

# EXHIBIT SPACE RULES AND REGULATIONS

Please Read Carefully

January 14–17, 2010 • Anaheim Convention Center • Anaheim, CA

## TRADE SHOW DATES AND HOURS

Anaheim Convention Center  
and the Anaheim Marriott

January 14 - 16, 2010

10:00 a.m. (1000) – 6:00 p.m. (1800)

January 17, 2010,

10:00 a.m. (1000) – 5:00 p.m. (1700)

Hall E opens at 9:30 a.m. (0930) Daily

The NAMM Show welcomes retail music store buyers, manufacturers, manufacturers' representatives, distributors and publishers of the music products industry, professional audio, sound and lighting companies, and commercial recording studios. Exhibit Space in the Event is limited to businesses and entities that have contracted and paid for Exhibit Space assignment. In the interest of accountability and safety, and to prevent congestion and crowding, no Exhibitor shall assign or sublet to, or share the space allotted with, another business or firm unless approval has been obtained in writing from NAMM. All companies sharing Exhibit Space must have executed a Shared Exhibit Space Contract/Application and received approval from NAMM to exhibit.

All Exhibitors must be current Commercial, Affiliate Commercial, or Service Provider Members of The National Association of Music Merchants, Inc. (d.b.a. NAMM, The International Music Products Association®); however, membership in NAMM does not guarantee a right to exhibit in the Event. Exhibitors will be selected at the sole discretion of NAMM. Members whose product or service involves used musical products (as opposed to the restoration of musical products to the value of similar new products) or entails the mere refurbishment of used products are not eligible to exhibit in the Event. Dues for Commercial and Affiliate Commercial Members are \$195 annually. Service Provider Member dues are \$600 annually.

All Exhibitors and their representatives participating in the 2010 NAMM Show ("Event") over the dates of January 14-17, 2010 are required to comply with the rules and regulations ("Rules and Regulations") set forth below, as well as the terms and conditions ("Terms and Conditions") stated in the Exhibit Space Application/Contract ("Contract"), as well as the Exhibitor Manual and the rules and regulations of the Exhibition Facility, all of which are fully incorporated by reference in the Contract. Each of these documents can be accessed on-line at [www.namm.org](http://www.namm.org).

## EXHIBIT SPACE OCCUPANCY SET-UP AND EXHIBITION HOURS:

Hours and dates for installing, occupying and dismantling displays/exhibits will be specified on the NAMM Web site at [www.namm.org](http://www.namm.org). Exhibitor's display/exhibit must not be disturbed, dismantled or removed before the official close of the Event, and must remain staffed during all official Event hours as stated in the Exhibitor Manual. If Exhibitor fails to install its display/exhibit in its assigned Exhibit Space or leaves its space unattended during the official Event hours NAMM shall have the right to take possession of Exhibitor's Exhibit Space and no refund will be due Exhibitor. If Exhibitor infringes on or violates the Rules and Regulations, Exhibitor (i) will be assessed a fee of \$500 per exhibit booth; (ii) will reimburse NAMM and/or the Official Service Contractor for all costs and expenses incurred in the staffing or dismantling, packing and removal of Exhibitor's exhibit; and (iii) may be banned from future NAMM Shows. Should extraordinary events occur requiring early departure from the Event the Exhibitor must immediately notify NAMM on site and make arrangements for such an occurrence. If Exhibitor, through circumstances beyond its reasonable control, is delayed in arrival or set-up, Exhibitor must notify NAMM as soon as possible prior to the Event. Non-notification will result in resale of space and possible loss of priority points. No refunds will be made.

Exhibitors need to refer to their Freight Target Floor Plan for their specific move-in schedule. The Freight Target Floor Plan is mailed with the NAMM accepted Contract and is also available on the NAMM Web site at [www.namm.org](http://www.namm.org).

## INSTALLATION/MOVE-IN:

The Exhibitor Installation/Move-in officially begins at the time specified on the targeted floor plan accompanying the Exhibitor Manual. No Exhibitor may begin installation of their exhibit/display materials or products prior to this time, without NAMM's prior consent. If Exhibitor requires special arrangements for move-in or move-out please contact NAMM's designated representative. Violators of this regulation may be denied the right to exhibit at future NAMM Shows. Installation/Move-in must be completed by 5:00 p.m. (1700), Wednesday, January 13, 2010.

## DISMANTLE/MOVE-OUT:

The Trade Show officially closes at 5:00 p.m. (1700), Sunday, January 17, 2010.

No Exhibitor may dismantle or removed exhibit

or display materials or products prior to 5:01 p.m. (1701) Sunday, January 17, 2010. Violators of this regulation may be denied the right to exhibit at future NAMM Shows. All exhibit material must be removed from the exhibit areas at the Anaheim Convention Center by 3:00 p.m. (1500), Tuesday, January 19, 2010.

## BADGE ALLOTMENT

Exhibitor category badges will be provided only to companies contracted for booth space at the 2010 NAMM Show. The Exhibitor's badge allotment is intended for the Exhibitor's employees and demonstrators. They are not to be used for distributors, dealers or independent rep companies.

Exhibiting companies are allotted Show badges in three categories:

**1. Exhibitor** badges are intended only for personnel requiring special floor access privileges in order to set-up the booth, remove exhibit product from the show floor and to work within the exhibit. The allotment of EXHIBITOR badges is based on the size of the booth. Eight (8) EXHIBITOR badges are allotted for the first 100 square feet (9.29sq.m) of exhibit space. Two EXHIBITOR badges are added for each additional 100 square feet (9.29sq.m) of exhibit space.

**2. Employee** badges are intended for exhibiting company employees who will not be involved in set up, break down or moving products into and out of the Show. The allotment of EMPLOYEE badges is equal to the total number of employees, less the number of EXHIBITOR badges issued.

**3. Associate** badges are intended for personnel such as authors, PR agencies, lawyers and accounts that have an established relationship with the NAMM member.

**4. Artist** badges are intended for endorsed artists from the exhibiting company. Artist badges count against the visitor allotment.

**5. Visitor** badges are intended for spouse or family members. Visitor badges are not for industry colleagues. The Visitor/Artist/Associate allotment is equal to the sum of Exhibitor plus Employee badges.

All Show badges are complimentary if requested before the pre-registration deadline on December 4, 2009. After the deadline there is a \$25 charge for each badge.

## EXHIBIT MATERIAL RELEASE PASSES:

Only badged Exhibitors with matching photo

identification will be able to obtain Exhibit Material Release Passes. Once issued, these passes become the sole responsibility of the Exhibitor and should be destroyed if not used. Exhibit Material Release Passes may be obtained from the NAMM Show Office during show hours and other designated areas at the close of the show. Exhibitors should provide Exhibitor's demonstrators with an "Exhibitor" badge and an Exhibit Material Release Pass to allow them to remove their personal instruments from the show floor.

Security personnel will endeavor to stop persons from removing hand-carried music products from the Exhibition Facility unless such a person is wearing an Exhibitor Badge, and provides a matching photo I.D., with a properly completed Exhibit Material Release Pass. Invoices or sales receipts will not be accepted.

#### **EXHIBITOR CONDUCT:**

The Event is conducted to facilitate order taking and the exchange of product information. Exhibitors agree not to schedule tours, meetings, activities or other events that might reasonably be expected to draw attendance away from the Event during any part of official Event hours. The selling of products, goods or samples is prohibited during the Event, except as may otherwise be specified by NAMM. Exhibitors must not complete sales by receiving payment or delivering their products in the Exhibition Facility during the Event. Selling, as opposed to order taking, may require the payment of state sales tax and could subject the Exhibitor to civil or criminal liability for failure to register with State authorities or failure to pay sales tax.

NAMM prohibits abusive conduct and inappropriate behavior toward NAMM, attendees, guests, exhibitors, affiliated representatives, or any other person participating in the Event. Whenever possible, at NAMM's discretion, Exhibitor may be given notification and reasonable time to correct the problem under the circumstances. Notwithstanding anything to the contrary, NAMM reserves the right to immediately reject, eject, remove or prohibit any exhibit in whole or in part, or any Exhibitor or its representatives, if, in the opinion of NAMM, the exhibit or the activities of the Exhibitor or its representatives violates the Contract, the Rules or Regulations, Exhibitor Manual or are detrimental to the aims, goals or purpose of the Event or whose display of goods, services or products are not, in the opinion of NAMM, compatible with the general character and objectives of the Event. Fraudulent Exhibitor registration or misrepresentation of status or goods, products or services will be cause for removal from the Event. Exhibits or conduct by Exhibitor that NAMM determines, in its sole discretion, which is likely to constitute a violation of state or federal law or criminal activity are prohibited. NAMM shall have the right, upon such determination, to require immediate removal of the exhibit of the offending Ex-

hibitor, and/or confiscate any illegal material or property in the possession of the Exhibitor.

If any exhibit or Exhibitor is rejected, ejected, removed or prohibited from exhibiting, in whole or in part, from the Event for violation of the Contract, the Rules and Regulations or for any other reasons, Exhibitor will have forfeited all Exhibit Space Cost, registration fees or any other fees, and therefore not be entitled to any refunds, and will remain liable for any damages due to its actions, and at NAMM's sole discretion may be prohibited from participating in future NAMM Shows. Further, Exhibitor agrees that NAMM shall have no liability in connection with the foregoing. NAMM may reassign any forfeited Exhibit Space at its own discretion.

#### **PROMOTIONAL ACTIVITIES:**

In the interest of safety and aesthetics and to prevent congestion in common areas Exhibitor 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, unless otherwise previously approved by NAMM. Exhibitor shall only exhibit products that it legally manufactures, represents or distributes. Distributed literature must be related strictly to the products and/or services on display or directly available from the Exhibitor of record. All displays/exhibits shall display products or services in a tasteful manner. Exhibitor may not circulate or distribute materials in hallways, aisles, public areas or hotels. The aisles, passageways and overhead spaces remain strictly under control of NAMM and no signs, decorations, banners, advertising material, special exhibits or promotional activities will be permitted outside of Exhibitor's assigned Exhibit Space, except by prior written permission of NAMM. Exhibitor's personnel/representatives (uniformed attendants, models and/or other employees) wearing distinctive costumes or carrying banners or signs separately, or as part of their apparel, must remain within the confines of the Exhibitor's Exhibit Space.

Any Exhibitor utilizing a celebrity figure in their assigned Exhibit Space for a promotional purpose must notify NAMM at least 30 days prior to the Event Dates of the dates and times of the celebrity's scheduled appearances, and obtain NAMM prior written approval. If NAMM, at its sole discretion, deems additional security personnel or measures are necessary, they will be implemented immediately at the Exhibitor's own expense. For the same reasons, no public figures (performers, artists, etc.) sponsored by Exhibitors are to appear in any public space or in the vicinity of any of the Official Event Exhibition Facilities or hotels without the prior written approval of NAMM.

Exhibitor shall not, nor shall Exhibitor permit others to, do anything to the exhibit booth or do anything in the Facility where the Event is held, or bring anything into the Exhibition Facility, which would cause a difference in conditions from those previously approved by

NAMM, its insurance carriers, or the owners or managers of the Exhibition Facility, which will in any way increase premiums payable by any of such parties for fire, casualty, liability or other insurance on the Exhibition Facility or any property therein. Exhibitor agrees to pay, on demand by any such parties, any increase in premium cost or surcharge resulting from a violation of this Section.

Distribution of promotional items or samples/souvenirs, mascots, literature and/or any other form of advertising is forbidden in the Exhibition Facility's corridors, lobbies, hotels and public space or anywhere outside of the Exhibitor's assigned Exhibit Space. Strolling entertainment or moving advertisements outside of an Exhibitor's Exhibit Space are prohibited.

Balloons, nails, tacks, gummed labels or stickers and other similar materials may not be used in or on walls of the Exhibition Facility. Handouts with gummed backing that adhere or cause adhesion are considered stickers. Exhibitors causing damage to the Exhibition Hall will be responsible for cost incurred. No signs other than those furnished by NAMM may be placed outside of any Exhibitor's Exhibit Space or in doorways or hallways of the Exhibition Facility without NAMM's prior consent.

#### **MINORS:**

##### **Important Badge Policy Change Concerning Minors Visiting NAMM Trade Shows.**

- Non-trade/Industry visitors under the age of 16 may not attend NAMM trade shows
- Trade/industry minors under the age of 16 may only attend NAMM trade shows if they are:
  1. Retail employees as verified by an active NAMM Member company
  2. Endorsed artists as verified by an active NAMM Member company
- To attend a NAMM show, qualified minors must:
  1. Be accompanied by an adult at all times
  2. Have completed a Minor Release Form at On-Site Registration
  3. Be wearing the appropriate NAMM trade show badge

**Important Note:** For safety reasons, minors 18 and under are not permitted on the trade show floor during setup or teardown.

#### **EXHIBIT STANDARDS**

Exhibitor's display/exhibit booth must be designed and constructed in a manner that provides adequate area in the assigned Exhibit Space to accommodate interested Event attendees. NAMM has prepared an illustrated display section that explains and establishes configurations and designs for various sizes of Exhibit Space. This section is included in the Exhibitor Manual (under the heading "General Info and Exhibit Standards") and is also made available to all Exhibitors at [www.namm.org](http://www.namm.org).

Exhibitors must conform to the size of their Exhibit Space. Any demonstration or activity

which results in excessive obstruction of aisles, prevents ready access to a nearby Exhibitor's booth, or creates a disturbance or safety hazard deemed by NAMM to cause a disruption or potential harm, shall be suspended for any periods or removed as specified by NAMM. Equipment must be arranged so that Event attendees do not stand in the aisle while examining equipment, products or watching demonstrations. Exhibitors must rearrange their displays upon request by NAMM if their exhibit/display could cause safety hazards, congestion in the aisles or interfere with other exhibits/displays. Displays must be constructed in such a manner that all visible surfaces are finished. Exhibitors with any visible unfinished portions of their Exhibit Space or exhibit/display prior to the trade show opening may incur charges to have those portions finished on-site.

Any Exhibitor proposing an exhibit consisting of materials other than, or in addition to, pipe and drape or exceeding 8 feet (2.48m) in height must first submit drawings or schematics of the design of the proposed exhibit for prior approval by NAMM before they will be permitted to begin installation of their exhibit/display.

All fire and safety regulations as outlined in the Exhibitor Manual must be observed for the duration of the Event. All decorations must be made of flame-retardant material, and hangings must not reach the exhibition floor. Boxes and combustible liquids or materials may not be used or stored anywhere in the Exhibition Facility.

Exhibitors must abide by applicable trade union regulations that pertain to Exhibitor personnel working in the Exhibition Facility. NAMM shall have full authority to vary, alter, remove, or relocate the Exhibit Space assigned to an Exhibitor if (i) such change is for the common good of the Event, or (ii) Exhibitor fails to observe the Rules and Regulations. NAMM shall have the final decision as to any such change in Exhibit Space, which shall be binding on the Exhibitor. Such change shall be at the Exhibitor's expense if a contributing factor thereto is the result of the Exhibitor's act or failure to act.

#### **SOUND AND LIGHTING DEVICES:**

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. Sound of any kind must not be projected outside of the exhibit booth. The use of devices for mechanical reproduction of sound or music may be permitted, but must be controlled to decibels stated in the Sound Regulations section of the Rule and Regulations, below. Exhibitor is specifically prohibited from employing any carnival-type attraction, animal or human, or from operating noise-creating devices such as bells, horns or megaphones.

#### **DEMONSTRATIONS:**

Exhibitors may demonstrate their exhibited product in their assigned Exhibit Space, provided that the following is strictly adhered to:

- Demonstrations do not exceed a sound level of 85 decibels.
- Demonstrations do not exceed 5 minutes in duration.
- Demonstrations are for potential buyers only and not merely to attract or draw attention to their exhibit/display.

#### **SOUND REGULATIONS:**

Strict compliance with the following Sound Regulations and Procedures is required of all Exhibitors. Enforcement of these regulations and procedures will be a top priority at the Event. In order for NAMM to provide the best possible environment for conducting business, the following rules will be strictly enforced:

At no time, either in the Exhibit Space or outside any sound room, may the sound level exceed 85 decibels.

Sound rooms are required for the demonstration of any musical instrument or product that exceeds the 85-decibel level.

Doors to sound rooms must be kept closed during demonstrations.

Exhibitors are required to post warnings that sound levels within the sound room may be harmful.

Exhibitors who received a sound violation warning at any prior NAMM Show must use a sound room, headphones or a suitable sound barrier.

An Exhibitor found to be in violation of the 85-decibel sound level will receive a written warning. Upon the second violation in one day, the offending Exhibitor's booth will be closed down for the remainder of that day without any refund of the space fee or other liability to NAMM. Additional warnings over the course of the show will result in the removal of the exhibit for the remainder of the Trade Show, without any refund of the space fee or other liability to NAMM, and will affect future eligibility to participate in shows sponsored by NAMM. Complaints of sound regulation violations may be made directly to NAMM representatives on the show floor or in the NAMM Show office.

#### **OFFICIAL SERVICE CONTRACTOR SERVICES:**

NAMM has contracted, on an exclusive basis, official service contractors to provide certain services for the Event. Service companies other than the official service contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by Exhibitor-Appointed Contractors ("EAC") within certain guidelines. A complete listing of exclusive services and Exhibitor-Appointed Contractor guidelines will be provided in the Exhibitor Manual.

Any Exhibitor seeking to utilize the services of a Service Contractor other than the contractors designated by NAMM for exhibit set-up or dismantling or other services in connection with exhibiting at the Event must obtain NAMM's prior written consent.

#### **EXHIBITOR-APPOINTED CONTRACTOR:**

Exhibitor may use an Exhibitor-Appointed Contractor ("EAC") as set forth herein and in the Exhibitor Manual. Request forms and insurance requirements are available in the Exhibitor Manual under the heading "General Info and Exhibit Standards." Exhibitors are required to sign and return "Request To Use An Exhibitor-Appointed Contractor" form by December 11, 2009, if requesting the use of any contractor other than those listed in the Exhibitor Manual as "Official Service Contractors." Such consent shall be given or withheld at NAMM's sole discretion.

Any EAC, as an agent of the Exhibitor, present in the Exhibition Facility during the Event must adhere to and will be bound by the Rules and Regulations and other terms and conditions as stated in the Contract and the Exhibitor Manual. EAC must comply with all insurance requirements as stated in the Exhibitor Manual, separate and apart from the Exhibitor's insurance requirements as stated in the Contract, as well as indemnify, defend and hold harmless NAMM and the Exhibition Facility and the City of Anaheim, as stated in the Indemnification Section of the Contract. Exhibitors will be responsible for ensuring that their EAC has adequate insurance coverage as specified herein and will be liable for the conduct of each EAC it appoints or that performs services pursuant to such appointments. Exhibitors using any company other than the Official General Services Contractor for the installation and/or dismantle of display material only must hire union personnel or secure labor through the Official General Services Contractor. The names of any EACs to be used by Exhibitor must be sent to NAMM at least 30 days prior to the Event's first Event Date. NAMM retains the right, at its sole discretion, to prohibit or remove an EAC from the Exhibition Facility for non-compliance under the Contract or the Rules and Regulations.

#### **GENERAL SECURITY:**

NAMM will provide 24-hour perimeter security during the move-in, show days and move-out periods for general safety and security purposes only. The security services provided by NAMM are not intended, nor are they to be interpreted by the Exhibitor in any form whatsoever, as a guarantee by NAMM or the Exhibition Facility against any loss, theft or damage to the Exhibitor or any of Exhibitor's property. NAMM shall not be liable for any losses of merchandise, damage to property, or injury to individuals. All items brought into Exhibition Facility are done so at the Exhibitor's own risk. The Exhibitor is solely responsible for the security and safeguarding of its exhibit/display

and its contents at all times. NAMM does not provide security within the Exhibitor's Exhibit Space; if such security is desired, Exhibitor must separately contract for security service, at its own cost and expense, with a provider approved by NAMM. The Official General Services Contractor's responsibility for items left on the floor for pick-up does not begin until such items are actually picked up at Exhibitor's booth and terminates when movement to Exhibitor's forwarding carrier is completed.

**PHOTOGRAPHS, PUBLICITY MATERIAL, RADIO & TELEVISION & PRINT MEDIA:**

The use of cameras and video cameras on the exhibit floor, or at NAMM or NAMM Member events, is strictly prohibited without the prior permission of NAMM. Exhibitor agrees not to photograph, video tape, depict or record for commercial or noncommercial use the Event, its exhibit, Event functions or those attending without the prior permission of NAMM.

NAMM reserves the sole right to use any photographs, video tape, depictions, graphics, rendering, recordings, electronic images or publicity material received by or obtained by NAMM in the course of the Event, for whatever use deemed proper by NAMM. NAMM retains the exclusive right to include photographic, video and other visual portrayals of attendees, any Exhibitors and their booth including its contents, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity and otherwise, without compensation to the Exhibitor, and all rights titled and interest bearing (including all worldwide copyrights therein) will be NAMM's sole property, free of any claims of the Exhibitor or any persons deriving any rights or interest from the Exhibitor.

**SHOW DIRECTORY LISTING AND GUIDES:**

Each Exhibitor is entitled to one complimentary listing in official Event material. That listing will be either the Exhibitor of record or a legal D.B.A. (Doing Business As) submitted by the Exhibitor signing the Contract. No entity other than the Exhibitor of record or a legal D.B.A. will be granted a listing in official Event material, except as otherwise permitted by NAMM pertaining to approved shared Exhibit Space. The Exhibitor of record may not feature names, brands or advertisements of non-NAMM Members, and/or non-exhibiting manufacturers, distributors or agents. NAMM will not be liable for any errors or omissions in the Show Directory, Show Dailies, exhibitor lists, attendee lists, web sites or any promotional materials for the Event.

**LISTINGS AND PROMOTIONAL MATERIALS:**

By exhibiting at the Event, Exhibitor grants to NAMM a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, and product names of Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in NAMM

promotional materials. NAMM shall not be liable and Exhibitor will hold NAMM harmless for any errors in any listing or descriptions or for omitting Exhibitor or any other exhibitor from any directory or other lists or materials. NAMM may also take photographs of Exhibitor's Booth Space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

**LOTTERIES & CONTESTS:**

The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable federal, state and local laws and ordinances in the State and City where the Event is being held. Exhibitor agrees to accept full and complete responsibility for complying with and adhering to all applicable federal, state and local laws, ordinances and regulations pertaining to lotteries and contests.

**HOTEL ACCOMMODATIONS AND EVENT SPACE INFORMATION**

NAMM recognizes that, in conjunction with exhibiting on the show floor, Exhibitors consider it essential to have rooms, suites and events in close proximity to the exhibition facility. Because of the limited number of available facilities for this use the, the company must be exhibiting at the event to obtain a suite or event space at an Official Trade Show hotel. Reservation forms for sleeping rooms, suites and event space at Official Trade Show hotels will be available on the NAMM web site.

Official hotel suites and event space are reserved for exhibitors who contract directly with NAMM for a minimum of 200 sq. ft (18.58 sq.m.) of space on the show floor. Sharing companies are not eligible. Exhibitors may not submit hotel suite or event/meeting requests on behalf of another division or any other company. NAMM will accept hotel suite and event requests once NAMM receives a completed space application and deposit. Exhibitors who qualify for hotel suites and event space should return their completed hotel suite and event requests to NAMM as soon as possible after submitting application and deposit for best availability. Hotel suites and event space are available on a first come-first served basis and in compliance with all rules and regulations.

Exhibitor shall not operate hospitality suites or hospitality functions during official event hours or when any NAMM sponsored activities are being held. All requests for a hospitality suite or event space must be made in writing through NAMM.

To assure the widest possible interface between many buyers and sellers by avoiding the domination of the Event by a few limited events, no public space in any of the trade show hotels may be used for exhibits or allocated to exhibitors or potential exhibitors for other than limited company events

If the company status as a NAMM member or Exhibitor changes during this process, reservations are subject to change or cancellation, at NAMM's sole discretion. If Exhibitor cancels or fails to occupy the exhibit space during official event hours, NAMM reserves the right to notify the Official Trade Show Hotel to cancel any suite or event space and/or hotel guest's rooms under the Exhibitor's name. Exhibitor shall remain liable for payments made to the hotel or applicable venue.

**EXHIBITOR HOTEL ROOM AND SUITE RESERVATIONS**

Requests for room and suite reservations must be secured by a deposit for each sleeping room requested by exhibitor. Requests for sleeping room blocks of 10 or more must be secured by a double deposit for each sleeping room. Hotels may require your company to sign an agreement to guarantee the requested block of rooms or suite. Complete deposit, change and cancellation requirements are noted on NAMM's website and on the official hotel and suite reservation forms.

Due to the limited number of hotel sleeping rooms in close proximity to the exhibition facility, and in order to accommodate as many exhibitors as possible, NAMM's designated housing agent reserves the right to assign sleeping rooms in the manner most conducive to the essential purposes of the event

**PROMOTIONAL MATERIALS**

Exhibitor is prohibited, without prior written approval from NAMM, from displaying any product/services and/or other advertising material in areas outside it's Exhibit Space including but not limited to parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc.

In addition, any promotional materials or events in conjunction with any official Trade Show hotels must be approved in advance by NAMM. This includes, but is not limited to, the distribution of tent cards, marquees, bar and restaurant items, the rental of bars and lounges to companies or entertainers; the rental of parking lot or outdoor space for vehicles, inflatable objects, tents or other structures; the hotel electronic daily event boards; the broadcast on the hotels in-house television channels of any promotional information or other communications concerning NAMM, the Trade Show or the International Music Products Industry.

**EXHIBITOR'S ACCEPTANCE:**

Upon Exhibitor's execution of the Contract, Exhibitor acknowledges that it has read and understands the Terms and Conditions and the Rules and Regulations, and expressly agrees to accept such Terms and Conditions and Rules and Regulations, all of which are hereby incorporated by reference into and form essential terms and conditions of this Contract to the same extent as if set forth in full in the Contract.