



# THE NATIONAL FLUTE ASSOCIATION

Inspiring flutists, enriching lives

## 51<sup>th</sup> ANNUAL CONVENTION | PHOENIX, AZ PHOENIX CONVENTION CENTER | AUGUST 3-6, 2023

### EXHIBITOR INFORMATION, RULES & REGULATIONS

#### INVITATION TO EXHIBIT

You are cordially invited to exhibit your products and services during this major assembly of approximately 3000 professional flutists, flute teachers, flute students, and flute enthusiasts. Plan now to take advantage of this unique opportunity to reach the flute world! The convention’s famously vibrant exhibit hall, which features more than 70 exhibiting companies with a wide variety of flutes, music, and flute-related merchandise, is eagerly anticipated by attendees as their annual “one-stop shop” for all things flute. Make sure you are included in the excitement!

*“The NFA is the place to go if you want to make international contacts in the flute world. It is where the serious flutist comes to shop.” – NFA Exhibitor*

#### GENERAL EXHIBIT INFORMATION

**Location** Exhibit Hall E  
Phoenix Convention Center, 100 North Third Street, Phoenix, AZ, 85004

**Annual Convention Dates** August 3-6, 2023

**Exhibit Dates and Hours\***

Thursday, August 3	10:00am - 5:30pm
Friday, August 4	10:00am - 5:30pm
Saturday, August 5	10:00am - 5:30pm
Sunday, August 6	10:00am - 3:00pm

\* Exhibitors are guaranteed a minimum of one hour per day during which no other convention programming will be scheduled.

- **Exhibit Fee\*\***

- \$840.00 per 10’x10’
  - Corner – Additional \$100 per corner
  - Booth End Cap = \$200 (requires a minimum of 2 booths)
  - Island = \$400 (requires a minimum of 4 booths)

\*\*\*Booths may be shared by 2 vendors

- Showcase: \$185
- Small company discount\*\*\*\*:
  - \$700 per 10’x10’ booth (all other fees remain the same as)
  - Shared booth: \$350 per company per 10’x10’ booth

\*\*\*\* To apply for a small company discount, please fill out [this form](#). Your request will be reviewed by our Executive Director for approval.

The intention of a small company discount is to remove barriers that prevent small companies from participating in the exhibit hall.

**Membership Fee** 2023 NFA Commercial Membership dues are required for all exhibitors. Annual membership dues are renewed on a rolling basis. Visit <http://nfaonline.org/Membership> to learn more about NFA Commercial Membership.

**One Year Commercial Membership: \$135**

All exhibitor documents, rules and regulations document, and the online order form, are available on the NFA website here:

- Exhibiting: [Here](#)
- Sponsorship: [Here](#)

All sponsorship requests should be emailed to Nick Vanderlaan, Development Manager: [nvanderlaan@nfaonline.org](mailto:nvanderlaan@nfaonline.org).

### EXHIBIT HALL SCHEDULE

The hall will open to exhibitors two hours before exhibit hours daily.

Date	Installation	Exhibit Hours	Dismantle
<b>Wednesday, August 2</b>	8:00am – 9:00pm		
<b>Thursday, August 3</b>		10:00am – 5:30pm	
<b>Friday, August 4</b>		10:00am – 5:30pm	
<b>Saturday, August 5</b>		10:00am – 5:30pm	
<b>Sunday, August 6</b>		10:00am – 3:00pm	3:00pm – 7:00pm

### EXHIBITOR REGISTRATION

Admission to the exhibit hall is by badge only. All convention attendees and exhibitors must prominently display badges at all times.

- Exhibiting companies purchasing one or two booths are eligible for four full convention badges per 10'x10' booth space.
- Exhibitors purchasing three or more booths are eligible for an additional two full convention badges per 10'x10' booth space, plus Exhibit Hall Only\* badges as noted below.
- Maximum twenty full convention badges per exhibiting company.

For example:

# of booths	# of Full Convention badges included	# of Exhibit Hall Only* badges included	Total Number of Badges included with booth
1	4	0	4
2	8	0	8
3	10	2	12
4	12	4	16
5	14	6	20
6	16	8	24
7	18	10	28
8	20	12	32
9	20	16	36
10	20	20	40

\*Exhibit Hall Only badges have access only to the Exhibit Hall, Gala Concerts, and the Exhibitor Concert.

Additional badges can be purchased –  
Full convention registration

- Full convention registration rate (\$260 in advance, \$330 onsite)
- No limit.

The NFA will provide complimentary convention passes for composers for the day their work is being performed. Exhibitors can submit names of composers whose works are being performed to the Convention Director by June 1, 2023.

All performing/presenting flutists, including those with exhibitor badges, must have a 2023 NFA membership for the duration of the convention. Full time employees of exhibitors performing in the Exhibitor Concert and/or Exhibitor Showcase are not required to have a 2023 NFA membership.

Badges for pre-registered exhibit personnel, including composers as noted above, will be available for pick up at

Registration. There will be a \$25 replacement charge for any lost badge.

**It is imperative that exhibitors only provide convention badges to authorized booth staff. This will be strictly enforced.**

## **BOOTH RESERVATIONS AND ASSIGNMENT**

Important Dates:

- March 1st: Booth sales open
- April 3rd (11:59pm): Last day to receive full allotment of 2023 placement points (with full contract payment)
- April 15th: Last day to have an ad requested for printed materials (after this date all ads will be placed in online materials)
- May 1st: Exhibitor kit will be emailed to all exhibitors and posted online
- May 3rd: last day to receive any placement points (with full contract payment)
- May 18th: Last day to sign and pay contract for priority placement
- June 7rd: Last day for inclusion in the NFA convention program book
- July 18th: last day to add booths

### **Booths**

The 2023 exhibit booth sales will open on Wednesday, March 1st 2023. To reserve an exhibit space and pricing visit the NFA website [here](#).

- Exhibit booths are 10'x10'. Each booth includes:
  - 8' tall pipe and drape backwall,
  - 3' tall side walls and Company ID sign.
  - Two companies may purchase a booth together (no more than two companies may share a booth).
  - **TABLETOP DISPLAY:** Tabletop displays are no longer available.
- To see the floor plan for [this link](#).

Payment:

- Phone reservations will not be accepted.
- International companies must submit payment in US\$ drawn upon a US bank or by credit card (Visa, MasterCard or Discover.)
- There will be a charge on all returned checks.
- Full payment, which includes your NFA Commercial membership dues must be included with the Exhibit Contract.

### **Points system/booth assignment:**

*A baseline point system for all NFA exhibitors from 2004 through 2013 was established in 2014:*

- Each exhibitor receives (3) points for every year of exhibition between 2004 and 2022.

*2023 booth assignments based on points system:*

- (3) additional points will be awarded for each day prior to May 4, 2023 that contracts with payments are received. For example, a contract received (with full payment) on May 3, 2022 will receive three (3) additional points.
- A contract received (with full payment) on or before April 3 will receive ninety (90) additional points.
- Contracts with payment received ON May 4, 2023 will not receive any additional points.

*These additional points will be added to the baseline for each exhibitor. For example:*

- Company X exhibited 8 times since 2004 including the summer series on 2020 and the virtual convention in 2021:  $8 \times 3 = 24$  points
- Company X payment with contract received April 3 = 90 points

- Company X total point value for 2022 booth selection = 114 points

*Priority Assignment:*

- Contracts (with full payments) received by 11:59pm Central time May 3rd, 2023 will be placed in priority order according to this point system (highest number of points first, lowest number of points last) and booths assigned in priority order.

**NOTE: Points will be awarded based on the date of payment.**

*In the event of a tie, priority will be given in the following order, until the tie is resolved:*

- 1) Priority given to the company that has exhibited at NFA most recently, including the most recent in-person convention in 2022.
- 2) The company with the highest baseline point balance will take priority.
- 3) If a tie still exists, NFA will conduct a blind draw to pick the higher priority exhibitor.

*Important information:*

- Exhibit contracts will be prioritized by May 18, 2023. Booths will be assigned accordingly after that, finalized no later than June 3, 2023.
- To be included in the priority booth assignment, the Exhibit Contract, with appropriate payment included, paid either online, by fax or mail, must be received no later than **May 3, 2023**.
- Contracts received after May 3, 2023 will be assigned booth space in the order they are received. New exhibitors are advised to submit their contracts with payment as soon as possible.
- Booths will be assigned by Executive and Convention Directors in accordance with the NFA's general knowledge of exhibit hall traffic patterns. Booth assignments will be made until the hall is full. After the hall is full, any additional requests will be promptly refunded and a waiting list will be kept.
- NFA reserves the right to modify the exhibit hall floor plan or reassign exhibit space as needed.
- Special requests for booth placement
  - Requests by exhibitors for preferred booth numbers and/or to be placed adjacent to each other in the exhibit hall should be included with the Exhibit Order Form and will be considered as space allows.

**EXHIBITOR SHOWCASE**

- Purchase of an Exhibitor Showcase provides the opportunity for one 25-minute presentation.
- Each showcase topic (25 words or less) and presenter will be listed in the convention program book and app.
- A 300 character biographical sketch of the presenter may be included with the Showcase application for inclusion in the convention program book and app.
- The charge for a showcase is \$185.00.
- To purchase your showcase, fill out this form: [Showcase form](#)
- To participate in the exhibitor concert, fill out this form: [Exhibitor concert form](#)
- A company must exhibit at the convention to present a showcase. Exhibitors may apply for one showcase.
- Showcases will be scheduled Thursday, Friday, Saturday and Sunday.
- Showcases will be assigned in the order that the reservations are received.
- Presenters will have a microphone, music stands, and grand piano for each showcase. Any additional A/V is the presenter's responsibility, to be arranged directly through the AV company.
- The deadline for showcase reservations is May 3, 2023. For more information, contact Mafer Guglielmina Exhibitor Showcase and Concert Coordinator: [maria.f.guglielmina@gmail.com](mailto:maria.f.guglielmina@gmail.com)

**NOTE: Showcases must begin and end at the times scheduled and may not start early or extend past end time.**

**EXHIBITOR KIT**

The Exhibitor Service Kit will be posted online and emailed by the Convention Director, Daniel Pozzebon, to each exhibitor on **May 1**.

### **MEMBERSHIP**

All exhibiting companies must be Commercial Members of the National Flute Association in good standing. Membership dues must be included with the Exhibit Contract and are in addition to any individual NFA membership which may be held by an owner or employee of the company. NFA membership lasts for one year from the joining/renewal date.

If you will not be exhibiting in Phoenix and wish to be listed in the convention program book, be sure to submit your NFA Commercial Membership dues no later than **April 15, 2023**.

### **REFUNDS**

Refunds of fees for booths, exhibitor showcase, and additional registration badges will be made according to this schedule:

100% if request is received on or before June 3, 2023

50% if received June 3, 2023 through June 30, 2023

No refunds will be made if the request is received after June 30, 2023.

NFA membership dues and international mailing fees are not refundable. Only written requests for refunds will be honored.

### **SALES TAXES AND LICENSING**

Exhibitors are permitted to sell and take orders on the convention floor. Each exhibitor is responsible for meeting the legal licensing and tax requirements.

### **LIABILITY AND INSURANCE**

Each exhibitor assumes all responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon convention location premises shall indemnify, and defend, and hold harmless the National Flute Association, Phoenix Convention Center 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, and/or the Phoenix Convention Center 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.

### **INSTRUMENT SECURITY ROOM**

- An instrument security room will be available in the convention location for use from 3:00pm on Wednesday, August 2, to 11:00pm on Sunday, August 6, 2023.
- To check in items, the owner must present his or her convention badge to the guard and fill out the requested information on the item tag.
- To redeem items, the badge, personal ID, and item receipt must be presented.

### **EXHIBIT HALL SECURITY**

Uniformed guards will be on duty in the exhibit hall from installation through the close of dismantling period at 7:00pm on Sunday evening. The following list of security policies and procedures will be enforced during the convention.

- To achieve maximum security, all exhibitors must close their exhibits and exit the exhibit hall as soon as possible at closing time each day (within 90 minutes of closing).
- 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 separately 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.
- Problems with security should be brought immediately to the attention of NFA Staff.
- Exhibitors are reminded that they must maintain their own liability, loss and other insurance. (See the liability section above.)
- Attendees are not allowed to bring food and beverage into the exhibit hall. Exhibitors are allowed to bring in food and beverage for meals as needed.
- Exhibitors are not allowed to issue food and/or beverages from their booth.

#### **GENERAL REGULATIONS**

- 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 exhibit hours.***
- All exhibitors are required to keep their exhibits open until the closing of the last day of the convention.
- Each exhibitor expressly agrees to set up and dismantle according to the published schedule. Be sure that your airline or other reservations allow you to stay for the entire convention exhibit hours.
- Requests for exceptions will be reviewed by the NFA Convention Director.
- If an Exhibitor fails to comply with any NFA policies, procedures, guidelines, or the Exhibitor Agreement, the Exhibitor may be penalized, including by losing exhibit assignment priority points for the current and/or future years and may be prohibited from participating in future NFA events.

#### **BOOTH CONSTRUCTION**

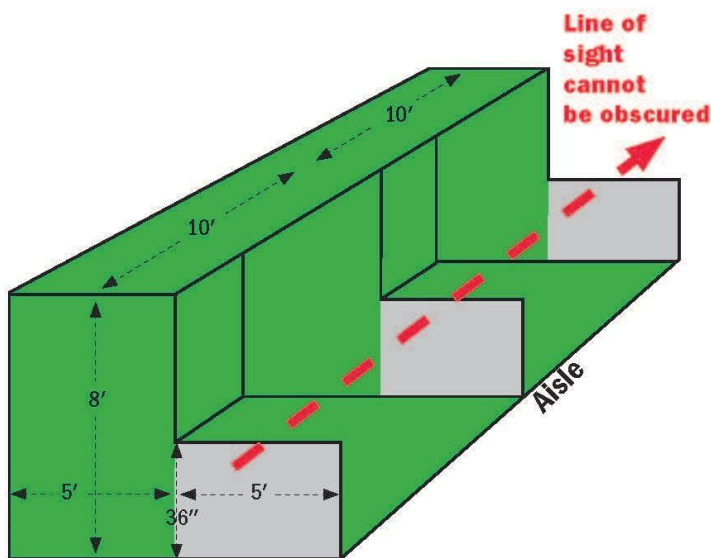
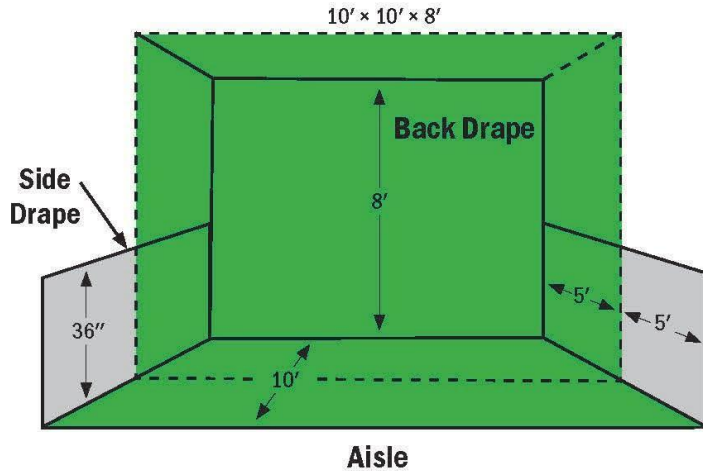
- All exhibits must conform to the size of the booth space and adhere to the following booth descriptions. No exhibit in excess of eight (8) feet in height is permitted under any circumstances. If booth ceilings or canopies are used, construction must be designed so as not to obstruct ventilation or overhead illumination.
- All decorations shall conform to requirements of the exhibit hall and be constructed in accordance with any applicable 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 without purchasing the additional space. If you would like to purchase additional space on site, please contact Convention Director Daniel Pozzebon [dpozzebon@nfaonline.org](mailto:dpozzebon@nfaonline.org).
- Island booths are exposed to aisles on all four sides. The NFA requests that exhibitors who wish to purchase an island booth and include a structure within submit, with the exhibit contract, a rendering of the booth with elevation plans and all necessary measurements clearly indicated. If not submitted with a contract, said plans are required to be received by the NFA by June 1, 2022 in addition to any plans for hanging signs.
- Island booths must be constructed to allow a minimum 6 foot opening every 30 feet so that the surrounding area can be viewed around and through the booth and that neighboring booths are not inappropriately obstructed.

#### **COVID safety**

The safety of NFA members and exhibitors at the 2023 convention is of paramount importance amid continuing concerns of COVID-19. The NFA, Convention Center, and official Hotels, will adhere to CDC and local requirements as they apply at the time of the convention. As we get closer to the convention, the NFA's safety measures will be announced and, if necessary, revised.

# Booth Descriptions

## INLINE BOOTH



## Inline Booth Corner Booth

### Definition

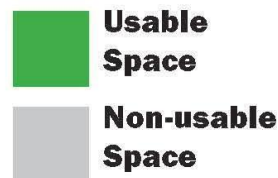
One or more standard units in a straight line

### Height

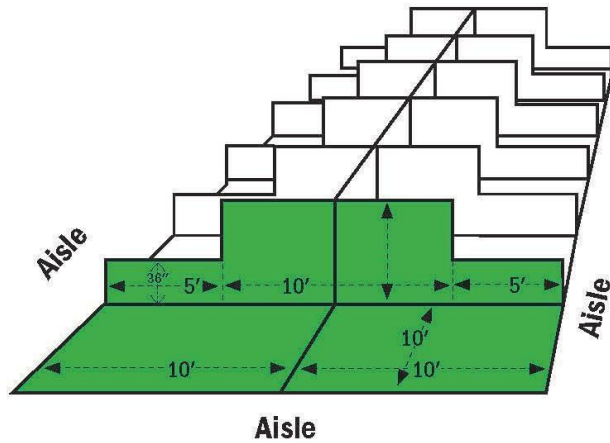
All exhibit spaces have an 8' high backdrap. If materials exceed the 8' backdrap, they must be finished off so that they do not detract from the overall impact of the exhibit directly behind or to the side. Show Management reserves the right to have such finishing done as is necessary, and bill the exhibitor for charges incurred. In addition, all exhibit materials in excess of 36" in height, and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5' of the back line. Any violation of this rule must be immediately corrected or loss of booth space may result.

### Intent

Each exhibitor is entitled to a reasonable sight-line from the aisle, regardless of the size of the exhibit. Exhibitors with large space (Example: 30 lineal feet or more) should also be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 36" and with 10 lineal feet of a neighboring exhibitor is intended to accomplish both of these aims.



## END-CAP BOOTH



## End-Cap Booth

### Definition

Back-to-back corner exhibit spaces that are combined to make one 10' x 20' booth facing an aisle.

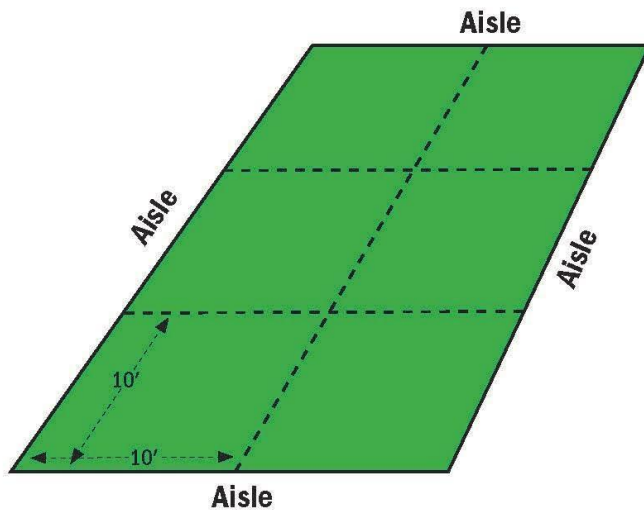
### Height

End-cap booths have a back wall 20' wide. The center 10' of that back wall is 8' high. If material exceeds the 8' height, it must be displayed so that it does not detract from the overall impact of the exhibit directly behind. The 5'-wide back walls on either side of the 8' high back wall are limited to displays 36" in height.

### Intent

Each exhibitor is entitled to a reasonable sight-line from the aisle, regardless of the size of their exhibit. Exhibitors with End-Cap booths should be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. End-cap exhibitors should not use draping or other materials that will block the view of the booths behind them. The limitation on display fixtures over 36" and within 10 lineal feet of a neighboring exhibitor is intended to accomplish both of these aims.

## ISLAND BOOTH



## Island Booth

### Definition

Blocks of exhibit space with aisles on all four sides.

### Height

Height restrictions do not apply. Since an Island Booth is, by definition, separated by the width of an aisle from neighboring exhibits, full use of the floor space is permitted.

### Intent

When an Island Booth exceeds 8' in height, it does not interfere with other exhibitors because it obviously does not back up to another exhibit. The extra height is often required in an Island Booth exhibit to permit the open walk-through approach normally used.



## HANGING SIGNS

Hanging Signs are allowed with Island Booths. The top of the booth's sign may not reach more than 20 feet from the floor. Hanging signs must be hung directly over the island booth and not in the aisles.

All hanging signs must be approved in advance by NFA Staff by the date stated in the Exhibitor Rules and Regulations. Exhibitor is responsible for all costs associated with installing and dismantling hanging signs. If interested in hanging signs please click on this link ( <https://www.avconcepts.com/pcc/rigging/pcc-login/> ) to submit your request to AV Concepts for a quote.

## SALES ACTIVITY

- During exhibit hours, all demonstrations or other sales activities must be confined to the limits of the exhibit booth.
- The NFA will provide pipe and drape "try-out" booths within the exhibit hall, which will be available on a first-come, first-serve basis.
- **Instruments played in exhibit booths should be played at a reasonable sound level and for only a few minutes at a time. Consideration should be given to periods brief enough to reduce the impact of viewers from blocking aisles or other booths. We realize that the exhibit hall is a dynamic place and we would like to encourage exhibitors to be considerate of the impact of any in-booth activity on other exhibitors and convention attendees. NFA reserves the right to request exhibitors lower the volume of their electronic media, cease any activity that blocks aisles or disturbs neighboring displays, or that it otherwise deems inappropriate.**
- 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 Exhibitor Showcase) will be subject to a warning. Two warnings will result in disciplinary action as described below. The NFA 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. Request by NFA staff to cease and desist such action.
  2. The NFA may close the exhibit until such time as the situation is remedied, with no refund. Such action may include a ban from exhibiting at the convention for the following year or more.

Exhibitors may host hospitality suites during the hours when the exhibit hall is **not open**.

- No exhibitor shall reassign or sublet booth space without the written consent of the NFA.
- No exhibitor is permitted to show goods other than those manufactured and or distributed by the company 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.
- No individual, company, 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.
- 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.

## EXHIBITOR PROMOTION POLICY

The purpose of this Policy is to maintain the artistic integrity of the NFA and to protect the interests of all NFA members and corporate sponsors.

During the NFA annual conventions, NFA Policy strictly prohibits the following activities outside the exhibit hall:

- Acknowledgment of sponsors
- Demonstrations of products or services
- Distribution of product samples
- Sales of any kind
- Other promotion of or reference to any products, services, titles or trademarks
- Posting, displaying or distributing materials regarding products, services, titles or trademarks anywhere in the convention facility outside the exhibit hall including the NFA-provided notice boards and/or tables near the NFA booth.

The ONLY exceptions to this Promotion Policy are the following:

- Exhibitors may conduct business with individual customers outside of exhibit hall hours, but sales transactions must take place only in the exhibit hall
- Recognition of official NFA convention sponsors arranged exclusively by the NFA staff.
- Exhibitors may purchase Exhibitor Showcases for the purpose of explicitly demonstrating, endorsing, or otherwise actively promoting their products, services, titles, and/or trademarks.

Performers and presenters are encouraged to make arrangements with Exhibitors to display and sell their products. The list of Exhibitors is posted on the NFA website beginning in May, three months prior to the convention, to facilitate this interaction.

## PROMOTIONAL OPPORTUNITIES

- **EXHIBITOR SHOWCASES** may only be purchased by exhibitors. To purchase your showcase(s) visit the website and submit the application form:  
<https://www.nfaonline.org/convention/exhibiting-sponsorship/exhibiting-information>
- Official **NFA SPONSORS**, as confirmed by the NFA, may promote their products, services, and/or trademarks at their sponsored event(s). Contact the Development Manager, [nvanderlaan@nfaonline.org](mailto:nvanderlaan@nfaonline.org), to inquire about official NFA convention sponsorships.
- **PROGRAM BOOK LISTING**  
Each NFA Commercial Member whose 2023 dues have been paid on or before April 15, 2023, will be listed in the official convention program book and app. For exhibiting companies, name of the company, address, telephone, company representative and product or service description as provided on the Exhibit Contract will be included. Non-exhibiting companies will be listed separately with company name, address, telephone, and company representative.  
  
NFA Commercial Members will be divided in the convention program book and app into exhibitors and non-exhibitors. Non-exhibiting Commercial Members can renew their membership on our website [www.nfaonline.org](http://www.nfaonline.org) to ensure inclusion in the program book.
- **PROGRAM BOOK ADVERTISING**  
Advertising in the Convention Program Book is an excellent way to generate interest in your exhibit and to remind attendees of your presence. Reserve advertising space today: contact the NFA Advertising Sales Rep, Roya Farzaneh at [advertising@nfaonline.org](mailto:advertising@nfaonline.org). NFA advertising rates and information is available at <https://www.nfaonline.org/publications/advertise>

- **NFA WEEKLY and CONVENTION e-NEWS BANNER ADS AND HOSTED E-BLASTS**

**E-News Banner Ads**

Advertise in NFA Weekly and reach an engaged audience of more than 3,000 flutists! The NFA audience relies on the monthly e-News for timely updates and news items about the organization and annual convention. With only one ad per issue, your message is sure to stand out

**Hosted e-Blasts**

The NFA offers you the opportunity to send your promotional message directly to more than 3,000 Active, Life, Student, and Flute Club Members of the NFA. The cost to Commercial Members is \$135. For more information about the required formats for hosted e-blasts and all NFA's advertising opportunities, visit <https://www.nfaonline.org/publications/advertise> and contact [advertising@nfaonline.org](mailto:advertising@nfaonline.org) for more information.

**Note that violators of this Promotion Policy may be prohibited from future convention participation.**

**AMPLIFICATION**

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

**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 National Flute Association, Inc., whose decision shall be final.

**MISCELLANEOUS**

All exhibits and exhibited items must comply with all local, state, and federal laws and regulations.

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

**PRODUCT or SERVICE DESCRIPTION**

Each exhibitor may provide a factual statement of 25 words or less describing the products offered and services provided, to be included in the NFA convention program book, app, and website. This statement must be free of all self-serving proclamations of unproven sales and quality leadership. The NFA or its authorized agents reserve(s) the right to edit copy for consistency throughout the listings and to eliminate typographical errors and any of the above claims.

**EXHIBITOR HOUSING**

Please be sure to identify yourself as a convention participant when making room reservations at the convention hotel. Book your hotel room by July 12 for the Renaissance Hotel or July 14 for the Hyatt to receive the discounted convention room rate.

[Here](#) is the link to the NFA website

*Aside from the decorating company engaged by the NFA as our general services contractor, the NFA does not employ any third-party companies, including housing and marketing companies. Please do not click on links from any unknown third party and make your hotel reservations only through the links provided by the NFA. The NFA can only guarantee hotel room rate, availability, benefits and protection for reservations made directly with the NFA official hotels. The NFA does not authorize the sale of the convention attendee list to any 3rd party companies. Please do not respond to any company that is offering to sell you a list of convention attendees - this is a scam.*

**NFA LOGO**

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

**BOOTH EQUIPMENT AND SERVICE**

- **The exhibit hall is not carpeted.**

- You will be responsible for ordering extra items for your booth. These items may include tables, other furniture, signs, electrical service, labor, and booth cleanup. Expense for these items is the responsibility of the exhibitor.
- Exhibitors are encouraged to order such items and services in advance to secure the lowest rates.
- **Advance Deadline: See exhibitor kit available on May 1st.**
- The decorating company engaged by the NFA will maintain an Exhibitors Service Desk in the exhibit hall. Questions may be directed to the decorating company.
- The decorating company for the Phoenix convention will be Alliance. Exhibitor Kits will be available on the NFA website on May 1st, 2023 and it will include all contact information for Alliance.

The decorating company engaged by the NFA will be onsite at the convention to assist you in coordinating any last-minute services, ordering additional products, and answering your questions.

## **Phoenix – Labor Jurisdictions will be sent at a later date**

### **SHIPPING**

All convention shipments must be prepaid and addressed to the decorating company - details will be provided at a later date.

All shipped materials will be delivered directly to the exhibitor's booth and picked up at the end of the convention. All shipments must be prepaid. Rate schedules for shipping and related services will be included in the Service Kit, which will be provided by May 1. The exhibit hall is unable to store display material and/or merchandise prior to or at the conclusion of the show.

### **CODE OF CONDUCT**

To ensure that all participants in the NFA 50<sup>th</sup> Anniversary Convention have a positive and collaborative experience, the NFA expects that community members will:

- Be considerate and respectful to all community members.
- Refrain from demeaning, discriminatory, abusive, or harassing behavior, materials, and speech.
- Speak up if they observe anything at an event that conflicts with this Code of Conduct. If you are being harassed or feel uncomfortable, notice that someone else is being harassed, or have any other concerns, please contact a member of the NFA staff or Board of Directors immediately. Possible consequences of violation of the code of conduct include removal from the convention or notification to the authorities.

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(search under way for this position)  
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