THE NATIONAL FLUTE ASSOCIATION
Inspiring flutists, enriching lives

54th ANNUAL CONVENTION |PORTLAND, OR
OREGON CONVENTION CENTER| AUGUST 6-9, 2026

EXHIBITOR INFORMATION, RULES & REGULATIONS

INVITATION TO EXHIBIT

You are cordially invited to exhibit your products and services during this major assembly of approximately 2500 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 60 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 be if you are a flute business." – 2023 Exhibitor

"We had a fabulous time at the NFA convention in Phoenix! As a new company just starting out we were overwhelmed by the warm welcome we received from NFA staff, exhibitors and the attendees. The best part of the show was seeing friends from all over the country again and making those new connections with customers and fellow exhibitors. Exhibiting at NFA gave us the opportunity to reach customers we couldn't have reached otherwise, and allowed us to make important connections with dealers and artists all at the same time. We sold more headjoints than we could have imagined and are already looking forward to another successful show next year!" - 2023 Exhibitor

"The NFA convention has always been a great place to network with colleagues and friends in the industry, and to show our flutes to a large and relevant audience. The team organizing the convention is very supportive, and its members do their best to ensure that the needs of each company are effectively met, and that each exhibitor's experience is a success!" - 2024 Exhibitor

"We had our best NFA show yet in Atlanta this year! Not only did we sell several headjoints but we also walked away with orders for more and lots of custom engraving and repair projects scheduled into 2026. The best part of the show for us was meeting so many new friends in the exhibit hall and helping each one of them find their dream headjoint, schedule their flute repair or plan their custom engraving project!" - 2025 Exhibitor

GENERAL EXHIBIT INFORMATION

Location	Exhibit Hall A	
Convention Dates	August 6-9, 2026	
Exhibit Dates and Hours*	Thursday, August 6	10:00am - 5:30pm
	Friday, August 7	10:00am - 5:30pm
	Saturday, August 8	10:00am - 5:30pm
	Sunday, August 9	10:00am - 3:00pm

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

Important Dates and Deadlines:

- March 9th: Booth sales open
- April 9th (11:59pm): Last day to receive full allotment (90 points) of 2026 placement points (with full contract payment)
- May 1st: Last day to reserve an ad and submit artwork for the printed NFA Convention Program Book
- May 7th: Last day to submit the Exhibitor Contract and payment to receive any placement points
- May 8th: Last day to submit the Exhibitor Contract and payment for priority placement. At this time exhibitors will be assigned booths in the Exhibit Hall according to their priority point total. Any contract submitted after this date will be placed in remaining spaces on a first-come-first-serve basis.
- May 8th: Last day to purchase/submit your Exhibitor Showcase/Concert information forms.
- June 1st: Last day to be included as an exhibitor in the printed NFA convention program book.
- June 1st: Exhibitor portal link will be emailed to all exhibitors by decorating company and resources posted online
- July 17th: Last day to submit the Exhibitor Contract and payment if space is available.
- July 17th: Last day to submit names for your Exhibitor Badges. All personnel working at booths in the exhibit hall are required to pick up their individual badges at Registration. Exhibit booth personnel will not be permitted to enter the Exhibit Hall to set up booths or work at the booth until they have a badge. Failure to submit names of your booth staff by the deadline will cause significant delays when your booth staff arrives on site

For any last minute changes please contact Mily Montanez at mmontanez@nfaonline.org as soon as possible.

Exhibit Fee**

- $840.00 per 10'x10'
  - Corner Booth (1 corner) = Additional $100
  - End Cap Booth (2 corners) = Additional $200 (requires a minimum of 2 booths)
  - Island Booth (4 corners) = Additional $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.
- **Payment via ACH/Wire transfer or check is preferred. Bank details will be provided by the bookkeeper when payment is ready to be made. When ACH/Wire is not available, payment can be made by credit card or paypal.**

Membership Fee

2026 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. **An active commercial membership is required for the duration of the convention.**

One Year Commercial Membership: $135

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

- Exhibiting: Here
- Sponsorship: Here
- Advertising: NFA Commercial Members and Sponsors are eligible for discounted rates for program book ads (*see page 10 for details*).

All sponsorship requests should be emailed to Jennifer Clarke, Executive Director: jclarke@nfaonline.org
Reserve advertising by completing the form on the website (click here). Contact the NFA staff at

advertising@nfaonline.org with any questions. NFA advertising rates and information is available at nfaonline.org/advertising

EXHIBIT HALL SCHEDULE

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

Date	Installation	Exhibit Hours	Dismantle
Wednesday, August 5	8:00am – 9:00pm		
Thursday, August 6		10:00am – 5:30pm	
Friday, August 7		10:00am – 5:30pm	
Saturday, August 8		10:00am – 5:30pm	
Sunday, August 9		10:00am – 3:00pm	3:00pm – 9:00pm**

**note that from 3-4pm is a designated time for exhibitors to start their packing without the interference of the decoration company. After 4pm the decoration company will start bringing heavy machinery through the isles.

EXHIBITOR REGISTRATION

Admission to the exhibit hall is by badge only. All convention attendees and exhibitors must prominently display badges at all times. Exhibitors will have color-coded ribbons on their badges clearly showing that they are exhibitors.

- 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.
- To reserve badges for your booth personnel, fill out this form: Exhibitor Badge Information Form

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 ($315 in advance, $390 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 Event & Convention Director by July 16, 2026.

All performing/presenting flutists, including those with exhibitor badges, must have a 2026 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 2026 NFA membership.

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

Note that booth staff will not be able to enter the exhibit hall without a badge. All booth personnel must pick up their individual badges at registration prior to entering the exhibit hall, including on set-up day (Wednesday).

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

Booths

The 2026 exhibit booth sales will open on Monday, March 9th 2026. 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.
  - (1) waste basket
  - Two companies may purchase a booth together (no more than two companies may share a booth).
  - **TABLETOP DISPLAY:** Tabletop displays are no longer available.
- **Exhibit Booths do not include anything beyond the list above. Anything beyond the list above can either be brought in by the exhibitor or rented from the decoration company.**
- The Floor plan will be available for viewing on our website, when registration opens on March 9th**.**

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:

Note: A baseline point system for all NFA exhibitors was established in 2014 which recognizes long-term and multi-year exhibitors starting in 2004.

2026 booth assignments are based on the following points system:

- Each exhibitor receives (3) points for every year they have exhibited between 2004 and 2025 (baseline points).
- In addition, points are awarded based on the date the exhibitor signs the contract and pays for their booth. These additional points are added to the baseline (accumulated points) as follows:
  - Contracts with payment received between March 10 and April 10: 90 points
  - Contracts with payment from April 11 – May 10: 3 points per day up to and including May 10
  - Contracts with payment received after May 11 will not receive any additional points.
- Example:
  - Company X exhibited 8 times since 2004: 8 x 3 = 24 points
  - Company X payment with contract received April 10 = 90 points
  - Company X total point value = 114 points

Priority Assignment:

- Contracts (with full payments) received by 11:59pm Central time Friday, May 8th, 2026 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 is given to the company that has exhibited at NFA most recently, including the most recent in-person convention in 2026
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 8, 2026. Booths will be assigned accordingly after that, finalized no later than June 12, 2026.
- 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 8, 2026.**
- Contracts received after May 8, 2026 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 SHOWCASES & THE EXHIBITORS CONCERT

Exhibitor Showcases are an opportunity to share a **25-minute performance**, presentation, or workshop featuring your artists and products.

- To purchase your showcase, fill out this form: Showcase form
- Purchase of an Exhibitor Showcase provides the opportunity for one 25-minute presentation.
- Each showcase topic (40 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.
- A company must exhibit at the convention to present a showcase. Exhibitors may apply for two showcases.
- 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 a grand piano. Any additional A/V is the presenter's responsibility, to be arranged directly through the AV company.

The Exhibitors Concert is an opportunity to be featured alongside other exhibitors within a 1-hour program.

- To participate in the Exhibitors Concert, fill out this form: Exhibitor concert form
- The Exhibitors Concert features multiple exhibitors in an approximately hour length program.
- Reservation of a slot in the concert provides the opportunity to present a single brief work (no more than approx. 10 minutes) within the program.
- A company must exhibit at the convention to be included in the Exhibitor Concert.
- There is no additional charge for inclusion in the Exhibitors Concert.
- Slots within the program will be assigned in the order the reservations are received.
- Presenters will have access to a microphone, music stands, and a grand piano.

The deadline for showcase and concert reservations is May 8, 2026. For more information, contact Amrutha Koteeswaran, Exhibitor Showcase and Concert Coordinator: HERE

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

EXHIBITOR PORTAL

The Exhibitor Portal link will be posted online and emailed by the decoration company to each exhibitor on **June 1, 2026.** Fern (decorating company) will provide an online exhibitor services portal, which Fern refers to as OneView. OneView features include an order entry platform, task management and document sharing. Note: There will not be a pdf exhibitor kit available and everything will be available directly through this portal.

You can also access convention center exhibitor information at THIS LINK, which will have information about convention center internet, electricity, and more. Your Exhibitor Portal, sent by the decorator, will also link over to be able to order these items directly.

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. Individual NFA membership is not required for those holding exhibitor badges. However, all performing/presenting flutists, including those with exhibitor badges, must have a 2026 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 2026 NFA membership. NFA membership lasts for one year from the joining/renewal date.

If you will not be exhibiting in this year's convention, your company will be listed on the website as a non-exhibiting Commercial Member, accessible via a QR code in the program book. Submit your NFA Commercial Membership dues by July 17, 2026 in order to be listed.

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 5, 2026
50% if received June 6, 2026 through June 30, 2026
No refunds will be made if the request is received after June 30, 2026.

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, the Oregon Convention Center, The Hyatt Regency Hotel, The Doubletree Hotel, 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 Oregon 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 3:00 pm on Wednesday, August 5, to 9:00 pm on Sunday, August 9, 2026. This service will be closed between 9:00 pm and 7:00 am each day.

- 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 (or a picture of it) 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 9:00pm on Sunday evening. They will also be in the loading bay during load-in and load-out. 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 60 minutes of closing). Convention attendees may not enter the Exhibit Hall after closing time. NFA security will be in place until the Exhibit hall doors are locked and overnight security is in place one hour after the exhibit hall closes.
- Attendees will be informed that the exhibit hall is closing starting 30 minutes prior to closing and then regularly until the time of closing. Attendees are required to leave at exhibit hall closing time.
- All convention attendees and exhibitors must wear convention badges prominently displayed at all times while in the exhibit hall. Exhibitor badges will have color coded ribbons so that exhibitors can be easily identified by security personnel.
- Exhibitor staff must pick up their own individual badges at registration. No staff member of an exhibitor will be permitted to enter the exhibit hall without a badge, including on set-up day (Wednesday).
- 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 before it opens at 10:00am or after it is closed.
- **Do not make special arrangements to show instruments before or after the exhibit closes. People will not be permitted to enter the exhibit hall for private viewings prior to opening to all attendees.**
- 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.
- All exhibitors must abide by the rules and regulations set forth by the decorating company, including but not limited to load-in/load-out, labor, and equipment use. Details will be included in the Exhibitor Portal.
- ***Each booth must be staffed at all times during the exhibit hours. The NFA is not responsible for any property or materials left unattended at an exhibitor booth while the exhibit hall is open to convention attendees.***
- 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 Event and 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.

SUSTAINABILITY REQUIREMENTS

At the Oregon Convention Center, they are leaders in convention center sustainability. In order to maintain their certifications, OCC has policies and procedures in place to ensure our ongoing sustainability successes. OCC has a plan to minimize the amount of waste created at events and divert waste to reuse, recycling, and compost streams but, they need your partnership. This can only be achieved if we make sure the materials brought into the building can be recycled, donated, or taken back by the company that produced it.

The Sustainable Event Guide is a great resource describing our sustainability practices around waste and recycling. If you are working with a decorator, be sure to clearly articulate your desire to achieve a sustainable event. Your decorator is a great resource to assist you in compliance with the Waste Diversion Policy and leaving the exhibit hall floor in a broom swept condition at the completion of the event.

Please take a moment to watch this Video to help ensure our event complies with the Waste Diversion Policy.

COST-CUTTING SUGGESTIONS

The decorating company will be providing a kit with all charges related to setting up and maintaining your booth. Here are some suggestions on how to reduce costs.

- Booth electricity and internet services are additional charges and can be high. **The NFA does not have any control of these rates as the convention center providers have the exclusivity in these services**. A link to these services will be available through the decoration company's Exhibitor Portal. The NFA recommends, where possible, not purchasing these services. Basic lighting is provided for the exhibit hall.
- Where possible, especially for smaller exhibitors, using rechargeable payment and other devices and using an internet hotspot is effective and avoids high electricity and internet fees, as above.
- It is suggested that single-booth exhibitors bring their own folding table and chairs and small rugs to avoid high furniture rental fees from the decorating company. Carpet is NOT required in any of the booths. The exhibit hall at the Oregon Convention Center is not carpeted. The NFA will provide carpeting for the aisles. Here is a list of what is provided in each booth:
    - (1) 3' tall side walls and Company ID sign.
    - (1) waste basket
- Small exhibitors with single booths and limited materials may carry their materials or use a small hand cart to avoid load-in and cartage charges. This may include (but is not limited to) folding table and chairs, small rug, and your other materials (generally under 30 lbs). Note that any personnel carrying materials into the exhibit hall during the installation period will need a convention badge for security purposes.
- DOCKS:
    - The Oregon Convention Center has five (5) docks (#2-6) with a height that allows box trucks to unload and load. MAP TO LOADING DOCKS.
    - Box trucks with less than 4' gate height often do not have clearance to reach the loading dock bays, so they would need to be unloaded using a separate loading ramp (additional fee may apply). If you anticipate needing access to the ramp to load/un-load contact Lauren Watt at lwatt@nfaonline.org
    - If needed, POV can potentially load/unload using the above loading ramp (additional fee may apply). If you anticipate needing access to the ramp to load/un-load contact Lauren Watt at lwatt@nfaonline.org
    - POV will need to park in the garage, and are asked to **hand carry only** from the garage as carts can sometimes be too large for the elevators and risk damage. PARKING GARAGE LOCATIONS.

  CHARGES:
    - Charges for loading and unloading can be found in the Exhibitor Portal
      NOTE: if you have arranged to come through the POV dock (see above), and are able to carry your own things without utilizing the decorators cart or labor, you will NOT be charged. There will not be carts available for use unless you have chosen to hire through the decorating company. Please contact the decorating company directly to confirm specific loading/unloading charges.
    - Box trucks or vehicles that do not fall under the POV category listed below, will be subject to material handling fees per pound and Fern labor will be required. For more information please contact the company directly.

BOOTH CONSTRUCTION

- The preliminary floor plan can be found HERE. NOTE that the official, fire marshall approved floor plan will become available at a later date.
- 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.
    - Ceiling height in this hall is 30'
    - FLASHING LIGHTS OR THOSE WITH HOLOGRAMS are NOT permitted in the exhibit hall
- 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 the Event & Convention Director.
- 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 of that year, 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.
- Here you will find a link to the IAEE (International Organization of Exhibitions and Events) Rules and Regulations Booklet with booth construction information.

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.

Flashing signs and those with holograms will not be permitted.

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. Fern (decorating company) is the provider for rigging for the show, contact them directly if you are interested in hanging signs.

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.

- 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.
- **Companies buying or selling flutes in the exhibit hall or anywhere else at the convention location that are counterfeit or intended for a market outside the U.S. will be asked to leave the premises and will not be permitted to exhibit in future. Companies found to have engaged in these practices in 2025 will not be permitted to exhibit in 2026.**
- 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: nfaonline.org/exhibiting
- Official **NFA SPONSORS**, as confirmed by the NFA, may promote their products, services, and/or trademarks at their sponsored event(s). Contact the Executive Director, Jenny Clarke at jclarke@nfaonline.org, to inquire about official NFA convention sponsorships.
- **PROGRAM BOOK LISTING**
  Each exhibiting company whose 2026 Exhibitor Contract has been submitted with payment on or before June 1st, 2026, will be listed in the official printed convention program book with their booth number alongside a map of the Exhibit Hall. ALL exhibiting companies will be listed on the NFA website and app with a QR link in the official

printed convention program book to the website list. These listings will include the name of the company, address, email, telephone, company representative name, and a product or service description as provided through the Exhibit Contract. Exhibitors who submit the contract after the June 1st deadline will only be listed on the website, app, and in the program book addenda sheet.

Non-exhibiting NFA Commercial Members will be listed separately on the website only with their company name, address, telephone, and company representative.

Commercial Members can renew their membership on our website www.nfaonline.org to ensure inclusion in these listings. Please note, membership is required for all exhibiting companies.

- **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 by completing the form on the website (click here).

  Exhibitors who purchase a convention program book ad by April 9 are eligible for an additional 10% discount for ads in the spring or summer issue of Flutist Quarterly or an ad in the NFA Weekly newsletter. The 10% discount must be redeemed by July 1, 2026. The deadlines to submit orders for Flutist Quarterly ads are April 10 for the Spring Issue (published mid-April) and July 1 for the summer issue (published mid-July).

  Contact the NFA staff at advertising@nfaonline.org with any questions. NFA advertising rates and information is available at nfaonline.org/advertising

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

  The NFA Weekly: E-News Banner Ads
  Advertise in the NFA Weekly and reach an engaged audience of approximately 3,000 flutists. The NFA Weekly is our members-only newsletter. Sent each Thursday, our members rely on The Weekly for timely updates and news about the organization, annual convention, and our community. Visit nfaonline.org/advertising to learn more.

  Hosted e-Blasts
  NFA hosted e-blasts are a quick and effective way to reach the NFA's full mailing list of approximately 6,000 flutists. We will send an email on your behalf directly to a community of flutists and flute enthusiasts who trust the NFA as a top source of flute news and resources. For more information about the required formats for hosted e-blasts and all NFA's advertising opportunities, visit nfaonline.org/advertising or contact 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 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
The NFA has secured discount rates at the Hyatt Regency Portland and Doubletree.

Hyatt Regency Portland
375 NE Holladay Street
Portland, OR 97232
971-222-1234

Doubletree by Hilton Portland OR
1000 NE Multnomah
Portland, OR 97232

Oregon Convention Center
777 NE Martin Luther King Jr. Blvd.
Portland, OR 97232

Please click HERE (Hyatt Regency) and HERE (DoubleTree by Hilton) to reserve your rooms using the NFA booking portal. More information about travel and housing can be found at HERE.

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 is approved for social media for convention promotion purposes. Logo files and usage guidelines will be distributed to all exhibitors.

BOOTH EQUIPMENT AND SERVICE

- **The exhibit hall is not carpeted**. Carpeting can be purchased from the decorating company. Rugs may be brought in with other materials.
- 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. Here is a list of what will be available in each booth:
    - (1) 8’ tall pipe and drape backwall,
    - (1) 3’ tall side walls and Company ID sign.
- Exhibitors are encouraged to order such items and services in advance to secure the lowest rates.
- **Advance Deadline: See exhibitor portal available on June 1.**
- 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 Portland convention will be Fern
- Exhibitor Portals will be emailed by the decorating company on **June 1, 2026** and it will include all contact information for Fern (decorating company) and Oregon Convention Center. The NFA website will also feature Fern contact information, and information on OCC services available to exhibitors.

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.

SHIPPING
All convention shipments must be prepaid and addressed to the decorating company - details will be available in the Exhibitor Portal.

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 portal, which will be provided by June 1. The exhibit hall/convention center 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 54th 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 you 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.

NFA Contact Information

Aydan Hensley
Operations Manager
Phone: (312) 332-6682
ahensley@nfaonline.org

Charley Mills
Bookkeeper
Phone: (312) 332-6682
cmills@nfaonline.org

Lauren Watt
NFA Event & Convention Director
Phone: (312) 332-6682
lwatt@nfaonline.org

Jenny Clarke
NFA Executive Director
Phone: (312) 332-6682
jclarke@nfaonline.org

Amrutha Koteeswaran
Exhibitor Showcase and Concert Coordinator
adkoteeswaran@gmail.com

Karissa Krenz
Publications Director
Phone: (312) 332-6682
kkrenz@nfaonline.org

NFA Development Manager

Mily Montanez
NFA Membership Manager
Phone: (312) 332-6682
mmontanez@nfaonline.org

Noah Cline
NFA Communications Manager
Phone: (312) 332-6682
ncline@nfaonline.org

NFA Advertising
Advertising@nfaonline.org