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## EXHIBITOR MANUAL

JANUARY 22-25, 2015 • ANAHEIM CONVENTION CENTER • ANAHEIM, CALIFORNIA

[www.namm.org/thenammshow](http://www.namm.org/thenammshow)

DUE DATE	FORMS	LOCATION
Nov. 7	Deadline to Cancel Hotel Reservations without \$50 Penalty	NAMM.org Hotel & Travel Info
Nov. 7	Final Booth Payment Due	NAMM.org
Nov. 14	Show Directory / Additional Listings (optional)	Forms & Brochures
Nov. 19	Lead Retrieval	Products & Services
Dec. 12	Registered Buyer List available	Available once logged into NAMM.org
Dec. 18	Exhibitor Appointed Contractor (EAC) Form	Forms & Brochures
Prior to Show	Insurance for Purchase	Products & Services
Dec. 18	Carpet and Booth Furnishings	Products & Services
Dec. 18	Cleaning Services	Products & Services
Dec. 18	Display Labor	Products & Services
Dec. 18	Electrical	Products & Services
Dec. 18	Hanging Signs	Products & Services
Dec. 18	Sound Room Rental	Products & Services
Dec. 26	Deadline for Hotel Reservations at NAMM Discounted Rates	NAMM.org Hotel & Travel Info
Dec. 29	Telephone/Networking	Products & Services
Dec. 31	Booth Food & Beverage	Products & Services
Jan. 5	Cellular/Radio Rental Form	Products & Services
Jan. 6	Press Conference Room Reservation	Contact NAMM colleeng@namm.org
Jan. 6	Audio Visual Services	Products & Services
Jan. 7	Deadline to Order FREE Badges	NAMM.org Badge Registration
Jan. 9	Booth Security	Products & Services
N/A	Plant & Floral Rental	Products & Services

**SHOW MOVE-IN\***
**Levels 2 & 3 Meeting Rooms**

Monday, January 12	12:00pm – 5:00pm	Per Freight Target Plan
Tuesday, January 13	8:00am – 5:00pm	Per Freight Target Plan
Wednesday, January 14	8:00am – 5:00pm	Per Freight Target Plan

**Halls A, B, C, D, E, Arena, Levels 2 & 3 and Meeting Rooms**

Thursday, January 15	8:00am – 5:00pm	Per Freight Target Plan
Friday, January 16	8:00am – 5:00pm	Per Freight Target Plan
Saturday, January 17		By appointment ONLY
Sunday, January 18		By appointment ONLY
Monday, January 19 - Wednesday January 21	8:00am – 5:00pm	

**\*IMPORTANT: Refer to the Freight Target Floor Plan for specific move-in days and time**

**\*\*When scheduling exhibit labor, make arrangements at least 4 hours after your scheduled target time.  
8 hours for Levels 2 and 3 may be required.**

**SHOW DAYS & HOURS**

Thursday, January 22	*10:00am – 6:00pm
Friday, January 23	*10:00am – 6:00pm
Saturday, January 24	*10:00am – 6:00pm
Sunday, January 25	*10:00am – 5:00pm

\*Hall E and Levels 2 & 3 will open at 9:30am

**SHOW MOVE-OUT**

Sunday, January 25	5:01pm – 9:00pm
Monday, January 26	8:00am – 5:00pm
Tuesday, January 27	**8:00am – 5:00pm

**\*\*Move-out hours for Halls C, Arena & Arena Lobby are 8:00am - 12:00pm on Tuesday**

**NAMM SHOW OFFICE/FREEMAN SERVICE DESK HOURS**

Move-in	Monday, January 19	8:00am – 5:00pm
Move-in	Tuesday, January 20	8:00am – 5:00pm
Move-in	Wednesday, January 21	8:00am – 5:00pm
Show Day 1	Thursday, January 22	8:00am – 6:00pm
Show Day 2	Friday, January 23	8:00am – 6:00pm
Show Day 3	Saturday, January 24	8:00am – 6:00pm
Show Day 4	Sunday, January 25	8:00am – 9:00pm

**MARSHALING YARD**

908 E. Santa Ana St.  
Anaheim, CA 92805  
Phone: (714) 254-3400

**\*\*All van lines and common carriers must check in at the Freeman Marshaling Yard**

**POV (Privately Owned Vehicles)**

POVs are considered to be any vehicle that is primarily designed to transport passengers, not cargo or freight. Example: pick-ups, passenger vans, taxis, limos, etc. POVs may access the unloading lot from West Street. Hours of operation are Tuesday, Jan. 20<sup>th</sup> from 10:00am - 4:30pm, Wednesday, Jan. 21<sup>st</sup> from 8:00am – 5:00pm and Sunday, Jan. 25<sup>th</sup> from 5:00pm – 9:00pm.

**VERY IMPORTANT:** Make sure to review all move-in and move-out guidelines located in the Freeman section of this Exhibitor Service Manual.

## BADGES

Visit [NAMM.org/The NAMM Show/](http://NAMM.org/The NAMM Show/) Badge Registration for details on attendance policy and badge registration.

## BOOTH CLEANING

Booth cleaning is not included with your booth package. If you need your booth vacuumed prior to show opening, you must order cleaning service provided by Freeman. Order online to receive additional discount pricing.

## BOOTH FOOD & BEVERAGE SERVICE

Aramark is the exclusive food and beverage caterer for the Anaheim Convention Center. All food and beverage must be ordered through them. Alcohol is prohibited on the show floor during move-in and move-out. If you would like to order catering for your booth, you can order online at [www.aramarkconventions.com](http://www.aramarkconventions.com) or call (714)765-8800.

## BOOTH OCCUPANCY

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to show close. Failure to adhere to these rules may result in a fine and/or losing priority status at future trade shows.

## BOOTH PACKAGE

### Includes:

- (1) Standard booth ID sign
- Provided for booths up to 400 sq. ft. – Includes
  - company name, booth number, city and state
- 8' high drape back wall and 36" high drape side rails. Drape color is black.
- On target, boxed or crated, show site material handling up to 1000 lbs. per 100 square feet.

### Not Included:

- Floor Covering or Carpet – This is required for all exhibitors. Non-compliance will affect future booth assignment. NAMM Show aisle carpet is blue and drape is black.
- Electrical
- Booth Furnishings
- Booth Cleaning
- Any additional services/booth construction

## BOOTH REGULATIONS

Exhibitors must follow the booth regulations set forth in this service manual and make note of all height guidelines. Multi-story exhibits must have design approval from NAMM and must be reviewed and approved by a structural engineer and building permit obtained from the Anaheim Fire Department. No approvals will be given on-site. Submit all new booth designs to NAMM before December 13, 2014. Please note: Exhibitors will need to re-submit booth designs previously approved for past NAMM shows. If you need to submit a booth construction for approval or variance request to NAMM, please send to [annc@namm.org](mailto:annc@namm.org).

## BUSINESS CENTER

C2 Business Center is located inside the Anaheim Convention Center and offers faxing, copying and light shipping services. Their order form is located in this Exhibitor Service Manual or for more information, email [lbartock@c2repro.com](mailto:lbartock@c2repro.com).

## CHILDREN

Children under the age of 18 are not allowed on the show floor during move-in or move-out. Children are allowed on the show floor on show days only and must be supervised. Baby strollers are prohibited in the convention center at all times.

## CLEAN AISLE POLICY

To improve safety, efficiency and easy navigation of the aisles, NAMM requests that exhibit crates and bins be emptied of their content and tagged with empty labels by Tuesday, January 20<sup>th</sup>, at 5:00pm. Cartons with product and other product-related materials may be kept in the booth for exhibit merchandising until Wednesday, January 21<sup>st</sup>, at 5:00pm.

## DEMONSTRATIONS

Refer to the Sound and Demonstration Policy located within this Exhibitor Service Manual.

## EARLY EXHIBITOR/BUYER APPOINTMENTS

Exhibitors are allowed to escort Buyers to their booth for early morning meetings on show days from 8:00am – 10:00am. All parties must be credentialed with photo ID's and must stay within their contracted booth space. For meetings involving more than five buyers, exhibitors need to make special arrangements with NAMM's Trade Show Sales Team by calling (760) 438-8001

## EXHIBITOR APPOINTED CONTRACTOR (EAC)

EAC's include, but are not limited to installation and dismantle contractors, booth designers and builders, non-official florists, furniture suppliers, piano movers, laborers or any individual who is not a full-time employee of your company. All EAC's must adhere to local union jurisdictions. If utilizing an EAC, exhibitors must submit form to NAMM no later than December 19, 2014. **IMPORTANT: All Exhibitors are responsible for ensuring that any EAC's brought into the show need to have the proper insurance. Insurance requirements are located within this Service Manual.**

## EXHIBIT HALL

The Anaheim Convention Center is located at 1850 West Street, Anaheim, CA 92802

## ELECTRICAL

Electrical is not included with your booth package. If you need to order electrical for your booth, all orders must be arranged through Freeman. Plan ahead and order online to receive additional discount pricing.

## EXHIBIT SPACE PAYMENT

Exhibitors with outstanding exhibit space payments will not be permitted to move-in and set-up. Exhibitors are responsible for assuring that their exhibit space has been paid in full prior to the show. The booth payment deadline is November 7, 2014.

## FREIGHT SHIPPING ADDRESSES

### Advance Warehouse

Will receive Dec. 15, 2014 – Jan. 7, 2015 (except Dec. 24, 25 and Jan. 1<sup>st</sup>)

Exhibiting Company Name  
The NAMM Show 2015  
Booth# \_\_\_\_\_  
C/o Freeman  
908 East Santa Ana Street  
Anaheim, CA 92805

### Show site Shipping Address

Refer to Freight Target Move-in Map for date and time

Exhibiting Company Name  
The NAMM Show 2015  
Booth# \_\_\_\_\_  
C/o Freeman  
Anaheim Convention Center  
1850 West Street  
Anaheim, CA 92802

## HAND-CARRY/POV

Exhibitors can hand-carry their product if it can be done in one trip without the aid of mechanical devices. A POV, or privately owned vehicle, is considered to be any vehicle that is primarily designed to transport passengers, not cargo or freight. POVs may access the unloading lot from West Street. Hours of operation are Tuesday, Jan. 20<sup>th</sup> from 10:00am to 4:30pm, Wednesday, Jan. 23<sup>rd</sup> from 8:00am – 5:00pm and Sunday, Jan. 25<sup>th</sup> from 5:00pm – 9:00pm. See Freeman forms for more detail.

## HAZING POLICY

The use of hazing requires approval from Anaheim Fire & Rescue, the Anaheim Convention Center and NAMM. Review the Fire & Safety Regulations in this Manual for more details.

## HOTEL & TRAVEL

Book your hotel as soon as possible - rooms do fill up quickly. Check out NAMM.org/The NAMM Show to see all hotel and travel options, rates and discounts available for all NAMM members.

## INFLATABLES & BALLOONS

Inflatables & balloons are not permitted in the ACC without prior written approval.

## INSURANCE

**Proof of insurance for the show is mandatory.** NAMM does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see booth space contract). Exhibitors must maintain insurance that meets the requirements outlined in this manual and on your booth space contract. If you already have compliant coverage through your own provider, make sure you have a copy of this onsite at the show. If you do not have coverage, it can easily be secured through Rain Protection at a negotiated rate provided to NAMM exhibitors. Email sales@rainprotection.net for more details.

## LASER REGULATION

The FDA will be monitoring regulatory compliance of Laser Light Show Manufacturers and other operators of Laser Light Shows throughout the show. Please see the Laser Regulations page of this Manual.

## LABOR

If your exhibit preparation, installation or dismantling requires more than one hour and/or power tools, you must use union personnel supplied by Freeman. Exhibitors may set up their own product.

**LATE SET-UP**

After-Hours Work Request Form for any Exhibitor, employee or technician allowing for access in the booth after official close can be obtained from the show management office during move-in, show days, move-out or any Floor Manager's Desk during move-in/out.

**LIGHT PROJECTION**

The projection of light or laser in any form onto any part of the building or other exhibits must be pre-approved by NAMM Show Management. Flashing or neon lighted signs or electronic displays or sound-emitting devices must be

constructed or controlled in a manner that will not interfere with or constitute a nuisance to other exhibitors or attendees.

**MARSHALING YARD**

Located at 908 E. Santa Ana St., Anaheim, CA 92805.  
Phone: 714-254-3400

**\*\*All van lines and common carriers must check in at the Freeman Marshaling Yard.**

**PIANO MOVE-IN/OUT**

All exhibitors bringing in and assembling pianos should work with licensed piano movers. Piano movers are considered an EAC; therefore Exhibitors must complete an EAC form and submit to NAMM. The EAC must also obtain the required insurance outlined in this Exhibitor Service Manual. NOTE: Freeman will not move pianos in or out of the facility.

**PERFORMANCES**

Refer to the Sound & Demonstration Policy and Security Page located within this Exhibitor Service Manual.

**PRESS**

Deadline to submit a Press Conference Room Reservation Request is January 6<sup>th</sup>. Contact colleen@namm.org for more details.

**PRODUCT GIVEAWAYS/ NO SELLING**

NAMM is a trade-only event. With the exception of giveaways and samples, there is absolutely no selling allowed on the show floor.

**PRODUCT REMOVAL**

Material Release Passes are required for attendees to carry items off the show floor during show hours. This includes removing an instrument or other product off the show floor by a person other than the exhibiting company staff. Passes may be obtained at any Info Spot on the show floor, located

in each hall, as well as the NAMM Show Office. Exhibiting companies may remove product from the show floor during show hour provided the product matches the brand name on the badge and a corresponding photo ID is provided. Over-the-counter cash/credit card transactions are prohibited.

**PROMOTIONAL DISTRIBUTION**

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space. If you

have any questions relating to this subject or would like more information on outside advertising, please contact NAMM Show Management.

**RETAILER FREIGHT PICK-UP**

Retailers picking up material at close of show will be treated as any other carrier. Exhibitors must have product labeled, packed and ready to ship with a completed MHA (Bill of Lading) returned to the Freeman Service Desk when authorizing freight release to retailers. Retailers must check in at the marshaling yard and will be directed to the dock area when the Exhibitor's shipment is packed and ready. Non-Exhibitors and minors are not allowed on the show floor during move-out.

**R&B LOUNGE**

The R&B Lounge is reserved exclusively for Exhibitors and Buyers to have small, quiet meetings and talk away from the show floor. Other features include email stations, copy services (limited copies), boarding pass printing, and interpreters upon request, wifi and meeting tables. This is available during show days; check online for location and hours.

**SECURITY**

NAMM makes every effort to provide protection for exhibitors' merchandise and displays. Perimeter guard service on a 24-hour basis to include move-in, show days and move-out is put in place. While these measures are implemented to safeguard your property, neither NAMM Show Management, the Anaheim Convention Center, security contractor, drayage contractor, decorator, nor any of their officers, agents or employees assumes any responsibility for such property, loss or theft. To order additional booth security, such as an overnight guard, see the Security Order Form in this manual.

**SHUTTLES**

The ART (Anaheim Resort Transportation) is provided complimentary for Red & Blue Badge-holders and will

operate daily, January 15-18, 2015, every 20 minutes beginning at 7:30am until midnight. Passes may also be purchased at kiosks stations at many locations including the hotels indicated on the NAMM 2015 Hotel Guide online at NAMM.org Hotel/Travel.

**SMOKING**

Smoking is strictly prohibited inside the Anaheim Convention Center exhibit hall, lobbies, meeting rooms during move-in, move-out and all show days.

**SOUND POLICY**

Refer to the Sound and Demonstration Policy within this Exhibitor Service Manual.

**STICKERS**

Any exhibitor placing stickers on NAMM signage or the Anaheim Convention Center property will be charged accordingly for the defacement of the property.

**STORAGE**

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

**TELEPHONE & INTERNET SERVICES**

Telephone and Internet are not included with your booth package. If you require these services, please refer to the Smart City order form in this manual.

**USE OF AISLES AND COMMON AREAS**

In the interest of safety and aesthetics and to prevent congestion in common areas, Exhibitors must limit and confine its activities, solicitation efforts and the distribution of promotional materials, products, literature and displays to the confines of its exhibit space.



**Audio-Visual & Computer****FREEMAN AUDIO VISUAL SOLUTIONS**

901 E. South Street  
Anaheim, CA 92805  
(714) 254-3400

**Business Service Center****C2 PRINT & SHIP BUSINESS CENTER**

800 Katella Avenue  
Anaheim, CA 92802  
(949) 677-9292

**Catering****ARAMARK**

800 W. Katella Avenue  
Anaheim, CA 92802  
(714) 765-8800  
www.aramarkconventions.com

**Cellular****BEARCOM**

3505 Cadillac Ave. Bldg. L-1  
Costa Mesa, CA 92626  
(800) 513-2660  
(714) 436-2600

**Electrical****FREEMAN**

901 E. South Street  
Anaheim, CA 92805  
(714) 254-3400

**Florist****SHORT TERM PLANT RENTAL**

448 Terraine Ave.  
Long Beach, CA 90814  
Ph. (562) 494-7777  
Fax (562) 498-3800  
www.shorttermplantrental.com

**Hostess****JUDY VENN & ASSOCIATES INC.**

3183-F Airway Avenue, Suite 118  
Costa Mesa, CA 92626  
(800) 553-8855  
(714) 957-8300

**Insurance (Exhibitor & EAC)****RAINPROTECTION INSURANCE**

(800) 528-7975  
sales@rainprotection.net

**Lead Retrieval****EXPERIENT**

5202 Presidents Court, Suite 310  
Fredrick, MD. 21703  
(888) 889-4674  
Matt.dunn@experient-inc.com

**Photography****CONVENTION PHOTOGRAPHY**

12685 Prescott Avenue  
Tustin, CA 92782  
Ph. (714) 505-4600  
Fax (714) 505-4606  
Conventionphotography@earthlink.net

**Security****STAFF PRO**

15272 Newsboy Circle  
Huntington Beach, CA 92649  
Ph. (714) 230-7210  
Fax (562) 596-2105  
gberistain@staffpro.com

**Service Contractor****FREEMAN**

901 E. South Street  
Anaheim, CA 92805  
(714) 254-3400

**Shipping (Domestic Air)****FREEMAN AIR**

901 E. South Street  
Anaheim, CA 92805  
(714) 254-3400

**Shipping (Ground)****YRC Freight**

(800) 531-EXPO (3976)

**Shipping (International)****KUEHNE & NAGEL**

20000 S. Western Ave.  
Torrance, CA 90501

Armin Zertor (310) 213-4347  
Armin.zertor@kuehne-nagel.com

Robert Rodriguez (310) 259-8149  
Robert.rodriguez@kuehne-nagel.com

**Shipping (Padded Van)****PYRAMID LOGISTICS SERVICES, INC.**

14650 Hoover Street  
Westminster, CA 92683  
(714) 903-2605 / 07

**Telephone / Networking****SMART CITY NETWORKS**

800 W. Katella Avenue  
Anaheim, CA 92802  
(714) 765-8600



**Attendance Qualification**

- The NAMM Show is a trade-only event and is not open to the public
- Attendees must be active [NAMM members](#) or invited by an active NAMM member to attend
- Authorized NAMM member companies may register family members under the age of 18. Underage attendees must check in at Member Registration to verify the presence of their parent/legal guardian and are only permitted on the show floor during show hours
- All NAMM attendees must provide a matching photo ID to gain entry to the trade show floor

**Badges**

- Pre-registration (free to active NAMM members) is open October 1, 2014 – January 7, 2015
  - Set badge allotment applies to all active Members
  - \$50-\$100 late fee applies after the January 7 deadline and throughout the show days
- Pre-register for your badge and pick it up onsite using a printed or mobile device confirmation
- A corresponding photo ID is required at all entrances to the show. Badges are NOT transferable
- A \$100 badge reprint fee applies on all show days. Limit 1 reprint per person
- Badge additions and/or changes take place at Member Registration, now located on the lower level of the Hilton. Available to NAMM members only/Guests of members may not change or add badges
- All fees processed after the free badge deadline are non-refundable and non-transferable

**Press Photo Consent**

- NAMM is permitted to use the name, likeness or biographical information supplied by the attendee and attendee grants permission for photos taken at NAMM events to be used in any NAMM publication, multimedia production, display, advertisement or web publication.

**Entrance/Show Floor**

- Corresponding photo ID is required to gain entry to the show
- Baby strollers and/or joggers are not permitted on the show floor
- Attendees are not permitted to bring personally owned instruments onto The NAMM Show floor. Only exhibitors may bring music product on and off the show floor.

NAMM reserves the right to refuse admission and revoke your badge at any time. Transfer, sale or duplication of your badge in any way is prohibited. Matching photo ID is required to gain entry to the trade show floor.

**Registration Fees**

Badge requests (additions and/or name changes) received after January 7, 2015, will be \$50 per badge, with the exception of non-exhibitor badges, which will be \$100 per badge.

On-site badge requests are \$50 (subject to allotment).

Replacement badges are \$100 (one per person).

No refunds. All sales are final.

**For badge questions, please contact:**

Toll Free: 800.767.6266

Local: 760.438.8001

[registration@namm.org](mailto:registration@namm.org)

NAMM is a trade show for buyers and sellers of music products to conduct business in leased booth space. Part of that business is trying out the music products; however, there are parameters by which this can be done within the booth space and continue to provide a safe and business-friendly environment on the show floor.

**The following policy must be adhered to and will be enforced by NAMM at all times throughout the show:**

- Sound level may not exceed 85 d as determined by NAMM Floor Management Team
- Demonstrations may not exceed 5 minutes, impede aisle space or cause disruption to neighboring booths. Exhibitor is responsible for receiving the proper approval from NAMM management and securing crowd control staff.

**NAMM 2015 POLICY ENFORCEMENT PROCEDURE**

1. An exhibitor or attendee in violation of this policy will receive a verbal warning by the NAMM Floor Management Team
2. If the exhibitor continues to violate this policy, a written warning will be delivered by the NAMM Floor Management Team
3. If an attendee continues to violate this policy, their badge will be removed for the remainder of the show
4. If the exhibitor continues to violate this policy despite the two official warnings, the booth will be closed for the remainder of the day
  - Electrical power will be removed if applicable
  - Drape will be placed at the front of the booth along with a sign stating "Closed due to sound level violation"
5. If a violation continues the following day, the booth will be permanently closed and/or removed from the show floor for the remainder of the show. (Booth fees are non-refundable)

Please be advised that exhibitors receiving three sound violations will jeopardize their booth location at future NAMM trade shows. Complaints of sound regulation violations may be made directly to the NAMM Floor Management Team or reported to the Show Office. Please contact your NAMM business partner for more tips and options to help control your sound at the show.

**Steps NAMM takes to help support a positive musical experience in a business environment for everyone:**

- Categorize the show floor by product types to place products of similar volume together
- Arrange booths and aisles in a way that provides "buffer" zones to help alleviate sound issues among exhibiting neighbors
- Provide ear plugs for attendees and exhibitors to utilize during the show
- Enforce the maximum decibel level at 85 so all booths demo instruments at a "background" level and not at full volume
- Provide demo rooms at no cost – schedule ahead of time with NAMM Show Management; email [tradeshow@namm.org](mailto:tradeshow@namm.org) for more detail
- Provide options for sound-absorbing booth materials – affordable rentals available through Freeman Online.

**Steps Exhibitors can take to help support a positive musical experience in a business environment for everyone:**

- Utilize sound rooms, shields, and sound-absorption material in booth construction
- Utilize headphones during demos
- Utilize the NAMM demo rooms, available at no cost
- Do not place demonstration area or demonstration stage on the aisle; manage crowd appropriately
- Do not point speakers into the aisle or other booths; direct them into the booth space
- If the demo product is percussion, please remove the drum throne seat in between demos so attendees do not sit and play in a manner not conducive to background-level sound
- If the product is percussion, use drum brushes versus sticks to help control the level of sound
- Place signs in booth near demo instruments stating the sound level and length of time – ensure attendees adhere to these guidelines
- Notify attendees immediately if they are testing equipment too long or too loud and that the NAMM Floor Management Team may remove their badge for the remainder of the show

**PERFORMANCE VS. DEMONSTRATION**

- A "performance" is a public entertainment presentation and is prohibited in booth space. Performances are available on the NAMM stages at various locations throughout the NAMM campus. Bands submissions will be accepted through October 10th. Visit [NAMM.org](http://NAMM.org) to enter your band profile online to be considered for one of NAMM's 5 stages. No submissions will be accepted after the October 10<sup>th</sup> deadline.
- A "demonstration" is showing the merits of a product or service to a prospective customer and is permitted for 5 minutes at a time; sound level may not exceed 85 decibel

FDA will be monitoring regulatory compliance of Laser Light Show Manufacturers and other operators of Laser Light Shows in the venue, Wednesday, January 21 – Thursday, January 22, 2015. Efforts shall include checking operators for approved Variance applications, and to ensure all are operating in accordance with the conditions of their Variance. In addition, FDA will be networking and performing outreach with these manufacturers – available to answer any US Government regulatory questions (FDA) regarding distribution of laser products in the US.

L. Dale Smith  
Consumer Safety Officer, laser light show products  
301-796-5868 [l.smith@fda.hhs.gov](mailto:l.smith@fda.hhs.gov)

Woody Strzelecki  
Consumer Safety Officer, laser light show products  
301-796-6939 [Woody.strzelecki@fda.hhs.gov](mailto:Woody.strzelecki@fda.hhs.gov)

Emir Galevi  
Electronics Engineer / Electro-Optics Specialist  
781-756-9730 [emir.galevi@fda.hhs.gov](mailto:emir.galevi@fda.hhs.gov)

## **Important Information and Links:**

The operation and demonstration of high power laser light shows is a public safety issue, particularly when operated by those who are untrained or unfamiliar with the FDA requirements to ensure product safety. By FDA regulation, laser projectors must incorporate specific features if they exceed a power level of 5 mW (milli-Watts). In addition, they are prohibited to be operated or demonstrated in the US with an approved Variance that dictates specific conditions and limitations of use that must be followed as a condition of the approval. The approved Variance requirement applies to “Laser Show Companies” (operators) as well as the Manufacturers / Dealers / Distributors of these products who offer their products for US sale as well as demonstrating them in public venues.

Laser Notice 51 (*Responsibilities of Laser Light Show Projector Manufacturers, Dealers, and Distributors*) is a brief 5 page guidance document that describes the procedure and documentation needed to obtain approval for operating a high power laser light show.

<http://www.fda.gov/downloads/MedicalDevices/DeviceRegulationandGuidance/GuidanceDocuments/ucm094448.pdf>

Laser Notice 55 (*Procedures for Renewal and Amendment of Certain Laser Light Show Variances*) describes the procedures under which the Laser Light Show Variance can be automatically renewed annually.

<http://www.fda.gov/downloads/MedicalDevices/DeviceRegulationandGuidance/GuidanceDocuments/ucm094356.pdf>

Link to FDA’s Laser Light Show splash page (scrolling down to “Industry Guidance”) summarizes the requirements in yet another way. Please note the instruction “Your firm can begin to produce laser light shows only after receipt of a variance approval letter from FDA indicating the conditions under which you may produce the laser light show or distribute laser light show projectors” <http://www.fda.gov/Radiation-EmittingProducts/RadiationEmittingProductsandProcedures/HomeBusinessandEntertainment/ucm118907.htm>

Here is a more detailed Compliance Guide for Laser Products (see Page 20, “Clarification of Certain Laser Light Show Requirements”)

<http://www.fda.gov/downloads/MedicalDevices/DeviceRegulationandGuidance/GuidanceDocuments/UCM095304.pdf>

Two basic forms (additional reports are required from Laser Manufacturers):

Application for Variance <http://www.fda.gov/downloads/AboutFDA/ReportsManualsForms/Forms/UCM080788.pdf> Laser Light Show Report  
<http://www.fda.gov/downloads/AboutFDA/ReportsManualsForms/Forms/UCM081634.pdf>

NAMM Show Management exercises reasonable care to safeguard exhibitors' property by providing perimeter guard service on a 24-hour basis during move-in, show days and move-out. While these security measures are in place, neither show management, the facility, security contractor, drayage contractor, nor any of their officers, agents or employees are liable for the loss, theft or pilferage of property.

Exhibitors are solely responsible for all of their property at the show.

#### **SECURITY TIPS & RECOMMENDATIONS**

- Monitor your booth at all times, including when your product is being delivered
- Ship merchandise in locked trunks or crates. Use a qualified carrier/ forwarder to ensure safe transport
- Inventory your product upon delivery and note any damages or missing items immediately
- Do not list the contents on the outside of your shipping crates/boxes
- Cover your display at the close of show every night with cloth, tarp or sheets whenever possible
- Hire security for your booth overnight. Show security can be reached at StaffPro (714)230-7210 x254
- Valuable items that can be easily removed (laptops, CD players, cameras, small samples, tools, etc.) should not be left out and should be removed when the booth is not staffed
- Always staff your booth during show hours. It's recommended that you stay in your booth at least 30 minutes after the show closes while security clears the show floor. This is high-risk time for stolen product; please use your best judgment in securing valuables at your booth
- Do not leave the booth unattended or unpacked product visible during move-in or move-out. Never store excess merchandise in the empties (crates/cartons) that are stored by the drayage contractor in/outside of the facility
- Remain with your merchandise during move-out until your empties have arrived, goods packed, scaled, labeled and MHA (Bill of Lading) prepared and removed
- Furnish an accurate and complete MHA (Bill of Lading) to Freeman and the shipping company. Freeman responsibility begins when items are picked up at the Exhibitor's booth and terminates upon delivery to the forwarding carrier

#### **MATERIAL RELEASE REQUIREMENTS – During Show Hours**

- Material Release Passes are required for attendees to carry items off the show floor during show hours
- This includes removing an instrument or other product off the show floor by a person other than the exhibiting company staff
- Passes may be obtained at any Info Spot on the show floor, located in each hall, as well as the NAMM Show Office
- Exhibiting companies may remove product from the show floor during show hours provided the product matches the brand name on the badge and a corresponding photo ID is provided
- Over-the-counter cash/credit card transactions are prohibited

#### **VIP/ CELEBRITY APPEARANCE REQUIREMENTS**

- Celebrity appearances and other promotions must be staged at the center area of your booth space to avoid impeding business from neighboring Exhibitors and creating hazards in the event of overcrowding the aisles
- Please notify your NAMM account executive with the details of your proposed performance or booth appearance including; proposed event type, celebrity/performer name, date/time, est. attendance
- NAMM will escort VIP/Celebrity to the booth space
- Once at the booth, the Exhibitor is responsible for hiring crowd control security. Show security can be reached at StaffPro (714)230-7210 x254.

## HOW TO PROTECT THESE INTANGIBLE ASSETS

NAMM strongly opposes infringement of intellectual property rights and is committed to providing NAMM members with information that may help protect these rights that are an important foundation of the music products industry. NAMM cannot provide legal advice and will not be able to initiate legal actions on behalf of our members. However, NAMM encourages members to take appropriate steps to establish, protect and enforce their intellectual property rights in the United States and in other countries. The following should not be construed as legal advice. NAMM makes no representations, warranties or guarantees as to, and disclaims all responsibility for, the use of the following advice by NAMM members. NAMM encourages its members to seek the advice of legal counsel in order to determine how to best protect its intellectual property.

### Why should you protect your intellectual property?

According to government agencies, more than \$500 billion in legitimate global sales is lost each year to counterfeit goods. You may have no legal recourse against imitations if counterfeiters are the first to register your company's name, logo or product design, among other intellectual property, in other foreign countries. Moreover, some make it a business of registering foreign intellectual property assets including domain names for the sole purpose of selling back to the original foreign owner the rights to use that same property in overseas markets.

### How should you protect your intellectual property?

NAMM members should consider the following six basic, often cost-effective, steps when securing protection for their intellectual property in domestic and foreign markets.

#### 1. Develop an intellectual property protection strategy and utilize anti-counterfeit devices.

Filing for domestic and international protection can be expensive. However, failing to take timely action to protect your intellectual property rights could jeopardize your realization of any protection at all. Therefore, it is in your company's best interests to develop an overall intellectual property protection strategy that is appropriate for your business. If you are a small or medium-sized American enterprise, you can request through the U.S. Department of Commerce ([www.tradeinfo.doc.gov](http://www.tradeinfo.doc.gov)) a free, one-hour consultation with an intellectual property attorney to learn how to protect and enforce your intellectual property rights in the U.S., Brazil, Russia, India, China, Egypt, and Thailand. In addition, the U.S. government runs a hotline (866-999-HALT) to counsel businesses on how to protect their intellectual property in the U.S. and in foreign countries. Moreover, think about building anti-counterfeiting devices into your products and packaging. Examples of such tools are Radio Frequency Identification (RFID) low-cost transponder tags, security hologram seals and labels, and light-sensitive ink designs. These anti-counterfeiting devices will help you stay one step ahead of counterfeiters and can assist authorities like Customs and law enforcement officials in preventing violations of your intellectual property rights.

#### 2. Conduct due diligence of potential foreign partners and develop detailed intellectual property provisions for licensing and subcontracting contracts.

Once you are aware of available options to protect your intellectual property, consider conducting due diligence of potential foreign partners and determine where companies similar to yours have experienced intellectual property problems. Government agencies like the U.S. Commercial Service ([www.export.gov](http://www.export.gov)) can provide a step-by-step approach to market research and can help you evaluate

potential foreign business partners. Furthermore, when establishing business relations with foreign merchants, you may want to obtain local legal counsel to assist in the drafting of contracts that include specific language regarding intellectual property rights, non-disclosure limitations and dispute settlement procedures, and any language required under the laws of international jurisdictions.

#### 3. Register defensively your intellectual property in key foreign markets including in countries where infringement is common.

If you do or foresee doing business in foreign markets, especially in countries where intellectual property violations are common, you should strongly consider filing your patents and trademarks and their relevant translations with the appropriate government agency in each country where protection is sought. In some countries, the first party to file an application, even if based on a "proposed use," can prevent others from registering and obtaining legal protections for the same patent or trademark.

Otherwise, any process to challenge another's wrongful registration could cost significant time and money, and there are still no guarantees of a favorable resolution. The World Intellectual Property Organization ([www.wipo.int](http://www.wipo.int)) and the Stop Fakes ([www.stopfakes.gov](http://www.stopfakes.gov)) web sites are sources for information on how to apply for intellectual property rights in different countries around the world.

Most countries do not require that you register your copyrights before enforcing them, but registration with the appropriate government agency is strongly recommended because it provides several benefits such as proof of ownership. However, not every country provides copyright protections. The U.S. Copyright Office ([www.copyright.gov](http://www.copyright.gov)) is a good resource for information about the nature of copyright laws and relations amongst the countries that do provide copyright safeguards.

#### 4. Record your registration certificate and licenses with Customs and Border Protection Agencies and other administrative bodies.

Once the appropriate government agency approves the registration of your intellectual property, you should consider recording for a reasonable fee your registration certificate along with details of any legitimate licenses with the Customs department in every country in which your intellectual property is protected. Moreover, it may be necessary to record copies of such license agreements with other administrative bodies at both the national and local levels. In most countries, these administrative agencies have the authority to confiscate and destroy counterfeit goods and impose fines. It is recommended that you consult with local counsel to determine the applicable registration and recordation requirements in international jurisdictions.

#### 5. Establish a physical presence to monitor your intellectual property rights.

If your company is doing a large volume of sourcing, manufacturing or selling in a foreign market, consider having at least one business representative present in that foreign country to monitor the activity in the marketplace and to conduct basic market research. Moreover, a local representative can benefit your company by establishing positive community relations that could generate political attention to your own intellectual property issues.

#### 6. Maintain records to effectively enforce your intellectual property rights.

You will have a better chance to prevail in a dispute over intellectual property rights if you maintain sufficient,

historical documentation that undoubtedly establishes your entitlement to those rights. Moreover, upon adequate proof of your intellectual property rights, government agencies in most countries will help you enforce your rights in accordance with local laws. For example, in the United States, the Office of Intellectual Property Rights in the U.S. Department of Commerce ([www.usdoj.gov/oipr/](http://www.usdoj.gov/oipr/)) will assist businesses in the development of an enforcement strategy in the U.S. and in foreign countries.

To save time and money in the long run, NAMM members should consider establishing and maintaining files for collecting documents relating to your intellectual property, such as: (1) Records, letters, invoices, receipts and other documents related to the adoption, first use, registration, and ownership of your intellectual property; (2) copies of advertisements that use your intellectual property, dated as of their appearance, together with records of company expenses for that advertising; (3) yearly summaries of the amount of product sold that features the intellectual property; (4) records relating to any changes in the intellectual property; and (5) any demand letters to others who try to pirate your intellectual property.

## Conclusion

Although national laws are becoming increasingly harmonized through the effects of international treaties, intellectual property laws including the procedures and costs of acquisition, registration and enforcement of intellectual property rights may still vary from country to country. NAMM strongly encourages members to take appropriate steps to establish, protect and enforce their intellectual property rights in the United States and in other countries.

This document is the property of NAMM. NAMM's intellectual property materials are proprietary products of NAMM and must be referenced in their entirety. Please do not copy or distribute portions of this document that dilute the context of the complete document intent. If you have further questions regarding NAMM's Intellectual Property Rights policies, please contact us at [Legal@namm.org](mailto:Legal@namm.org).

## National Association of Music Merchants

As the leading global association for the music products industry NAMM supports the protection of intellectual property rights (IPR). These rights are an important foundation of our industry, providing creators and innovators with necessary benefits of their creativity. These rights come in various legal forms, such as copyrights, trademarks, patents, trade secrets and other inherent authorship rights recognized in many countries. NAMM urges its members to develop protection and enforcement programs for their creative endeavors in consultation with an attorney experienced in the field of intellectual property rights.

**NAMM's POSITION:** NAMM condemns counterfeiting and infringement. NAMM is committed to the principle that intellectual property rights are to be respected, and that the use of intellectual property rights without the consent of the owner or otherwise pursuant to law violates rights of authors, inventors and corporations. Copyrights, trademarks, patents, and other forms of intellectual property are protected by state and federal laws in the United States and by the laws of other countries. At NAMM, we believe that inventors, manufacturers, publishers, and other creators and owners of intellectual property are entitled to protect their rights in accordance with the law. However, as a neutral trade association, NAMM cannot become involved in member/exhibitor disputes or provide legal advice regarding intellectual property rights.

**AT THE NAMM TRADE SHOWS AND EVENTS:** From time to time, disputes arise among the members of the National Association of Music Merchants ("NAMM") regarding ownership of, or infringement of, intellectual property rights. NAMM condemns counterfeiting and infringement, however as a neutral trade association, NAMM cannot serve as an arbiter of those member disputes, nor can we take a role in judicial or enforcement processes in the event that our members cannot amicably resolve their own conflicts. NAMM also cannot provide legal advice. If you believe that someone at the NAMM trade shows, functions and other events (each a "NAMM Event", and collectively, the "NAMM Events") is infringing your intellectual property rights, you will need to seek the assistance of an intellectual property attorney to help you enforce your rights through the legally available channels, whether through a court proceeding or via law enforcement officials. NAMM will allow access to the NAMM Events for law enforcement officials or servers of legal process to pursue necessary and reasonable steps in the legal process, where such actions can be taken in a manner that is not disruptive to the show.

**OUR AGREEMENT WITH OUR MEMBERS:** Both the NAMM membership and exhibitor applications include substantially the following terms, which members and exhibitors accepted when they signed one or more of these applications. These terms are part of a legal contract between NAMM and its members, and NAMM and its exhibitors:

By executing this application, the applicant represents and warrants to NAMM that it owns or validly possesses the right (through a valid license) to make, use, perform, sell and display any patented products, copyrighted works, trademarks, service marks, logos, and trade names (collectively, "Intellectual Property"), as the case may be, that will be used by the applicant at, or to promote its activities, at any NAMM events or functions. The applicant further represents and warrants that it has the right to use or display the Intellectual Property in the manner in which it intends to use or display the Intellectual Property at NAMM events and functions. Breach of the foregoing warranties may lead to immediate revocation of the right to participate in such events or functions, without notice or hearing. The applicant acknowledges that NAMM is relying upon this representation and warranty and has no obligation to monitor the uses and displays of Intellectual Property at NAMM events or to conduct an independent investigation of the status of rights to any Intellectual Property. The applicant covenants not to sue, file or maintain any action in law or in equity against NAMM or any NAMM personnel alleging that any use or display by any third party of Intellectual Property at or in connection with any NAMM event or function infringes or otherwise violates any right or title held by the applicant or any of its officers, directors, and owners. The applicant further covenants not to sue, file, or maintain any action in law or in equity, or threaten to take any such actions, against NAMM or any NAMM personnel for contributory infringement, or any other theory that NAMM is indirectly or secondarily liable for the intellectual property violation of another party. The applicant agrees to hold harmless and indemnify NAMM and NAMM's officers, directors, employees, agents, and representatives from and against any and all loss, cost, expense, claim, liability or damage, including reasonable attorney's fees, arising in connection with the applicant's conduct in connection with any NAMM event or function, including but not limited to, any action brought against NAMM and any cost incurred by NAMM, arising out of any dispute involving the Intellectual Property used or displayed by the applicant.

This means that each exhibiting member has legally warranted to NAMM that it owns (or holds appropriate legal rights and permission to use) all the intellectual property rights it is using at the NAMM Events. If a third party sues NAMM because of an alleged violation of intellectual property rights by a member at any NAMM Event, that member has agreed to indemnify and defend NAMM by paying NAMM for any damages it is forced to pay and reimbursing all of NAMM's expenses and costs, including its attorneys' fees, incurred in its defense. Each member similarly agrees not to sue NAMM under any theory, or threaten to sue NAMM, over any alleged infringement of intellectual property rights by a third party.

If NAMM learns that a possible infringement of intellectual property is expected to occur at a NAMM Event, NAMM endeavors to bring the above contract terms to the attention of all concerned and seeks the confirmation of all parties that they will abide by such terms. We trust that, in

such circumstances, our members will understand that NAMM does not mean to cast aspersions on any member and is not assuming or implying that infringement has occurred or will occur, but is only acting to protect the interests of NAMM, so that we can continue to pursue our purpose, which is to provide programs and activities for the benefit of the music products industry.

NAMM does not take sides in intellectual property disputes between its members or third parties, nor is it willing to be drawn into any disputes between members and/or third parties over intellectual property rights. However, if NAMM determines with reasonable certainty, in its sole discretion, that an intended use of intellectual property constitutes a violation of another's rights, NAMM reserves the right to impose restrictions on the actions of members and/or exhibitors during a NAMM Event.

**NAMM's INTELLECTUAL PROPERTY RIGHTS:** NAMM owns all right, title and interest in its intellectual property and expects its rights to be respected. NAMM's intellectual property rights include, but are not limited to, ownership of copyrights on its programs and materials, and ownership of trademarks in "NAMM," "THE NAMM SHOW," "The International Music Products Association," and other marks, in the United States and internationally. NAMM also owns the "NAMM.com," "NAMM.org," and other internet domain names. NAMM expects its intellectual property rights to be respected, and will take action against infringers. Members may use the initials "NAMM" or the words "National Association of Music Merchants" and specifically approved logos solely for the purpose of reasonably and accurately indicating to others that they are legitimately exhibiting at NAMM Events. All other uses of NAMM's intellectual property rights (unless expressly authorized in writing by NAMM) are strictly prohibited, for example:

- i. Modification or removal of NAMM marks or copyright notices from NAMM publications;
- ii. Use of any NAMM mark on any goods or services, without express authorization;
- iii. Use of any NAMM mark as part of a company name, domain name, or e-mail address;
- iv. Use of any marks that are "confusingly similar" to NAMM marks;
- v. And imitation of NAMM publications, products, and services.

This document is the property of NAMM. NAMM's intellectual property materials are proprietary products of NAMM and must be referenced in their entirety. Please do not copy or distribute portions of this document that dilute the context of the complete document intent.

If you have further questions regarding NAMM's Intellectual Property Rights policies, please contact us at [Legal@namm.org](mailto:Legal@namm.org).



**Capitalize on Media Opportunities at THE NAMM SHOW**

**The NAMM Show** brings more than 1,000 mainstream and endemic media together in Anaheim for four days, plus a bonus **Media Preview Day**. Please consider the following tips for effective PR outreach before and during The NAMM Show:

1. To be considered for inclusion in **NAMM's Media Preview Day**, January 21 from 11:00am – 2:00pm at the Anaheim Convention Center, submit your new product and artist where applicable to ClareB@namm.org. Hundreds of members of the media attend this free, "first look" reception to preview music instruments, products and technologies that will debut at The NAMM Show.
2. **BEFORE the show** begins, you can email Jeanne O'Keefe at The Lippin Group, nammm@lippingroup.com or Lora Bodmer, NAMM's PR director, LoraB@namm.org, to inform them of interesting new products or news related to your brands at the show.
3. Mention your booth number in news posts related to your appearance at The NAMM Show across **social media** outlets. Media will be following these feeds to find angles for coverage during the show.
  - Follow the tag updates with @NAMMShow on Twitter, @thenammshow on Instagram and '@The NAMM Show' on Facebook
  - Use the hashtag #NAMM
  - Title and tag YouTube videos with 'NAMM Show 2015.'
4. Post a PDF press kit containing new product or company news to the **NAMM Virtual Media Center** <http://www.namm.org/thenammshow/2015/exhibitors/tools> starting October 1, 2014. Exhibitors are allowed to upload one PDF per company. Max file size is 50 MB. Uploaded media kits will be displayed in the NAMM Virtual Media Center:
5. Submit new product news and booth event information to the **trade media** providing daily news updates from the show:  
*Upbeat Daily/Music Inc* -editor@upbeatdaily.com (pre-show deadline: Nov. 26)  
*The Music Trades* – brian@musictrades.com  
*MMR* - cwissmuller@timelesscom.com  
*Music & Sound Retailer* - dferrisi@testa.com
6. Request an attending **NAMM Show Media List** for The NAMM Show starting on November 13, 2014 by emailing nammm@lippingroup.com.
7. To release major, newsworthy company or product news through a **press conference** at the NAMM Show, contact ColleenG@namm.org by January 7, 2015. While NAMM will post the day's press conference schedule, publicity for each press conference is the individual exhibitor's responsibility.
8. Email **celebrity and artist appearances** to ar@namm.org. This will help NAMM create PR opportunities for exhibitors, publicize the appearance to attendees and provide a seamless NAMM experience for celebrity guests.
9. During the show, stop by the **NAMM Media Desk** on-site to share newsworthy artist appearance and unique events. The Media Desk is located inside the Marriott Hotel: 700 Convention Center Way.

**To discuss media opportunities at The NAMM Show, please contact Jeanne O'Keefe at The Lippin Group (323) 965-1990, nammm@LippinGroup.com or Lora Bodmer at NAMM lorab@namm.org.**



NAMM's Promote Your Booth section offers tools for exhibitors to communicate booth features, new products and artist appearances where this information is searched for the most—on **www.namm.org** and on the NAMM app. These easy-to-use promotional tools are a **FREE benefit for NAMM Show exhibitors**.

To get started, visit **www.namm.org/thenammshow/2015/exhibitors/promote** where you can add and edit your content, including your booth description, booth events and media kit. Please note: You must be logged in to the NAMM website as an authorized contact and be associated with a company exhibiting at The 2015 NAMM Show to access the tools.

**In addition, you can take advantage of NAMM's three digital sponsorship opportunities to drive more traffic to your booth, found in the "Sponsorship Opportunities" section:**

#### **Enhanced Online Exhibitor Listing—\$75**

- Add your logo so it stands out on the map, in the show app and in the online exhibitor list on the NAMM website
- Upload unlimited information sheets about your company and products
- Please note: All content must be provided as PDF files

#### **Banner Ad on the NAMM App—\$500**

- Get your company and/or product information featured prominently in rotating ads on the NAMM app for mobile devices
- Connect attendees with your company's landing page through a single touch on the banner where they can map your booth, contact you directly or access your product information

#### **Wayfinder Digital Map Advertising—Starting at \$1,000**

- Target your show site advertising by getting your company logo and booth number front and center on digital kiosks throughout the exhibit halls

For more information, contact your NAMM business partner directly, email **tradeshowsales@namm.org**, call (800) 767-6266 (760) 438-8001 or log on to **www.namm.org/thenammshow**.

## ADDITIONAL LISTINGS

Only Use This Form to List an Exclusive brand Name.

Note: All Companies/Brands represented in your exhibit space must be current NAMM Members.

Sharing companies must submit a separate Shared Exhibit Space Application/Contract.

1. Entries must be typed or printed on the form provided. Photocopies of this form are acceptable; however, attachments will not be accepted.
2. All additional listings will be listed in standard alphabetical order unless indicated otherwise. (See below.)
3. NAMM will not be responsible for illegible handwritten entries, incorrect spelling or omissions.
4. Listings must be accompanied by a non-refundable \$75 processing fee.
5. This form with payment must be received on or before Nov 14, 2014. Please email to: [tradeshow@namm.org](mailto:tradeshow@namm.org), or fax to: (760) 438-7327, or mail to: NAMM - Trade Show Department, 5790 Armada Drive, Carlsbad, CA 92008 with credit card information. (See below.)

## DIRECTORY LISTING INFORMATION

**Exclusive Brand Name:** \_\_\_\_\_ Alphabetize under letter (printed directory only): \_\_\_\_\_  
 (Exclusivity not required between brand owner and licensee or distributor)

Exhibiting Company Name: \_\_\_\_\_ Booth # (for NAMM use only) \_\_\_\_\_

Address: \_\_\_\_\_ ☐ Check box if this is a new address

City, State, Zip, Country: \_\_\_\_\_

Phone # (optional): \_\_\_\_\_ Fax (optional): \_\_\_\_\_

Toll-free # (optional): \_\_\_\_\_

Email (optional): \_\_\_\_\_ Website (optional): \_\_\_\_\_

### PLEASE CHECK APPROPRIATE BOX(ES) BELOW

Primary Category will appear in the show directory

☐ Audio & Recording

☐ Brass

☐ Computer

☐ DJ

☐ Fretted Instruments

☐ Keyboards

☐ Lighting

☐ Media

☐ Musical Education Resources

☐ Musical Novelties & Gifts

☐ Percussion

☐ Retail Support

(Financing, Store Fixtures, Business Software)

☐ String & Bow

☐ Woodwind

## PAYMENT INFORMATION

CREDIT CARD: ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_

City, State, Zip, Country: \_\_\_\_\_

Make checks payable to **NAMM**: Check Number \_\_\_\_\_ Amount \_\_\_\_\_

**INTELLECTUAL PROPERTY, MUSIC LICENSING AND USE OF COPYRIGHTED WORKS:** By executing this Contract, Exhibitor represents and warrants to NAMM that Exhibitor owns or validly possesses the right to make, use, perform, sell and display any patented products, copyrighted works, trademarks, service marks and trade names (collectively, "Intellectual Property"), as the case may be, used by Exhibitor at or to promote its activities at the Event and all affiliated events, including but not limited to in the show directory. Exhibitor will be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others. Exhibitor or its agent(s) agree not to allow any musical work protected by copyright to be staged, produced, or otherwise performed, via either "live" or mechanical means, by or on behalf of Exhibitor at Event or any Event-related activity, unless Exhibitor or agent(s) has previously obtained written permission from the copyright owner, or the copyright owner's designee (e.g., ASCAP, BMI, or SESAC) for this use. Exhibitor accepts full and complete responsibility for the performance of all obligations under any agreement permitting the use of the music, including, but not limited to all obligations to report data and to pay royalty fees.

Exhibitors agree not to sue NAMM for contributory infringement or any other theory that NAMM is indirectly or secondarily liable for the intellectual property violation of another party, or threaten to do so. Exhibitor understands and agrees that NAMM is relying upon the above representation and warranty and has no obligation to monitor or stop the uses and displays of Intellectual Property at the Event, affiliated events or in the show directory, or to conduct an independent investigation of the status of rights to any Intellectual Property or allegedly

infringing Intellectual Property. Notwithstanding anything to the contrary, Exhibitor covenants not to sue, file or maintain or threaten any action in law or in equity against NAMM, the Exhibition Facility or the City of Nashville or their respective owners, directors, officers, employees, representatives and agents alleging that any use or display by any third party of Intellectual Property at or in connection with the Event, including but not limited to in the show directory, infringes or otherwise violates any right or title held by Exhibitor or any of its owners, directors, officers, employees, representatives and agents.

Exhibitor agrees to indemnify, defend and hold harmless NAMM, the City of Nashville and the Exhibition Facility and their respective directors, officers, employees, agents, and representatives from and against any claim of liability and any incident or resulting loss, cost or damage, including, but not limited to reasonable attorney and expert witness fees, and all other associated costs of lawsuits, and remedies concerning the show directory, for failure or alleged failure to obtain these licenses or consents or for infringements of Intellectual Property, including without limitation copyright, patent, or the unauthorized use of a registered trademark or service mark or other violations of the property or proprietary rights, or the rights of privacy or publicity of any third party arising from, related to or in connection with the Event, including but not limited to in the show directory.

**PRIVACY CONSENT LANGUAGE FOR NAMM COMMUNICATIONS:** Whenever I provide email address(es) and fax number(s) to NAMM, above or otherwise, the business and I are consenting to receive NAMM communications by email and fax, including, but not limited to, trade show/hotel registration notices and invoice reminders, as well as promotions of NAMM's various programs and services provided as benefits of Membership.

**DEADLINE: December 18, 2014**

An Exhibitor Appointed Contractor (EAC) is any individual or companies hired to setup and dismantle or provide service to your booth who is not an employee of your company. **EACs include but are not limited to Installation and Dismantle Contractors, Booth Designers and Builders, Non-Official Florists, Furniture Suppliers, Piano Movers and Laborers.**

**Exhibitors are required to submit a completed EAC form for each Contractor and Sub-Contractor (this includes but is not limited to third-party Contractors) to NAMM no later than December 18, 2014. Exhibitors are responsible for ensuring that their EAC's have the proper insurance and can provide this on-site if necessary.**

Exhibitors will be required to contact Freeman for labor services. Exhibitors are required to adhere to the union contracts in effect between the Service Contractor, Freeman and the Anaheim Convention Center.

**For electrical, plumbing, telephone, material handling, rigging and booth cleaning, the exclusive Service Contractor must be used. No exceptions will be made.**

***This form will only be accepted if COMPLETED and SUBMITTED by the EXHIBITING Company.***

Print or type all information (Form may be copied as needed)

Exhibiting Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Authorized by (Name and Title): \_\_\_\_\_

Signature: \_\_\_\_\_ Member Number: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibiting Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Authorized by (Name and Title): \_\_\_\_\_

Signature: \_\_\_\_\_ Member Number: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibiting Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Authorized by (Name and Title): \_\_\_\_\_

Signature: \_\_\_\_\_ Member Number: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**DEADLINE: December 18, 2014** Email Form to [erinc@namm.org](mailto:erinc@namm.org) or Fax: 760-438-7327

An Exhibitor Appointed Contractor (EAC) is any individual or companies hired to set-up and dismantle or provide service to your booth who is not an employee of your company. EACs include but are not limited to: Installation and Dismantle Contractors, Booth Designers and Builders, Non-Official Florists, Furniture Suppliers, Piano Movers and Laborers.

**Following are the insurance certificate requirements**

- 1. NAMM, the Anaheim Convention Center and the City of Anaheim** shall be added as additional names insured on the Exhibitor Appointed Contractor's "Comprehensive General Liability Insurance" policy.
- 2.** The Exhibitor Appointed Contractor shall keep an original insurance certificate onsite at all times, to evidence the insurance coverage required herein. **An original signed certificate of insurance will only be accepted if it has met the requirements: If there are any insurance questions email Rain Protection at sales@rainprotection.net.** All insurance carried by an Exhibitor Appointed Contractor shall be maintained in force by the Exhibitor Appointed Contractor as long as it is engaged in any set-up and/or disassembly work at the NAMM Show.
- 3.** Coverage must be provided for all show days as well as move-in and move-out days, January 10-28, 2015, inclusive ("Required Period of Coverage").
- 4.** Workers' Compensation and Employers' Liability Insurance or equivalent insurance with a policy limit of not less than \$1,000,000. Occupational Diseases Insurance as required by the laws of all governmental bodies having jurisdiction.
- 5.** Comprehensive General Liability Insurance, including Contractual Liability Insurance with (1) minimum limits of not less than \$1,000,000 each occurrence of bodily injury and death, and \$1,000,000 each occurrence for property damage, or (2) minimum combined single limit of not less than \$2,000,000 each occurrence for bodily injury and death and property damage.
- 6.** Automobile Liability Insurance covering all owned, non-owned and hired vehicles used in the set-up and disassembly services with (1) minimum limits of not less than \$250,000 each person and \$500,000 each accident for bodily injury and \$500,000 each accident for property damage, or (2) a minimum combined single limit of not less than \$1,000,000 each accident for bodily injury and property damage.
- 7.** The Exhibitor Appointed Contractor's insurance certificate must also include a statement by the insurance carrier that the carrier shall not cancel the coverage evidenced by the certificate without giving NAMM thirty **(30) days** prior written notice.
- 8.** Excess Liability Umbrella Form policy requirements with minimum limits (1) of not less than \$1,000,000 Each Occurrence and (2) \$1,000,000 Aggregate.

In the event that the insurance coverage required herein expires at any time during the Required Period of Coverage, the Exhibitor and/ or the Exhibitor Appointed Contractor agree to obtain a new certificate of insurance prior to the expiration date of the policy or policies set forth in the certificate of insurance; any such new certificate shall meet all the requirements set forth herein the remainder of the Required Period of Coverage.

Exhibitors using the services of Exhibitor Appointed Contractors agree to waive any and all claims against NAMM that may arise due to the Exhibitor Appointed Contractor's inability or failure to continue or complete any set-up and/or disassembly services by virtue of the lapse or cancellation of the Exhibitor Appointed Contractor's required insurance.

**See Certificate of Insurance Sample located within this Service Manual**

**ACORD<sup>TM</sup>**
**CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YY)

**PRODUCER**
**INSURANCE COMPANY NAME**

Address

Phone &amp; Fax

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

**INSURERS AFFORDING COVERAGE**
**INSURED**
**EXHIBITING COMPANY NAME**

Address

Phone &amp; Fax

INSURER A:

INSURER B:

INSURER C:

INSURER D:

INSURER E:

**COVERAGES**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> PROFESSIONAL LIABILITY <input type="checkbox"/> IS CLAIMS MADE <input type="checkbox"/>	CPP1000000	11/01/13	11/01/14	GENERAL AGGREGATE	\$1,000,000
					PRODUCTS - COMP/OP AGG	\$1,000,000
					PERSONAL & ADV INJURY	\$1,000,000
					EACH OCCURRENCE	\$1,000,000
					FIRE DAMAGE (Any one fire)	\$50,000
					MED EXP (Any one person)	\$5,000
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/>	CA20000000	11/01/13	11/01/14	COMBINED SINGLE LIMIT	\$1,000,000
					BODILY INJURY (Per person)	\$
					BODILY INJURY (Per accident)	\$
					PROPERTY DAMAGE	\$
	<b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> <input type="checkbox"/>				AUTO ONLY - EA ACCIDENT	\$
					OTHER THAN AUTO ONLY:	
					EACH ACCIDENT	\$
					AGGREGATE	\$
A	<b>EXCESS LIABILITY</b> <input checked="" type="checkbox"/> UMBRELLA FORM <input type="checkbox"/> OTHER THAN UMBRELLA FORM	UMB3000000	11/01/13	11/01/14	EACH OCCURRENCE	\$1,000,000
					AGGREGATE	\$1,000,000
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>  THE PROPRIETER/ PARTNERS/EXECUTIVE <input type="checkbox"/> INCL OFFICERS ARE: <input type="checkbox"/> EXCL	WC4000000	11/01/13	11/01/14	<input checked="" type="checkbox"/> WC STATU- TORY LIMITS	
					EL EACH ACCIDENT	\$1,000,000
					EL DISEASE - POLICY LIMIT	\$1,000,000
					EL DISEASE - EA EMPLOYEE	\$1,000,000
	<b>HEALTHCARE PROFESSIONAL LIABILITY</b>					

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS

The NAMM Show, January 10-28, 2015

NAMM, The Anaheim Convention Center, the city of Anaheim and the Anaheim Union High School District are named as Additional Insured.

**CERTIFICATE HOLDER**

 5790 Armada Drive  
 Carlsbad, CA 92008  
 Attn: Erin Cucinotta

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 30\* DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT \*FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE COMPANY, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

## BOOTH OPTIONS

The following display rules and regulations will be strictly enforced by NAMM and its representatives on the show floor. They were developed by the Exhibit Designers and Producers Association and the \*International Association of Exhibitions and Events and are considered the industry standard.

**Exhibitors with new booth designs or variance requests need to submit their requests in writing to NAMM no later than December 19, 2014. After careful review, reasonable deviations may be permitted provided written approval is received from NAMM. Please note that NAMM reserves the right to require a structural engineer's approval. Variances are valid for the current show only. NO REQUEST WILL BE ACCEPTED OR APPROVED ON SHOW SITE.**

Sprinkler systems are not required at the Anaheim Convention Center.

### ► Linear Booth

Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. **Linear booths will include 8' high draped back wall and 36" draped divider rails in color coordinated drapery.**

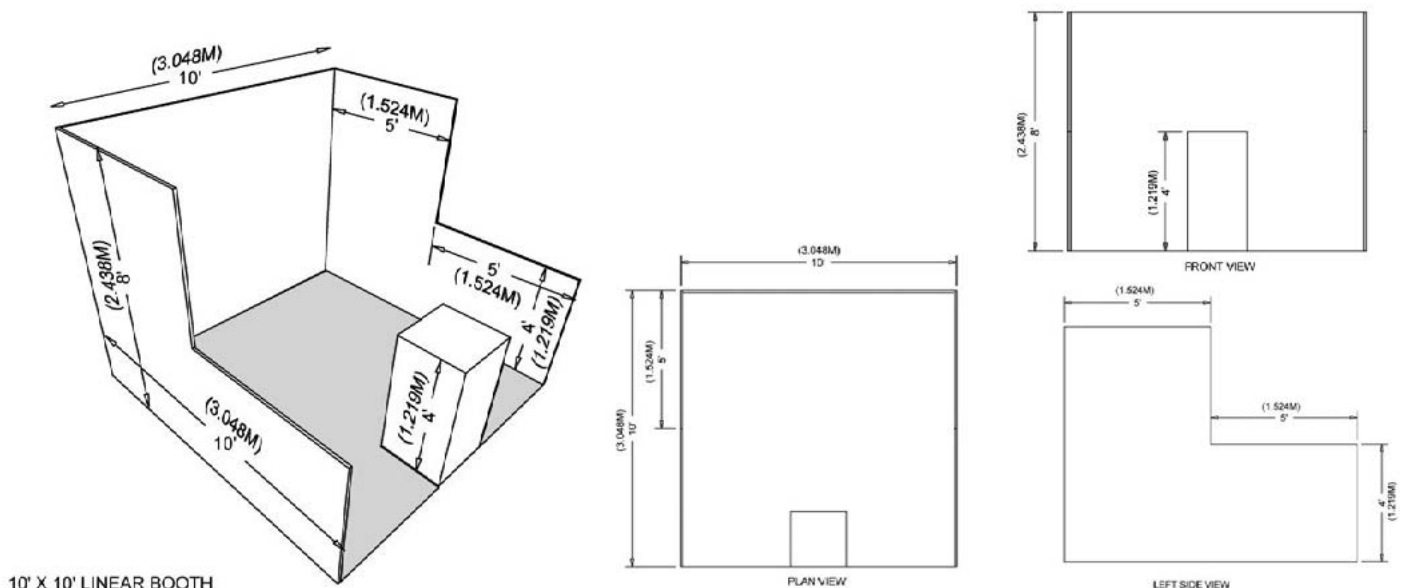
#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10ft) (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly ten feet (10ft) (3.05m) wide and ten feet (10ft)(3.05m) deep, i.e., 10' x 10' (3.05m x 3.05m). A maximum back wall height limitation of eight feet (8ft)(2.44m) is generally specified.

#### Use of Space

Regardless of the number of Linear Booths utilized, e.g., 10' x 20' (3.05m x 6.10m), 10' x 30' (3.05m x 9.14m), 10' x 40' (3.05m x 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring Exhibitors. The maximum height of eight feet (8ft)(2.44m) is allowed only in the rear half of the booth space, with a four-foot (4ft)(1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4ft)(1.22m) height limitation is applied only to that portion of exhibit space which is within ten feet (10ft)(3.05m) of an adjoining booth.

The diagram below is an example of what will be permitted for Linear Booth construction.



## ▶ Corner Booth

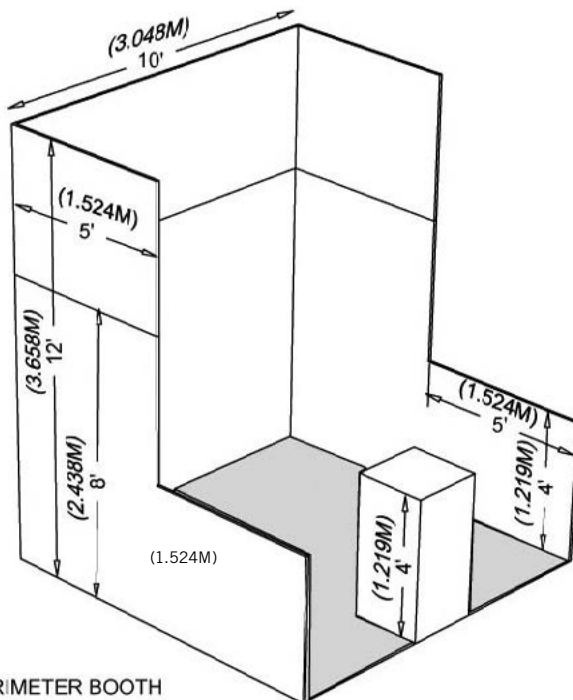
A Corner Booth is a Linear Booth exposed to aisles on two (2) sides. All other guidelines for Linear Booths apply.

## ▶ Perimeter Booth

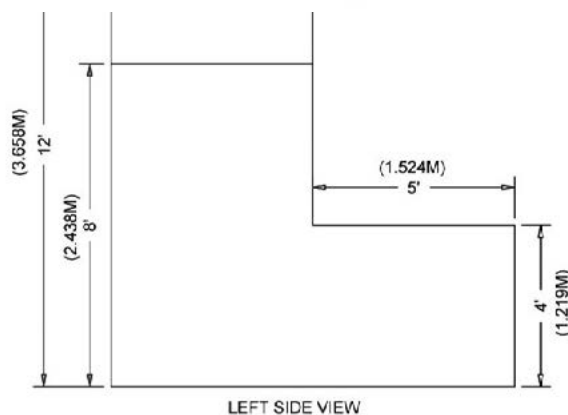
A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. **Perimeter Booth will include 8' high draped back wall and 36" draped rails in color-coordinated drapery.**

### Dimensions and Use of Space

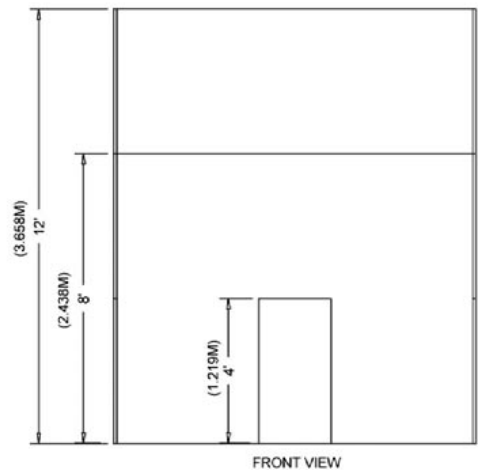
All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is twelve feet (12ft) (3.66m). All fire equipment (hoses, extinguishers, strobe lights, speakers) must remain unobstructed and visible at all times.



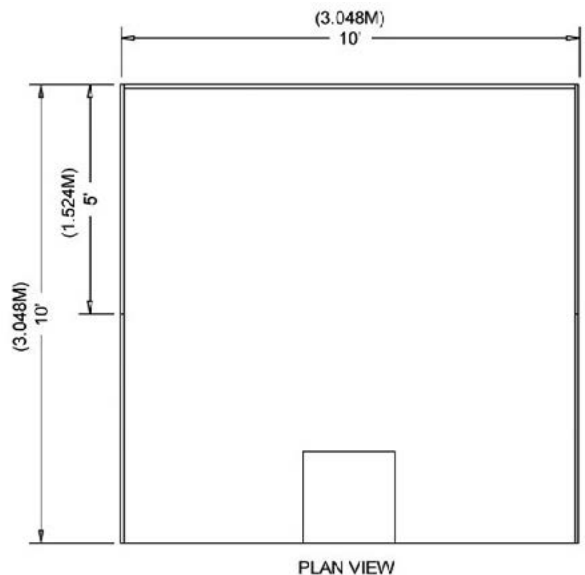
10' X 10' PERIMETER BOOTH



LEFT SIDE VIEW



FRONT VIEW



PLAN VIEW

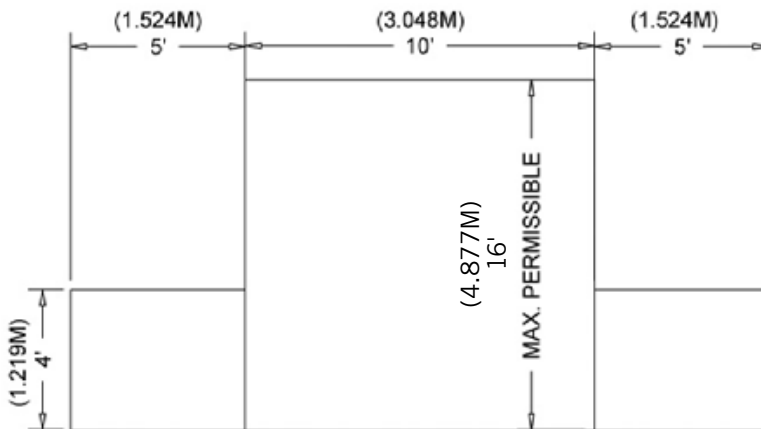


## ► Peninsula Booth

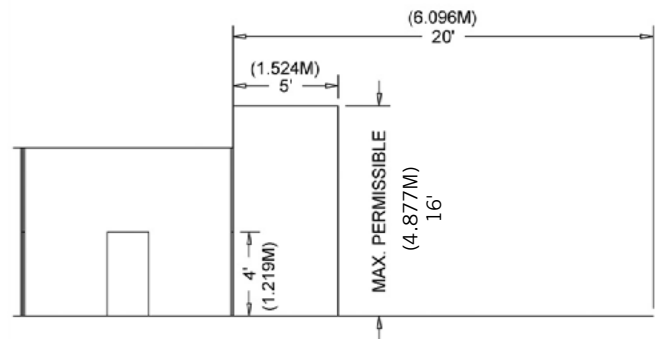
A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four 10' x 10' (3.05m x 3.05m) booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs up to another Peninsula Booth and is referred to as a "Split Island Booth." **Peninsula Booth will include back wall drape consisting of (2) 36"x 5 and 8'Hx10'W color-coordinated drapery.**

### Dimensions

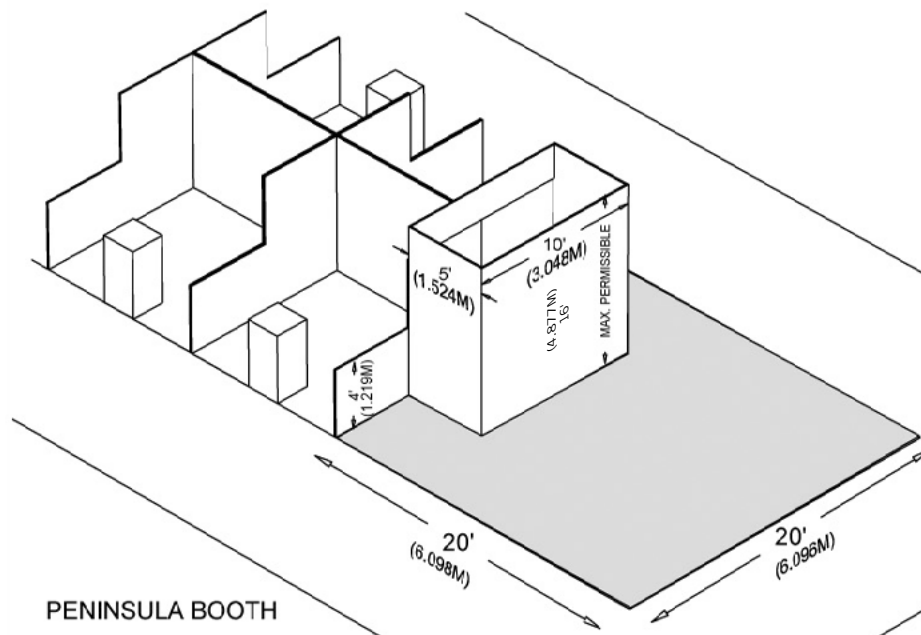
A Peninsula Booth is usually 20' x 20' (6.1m x 6.1m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4ft)(1.22m) high within five feet (5ft)(1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16ft)(4.78m) is the maximum height allowance, including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10ft)(3.05m) from adjacent booths. **Peninsula Booths located in Hall E may not exceed twelve feet (12ft) (3.658m) in height.**



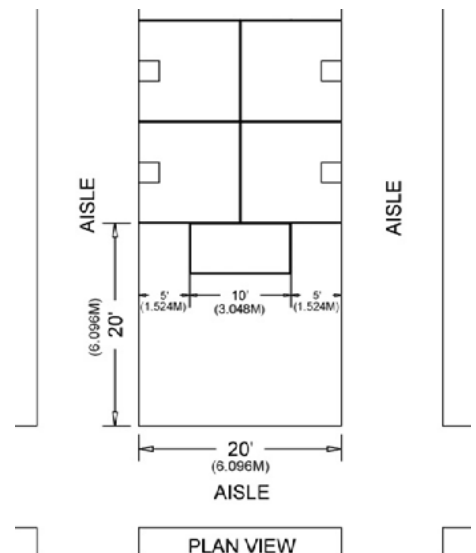
FRONT VIEW



LEFT SIDE VIEW



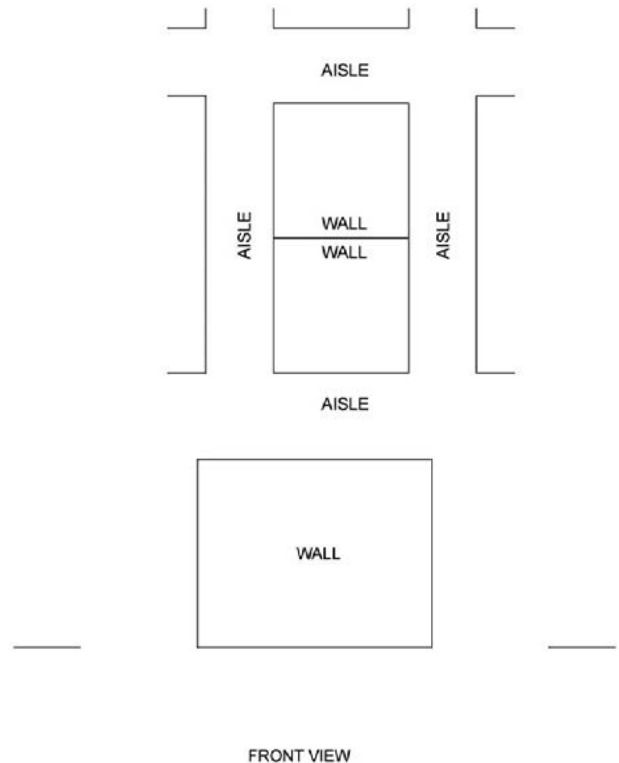
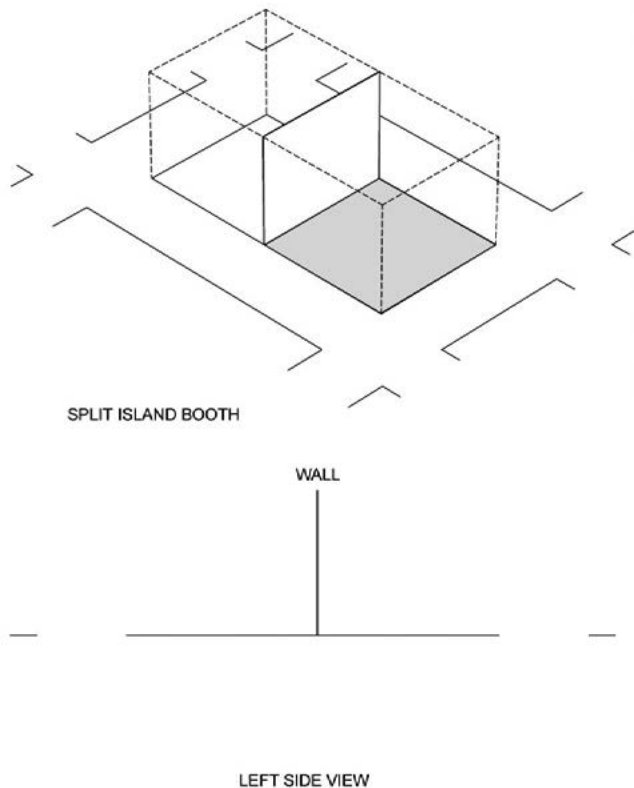
PENINSULA BOOTH



PLAN VIEW

## ► Split Island Booth

A Split Island Booth is a Peninsula Booth that shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line-of-sight restrictions. Sixteen feet (16ft)(4.87m) is the maximum height allowance, including signage. Eight-foot (8ft)(2.44m) high “pipe and drape” is included with this configuration. Double-sided signs, logos and graphics shall be set back ten feet (10ft)(3.05m) from the adjacent booth. **Split Island Booths located in Hall E may not exceed twelve feet (12ft)(3.658m) in height. Split island booth will include 8' H draped back wall in color coordinated drapery.**

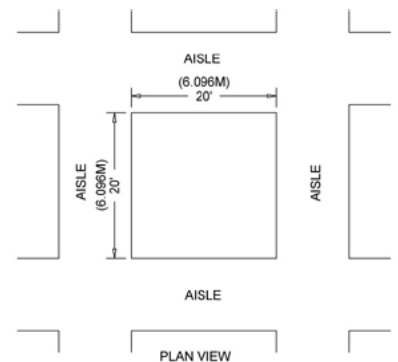
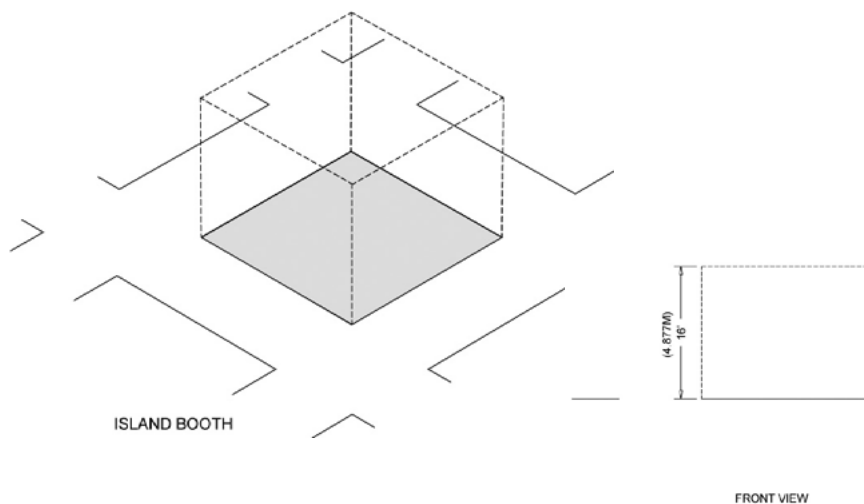


## ► Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. Drapery is not included for Island Booths.

### Dimensions and Use of Space

An Island Booth is typically 20' x 20'(6.1m x 6.1m) or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet (16ft)(4.87m), including floor-supported signage. **Island Booths located in Hall E may not exceed twelve feet (12ft)(3.658m) in height.**

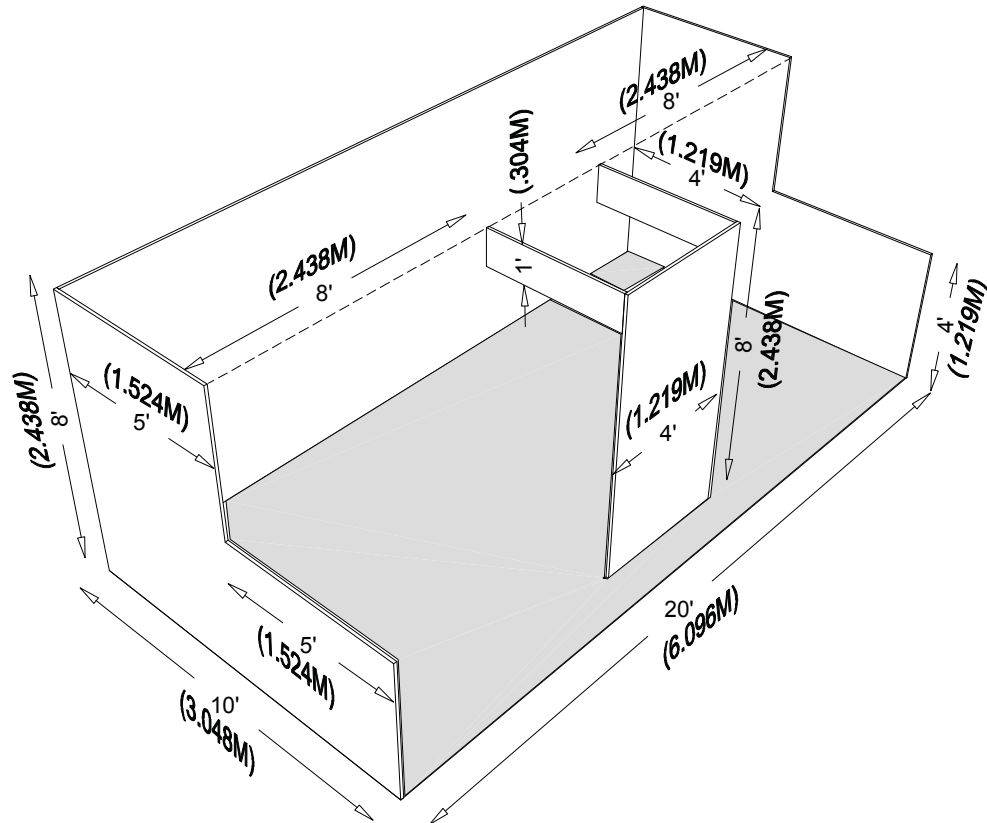


## Extended Header Booth, 20ft (6.10m) or longer

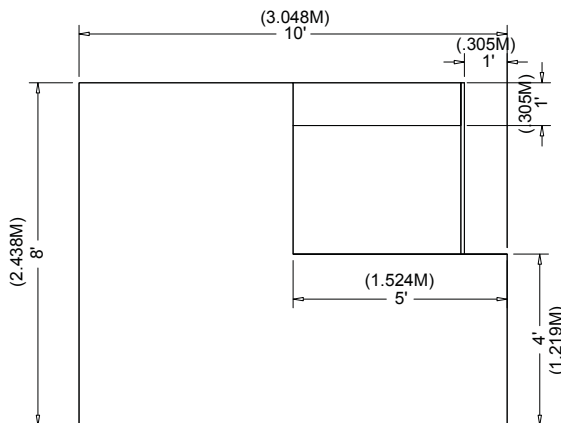
Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

### Dimensions and Use of Space

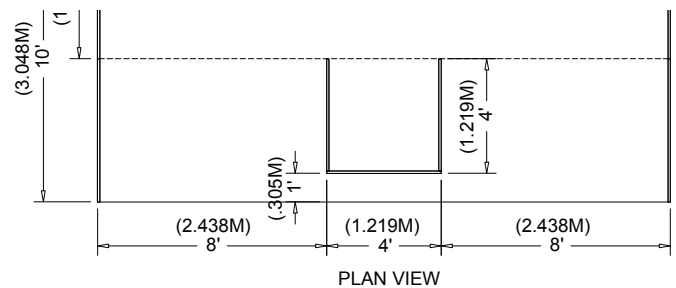
All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



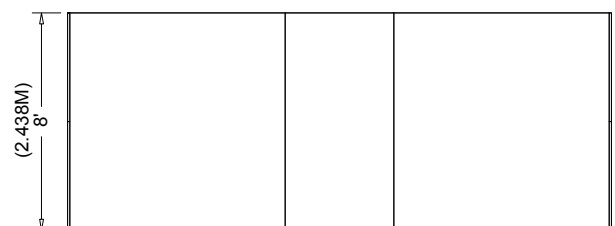
10' X 20' EXTENDED HEADER BOOTH



LEFT SIDE VIEW



PLAN VIEW



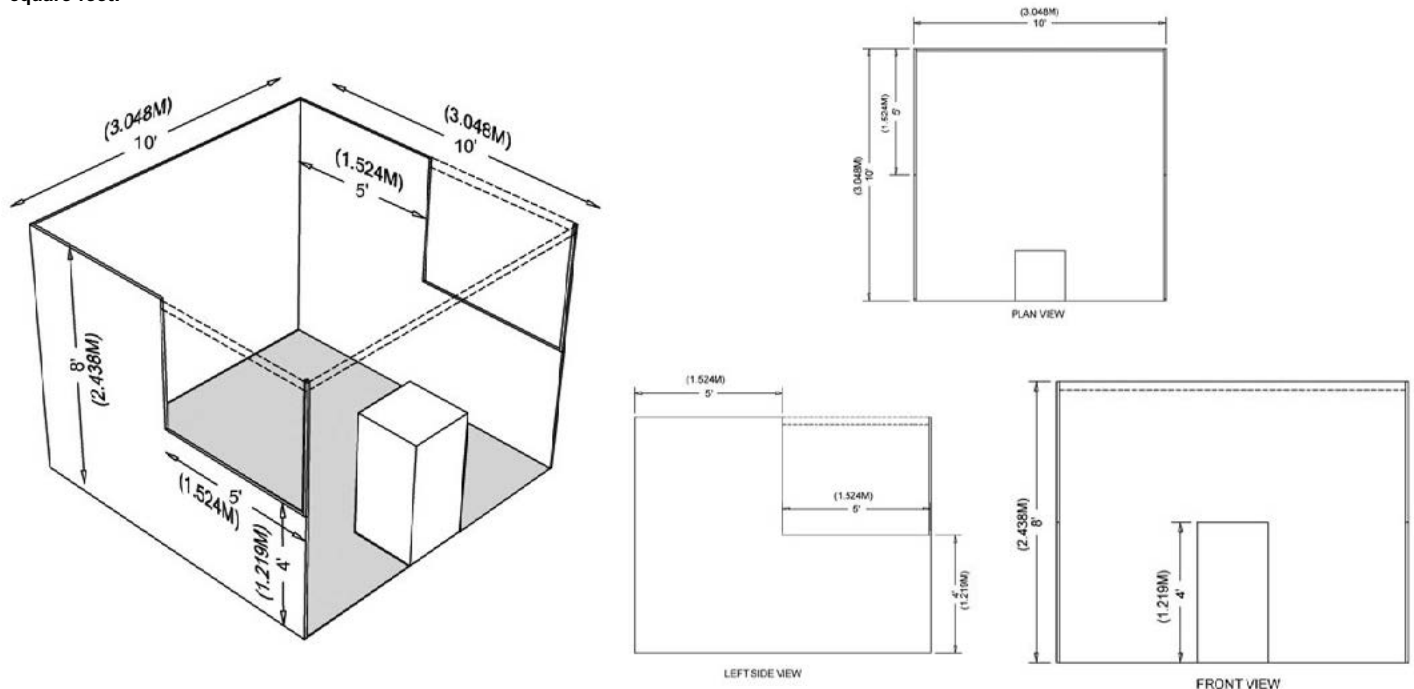
## OTHER IMPORTANT CONSIDERATIONS

### ► Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line-of-sight requirements (see “Use of Space” for Linear or Perimeter Booths).

The base of the Canopy should not be lower than seven feet (7ft)(2.13m) from the floor within five feet (5ft)(1.52m) of any aisle. Canopy supports should be no wider than three inches (3in)(.08m). This applies to any booth configuration that has a sight-line restriction, such as a Linear Booth. Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc. Smoke alarms will be required in any covered booth.

**Covered ceiling structures or enclosed rooms, including tents or canopies, shall have one smoke detector placed on the ceiling for every 900 square feet.**



### ► Hanging Signs and Graphics

Hanging signs and graphics are permitted upon approval in all standard Peninsula, Island and Split Island Booths, with a maximum height of sixteen feet (16ft)(4.87m) to the top of the sign as measured from the floor. Please refer to the floor plan in the Freeman Hanging Sign section of the Exhibitor Manual for “No Fly” areas and low ceilings. **Hanging signs and graphics are prohibited in Hall E.**

Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign may not exceed the maximum allowable height for the booth type). **Double-sided hanging signs and graphics shall be set back ten feet (10ft)(3.05m) from adjacent booths.**

### ► Theatrical Truss and Lighting

Ceiling-supported theatrical truss and lighting are permitted in all standard Peninsula, Island and Split Island Booths to a maximum height of twenty feet (20ft)(6.1m) where ceiling permits. Ground-supported truss may not exceed the maximum allowable height for the booth type. Please refer to the floor plan in the Freeman Hanging Sign section of Exhibitor Manual for “No Fly” areas and low ceilings. Logos or graphics are not permitted over the sixteen-foot (16ft)(4.87m) height restriction and must have four feet (4ft)(1.22m) of separation from the top of the sign to the top of the truss.

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting is allowed outside the boundaries of the exhibit space.
- Exhibitors intending to use hanging light systems must submit drawings to NAMM for approval by the published deadline date.
- Lighting must be directed to the inner confines of the booth space and should not be directed outside booth confines. Lighting must comply with facility rules.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring Exhibitors or otherwise detract from the general atmosphere of the event.

## ► Multi-Story Exhibit

A Multi-Story Exhibit is a booth where the display fixtures must not exceed sixteen feet (16ft)(4.87m), including double-decker booths. Multi-Storied Exhibits require prior approval by the exhibit facility and/or relevant local government agency because they are deemed to be “structures” for building purposes. The city building department generally needs to issue a building permit based on an application (found in NAMM Forms and Brochures) and drawing prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. **Multi-Story Exhibits must have design approval from NAMM and must be reviewed and approved by a structural engineer for structural integrity. No approvals will be given on-site. All Multi-Story exhibits must apply for a building permit from the Anaheim fire department. (See guidelines for appropriate booth configuration.)**

## ► Tower

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Fire and safety regulations in many facilities strictly govern the use of towers. Please submit drawings to NAMM for towers in excess of eight feet (8ft)(2.44m), as a building permit and safety/seismic lines may be required.

## ISSUES COMMON TO ALL BOOTH TYPES

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from the Web site [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors must ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing material to be displayed upon them.

### Flammable and Toxic Material

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

### Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” (minimum 14-gauge/three-wire) flat cord that is insulated to qualify for “extra hard usage.”
- Cord wiring above floor level can be “SJ” that is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in overload protectors.

### Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

### Demonstrations

Please refer to the Show Floor Sound and Demonstration Policy found in the NAMM Forms and Brochures Section of the Service Manual.

## Sound / Music

Please refer to the Show Floor Sound and Demonstration Policy found in the NAMM Forms and Brochures Section of the Service Manual.

## Unfinished Booths

Any portion of the exhibit bordering another Exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors with any visible unfinished portions to their booth prior to show opening may incur charges to have these portions finished on-site. **Carpeting or flooring is required.**

## Fire Equipment

Fire hoses and extinguishers should be visible and accessible at all times.

## Hardwall Booths

Exhibits that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

## Line of Sight

It is common at certain events, such as gift and craft shows, to eliminate the line-of-sight requirement for Linear, End-Cap and Peninsula Booths that back up to Linear Booths. This permits Exhibitors to utilize the full cubic content of the booth.

## Pipe and Drape

These are commonly used at exhibitions to define exhibits. Exhibition managers often include in their Rules and Regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed.

## Vehicles

Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one-quarter tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. NAMM must approve any vehicle intended for exhibition by the published booth construction deadline date.



*City of Anaheim*  
**Fire & Rescue and Convention Center  
Specifications and Requirements**



**Subject: NATIONAL ASSOCIATION OF MUSIC MERCHANTS (NAMM)  
SUPPLEMENTAL EXHIBITOR REQUIREMENTS**

**References: California Fire Code, 2010 Edition, Sections 408.2.1, 703.2, 901, 1004.1, 1004.3, 1014.4,**

**SECOND AND THIRD LEVELS**

1. Fire rated doors shall not be propped open.
2. Entrance units and lobby displays shall be indicated on floor plans and approved by Anaheim Fire & Rescue, the Anaheim Convention Center and NAMM.
3. Displays, drapes, trusses and all other items shall be a minimum of 18 inches below the ceiling (note: ceiling heights vary inside meeting rooms and lobby areas). Please contact show management or the show decorator for ceiling heights.
4. All fire alarm strobes, fire speakers, fire extinguishers, smoke detectors, fire signage and fire department equipment or connections shall not be concealed or obstructed by drape, hardwall, booths and/or column wraps or in any other manner.
5. No storage or food service is allowed in the second and third floor rear corridor passageways unless it is approved by Anaheim Fire & Rescue and the Anaheim Convention Center.
6. At no time shall exit doors be obstructed unless approved by Anaheim Fire & Rescue.
7. Scaled floor plans are required when drape, truss, display walls, performance areas, etc., are part of setup in meeting rooms. Square footage of performance area and setup shall be provided on the floor plan in order to obtain room capacity maximums.
8. A minimum of a three foot clearance is required at rear exit doors. This width may be increased based on occupancy.

**DECORATIVE MATERIAL & SOUND BOOTHS**

All drapes, fabrics, netting and materials that are used for booth separation are required to be flame retardant. Canopies, curtains, straw, hay, fabrics, foam and materials in sound booths are also required to be flame retardant. A copy of the California State Fire Marshal Flameproof Certificate must be provided to Anaheim Fire & Rescue.

- If a California State Fire Marshal Flameproof Certificate is not provided, a sample of the material or product must be submitted to Anaheim Fire & Rescue for testing. If it is determined that the material or product is not fire retardant the materials shall be removed prior to show opening.

**TWO-STORY BOOTHS WITH TWO STAIRCASES**

1. A permit is required for a two-story booth with two-staircases. See the Exhibitor Requirements and Permit Application in the Exhibitor Kit for more information.
2. Each staircase shall be spaced no less than a third of the diameter of the second floor to be considered two staircases.
3. Occupant loads on the second floor are determined by square footage, the separation distances between the staircases and the width of each staircase.
4. Staircase width between the handrails is 44 inches for 50 or more people and 36 inches for 49 people or less.

**FURNITURE**

Furniture in sprinklered areas shall meet Technical Bulletin 117 requirements. Furniture in non-sprinklered areas shall meet Technical Bulletin 133 requirements. All furniture shall be tagged with the requirements from the manufacture.

**PERFORMANCE RELATED ACTIVITIES**

1. The use of hazing requires approval from Anaheim Fire & Rescue, the Anaheim Convention Center and NAMM.
2. The use of carbon dioxide, CO<sub>2</sub>, requires a show permit from Anaheim Fire & Rescue (see Exhibitor Guidelines & Show Permit in the Exhibitor Kit).

**Please read the ANAHEIM FIRE & RESCUE EXHIBITOR REQUIREMENTS located in the Exhibitor Kit for requirements regarding two-story booths, decorative material, vehicles, booth storage and all other exhibitor information. For further information, please contact the Anaheim Fire & Rescue Trade Show Inspector at (714) 765-4040 or at [tradeshowinspector@anaheim.net](mailto:tradeshowinspector@anaheim.net).**





*City of Anaheim*  
**Fire & Rescue Department**  
*Fire Prevention Division*  
**Specifications and Requirements**



**Subject: TRADE SHOW EXHIBITOR REQUIREMENTS**

**References: California Fire Code, 2010 Edition, Sections 308, 313, 315, 906, 907, 2701, 3003 & 3803  
California Building Code, 2010 Edition, Sections 1009 & 1015**

**Booth Requirements**

All exhibit booths shall be constructed with non-combustible or limited-combustible materials. Wood booths must be ¼ inch thick or greater.

Covered ceiling structures or enclosed rooms, including tents or canopies shall have one smoke detector placed on the ceiling for every 900 square feet.

Electrical appliances and cords must be U.L. approved. All temporary electrical wiring will stay accessible and be free from debris and storage materials. Hardback booths must be at least 9 inches from rear booth boundary line. Gas appliances must be A.G.A. approved.

**Fire Equipment: Exhibit Halls, Meeting Rooms & Lobbies:**

Storage, booth construction, easels, chairs and signs shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles. Fire equipment, fire strobes, fire speakers, fire signage and fire extinguishers shall not be concealed and shall remain visible and unobstructed at all times.

**Storage**

Literature and product handouts shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No more than a 1 day supply of combustible storage is allowed beneath tables and in storage rooms. No storage of any kind will be allowed behind curtains, walls or on electrical cords of booths in any facility.

**Decorative Material & Furniture**

All drapes, fabrics, netting and materials that are used for booth separation are required to be flame resistant. Canvas tents, canopies, awnings, curtains, straw, hay, inflatables, fabrics and materials are also required to be flame retardant. A copy of the California State Fire Marshal flame proof certificate must be provided to the Anaheim Fire Department. If a California State Fire Marshal flame proof certificate is not provided, a sample of the material or product must be submitted to the Anaheim Fire Department for fire testing. If at any time it is determined that the material or product is not fire retardant the materials shall be removed prior to show opening. Furniture in sprinklered areas shall meet TB 117 requirements. Furniture in unsprinklered areas shall meet TB133 requirements.

**Cooking Appliances**

Operation of any electrical cooking appliances, i.e. ovens, stoves, grills, hot plates, deep fryers, skillets, etc. and all demonstrations using these appliances must be isolated away from the public or be protected with a clear plastic shield. The shield must be placed along the front and the sides of the appliance. A show permit is required for the use of propane or butane for cooking purposes. Quantities will be limited. **These requirements do not apply to microwave ovens, coffee pots, rice cookers, crock pots, chaffing dishes or popcorn wagons.**

**Heat-Producing Equipment**

Operation of any welding equipment, soldering device, etcetera, require protection around equipment so the public cannot be injured during demonstration. All items shall be placed on a non-combustible surface. Approved welding screens will be required for welding equipment. **See permit section for compressed gas, natural gas, propane and butane.**

**Machinery**

Operation of any electrical, mechanical, or dust-producing equipment, which incorporates moving parts or could cause injury to the public require protection around machinery for the viewers' protection if safeguards are not currently in place. **This does not apply to normal electrical appliances such as lamps, computers, radios, etc.**

**Candles**

Use of any decorative candles must be securely supported on a substantial non-combustible base so located as to avoid danger of ignition of combustible materials or tipping over. The candle flame shall be protected by a non-combustible container.

*City of Anaheim*  
**Fire & Rescue Department**  
*Fire Prevention Division*  
**Tradeshow Exhibitor Requirements**

**Two-Story Booths (Maximum 1-Staircase)**

The second story of a 2-story booth equipped with one staircase will require an occupant load sign to be posted on the staircase and be limited to an occupant load of 9 persons. One spiral staircase will be limited to 5 people on the second floor. The width of the staircase shall be a minimum of 36 inches wide between the handrails. Office doors on the second story, if used, shall open in the direction of travel and shall have self-releasing hardware. **Booth diagrams are not reviewed for structural stability.**

**Vehicles**

All liquid or gas fueled vehicles, and gasoline/diesel-powered equipment for display shall have batteries disconnected, fuel supplies at 1/4 tank or 5 gallons, whichever is less, and be furnished with locking gas caps or caps sealed with tape. Contact the Anaheim Fire & Rescue Department for alternative fueled vehicles.

**Helium**

Helium cylinders shall be secured to a fixed object with one or more restraints or on a cart or other mobile device designed for the movement of compressed gas containers.

**Fireplaces**

All appliances shall be U.L. approved and a protective screen shall be provided in front of the fireplace. Natural gas connections shall be conducted by a licensed plumbing contractor.

**THE FOLLOWING ITEMS REQUIRE A SHOW PERMIT:**

**A PERMIT SHALL BE SUBMITTED FOR APPROVAL A MINIMUM OF 14 DAYS PRIOR TO SHOW OPENING**

**Flammable or Combustible Aerosols/Liquids**

Describe the use and amounts for each day of the show on the Show Permit form. Include the Material Safety Data Sheet (MSDS) for the product. Quantities may be limited by the Anaheim Fire Department. **All flammable or combustible aerosol containers, used for display purposes, must be empty.**

**Hazardous Materials/Compressed Gas**

Describe the use and amounts for each day of the show on the Show Permit form. Include the Material Safety Data Sheet (MSDS) for the product. Quantities may be limited by the Anaheim Fire Department. Hazardous materials are defined in the 2010 California Fire Code. **Natural gas connections shall be conducted by a licensed plumbing contractor.**

**Open Flame**

Describe the use on the Show Permit form. The Trade Show Inspector must be contacted prior to completing a Show Permit form if open flame is being used for theatrical purposes or demonstrations. **A permit is not required for the use of candles in a tradeshow (refer to candle section).**

**Propane or Butane**

Describe the use on the Show Permit form. Propane and Butane will be limited to two-17 ounce containers.

**Two-Story Booths (Two or More Staircases)**

A diagram of the booth shall be submitted with the Show Permit form listing the width of each staircase between the handrails, the square footage of the second floor, the distance between the staircases and the maximum overall diagonal of the booth from corner to corner. **Booth diagrams are not reviewed for structural stability.**

For further information regarding these requirements contact:

Fire Prevention Bureau at (714) 765-4040, between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday or e-mail [tradeshowinspector@anaheim.net](mailto:tradeshowinspector@anaheim.net).



# ANAHEIM FIRE DEPARTMENT FIRE PREVENTION BUREAU

201 S. Anaheim Blvd., #300  
Anaheim, CA 92805

BOOTH  
NUMBER \_\_\_\_\_

## SHOW PERMIT

THIS PERMIT IS NOT REQUIRED TO BE POSTED IN YOUR BOOTH.  
IT SHALL REMAIN AVAILABLE UPON REQUEST  
TO ALL AUTHORIZED REPRESENTATIVES OF THE ANAHEIM FIRE DEPARTMENT.

THIS FORM SHALL NOT BE ALTERED IN ANY MANNER.

SHOW NAME \_\_\_\_\_

LOCATION OF SHOW \_\_\_\_\_

### CONTACT INFORMATION

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE NUMBER (     ) \_\_\_\_\_ FAX (     ) \_\_\_\_\_  
Area Code Area Code

CONTACT NAME \_\_\_\_\_

SHOW DATES \_\_\_\_\_

### I HEREBY APPLY FOR A FIRE DEPARTMENT PERMIT FOR THE FOLLOWING USE:

- |   |   |
|---|---|
| <input type="checkbox"/> Flammable/Combustible Liquids/Aerosols | <input type="checkbox"/> 2-Story Booth (2 or more staircases) |
| <input type="checkbox"/> Open Flame                             | <input type="checkbox"/> Hazardous Materials                  |
| <input type="checkbox"/> Propane                                | <input type="checkbox"/> Other _____                          |

### PLEASE PROVIDE ANY INFORMATION NECESSARY TO APPROVE YOUR REQUEST:

Applicant's Signature \_\_\_\_\_ Date: \_\_\_\_\_

Fire Department Approval \_\_\_\_\_ Date: \_\_\_\_\_

### FIRE DEPARTMENT REQUIREMENTS:

MAIL TO: TRADE SHOW INSPECTOR  
ANAHEIM FIRE DEPARTMENT  
201 S. ANAHEIM BLVD., SUITE 300  
ANAHEIM, CA 92805

PHONE: (714) 765-4040  
FAX: (714) 765-4608