take place.

III. FEES AND PAYMENT OPTIONS

Fee per booth reservation on or before April 1, 2009
\$795.00

Additional \$200.00 (Aisle End Cap for 4 booths)

No islands are available in New York

Fee per booth reserved after April 1, 2009
\$850.00

2009-2010 NFA commercial membership dues (required in order to exhibit; due to non-profit regulations, does not include voting rights): \$150.00 **Or**
e-membership: \$120.00

Exhibitors can increase their visibility to attendees by purchasing an aisle end cap. Islands are not available in New York.

Phone reservations will not be accepted. Foreign firms must submit payment in \$US drawn upon a US bank or VISA / MasterCard or Discover. There will be a charge on all returned checks. You can go to our web site and fill out all the forms and make your payments. Full payment, which includes your

NFA commercial membership dues of \$150 or e-member dues of \$120.00, must be included with the SPACE RESERVATION FORM & CONTRACT.

ADDITIONAL CHARGES:

Foreign mailing fee: Canada/Mexico \$22.00

Overseas \$31.00

Exhibitor showcase fee: \$175.00

Additional registration badges (beyond the four provided per space reserved) if ordered on the SPACE RESERVATION FORM & CONTRACT: \$230.00 each. If purchased at the convention: \$260.00 each. There will be a \$25 charge for any lost badge.

b. MEMBERSHIP

All exhibiting firms must be Commercial Members of The National Flute Association. These \$150 or \$120 dues must be included with the Exhibitor Space Reservation Form & Contract and is in addition to any individual NFA membership, which may be held by an owner or employee of the firm. The membership year is from August 1 to July 31.

The NFA invites commercial members to also join as active members to enhance their involvement in the future of NFA. Due to non-profit regulations, commercial entities are not permitted to vote but active members are.

c. REFUNDS

Only written requests for refunds will be honored. Refunds of fees for booths, an exhibitor showcase, and additional registration badges will be made according to this schedule: 100% if request is received on or before April 1, 2009; 50% if received April 2 through June 1, 2009; no refunds will be made if the request is received after June 1, 2009. NFA membership dues and the foreign mailing fee are not refundable.

IV PRODUCTS SERVICES DESCRIPTION

Each exhibitor may include a factual statement of twenty-five words or less describing the products offered and services provided. This statement must be free of all self-serving proclamations of unproven sales and quality leadership. NFA or its authorized agents reserves the right to edit program copy for consistency throughout the listings and to eliminate any of the above claims. Each NFA commercial member firm whose 2009-2010 dues have been paid on or before June 1, 2009 will be listed in the official convention program. Included will be name of firm, address, telephone, and the legal representative who signs the SPACE RESERVATION FORM & CONTRACT. The 25 word or less products/services description will be included, if provided. NFA member firms will be divided in the program booklet into exhibitors and non-exhibitors. To pay annual dues, non-exhibitors for 2009 must complete the relevant sections of the reservation form and return it to N'Awlins Trade Show & Convention Management, Inc., with payment for \$150 plus any applicable foreign mail fees or \$120 for e-member with no foreign fees.

V. PROGRAM ADVERTISING

Advertising in the convention program is an excellent way to generate interest in your exhibit and to remind attendees of your presence. Use the enclosed CONVENTION PROGRAM ADVERTISING CONTRACT to reserve your advertising space.

VI. EXHIBITOR SHOWCASES

Purchase of an Exhibitor Showcase provides the opportunity for a twenty-five minute presentation as a part of the regular convention program. Each showcase topic (25 words or less) and presenter will be listed in the official program chronology. A one-half page biographical sketch of the presenter may be included with the Showcase application for inclusion in the convention program. Since their inception, Exhibitor Showcases have been well received and highly regarded. In the past, carefully planned showcases have drawn standing-room-only crowds. The charge for a 25 minute showcase is \$175.00. A firm must be exhibiting at the convention to present a showcase. Exhibitors may apply for only one time period. Up to twenty time periods spread over the four-day period are available. They will be assigned in the order showcase reservations are received. The deadline for showcase reservations is April 1, 2009.

VII. BOOTH EQUIPMENT AND SERVICE

Each booth will be 8' wide by 10' deep equipped with a back wall drape 8' high and side dividers 32" high. A two-line black-on-white sign identifying the company, city and state will be provided at no charge as will daily aisle-only cleaning.

Carpeting: *The convention hall is carpeted at no cost to exhibitors;* however exhibitors will have an opportunity to make arrangements with the decorator for specific booth services, at the exhibitor's own expense. These services include table rental and draping, other furniture rentals, signs, electrical service, labor and booth cleanup. Resulting expense is the responsibility of the exhibitor.

Exhibitors are encouraged to order such items and services in advance to secure the lowest rates. N' Awlins will maintain an Exhibitors Service Desk in the exhibition hall. Questions may be directed to N' Awlins representative, James Magee, jnawlins@bellsouth.net , Tel. (985) 626-3046, Fax (985) 727-3940.

VIII. ADVANCE SHIPPING

All convention shipments should be addressed as follows:

National Flute Association Trade Show
Exhibitors Name _____
N'Awlins Trade Show / CDS
c/o UPS
295 Lombardy Street
Brooklyn, N.Y. 11222

All shipped materials will be delivered directly to the exhibitor's booth and picked up at the end of the show. All shipments must be prepaid. Rate schedules for shipping and related services will be included in the Service Kit. The Exhibit Hall is unable to store display material and/or merchandise prior to or at the conclusion of the show. Therefore, all materials must be shipped to the above or brought to the hotel by the exhibitor.

IX. SALES TAXES AND LICENSING

Exhibitors are permitted to sell and take orders on the convention floor. Information about the securing of licenses and payment of sales taxes will be provided with the confirmation of space assignment. Each exhibitor is responsible for meeting these legal requirements.

X. MAILING LABELS

The National Flute Association is able to provide mailing labels of its membership and convention attendees in a variety of configurations at a cost of \$10.00 for Avery labels or \$12.00 for electronic to a mailing house per 100 names for NFA members and \$15.00 (Avery) or \$17.00 (electronic) per 100 names for non members. For details and to order labels contact Madeline Neumann, NFA Convention Manager, 26951 Ruether Avenue, Suite H, Santa Clarita, CA 91351. Phone: (661) 299-6680 or Fax (661) 299-6681. E-mail conventionservices@nfaonline.org please allow two weeks for delivery. No orders will be processed between July 15 and August 30.

XI. EXHIBITOR HOUSING

Hotel information is included in this packet. In order for the NFA to meet its room quotas, which enables convention and exhibitor costs to be kept down, it is important that exhibitors identify themselves as attending the convention when making room reservations.

XII. LIABILITY AND INSURANCE

Each exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the hotel premises and convention center premises and shall indemnify, and defend, and hold harmless the National Flute Association, New York Marriott Marquis and their officers or owners, affiliated companies, agents, servants, employees, and directors harmless against all claims, losses, and damages. Exhibitor acknowledges that the National Flute Association, New York Marriott Marquis do not maintain insurance covering exhibitors' property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering any losses by the Exhibitor, arising from any cause whatsoever.

XIII. SECURITY & THE SECURITY ROOM

Uniformed guards will be on duty in the exhibition hall from installation through the close of dismantling period at 6:00 p.m. on Sunday evening. The following is a list of security policies and procedures to be enforced during the convention: All convention attendees and exhibitors must wear convention badges prominently displayed at all times while in the exhibit hall. Exhibitor badges will be different in color from the regular attendee badges to make these identities easily distinguishable to security personnel. Instruments and headjoints should be displayed separate from their cases. No instruments or headjoints will be permitted to leave the exhibit hall unless in a case.

Music and books being removed from the exhibit hall must be in bags provided by appropriate vendors.

No one will be admitted to the exhibit hall after it is closed. Exhibitors should assist in monitoring the performance of security guards. Problems should be brought to the attention of N'Awlins Trade Show & Convention Management, Inc. who will notify a supervisor of the security firm.

A security briefing will take place every morning with security guards and N'Awlins Trade Show & Convention Management, Inc. and the security firm supervisor to review the previous day's security performance and to remind guards of their responsibilities.

Exhibitors are reminded that they must maintain their own liability, loss and other insurance. (See the liability section below.) An instrument security room will be available in the hotel for use from 12:00 noon on Wednesday, August 8, to 9:00am Monday, August 13. To check in items, the owner must present his convention badge to the guard and fill out the requested information on the item tag. To redeem items, the badge and item receipt must be presented.

XIV. GENERAL REGULATIONS

a. Hours kept. Exhibitors will not be permitted to set up their displays at the convention until all fees have been paid in full,

including any outstanding balances due to the NFA for dues, products or services.

Each booth must be staffed at all times during the published exhibit hours. Security will be provided from the time of set-up until freight is removed by the exhibit service company. To achieve maximum security, all exhibitors must close their exhibits promptly at closing time each day. All exhibitors are required to keep their exhibits open until the final closing hour of the last day of the convention. Exceptions only in the event of an emergency will be reviewed by N'Awlins Management. Each exhibitor expressly agrees to set up and dismantle according to the published schedule and are part of your contractual exhibitor agreement and must be adhered to.

b. BOOTH:

All exhibits must conform to the size of the booth space and must be arranged so as not to obstruct the view of or interfere with other exhibits. No exhibit in excess of eight feet in height is permitted under any circumstances. If booth ceilings or canopies are used, construction must be designed so as not to obstruct ventilation or overhead illumination.

All decorations shall conform to requirements of the convention hotel and be constructed in accordance with any applicable hotel regulations. In addition, all decorations shall conform to all local safety and fire codes.

Exits, fire stations, and fire extinguisher equipment must not be obstructed.

No exhibitor can move into vacant booths of no shows. If you want to purchase additional space, please check with Jim Magee with N'Awlins Management.

c. SALES ACTIVITY: During exhibit hall hours, all demonstrations or other sales activities must be confined to the limits of the exhibit booth. The NFA will provide 4-cubicle type "try out" booths to be assembled by the decorator within the exhibit hall, which will be available on a first, come first serve basis.

The Exhibit Hall is the sole site of all commercial activity. Any company that attempts to shift their exhibit activity off the Exhibit Hall floor during exhibit hours (other than for their Showcase presentations) will be challenged. The NFA Board or their agents maintain the right to determine if a vendor is in violation of the spirit or intent of these regulations. If necessary, the following disciplinary action will be taken:

1. A pink slip asking the violator to cease and desist will be issued by N'Awlins Management, to the violator on-site, with the full support of the NFA Board of Directors
2. If the violator does not cease and desist immediately, the exhibitor will not be permitted to exhibit at the convention for the following year or more. Exhibitors may have hospitality suites during the hours when the exhibit hall is *not open*.

No exhibitor shall reassign, sublet, or share his space without the written consent of N'Awlins.

No exhibitor is permitted to show goods other than those manufactured and or distributed by his firm in the regular course of business.

Engaging in deceptive trade practices is prohibited. Such practices include but are not limited to illegal or unauthorized imports, and violations of patent, intellectual property, or copyright.

No exhibitor may obtain exhibit space anywhere outside the designated exhibit area.

Exhibitor booths must contain the companies products, and not simply a display for brochures, pamphlets etc.

No individual, firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area, and no commercial company shall advertise on the NFA "for sale" board outside the exhibit area.

Please note that the Promotion Guidelines, which are included in your exhibitor packet are a part of your exhibitor agreement. Please read the Promotion Guidelines carefully.

d. NFA logo. Use of the NFA corporate or convention logo without written permission is strictly prohibited.

e. Trade Practices. The NFA reserves the right to immediately restrain, prohibit, or take any action against any exhibitor whose methods or practices are determined to be objectionable, whether legal or non-legal, and/or detract from the quality and integrity of the exhibits or The National Flute Association, Inc. Such practices shall include, but not be limited to, the appearance of unfair trade practices and deceptive marketing techniques. An exhibitor who fails to rectify an objectionable situation immediately may be subject to any or all of the following actions:

1. A pink slip requiring the violator to cease and desist will be issued by N'Awlins Management.
2. N'Awlins Management may close the exhibit until such time as the situation is remedied, with no refund. Whenever N'Awlins Management takes such action, the exhibitor may request further review by the NFA Board of Directors, who may affirm, reverse, or modify the decision of the Exhibits Management, or take any other action deemed just or necessary under the circumstances. Such action may include a bar from exhibiting at the convention for the following year or more.

If an exhibitor takes exception to the sales activities of another exhibitor, it is the responsibility of the manufacturer, distributor, or sole proprietor to pursue the issue through the legal system at his/her own expense, not through the NFA. The NFA shall not, under any circumstances, mediate or resolve disputes between exhibitors. All corrective action pursued and/or taken against a violator of the terms and conditions stated herein is done for the sole benefit of the NFA and its membership.

f. Name badges. Each exhibitor will be allowed four name badges per exhibit space rented. Additional name badges (beyond four per booth) will be charged at the rate of full convention registration fee for each person. The purchase of a membership in The National Flute Association for these additional representatives shall be optional.

g. Amplification. Amplified instruments will not be permitted in the exhibit area unless used in soundproof booths or with headphones.

h. Contract. These rules and regulations become part of the contract between the exhibitor and the National Flute Association. Any point not specifically covered is subject to the decision of the Exhibits Management with appeal to the Board of Directors of the National Flute Association, Inc., whose decision shall be final.

i. Miscellaneous. Photographs may be taken in the exhibit hall only during exhibit hours. Exhibitors may not distribute or sell shopping bags, containers, or any other items, which may be used for covering up theft. There will be no smoking in the exhibition hall.

ii. No raffles are allowed by exhibitors due to state and federal gaming laws.

It is recommended that each exhibitor should post a desktop sign stating their guidelines for trying instruments.

XV. Exhibitor Contact List

N'Awlins Trade Show & Convention Services, Inc.
Patti McCleney
P.O. Box 8538
612 Highland Court
Mandeville, LA 70470-8583
Phone/Fax (985) 893-9521
Email: pattimccleney@yahoo.com

Rebecca Johnson - Showcase and Exhibitors' Concert
Coordinator
1010 North Busey Ave.
Urbana, IL 61801
217-581-6627
rrjohnson2@eiu.edu

Steve DiLauro – Advertising Sales Representative
LaRich & Associates, Inc.
15300 Pearl Road, Suite 112
Strongsville, OH 44136-5036
440-238-5577
fax: 440-572-2976
sdilauro@larichadv.com

Madeline Neumann – NFA Convention Director
26951 Ruether Ave. Suite H
Santa Clarita, CA 91351
Phone: (661) 299-6680
Fax: (661) 299-6681
Email: conventionservices@nfaonline.org

2008 CONVENTION EXHIBITORS

ABELL FLUTE CO.
ALPHONSE LEDUC-ROBERT KING INC.
ALRY PUBLICATONS, ETC. INC.
ALTIERI INSTRUMENTS BAGS
ALTUS FLUTES OF AMERICA INC.
ARISTA FLUTES, LLC
ARTISAN FLUTE JEWELRY & MORE
AZICA PRODUCTIONS
B HENSON PHOTOGRAPHY
BG FRANCK BICHON
BLOCKI FLUTE METHOD INC.
BRANNEN BROTHERS FLUTEMAKERS, INC.
BRIXTON PUBLICATIONS
BULGHERONI F.LLI S.N.C.
BURKART FLUTES & PICCOLOS
BUTTERFLY HEADJOINT CO. INC.
C.F. PETERS CORP.
CAROLYN NUSSBAUM MUSIC CO
COLORADO CASE
CONN- SELMER
DEAN YANG FLUTES
DRELINGER HEADJOINT CO.
EMANUEL FLUTES
FLUTE 4U.COM
FLUTE CENTER OF NEW YORK
FLUTE FOCUS
FLUTE SPECIALISTS, INC.
FLUTE SWAB
FLUTE WORLD CO.
GEMSTONE MUSICAL INSTRUMENTS
GLOBAL CHORO MUSIC CORP.
GUO MUSICAL INSTRUMENT CO.
HAL LEONARD CORPORATION
HOWARD VANCE GUITAR ACADEMY
IDYLLWILD ARTS ACADEMY & SUMMER
PROGRAM
JEANNE INC.
J.L. SMITH & CO
J.S. ENGINEERING

KEEFE PICCOLO COMPANY
JUDI'S WOODWIND SHOP
JUPITER BAND INSTRUMENTS
KEEFE PICCOLOS
KINGMA FLUTES
LEE'S WOODWINDS/SHERRY'S FLUTE REPAIR
LITTLE PIPER
LOMBARDO MUSIC PUBLICATIONS
LOPATIN FLUTE COMPANY
LUYBEN MUSIC
MANCKE-FLUTES
McCANLESS FLUTES
MIYAZAWA/HAMMIG/LYRIC
MURAMATSU AMERICA
NAGAHARA FLUTES
NORTHWIND CASES, INC.
PEARL FLUTES
POWERLUNG, INC.
RHYTHMIC MEDICINE
ROYALTON MUSIC CENTER
SHERIDAN FLUTE CO. GmbH
SIMON POLAK: EARLY FLUTES
SMART MUSIC
STRAUBINGER FLUTES, INC.
THEODORE PRESSER CO.
TOM GREEN FLUTES, INC.
UNITED STATES NAVY BAND
WEISSMAN MUSIC CO. INC.
WICHITA BAND
WISEMAN CASES
WM. S. HAYNES CO.
WOODWIND & BRASSWIND
YAMAHA CORP. OF AMERICA

THE NATIONAL FLUTE ASSOCIATION, INC.
37TH ANNUAL CONVENTION - NEW YORK, NEW YORK - AUGUST 13 – 16, 2009
MARRIOTT MARQUIS HOTEL
SPACE RESERVATION FORM & CONTRACT

Copy on lines 1 through 6 and the Product- Services Description will be included in your convention program listing

1. Name of company _____
2. Street address _____
3. City _____ State _____ Zip _____
4. Phone: (_____) _____ Fax _____
5. E: Mail _____ Web Site _____
6. Signature of legal representative _____
7. Printed name of legal representative & Position _____

Name to appear in Convention Program Book and NFA Membership Directory

AGREEMENT: By signing and returning this SPACE RESERVATION FORM & CONTRACT, exhibitor acknowledges that he/she, as legal representative of the exhibitor named above, has read, understands and agrees to accept and abide by all the conditions and regulations in the document entitled EXHIBITOR INFORMATION & REGULATIONS for this convention.

Please reserve _____ exhibit booths at \$_____ per booth (Maximum 4 per exhibitor initially, maximum 6 if available) ***I would like to be contacted for additional booths. Do Not send payment at this time for additional booths.*** Type of exhibit _____ Quiet _____ Sound-production.

Check one: _____ We exhibited in Kansas City and wish to participate in the exhibit space drawing.
 _____ We do not wish to participate in or we are ineligible to participate in the exhibit space drawing.

PRODUCT-SERVICES DESCRIPTION for inclusion in the program booklet. (Must be 25 words or less: Please refrain from excessive adjectives.) The NFA reserves the right to edit copy. Please e-mail Madeline Neumann at nfaconvention@aol.com with your description.

Exhibitors are entitled to four registration badges per booth purchased. Badge Forms will be included in the 2nd mailing.

Gala Fundraising Dinner
Saturday, August 15, 2009, 5:45pm
Honoring Sir James Galway
with Lifetime Achievement Award

Admission will be via a master list at the door.
 No tickets will be sent! Pre-banquet reception (cash bar) will be held 5:00 – 5:45pm and will be open to all convention attendees.
 (list name of attendees: use separate sheet if necessary)

Banquet @ \$175 per person (\$40 tax-deductible) \$ _____
Required: 2009-2010 NFA Membership dues (\$150) Or e-membership dues (\$120) \$ _____
 * Total charge for **Booth Space**: \$795 or \$850 each \$ _____
 Additional \$200.00 for **End Caps** for 4 booths \$ _____
No Islands available in New York
 Additional registration badges, if any @ \$230.00 ea. \$ _____
 Exhibitors Showcase fee: \$175.00 \$ _____
 Foreign mailing fee:
 Canada/Mexico-\$22; Overseas-\$31; e-membership-\$0 \$ _____
Pay to The National Flute Association, Inc. TOTAL \$ _____
 Amount enclosed \$ _____

FOR N'AWLINS OFFICE USE ONLY

Date Rec'd _____
 Type _____
 Draw Assign # _____
 Booth assign _____

*** Full payment must be received by April 1, 2009 to be in drawing.**

Visa /Master Card/Discover # _____ Exp. Date _____

***Booth space is \$795.00 on/or before April 1, 2009. * After April 1, 2009 Booth Space is \$850.00**

Full payment is required at the time the space reservation contract is received.

➤ If paying for a Showcase, please include the EXHIBITOR SHOWCASE APPLICATION with this form. Make check payable to **THE NATIONAL FLUTE ASSOCIATION** and send it with both copies of this form to National Flute Assoc.,Inc., 26951 Ruether Ave. Suite H, Santa Clarita, CA 91351. Foreign firms must submit payment in \$US drawn upon a US bank and/or Visa /MasterCard/Discover. There will be a charge for all returned checks.

THE NATIONAL FLUTE ASSOCIATION, INC.
New York City
37th ANNUAL CONVENTION - AUGUST 13 – 16, 2009
MARRIOTT MARQUIS

EXHIBITOR'S SHOWCASE PRESENTED BY _____
EXHIBITOR SHOWCASE APPLICATION

Name of company _____

Street address _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax _____

Email _____ Web Site _____

Signature of legal representative _____

Printed name of legal representative _____

Position _____

Please describe your presentation below as you wish it to be listed in the convention program. (No more than 25 words will be printed in the program.) The NFA reserves the right to edit copy if it exceeds 25 words. (Please e-mail Madeline Neumann at nfaconvention@aol.com with your title and description.)

Title of Showcase: _____

Description: _____

Name and title of company representative who will present your Showcase. (PLEASE PRINT)

Please attach to this application a one-half page typed biographical sketch of the presenter listed above. (This is not required. However, it must be included with this application to appear in the program.)

Each Showcase may occupy up to 25 minutes. You must be exhibiting at the convention and have submitted your SPACE RESERVATION FORM & CONTRACT with full or partial payment to apply for a Showcase period. Exhibitors may occupy only one Showcase period. Showcase times will be assigned on a first come, first serve basis. You will be notified of your Showcase time in June. **Showcases are limited to 20 and accepted on first-come, first-serve basis.**

The charge for a 25-minute showcase is \$175.00. The deadline for Showcase applications is **April 1, 2009**. Applications submitted after this date will be accepted if showcase times are still available, up to a maximum of 20 showcase slots. Although every effort will be made to include such late applications in the program book, this may be impossible.

If you are including your Showcase payment on the SPACE RESERVATION FORM & CONTRACT, be sure to include this Showcase Application when you send in the space reservation form.

Return this application with full payment to:

National Flute Assoc.
26951 Ruether Ave. Suite H
Santa Clarita, CA 91351
Fax (661)299-6681
Email nfaconvention@aol.com or pattimccleney@yahoo.com

Make check payable to NATIONAL FLUTE ASSOCIATION. Foreign firms must submit payment in \$US drawn on a US bank or by Visa/MasterCard or Discover.
There will be a charge for returned checks.

The National Flute Association, Inc.

February 2009

TO: All Exhibitors participating in the 2009 National Flute Association Convention

FROM: Rebecca Johnson

RE: Exhibitors Concert

You are invited to participate in the Exhibitors Concert at the 2009 National Flute Association Convention in New York, NY. The concert will be held on Friday, August 14 at 6:00 pm in Marquis Ballroom.

This concert allows bona fide employees (but not adjunct clinicians or endorsed artists) of exhibiting companies the opportunity to participate in NFA performance events. Any such employee working at least 75% of the work week with an exhibiting company may apply. Performances should be 8 minutes or less. Adjunct clinicians and endorsed artists are NOT allowed to perform on this concert (they may play on Exhibitors Showcases). The only exception is for non-flutist composers who work as Exhibitors, who may engage non-Exhibiting artists (who may coincidentally be endorsed artists or clinicians) to showcase their work. Voluntary compliance with this guideline is appreciated.

Please provide the information requested on the reverse side of this page and respond prior to April 15, 2009. Depending upon the number of responses, an audition tape may be requested (to be judged by an appointed jury).

A current biography must be included with your application, as past biographies were not retained.

Should you have any questions, please contact me at the following locations:

Phone: 217-581-6627

Email: rrjohnson2@eiu.edu

Thank you and I look forward to hearing from you.

Sincerely,

Rebecca Johnson, 2009 Exhibitors Concert Program Chair

Cc: 2009 NFA Convention Program Chair

(Application on Reverse Side)

2009 National Flute Association Exhibitors Concert Application

Name _____
Company _____
Address _____

Phone (s) _____
Fax (s) _____
E Mail _____

I would like to perform the following:

Composer _____
Title _____

(Please include opus #, year of composition, movement name, etc.)

Instrumentation _____
Duration _____

Special needs & remarks (if any):

Please indicate piano accompanist choice:

_____ I will need an NFA staff piano accompanist.
_____ I will not need an NFA staff piano accompanist.

**Note: So that your application can be processed, please enclose a biography.
Previously submitted bios are not retained.**

Return to: Rebecca Johnson
Showcase and Exhibitors' Concert Coordinator
1010 North Busey Ave.
Urbana, IL 61801
217-581-6627
rrjohnson2@eiu.edu

Return by April 15, 2009

2009 NFA CONVENTION PROGRAM BOOK ADVERTISING CONTRACT

THE NATIONAL FLUTE ASSOCIATION, INC. 37TH ANNUAL CONVENTION Marriott Marquis Hotel–New York, New York – August 13-16, 2009

(Please print clearly all information)

Name of company _____
Street address _____
City _____ State _____ Zip _____
Contact Person _____ Phone (____) _____ Fax (____) _____
E-mail _____ Web site _____

You are invited to advertise in the official 2009 NFA Convention Program. This program will be given to all who attend the convention and every member of the NFA. Advertising will be interspersed throughout the booklet and exhibitors will be given special discount rates. All orders must be accompanied by payment and **received** no later than **June 12, 2009**. All ads must comply with the sizes specified below. Ads **cannot** be obtained from other publications. Ad copy material will not be returned unless specifically requested.

Ad sizes (width x height dimensions): **Full-page** (4 ½" wide x 7 ½" high), **Half-page** horizontal (4 ½" wide x 3 ½" high), and **Quarter page** (horizontal: 4 ½" wide x 1 ½" high or vertical: 2 ¼" wide x 3 ½" high). Finished page size: 5 ¼" wide x 8 ¼" high.

MECHANICAL REQUIREMENTS – Acceptable formats: Hi-resolution TIFF or PDF file (PDF file is preferred).

Acceptable media: E-mail or CD ROM.

E-mail digital ad to Anne Welsbacher at publications@nfaonline.org, cc: sdilauro@larichadv.com. Put in the "Subject" line your company name followed by "NFA Program Book ad". (or) **Mail** materials (digital with proof) to: The Flutist Quarterly, Attn: Publications, 7213 E. Chelsea St., Wichita, KS 67206. Pack materials securely and write "Do Not Bend" on envelope.

Please check the appropriate space and rate below:

EXHIBITOR ADVERTISING RATE

Full-Page 4/C (NEW!) \$385.00 _____
Full-Page B/W \$375.00 _____
1/2-Page B/W \$215.00 _____
1/4-Page Hor. B/W \$150.00 _____
1/4-Page Vert. B/W \$150.00 _____
*Inside Front Cover 4/C \$430.00 _____
*Inside Back Cover 4/C \$430.00 _____

NON-EXHIBITOR ADVERTISING RATE

Full-Page 4/C (NEW!) \$457.00 _____
Full-Page B/W \$450.00 _____
Half-Page B/W \$285.00 _____
1/4-Page Hor. B/W \$225.00 _____
1/4-Page Vert. B/W \$225.00 _____
*Inside Front Cover 4/C \$510.00 _____
*Inside Back Cover 4/C \$510.00 _____

* Please note: Cover ads are sold on a first-come, first-served basis.

Free Listing: All exhibitors who have sent their 2009–2010 NFA dues to the NFA office by June 12, 2009, will receive automatically one business listing in the program booklet at no charge. Listing subject to editing for NFA style.

Printed name and title of legal representative _____

Signature of legal representative _____ Date _____

Phone (____) _____ Fax (____) _____ Email _____

ALL ORDERS MUST BE PREPAID by credit card* or by check or money order (payable to "National Flute Association")

*Circle One: VISA, Master Card, Discover Name on the Card: _____
Account Number: _____ Exp. Date: _____
Signature: _____

(1) Please **FAX THIS ORDER FORM TO STEVE DiLAURO** (Fax: 440-572-2976) **-and-**

(2) Please **FAX ORDER FORM** (with credit card information) TO: **MADLINE NEUMANN** (Fax: 661-299-6681)
or **MAIL ORDER FORM** (with check or money order) TO: **Ms. Madeline Neumann** (Phone: 661/299-6680)
National Flute Association, Inc.
26951 Ruether Ave., Suite H,
Santa Clarita, CA 91351 nfaconvention@aol.com

Contact **Steve DiLauro** (Phone: 440-238-5577; Email: sdilauro@larichadv.com) with questions or for more information.

*****ALL ORDERS MUST BE RECEIVED NO LATER THAN JUNE 12, 2009*****