

NAMM® PLAYback

the
NAMM®
show¹⁰

SUPPLEMENT

January 14-17 • Anaheim, California • Anaheim Convention Center

Get Ready!

CONCERTS & EVENTS

WEDNESDAY, JANUARY 13

6 p.m.

Roy Vogt presented by The Learning Dock, LLC
Hilton Anaheim

7 p.m.

Kerry Getz presented by Marriott
Anaheim Marriott

7 p.m.

Ravi presented by Sennheiser
Hilton Anaheim

8 p.m.

Vandoren Vandojam
Jazz Kitchen in Downtown Disney

Hosted by **Eric Marienthal** with special co-host **Bob Franceschini** and other special guests, the fourth annual Vandoren Vandojam is free and open to the public.

8 p.m.

Seth Horan presented by Marriott
Anaheim Marriott

8 p.m.

The Flutterbies presented by James Trussart Guitars
Hilton Anaheim

9 p.m.

Thomas Leeb presented by Marriott
Anaheim Marriott

9 p.m.

Chris Webich and Ricardo Tiki Pasillas
presented by Cadeson Musical Co.
Hilton Anaheim

10 p.m.

Void808 presented by Hilton
Hilton Anaheim

10 p.m.

Seth Horan and guest presented by Marriott
Anaheim Marriott

11 p.m.

Agent 22 presented by Marriott
Anaheim Marriott

THURSDAY, JANUARY 14

9 a.m.

The Cabana Boys from CSU Fullerton presented by NAMM
Convention Center Lobby Center Stage

10 a.m.

40th Annual Fernand L. Petiot All-Industry Marching Band
featuring the Get a Life Band Opens the NAMM Show
Convention Center Lobby Center Stage

10 a.m.

Stop by the **John Lennon Educational Tour Bus** to experience the interactive mobile recording studio and check out all the great talent performing throughout the day on the Wanna Play Stage at the John Lennon Plaza (outside the Anaheim Convention Center Arena).

11 a.m.

Tony Fredianelli

John Lennon Educational Tour Bus

Noon

Lenny “Fuzzy” Rankins presented by Connolly Music Co.

*Convention Center Outdoor Stage
(between Halls B & C)*

Noon

The Escovedo Project presented by Paiste

Anaheim Marriott

Noon

Edge Acoustic Lounge presented by Marriott

Anaheim Marriott

1 p.m.

Get a Life Marching Band presented by NAMM

*Convention Center Outdoor Stage
(between Halls B & C)*

1 p.m.

JD Priest presented by Marriott

Anaheim Marriott

1–1:30 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

1:30 p.m.

Press Conference for Lennon Bus

John Lennon Educational Tour Bus

2 p.m.

Jason Adamo presented by Fuchs Audio Technology

*Convention Center Outdoor Stage
(between Halls B & C)*

2 p.m.

Mary Coppin presented by Marriott

Anaheim Marriott

2–2:30 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

2:30 p.m.

Matt Cusson

John Lennon Educational Tour Bus

3 p.m.

Dean Grech presented by Lace Music Products

*Convention Center Outdoor Stage
(between Halls B & C)*

3 p.m.

TBA

Anaheim Marriott Acoustic Lounge

3 p.m.

Jude Roberts presented by Marriott

Anaheim Marriott

3–3:30 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

3:15 p.m.

School of Rock

John Lennon Educational Tour Bus

4 p.m.

Cortez the Killer presented by Minarik Guitars

*Convention Center Outdoor Stage
(between Halls B & C)*

4–4:30 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

4:15 p.m.

Chase and the Reach

John Lennon Educational Tour Bus

5 p.m.

Chembo Corniel presented by Latin Percussion

Anaheim Marriott

5:15 p.m.

Tribute featuring Doyle Dyke and the L.A.

Scots Pipe Band presented by NAMM

Convention Center Lobby Center Stage

6 p.m.

Mark Wood Rock Orchestra presented by Mark Wood Violins

Convention Center Lobby Center Stage

6 p.m.

Lynda Kaye presented by Coffin Case

Hilton Anaheim

6 p.m.

Seth Horan presented by Marriott

Anaheim Marriott

7 p.m.

Chembo Corniel presented by Latin Percussion

Hilton Anaheim

7 p.m.

Paris Carney presented by Daisy Rock

Anaheim Marriott

7 p.m.

A Night of Worship

Hilton Pacific Ballroom

For the first time at NAMM, join us for A Night of Worship with **Lincoln Brewster**, **Paul Baloche** and jazz great **Kirk Whalum** in the Hilton Pacific Ballroom. This concert is free and tickets are available in the HOT Zone, located on the 2nd floor of the Anaheim Convention Center. This concert is sponsored by the Worship Arts Technology Summit and Worship Musician magazine with Yamaha, Shure, Yamaha Commercial Audio, Elation Lighting, BOSS and Media Shout.

8 p.m.

Rock Nation presented by Rock Nation School

Hilton Anaheim

8 p.m.

Michelle Mangione presented by Marriott
Anaheim Marriott

9 p.m.

Alexandra Sever presented by D'Addario
Hilton Anaheim

9 p.m.

The Nikhil Korula Band presented by Peace
Anaheim Marriott

10 p.m.

LMT Connection presented by NAMM
Hilton Anaheim

10 p.m.

Electric Buffalo presented by Marriott
Anaheim Marriott

11 p.m.

Gilli Moon presented by WhoTune
Hilton Anaheim

11 p.m.

Waiting for Decay presented by Marriott
Anaheim Marriott

Midnight

Matt O'Ree presented by Fuchs Audio Technology
Hilton Anaheim

Midnight

Dread Zeppelin presented by Lace Music Products
Anaheim Marriott

FRIDAY, JANUARY 15

9 a.m.

Wicked Tinkers presented by NAMM
Convention Center Lobby Center Stage

10 a.m.

Stop by the **John Lennon Educational Tour Bus** to experience the interactive mobile recording studio and check out all the great talent featured throughout the day on the Wanna Play Stage at the John Lennon Plaza (outside the Anaheim Convention Center Arena).

10 a.m. – 6 p.m.

Dean Guitars "Live from NAMM" Webcast

Jose Mangin, on-air personality and program director for SiriusXM and guest host of MTV2's Headbangers Ball, along with **Metal Sanaz**, who has risen to great popularity with nearly 1,000,000 dedicated fans on Myspace and has served as Official Host of Myspace: A Place For Metal, will host the 2010 Dean Guitars "Live from NAMM" Webcast, a who's who of rock and metal royalty including **Dave Mustaine and Shawn Drover of Megadeth, Vinnie Paul, Tom Maxwell and Bob Zilla from Hell Yeah, Michael Amott of Arch Enemy/Carcass, Michael Angelo Batio, David Vincent of Morbid Angel, Vinnie Moore, Uli Jon Roth, as well as members of Shinedown, Korn, Testament, Sevendust, Divine Heresy, Collective Soul, Scorpions** and many more. The Dean Guitars Webcast will feature up-close looks at over 25 new Dean instruments including the debut of the highly anticipated Deceiver Series of guitars, the Dave Mustaine Signature "ZERO" series, the Hillsboro bass series and Shinedown's Eric Bass new signature Bass guitar. Check out the Dean Guitars live Webcast at www.DeanGuitars.com/webcast Thursday through Saturday from 10 a.m. – 6 p.m. Pacific time.

11 a.m.

Michael Logen
John Lennon Educational Tour Bus

11 a.m.

Victor Rendon & Blue Mambo featuring Homero Chavez presented by Peace
Convention Center Outdoor Stage
(between Halls B & C)

11–11:30 a.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

Noon

Flametal
John Lennon Educational Tour Bus

Noon

Heavy Ride, German School Jam Winners, presented by NAMM
Convention Center Outdoor Stage
(between Halls B & C)

Noon

American Songwriter Contest presented by American Songwriter
Anaheim Marriott

1 p.m.

Oh'Lafayette!
John Lennon Educational Tour Bus

1 p.m.

Storefront Lawyers presented by NAMM
Convention Center Outdoor Stage
(between Halls B & C)

1 p.m.

Isiah Olsen presented by Marriott
Anaheim Marriott

2 p.m.

Big Bang presented by Mind Medium Agency
Convention Center Outdoor Stage
(between Halls B & C)

2 p.m.

Sister Speak presented by Marriott
Anaheim Marriott

2 p.m.

Westland
John Lennon Educational Tour Bus

2:30–3 p.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

3 p.m.

Automatic Youth presented by Wilkins Guitar Finishes
Convention Center Outdoor Stage
(between Halls B & C)

3 p.m.

Cory Joseph presented by Marriott
Anaheim Marriott

3 p.m.

Julia Jordan

John Lennon Educational Tour Bus

3:30–4 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

4 p.m.

Vadim Kolpakov and Alexander Gorodezky

presented by Kremona Inc.

Convention Center Lobby Center Stage

4 p.m.

Purple Effect presented by NAMM

Convention Center Outdoor Stage

(between Halls B & C)

4 p.m.

Jon Reshard

John Lennon Educational Tour Bus

4:30–5 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

5 p.m.

Icon Jam presented by NAMM

Convention Center Lobby Center Stage

5 p.m.

Caleb Quaye presented by Brazen Guitars

Anaheim Marriott

5:30–6 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

5:45–7 p.m.

Annual All-Industry Drum Circle

John Lennon Bus Plaza

6 p.m.

Cindy Alexander presented by Lace Music Products

Gardenwalk

6 p.m.

Kandace Ferrel presented by Minarik Guitars

Anaheim Marriott

6 p.m.

The Nikhil Korula Band presented by Peace

Hilton Anaheim

6 p.m.

An Evening Celebrating the Legacy of Vintage Keyboards through Documentary Film

The Hilton Anaheim, Avila room, 4th floor

Mellotron Archives and Big City Music present "An Evening Celebrating the Legacy of Vintage Keyboards through Documentary Film." Neo-symphonic synthesist Amin Bhatia and documentary filmmaker Dianna Dilworth headline an evening exploring the evolution and impact of vintage keyboards. Amin Bhatia will be joined by Michelle Moog-Koussa, Executive Director of the Bob Moog Foundation for a question and answer session followed by a screening of a short documentary on the making of his innovative realization of Bolero Electronica, for which he used over 70 synthesizers covering 75 years of evolution in synthesis in music.

Following Bhatia, Dianna Dilworth and Markus Resch of the Mellotron Archives will screen "Mellodrama: The Mellotron Movie" which explores the rising and falling fortunes of the Mellotron – the first musical keyboard to "sample" the sounds of other instruments, from the Beatles' "Strawberry Fields Forever" to Black Sabbath to Kanye West, Mellodrama traces a 50-year odyssey of musical invention, revolution, betrayal, and rediscovery.

7 p.m.

Isiah Olsen presented by Marriott

Anaheim Marriott

7 p.m.

Caleb Quaye presented by Brazen Guitars

Hilton Anaheim

7 p.m.

The 2010 NAMM JAM

The Grove of Anaheim

Dean Guitars celebrates "33 years of excellence, innovation and rock & roll excess" with the Dean Guitars 2010 NAMM JAM, featuring a top-shelf lineup of multi-platinum artists, guitar legends and some of the biggest names in hard rock and metal. The night will feature two headlining performances. First, **Collective Soul**, the Georgia based, multi-platinum band with a catalog of #1 hit singles will rock a full-set of their alt. rock classics. A MIDNIGHT ALL-STAR JAM will immediately follow Collective Soul. The all-star jam will feature present and future legends such as **Mike Amott (Arch Enemy/Carcass)**, **Eric Peterson of Testament**, **Dave Lombardo of Slayer**, **Don Dokken**, **Warren DiMartini (Ratt)**, **Uli Jon Roth**, **James Kotak (Scorpions)**, and many more. Some last minute surprise musicians are expected to be taking the stage as part of this superstar ensemble.

Additional performances include CARMINE APPICE'S SLAMM, A DOUBLE-GUITAR SHRED PERFORMANCE BY MICHAEL ANGELO BATIO, and drum hero VINNIE PAUL (Pantera, Damageplan, Hellyeah) will act as SPECIAL GUEST MC for the evening. ULI JON ROTH + Friends will perform following a special unveiling of Roth's new Dean signature SKY GUITAR. Performances by both LA GUNS and TEXAS HIPPIE COALITION will round out the night,

Revolver Magazine, Marshall Amps, Penthouse Clear Energy Drink, Carved Records, Strings by Aurora, T-Rex Effects, Meteoro Amplification, Junker Designs and DDrum sponsor the event. Doors open at 6 p.m. for the Rock and Roll Dinner and Happy hour. Entertainment starts promptly at 7 p.m.

7:30 p.m.

Stone Senses presented by NAMM

Gardenwalk

7:30 p.m.

Sabian Live

Sheraton Park Hotel at the Anaheim Resort, Park Plaza Ballroom

Scheduled to appear at SABIAN's annual NAMM concert are **Chad Smith's Bombastic Meatbats**, **Steve Ferrone's All-Star Band** with surprise performances, and **Terry Bozzio** with **Allan Holdsworth**, **Tony Levin** and **Pat Mastelotto**.

7:30 p.m.

The John Jorgenson Quintet presented by Shubb

Capos and Saga Musical Instruments

Double Tree Guest Suites Hotel, Tuscany Ballroom

Shubb Capos and Saga Musical Instruments are proud to present the phenomenal **John Jorgenson and his band** in concert. Playing his unique flavor of Gypsy jazz and world acoustic music originals and cover songs, this is hot guitar not to be missed!

Tickets available at Shubb Capos (**Booth #6240**) and Saga Musical Instruments (**Booth #5760**).

8 p.m.

Julia Jordan presented by NAMM
Anaheim Marriott

8 p.m.

USAF Mobility presented by the United States Air Force
Hilton Anaheim

9 p.m.

AJ DeGrasse presented by Marriott
Anaheim Marriott

9 p.m.

Kandace Ferrel presented by Minarik Guitars
Hilton Anaheim

9 p.m.

Stung presented by Nady Systems, Inc.
Gardenwalk

10 p.m.

Lukas Nelson and the Promise of the Real presented by Marriott
Anaheim Marriott

10 p.m.

Unionhobos presented by Hilton
Hilton Anaheim

11 p.m.

Aunt Kizzy's Boys presented by Marriott
Anaheim Marriott

11 p.m.

Bernard Purdie presented by Hilton
Hilton Anaheim

Midnight

Ugly Stick presented by Marriott
Anaheim Marriott

Midnight

Nemesis presented by Carvin
Hilton Anaheim

SATURDAY, JANUARY 16

9 a.m.

USAF Mobility presented by the United States Air Force
Convention Center Lobby Center Stage

9:45 a.m.

Los Angeles Unified School District All City Marching Band presented by NAMM
Marching up Convention Center Way to the front of the convention center

10 a.m.

Stop by the **John Lennon Educational Tour Bus** to experience the interactive mobile recording studio and check out all the great talent featured on the Wanna Play Stage at the John Lennon Plaza (outside the Anaheim Convention Center Arena).

10 a.m. – 6 p.m.

Dean Guitars "Live from NAMM" Webcast

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11 a.m.

Pretzel Logic presented by NAMM
*Convention Center Outdoor Stage
(between Halls B & C)*

Noon

Bones West presented by NAMM
*Convention Center Outdoor Stage
(between Halls B & C)*

Noon

Tim Moyer presented by Marriott
Anaheim Marriott

1 p.m.

Musicians Workshop presented by NAMM
*Convention Center Outdoor Stage
(between Halls B & C)*

1 p.m.

Kristi Jo presented by Marriott
Anaheim Marriott

1:30–2 p.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

2 p.m.

Keith Kenny presented by Fuchs Audio Technology
*Convention Center Outdoor Stage
(between Halls B & C)*

2 p.m.

Kerry Getz presented by Marriott
Anaheim Marriott

2 p.m. – 6 p.m.

12 SchoolJam USA Bands
John Lennon Educational Tour Bus

2:30–3 p.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

3 p.m.

Denise Vasquez presented by Daisy Rock
Convention Center Outdoor Stage
(between Halls B & C)

3 p.m.

Kandace Ferrel presented by Minarik Guitars
Anaheim Marriott

3:30–4 p.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

3:30 p.m.

(EmKe) presented by Daisy Rock
Convention Center Outdoor Stage
(between Halls B & C)

4 p.m.

Paris Carney presented by Daisy Rock
Convention Center Outdoor Stage
(between Halls B & C)

4:30 p.m.

Cherri Bomb presented by Daisy Rock
Convention Center Outdoor Stage
(between Halls B & C)

4:30–5 p.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

5 p.m.

**“The Three Phenoms” Tallan Noble Latz, Cole
Marcus and Anton Oparin** presented by NAMM
Convention Center Lobby Center Stage

5 p.m.

Matthew Von Doran presented by Marriott
Anaheim Marriott

5:30 p.m.

Orianthi presented by PRS Guitars
Convention Center Lobby Center Stage

5:30–6 p.m.

Photos with Sesame Street Character
NAMM Idea Center (Booth #5501)

6 p.m.

**Carl Fischer and the Organic Groove
Ensemble** presented by Yamaha
Anaheim Marriott

6 p.m.

Cary Judd presented by Chesbro Music Co.
Gardenwalk

6 p.m.

Mobile Beat DJ Showcase presented by *Mobile Beat* Magazine
Hilton Anaheim

6 p.m. – 6:30 p.m.

The Dares featuring
the Battle of the Bands Winner
John Lennon Educational Tour Bus

7 p.m.

The School of Rock Hollywood All-Stars
presented by Paul Green’s School of Rock
Anaheim Marriott

7 p.m.

Mobile Beat DJ Showcase presented by *Mobile Beat* Magazine
Hilton Anaheim

7:30 p.m.

The Nikhil Korula Band presented by Peace
Gardenwalk

7:30 p.m.

Muriel Anderson’s All Star Guitar Night
OC Pavilion

8 p.m.

Ten Finger Orchestra & Johnny Rabb presented by Marriott
Anaheim Marriott

8 p.m.

Cover Band 2010 Contest Winners
Hilton Anaheim

9 p.m.

Peter Dinklage presented by Marriott
Anaheim Marriott

9 p.m.

Matt O’Ree presented by Fuchs Audio Technology
Gardenwalk

9 p.m.

Jeff Cornish presented by NAMM
Hilton Anaheim

10 p.m.

Tim Moyer presented by Marriott
Anaheim Marriott

10 p.m.

Printz and Friends presented by NAMM
Hilton Anaheim

10:45 p.m.

Glen Thompson presented by Marshall Electronics
Anaheim Marriott

11 p.m.

Young Dubliners presented by Marriott
Anaheim Marriott

11 p.m.

Ugli Stick presented by Hilton
Hilton Anaheim

Midnight

Al Kooper presented by Marriott
Anaheim Marriott

Midnight

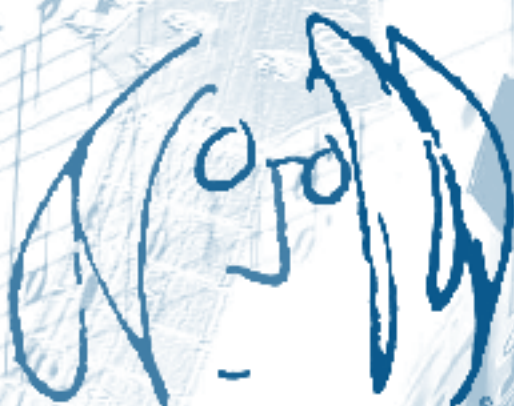
Hot for Teacher presented by Nady Systems, Inc.
Hilton Anaheim

SUNDAY, JANUARY 17

Arena Plaza

wanna play?/lennon bus stage

NAMM PRESENTS



The John Lennon
Educational Tour Bus

**Come on Board
Take a Tour
Learn about the
world's best non-profit
mobile studio**

PERFORMANCES BY

Andrae Crouch, Gaby Moreno,
Matt Cusson, Julia Jordan, School of Rock Allstars,
Chase and the Reach, SchoolJam USA,
Michael Logen, Fishbone and more

lennonbus.org
→ imagine peace

The Lennon Bus is made possible by the following sponsors and contributors

maxell 

 NAMM SONY  *Godin*

 Sibelius   

 APHEX  NEUTRIK 

  MACKIE  DISCMAKERS

Antares, Bogen Imaging, IK Multimedia, McDSP, SKB

9 a.m.

Steel Pan Palooza presented by NAMM

Convention Center Lobby Center Stage

9 a.m.–Noon

Roland Worship Summit

The Wanna Play? Stage at the Lennon Bus Plaza

Seventh annual worship music celebration featuring performances at 9 a.m. by **Rick Muchow** from Saddleback Church with special guests, and 10:30 a.m. with Riverphlo recording artist and gospel legend **Andrae Crouch**.

9 a.m. – 12:30 p.m.

Andrae Crouch

John Lennon Educational Tour Bus

10 a.m.

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11–11:30 a.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

Noon

Mama Hagglin presented by Lace Music Products

Convention Center Outdoor Stage

(between Halls B & C)

12:30–1 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

1 p.m.

Scott Law presented by Santa Cruz Guitar Co.

Convention Center Outdoor Stage

(between Halls B & C)

1 p.m.

Gaby Moreno

John Lennon Educational Tour Bus

1:30–2 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

2 p.m.

Eric McFadden

John Lennon Educational Tour Bus

3 p.m.

The Bad Influence Band presented by GHS

Convention Center Outdoor Stage

(between Halls B & C)

3 p.m.

Annie Automatic

John Lennon Educational Tour Bus

3:30 p.m.

Mariachi Divas presented by NAMM

Convention Center Lobby Center Stage

3:30–4 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

4 p.m.

Jenna Bryson

John Lennon Educational Tour Bus

4:30–5 p.m.

Photos with Sesame Street Character

NAMM Idea Center (Booth #5501)

ARTIST APPEARANCES

THURSDAY, JANUARY 14

Alfred Music Publishing Co., Inc.

Todd Johnson, recognized as a pioneer of six-string electric bass, will appear at 1 p.m. **Norm Stockton**, author of *Grooving for Heaven* instructional bass DVDs, will appear at 2 p.m. **Andy Aledort**, senior editor for *Guitar World* magazine and featured in *Guitar World* instructional DVDs, will appear at 3 p.m. **Curt Bisquera's Trio**, well-known studio drummer and DW artist featured on *Drumchannel.com*, will appear at 4 p.m. **Booth #4822**

Axis Percussion

Steve Stephens will appear at 1 p.m. and **Derek Roddy** will appear at 3 p.m. **Booth #3478**

Civilized World, Inc.

GIT recording artist **Lindsey Boult**, jazz bassist **Wojtek Pilichowski**, and jazz recording artist **Ron Veliz** will appear at noon, 2 p.m. and 4 p.m. **Booth #5004**

Curt Mangan, Inc.

Matt Schofield, **Allen Hinds**, **Phil Brown**, **Bill Kirchen** and **Talal Latz**. See schedule at **Booth #4291**.

Daisy Rock Guitars

Nikki O'Neill will appear from 11 a.m. to noon. **Julia Jordan** will appear from noon to 1 p.m. **Booth #4818**

Dean Markley Strings

George Lynch, **Dick and Jimmy Dale**, **Jerry Only** (The Misfits), **Michael Anthony** (Chickenfoot), **Nick Catanese** (BLS), **Craig Chaquico**, **Nuno Bettencourt**, **Ace Frehley**, **Atreyu**, **TM Stevens**, **Souldogs** featuring **Bobby Carradine** and **Mike Inez** (Alice in Chains), **Suicidal Tendencies**, **Nikki Sixx**, **Blasko** (Ozzy), **Raphael Moreira**, **Korn** and many more! **Booth #5710**

Gold Tone, Inc.

Marcy Marxer will appear at 3 p.m. **Booth #1415**

Hughs and Kettner Amplification

Jeff Waters, lead guitarist of Annihilator, appear on Thursday and Friday at 11.30 a.m., 2 p.m. and 4 p.m. **Booth #6555**

ISP Technologies LLC

Ethan Brosh will appear at noon and 3 p.m. **Booth #5863**

Jordan Electric Violins

Katy Lawrence-Burchett and Deering endorsee **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5317**

Lectrosonics, Inc.

Ricky Phillips (Styx) will sign at 2 p.m. and **Johnny Hiland** will appear at 4 p.m. **Booth #6698**

Marshall Electronics

Stop by for our "MXL Goes Live" event running throughout the show. We've invited some special guests to perform live with our new LSC-1/2. **Booth #6866**

The Martin Guitar Co.

Product demos by **Craig Thatcher** at 11 a.m., 1 p.m., 3 p.m. and 5 p.m., autograph signings at noon by **Suite Caroline**; 12:30 p.m. **Marcy Marxer**; 2 p.m. **Julian Paul**; 2:30 p.m. **Michael Ramirez**; 3:30 p.m. **Jorma Kaukonen**; 4 p.m. **Jim Earp**. **Booth #5454**

Projection Co., Ltd.

Brandon Fields will appear for 10 minutes every hour. **Booth #3111**

Q Lighting

Matt "Mojo" Tedder, 14-year-old blues guitar whiz from Texas, and **Roger "Hurricane" Wilson**. See schedule at Q Lighting/Burriss Amps **Booth #5899**.

Rane Corporation

DJ Jazzy Jeff, **DJ Enferno**, **DJ Z-Trip**, and **DJ Big Wiz**. See schedule at **Booth #6958**. Keep an eye on Rane's Web site for additional surprise artist appearances.

Shure, Inc.

Kinky will appear at 2 p.m. **Booth #6451**

Sony Creative Software

Rudy Sarzo, professional recording and performing artist, and **Jason Gleed**, award-winning songwriter and producer. See schedule at **Booth #6210**.

Strictly 7 Guitars

Curran Murphy (Shatter Messiah; ex-Nevermore, Annihilator) will appear from 10 a.m.–1 p.m. **Booth #2999**

U.S. Music Corp.

Artists signing autographs: 1 p.m.: **Vernon Reid** and **Adrian Belew**. **Booth #5244**

Yorkville Sound Inc.

Jeff Waters will appear at 11 a.m., 2 p.m. and 4 p.m.; **Tallen Latz** will appear at 1 p.m.; **Emanuel Cole** will appear at 3 p.m. Appearance times by **David Catching** and **Jesse Hugh** will appear. See schedule at booth. **Booth #6555**

FRIDAY, JANUARY 15

Alfred Music Publishing Co., Inc.

Tim Emmons, author of *Odd Meter Bass*, will appear at 1 p.m. **Andy Aledort**, senior editor for *Guitar World* magazine and featured in *Guitar World* instructional DVDs, will appear at 2 p.m. **Brendon**

Small, co-creator, writer, composer and shredder behind Dethklok, the extreme death metal band chronicled in Adult Swim's animated series *Metalocalypse*, will appear at 3 p.m. **Melissa Cross**, creator of the best-selling vocal instruction DVDs *The Zen of Screaming*, will appear at 4 p.m. **Rick Latham**, author of the best-selling *Advanced Funk Studies*, included in *Modern Drummer* magazine's list of the 25 greatest drum books, will appear at 5 p.m. **Booth #4822**

Aristides

Adrian Vandenberg of Whitesnake. Check booth for schedule. **Hall E, Booth #1448**

Axis Percussion

Steve Stephens will appear at 1 p.m., **Tim Yeung** will appear at 2 p.m. and **Derek Roddy** will appear at 3 p.m. **Booth #3478**

Brazen Guitars

Caleb Quay and **Olaf Thorsen** will appear from 1–5 p.m. **Booth #3297**

Civilized World, Inc.

GI/T recording artist **Lindsey Boulft**, jazz bassist **Wojtek Pilichowski**, and jazz recording artist **Ron Veliz** will appear at noon, 2 p.m. and 4 p.m. **Booth #5004**

Curt Mangan, Inc.

Matt Schofield, **Allen Hinds**, **Phil Brown**, **Bill Kirchen** and **Tallen Latz**. See schedule at **Booth #4291**.

Dean Guitars

From 11 a.m. – Noon: **Eric Bass (Shinedown)**, **Vinnie Hornsby (Sevendust)**, **Eric Peterson (Testament)**, **Michael Amott (Carcass/Arch Enemy)**, **Ray Luzier (Korn)**, **Tim Yueng (Divine Heresy)**. From 12:30 p.m. – 2 p.m.: **Dave Mustaine (Megadeth)**. From 2:30 p.m. – 4 p.m., **Vinnie Paul, Bobzilla and Tom Maxwell of Hellyeah**. From 4:30 p.m. – 5:30 p.m.: **Vinnie Moore, Uli Roth, Michael Angelo Batio, Carmine Appice, Big Mike Clemons, Shawn Drover (Megadeth), David Shankle (DSG)**.

Dean Markley Strings

Chris Jerricho and **Rich Ward (Fozzy)**, **George Lynch, Dick and Jimmy Dale, Jerry Only (The Misfits)**, **Michael Anthony (Chickenfoot)**, **Nick Catanese (BLS)**, **Craig Chaquico, Nuno Bettencourt, Ace Frehley, Atreyu, TM Stevens, Souldogs** featuring **Bobby Carradine** and **Mike Inez (Alice in Chains)**, **Suicidal Tendencies, Nikki Sixx, Blasko (Ozzy)**, **Raphael Moreira, Korn** and many more! **Booth #5710**

Hughs and Kettner Amplification

Jeff Waters, lead guitarist of Annihilator, appear on Thursday and Friday at 11.30 a.m., 2 p.m. and 4 p.m. **Booth #6555**

Gold Tone, Inc.

Marcy Marxer will appear at 1 and 3 p.m. **Booth #1415**

Loud Technologies

Artist Performances and Demos: 11 a.m. **Jon Reshard Band** (Onyx-i demo); 1 p.m. **Tony Levin's Stick Men**; 3 p.m. **Monte Montgomery**. **LOUD Demo Room #209A**

Artist Signings today at noon: **Tony Levin** (Peter Gabriel, King Crimson)

Gail Ann Dorsey (David Bowie, Gwen Stefani) **Geezer Butler** (Black Sabbath, Heaven & Hell). Today at 2:00: **Mike Inez** (Alice In Chains, Ozzy Osbourne), **Melissa Auf Der Maur** (Hole, Smashing Pumpkins), **Dug Pinnick** (Kings X). **LOUD Technologies Booth # 4468**

ISP Technologies LLC

Ethan Brosh will appear at noon and 3 p.m. **Booth #5863**

Jordan Electric Violins

Katy Lawrence-Burchett and Deering endorsee **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5317**

Lectrosonics, Inc.

Hotel California will appear at 11 a.m., **Neal Schon** will appear at 1 p.m., **Stevie D.** (Buckcherry) will sign at 2 p.m. and **Johnny Hiland** will appear at 4 p.m. **Booth #6698**

Marshall Electronics

Stop by for our "MXL Goes Live" event running throughout the show. We've invited some special guests to perform live with our new LSC-1/2. **Booth #6866**

The Martin Guitar Co.

11 a.m. **Craig Thatcher** (new product demo); 12 p.m. **Suite Caroline**; 12:30 p.m. **Peter Frampton** appearance and signing; 1 p.m. **Craig Thatcher** (new product demo); 1:30 p.m. **The Worms** (James Jewell); 2 p.m. **Bobby Syvarth and Matt Jaworski**; 2:30 p.m. **Jason Charles Miller**; 3 p.m. **Craig Thatcher** (new product demo); 4 p.m. **Jorma Kaukonen**; 4:30 p.m. **Craig Thatcher** (new product demo); 5 p.m. **Laurence Juber**. **Booth #5454**

Projection Co., Ltd.

Brandon Fields will appear for 10 minutes every hour. **Booth #3111**

Q Lighting

Buzz Campbell, Alligator recording artist (the Lee Rocker Band and Hot Rod Lincoln), **Matt "Mojo" Tedder**, 14-year-old blues guitar whiz from Texas, and **Roger "Hurricane" Wilson**. See schedule at Q Lighting/Burriss Amps **Booth #5899**.

Rane Corporation

DJ Jazzy Jeff, **DJ Enferno**, **DJ Z-Trip** and **DJ Big Wiz**. See schedule at **Booth #6958**. Keep an eye on Rane's Web site for additional surprise artist appearances.

RS Berkeley

Tim Ries (saxophone-Rolling Stones) at 11 a.m., 1 p.m. and 3 p.m. **Booth #3011**

Shure, Inc.

Jason Mraz will appear at 11 a.m. **Sara Barailles** will appear at 2 p.m. **Weird Al** will appear at 3:00 p.m. **Booth #6541**

Sony Creative Software

Rudy Sarzo, professional recording and performing artist, and **Jason Glead**, award-winning songwriter and producer. See schedule at **Booth #6210**.

Strictly 7 Guitars

Curran Murphy (Shatter Messiah; ex-Nevermore, Annihilator) will appear from 10 a.m.-1 p.m. **Booth #2999**

U.S. Music Corp.

Artists signing autographs: 1 p.m.: **Nuno Bettencourt**; 3 p.m.: **Stu Ha.m.m** and **Evan Seinfeld**. **Booth #5244**

Yamaha

At 9:30 a.m., **Sully Erna of Godsmack** to introduce new Rock Tour Drum Set. **Booth, Marquis Ballroom, Anaheim Marriott**

Yorkville Sound Inc.

Tallan Latz will appear at 1 p.m., **Jeff Waters** will appear at 11 a.m., 2 p.m. and 4 p.m.; **Emanuel Cole** will appear at 3 p.m. **Booth #6555**

SATURDAY, JANUARY 16

Alfred Music Publishing Co., Inc.

Tim Emmons, author of *Odd Meter Bass*, will appear at 11 a.m. **Brendon Small**, co-creator, writer, composer and shredder behind

Dethklok, the extreme death metal band chronicled in Adult Swim's animated series *Metalocalypse*, will appear at noon. **Jim Brickman**, America's romantic piano sensation and best-selling Alfred artist, will appear at 1 p.m. **Andy Aledort**, senior editor for *Guitar World* magazine and featured in *Guitar World* instructional DVDs, will appear at 2 p.m. **Billy Sheehan**, former bassist for Mr. Big and author of several Alfred bass publications and DVDs, will appear at 4 p.m. **Victor Wooten**, world-renown bass player and author of *The Music Lesson*, will appear at 5 p.m. **Booth #4822**

American Recorder Technologies

American Recorder Technologies is proud to announce that legendary drummers **Hal Blaine** and **Mickey Jones** will be appearing from 1 p.m. - 3 p.m. **Hal Blaine** is the most recorded drummer of all time, having played drums on over 35,000 recordings! **Mickey Jones** is known to many as one of the K&B construction boys from the popular TV series *Home Improvement*. However, prior to his acting days Mickey was one of the most in demand rock & roll drummers. **Booth #2746**

Aristides

Adrian Vandenberg of Whitesnake. Check booth for schedule. **Hall E, Booth #1448**

Axis Percussion

Steve Stephens will appear at 1 p.m., **Derek Roddy** will appear at 3 p.m., **Stephen Bolognese** will appear at 4 p.m. and **Bobby Rondinelli** will appear at 5 p.m. **Booth #3478**

Brazen Guitars

Caleb Quaye and **Olaf Thorsen** will appear from 1-5 p.m. **Booth #3297**

Civilized World, Inc.

GIT recording artist **Lindsey Boult**, jazz bassist **Wojtek Pilichowski**, and jazz recording artist **Ron Veliz** will appear at noon, 2 p.m. and 4 p.m. **Booth #5004**

Steve Clayton, Inc.

Kyle Gass (Tenacious D) will appear in the morning and Playboy Playmate of the Year **Ida Ljungvist** will appear in the afternoon. **Booth #4590**

Curt Mangan, Inc.

Matt Schofield, **Allen Hinds**, **Phil Brown**, **Bill Kirchen** and **Tallen Latz**. See schedule at **Booth #4291**.

Dean Guitars

From 11 a.m. - 12 p.m.: **Vinnie Moore**, **Uli Roth**, **Michael Angelo Batio**, **Carmine Appice**, **Shawn Drover (Megadeth)**, **Big Mike Clemons**, **David Shankle (DSG)**. From 12:30 p.m. - 2 p.m., **Vinnie Paul-Hell Yeah**, **Bobzilla-HellYeah**, **Tom Maxwell (Hellyeah)**. From 2 p.m. - 3 pm: TBA. From 3 p.m. - 4:30 p.m.: **Dave Mustaine (Megadeth)**. From 4:30 p.m. - 5:30 p.m.: **Eric Bass (Shinedown)**, **Vinnie Hornsby (Sevendust)**, **Eric Peterson (Testament)**, **Michael Amott (Carcass/Arch Enemy)**, **Ray Luzier (Korn)**, **Tim Yueng (Divine Heresy)**.

Dean Markley Strings

George Lynch, **Dick and Jimmy Dale**, **Jerry Only** (The Misfits), **Michael Anthony** (Chickenfoot), **Nick Catanese** (BLS), **Craig Chaquico**, **Nuno Bettencourt**, **Ace Frehley**, **Atreyu**, **TM Stevens**, **Souldogs** featuring **Bobby Carradine** and **Mike Inez** (Alice in Chains), **Suicidal Tendencies**, **Nikki Sixx**, **Blasko** (Ozzy), **Raphael Moreira**, **Korn** and many more! **Booth #5710**

Gold Tone, Inc.

Marcy Marxer will appear at 1 and 3 p.m. **Booth #1415**

Hughes & Kettner Amplification

Tommy Thayer, lead guitarist with KISS, will do an exclusive poster signing session. See booth for schedule. **Booth #6555.**

Infinite Response, Inc.

Stop by at 3 p.m. for autograph signing with British keyboard legend **Eddie Jobson** (U.K., Zappa, Roxy, Tull, Crimson, UKZ etc.) Eddie will answer questions about his dual VAX77 keyboard and MainStage 2 live rig. He recently completed tours of Poland and Russia with his all-star 'U-Z Project' using only this streamlined, cutting-edge setup. **Booth #5908**

ISP Technologies LLC

Ethan Brosh will appear at noon and 3 p.m.; **Johnny Hiland** will appear at 2 p.m. **Booth #5863**

Jordan Electric Violins

Katy Lawrence-Burchett and Deering endorsee **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5317**

Lectrosonics Inc.

Hotel California will appear at 11 a.m.; **Johnny Hiland** will appear at 4 p.m. **Booth #6698**

Loud Technologies

Artist Performances and Demos: 11 a.m. **Jon Reshard Band** (Onyx-i demo) | 1 p.m. **Monte Montgomery**; 3 p.m. **Devin Townsend** (solo acoustic performance); 4 p.m. **Tony Levin's Stick Men. LOUD Demo Room #209A**

Artist Signings today at noon: Darryl Jones (Rolling Stones); Eva Gardner (PINK); Hutch Hutchinson (Bonnie Raitt). At 1 p.m.: Jesse Hughes (Eagles of Death Metal); Dave Catching (Eagles of Death Metal). Today at 2 p.m.:

Stefan Lessard (Dave Matthews Band), Corey Parks (Chelsea Girls), Maya Ford (The Donnas). **LOUD Technologies Booth #4468**

Marshall Electronics

Stop by for our "MXL Goes Live" event running throughout the show. We've invited some special guests to perform live with our new LSC-1/2. **Booth #6866**

The Martin Guitar Co.

Product demos by **Craig Thatcher** at 11 a.m., 1 p.m., 3 p.m. and 4:30 p.m. Autograph signings at noon by **Kenny Sultan**; 12:30 p.m. **Justin Black**; 2 p.m. **Humanlab**; 2:30 p.m. **Mia Sable**; 3:30 p.m. **Alec Bridges**; 4 p.m. **Marianne Keith**; 5 p.m. **Laurence Juber. Booth #5454**

Projection Co., Ltd.

Brandon Fields will appear for 10 minutes every hour. **Booth #3111**

Q Lighting

Matt "Mojo" Tedder, 14-year-old blues guitar whiz from Texas, and **Roger "Hurricane" Wilson**. See schedule at Q Lighting/Burriss Amps **Booth #5899.**

Rane Corporation

DJ Jazzy Jeff, **DJ Enferno**, **DJ Z-Trip** and **DJ Big Wiz**. See schedule at **Booth #6958**. Keep an eye on Rane's Web site for additional surprise artist appearances.

Roland Corporation U.S.

Meet Riverphlo recording artist and gospel music legend **Andrae Crouch** today between 10:30 a.m.-12:30 p.m. and see the premiere of the "teaser" for a documentary on his life and ministry. **Room 204B**

RS Berkeley

Tim Ries (saxophone-Rolling Stones) at 11 a.m., 1 p.m. and 3 p.m. **Booth #3011**

Shure Inc.

Julianne Hough will appear at 2 p.m. **Booth #6541**

St. Blues Guitar Workshop

Cody Dickinson (North Mississippi Allstars) will appear with the electric washboard at 1 p.m. and 3 p.m. **Booth #3082**

Sony Creative Software

Rudy Sarzo, professional recording and performing artist, and **Jason Gleed**, award-winning songwriter and producer. See schedule at **Booth #6210.**

Strictly 7 Guitars

Curran Murphy (Shatter Messiah; ex-Nevevermore, Annihilator) will appear from 10 a.m.-1 p.m. **Booth #2999**

U.S. Music Corp.

Artists signing autographs: 1 p.m.: **Christian Olde Wolbers and Scott Ian**; 4 p.m.: **George Lynch and Shaun Glass. Booth #5244**

Yamaha Corporation of America

At 11 a.m. Yamaha Drum Artist Signing, including: **Eric Valentine**, **Gerry Brown**, **Miles McPherson**, **Chad Wright**, **Phil Ehart**, **Bob Breithaupt**, **Aaron Montgomery**, **Prairie Prince**, **Dave McAfee**, **Russ Miller**, **Tony Moore**.

At 1:00 p.m. Yamaha Guitars Artist Signing, including: **Nathan East**, **Billy Sheehan**, **Glenn Hughes**, **James Lomenzo**, **Troy Van Leeuwen**, **Wes Borland**, **Alex Skolnick**, **Andy McKee**, **Lee Ritenour**. **Marriott Hotel, Marquis Ballroom 100**

Yorkville Sound Inc.

Emanuel Cole will appear at 11 a.m., **Tallan Latz** will appear at 1 p.m., **Tommy Thayer** will appear at 2 p.m. **Booth #6555**

SUNDAY, JANUARY 17

Alfred Music Publishing Co., Inc.

Carl Verheyen, author of *Forward Motion* DVD, will appear at 2 p.m. **Melissa Cross**, creator of the best-selling vocal instruction DVDs *The Zen of Screaming*, will appear at 4 p.m. **Booth #4822**

Civilized World, Inc.

GIT recording artist **Lindsey Boult**, jazz bassist **Wojtek Pilichowski**, and jazz recording artist **Ron Veliz** will appear at noon, 2 p.m. and 4 p.m. **Booth #5004**

Curt Mangan, Inc.

Matt Schofield, **Allen Hinds**, **Phil Brown**, **Bill Kirchen** and **Talal Latz**. See schedule at **Booth #4291.**

Daisy Rock Guitars

Taylor George will appear from 11 a.m. – noon. **Booth #4818**

Dean Markley Strings

George Lynch, **Dick and Jimmy Dale**, **Jerry Only** (The Misfits), **Michael Anthony** (Chickenfoot), **Nick Catanese** (BLS), **Craig Chaquico**, **Nuno Bettencourt**, **Ace Frehley**, **Atreyu**, **TM Stevens**, **Souldogs** featuring **Bobby Carradine** and **Mike Inez** (Alice in Chains), **Suicidal Tendencies**, **Nikki Sixx**, **Blasko** (Ozzy), **Raphael Moreira**, **Korn** and many more! **Booth #5710**

Grip Studios

Monster will sign autographs from 2 p.m. to 3 p.m. **Booth #5725.**

ISP Technologies LLC

Ethan Brosh will appear at 11 a.m. and 2 p.m. **Booth #5863**

Jordan Electric Violins

Katy Lawrence-Burchett and Deering endorsee **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5317**

Marshall Electronics

Stop by for our "MXL Goes Live" event running throughout the show. We've invited some special guests to perform live with our new LSC-1/2. **Booth #6866**

The Martin Guitar Co.

Product demo by **Fishman** at 11 a.m. Autograph signings at 11:30 a.m. by **Gold Coast Duet**; 12:30 p.m. **Walden Dahl and Kinfolk**; 1 p.m. **Scott Hallock**; 2 p.m. **Matt Jaworski**; 2:30 p.m. **Bobby Syvarth**; 3 p.m. **George Sabolick**. **Booth #5454**

Projection Co., Ltd.

Brandon Fields will appear for 10 minutes every hour. **Booth #3111**

Rane Corporation

DJ Jazzy Jeff, **DJ Enferno**, **DJ Z-Trip** and **DJ Big Wiz**. See schedule at **Booth #6958**. Keep an eye on Rane's Web site for additional surprise artist appearances.

Sony Creative Software

Rudy Sarzo, professional recording and performing artist, and **Jason Gleed**, award-winning songwriter and producer. See schedule at **Booth #6210**.

St. Blues Guitar Workshop

Cody Dickinson (North Mississippi Allstars) will appear with the electric washboard at 1 p.m. and 3 p.m. **Booth #3082**

Strictly 7 Guitars

Curran Murphy (Shatter Messiah; ex-Nevermore, Annihilator), will appear from 10 a.m.–1 p.m. **Booth #2999**

WHAT TO SEE

Alfred Music Publishing Co., Inc.

Michael Jackson's *HIStory*, *This Is It!* And *The Essential of*, Next to Normal: Vocal Selections, *Rolling Stone* Magazine songbooks, PLAY series, No-Brainer Series, Alfred's Pro-Audio series, *The Wizard of Oz* 70th anniversary songbooks, Just for Fun series, Dethklok: Dethalbum II, Universal Rhythms, Rick Latham books, Virgil Donati, Jeff Beck, *Recorders in Rhythm*, the *Prayer Vocal Book*, *Living Praise* instrumental series, *Mighty Bright* lights. **Booth #4822**

Alliance Rubber Company

Come see our new product launches including *Gear Wrapz*[™], *Gear Strapz*[™], *Ad Bands*® and *Corner to Corner*[™]. **Booth #3202**

Aquarian

Z-100 Black Drumheads, Deluxe Stick Bag with pocket to hold portable 6" practice pad; new "Super-Kick" bass drum beater. **Booth #3546**

Arobas Music

Guitar Pro 6 is a complete workshop for guitarists. The most powerful tablature, editor and player on the market, it is a global tool for writing music, learning songs, teaching and practicing the guitar. **Booth #1414**

Axis Percussion

Axis Percussion takes great pride in specializing in precision foot pedals and drum hardware. Our products are fabricated from solid stock, each part being machined in our factory in Carson, Calif., U.S.A. We are dedicated to the highest level of quality and craftsmanship. We will be introducing new products at the show. **Booth #3478**

Brazen Guitars

Brazen USA will produce guitars domestically, continuing to build upon high standards of the Fantasy, Dynasty and Eternity series, while maintaining quality and affordability. **Booth #3297**

Brush Wellman Inc.

Brush Wellman, the world's leading supplier of pure beryllium for acoustic manufacturers, introduces the Truextent® brand of SSX compression driver diaphragm assemblies. The SSX line is a complete, ready-to-install assembly that includes a pure beryllium dome for true clarity of sound, a polymer surround for extended lifespan without sound degradation and an edgewound aluminum voice coil to minimize the overall mass. Direct replacement models are available now to fit most 4" diameter voice coil compression drivers. SSX models to fit other popular compression drivers will soon be released. OEMs are encouraged to contact us to discuss custom requirements. **Booth #1575**

Civilized World, Inc.

Rockbox Electronics has been named U.S. distributor for Mayones Guitars (Poland). **Booth #5004**

Steve Clayton, Inc.

Clayton Capo, brass socket slides with relief, American Hothe slides, and several lines of new graphic picks. **Booth #4590**

Civilized World, Inc.

Stop by for special show pricing.

Creative Bags and Cases Ltd.

Martin Ritter is launching his new 2010 MADAROZZO Gig Bag Couture and Case Couture. The MADAROZZO Couture escapes the stereotypes of the musical instrument bag industry, offering a fusion of retro-design feel and the finest materials. His company will also re-launch globally HOYER Guitars Est. 1874 at the show. The introduction of the MADAROZZO Guitars will mark the beginning of Martin Ritter's "Modern Guitar Architecture" project. **Booth #1807**

Curt Mangan Inc.

Coated strings. **Booth #4291**

D'Addario

EXP Electric Strings, Evans Inked Drumheads, Rico Reserve Classic Reeds, D'Addario's new Kaplan Cello Set and NS Electric Strings and Planet Waves Tru Strob Tune. **Booth #4834**

DANSR Inc.

Come by to see the latest in reed cut innovation from Vandoren in the new Java Red and V12. Be the first to see the expanded V16 sax mouthpiece line and the new BSO bass clarinet mouthpiece. **Booth #3400**

Deering Banjo Co.

New acoustic/electric Goodtime and Sierra banjos. New inlay patterns on Deluxe and Sierra banjos. New peghead and inlay on Goodtime banjos. **Booth #1511**

DF Music Enterprise, Inc.

New product being launched at NAMM! ViBrass—Lip massager for all brass players! The all-new ViBrass lip massager rejuvenates tired lip muscles while strengthening the embouchure! Endorsed by the Boston Brass, London Brass, Vienna Philharmonic and is currently being tested by the world-famous Chicago Symphony Brass section. **Booth #3204**

FaitalPro

Brand new products to be presented at NAMM 2010 by Faital Pro. Come and experience our new line-up of professional loud speakers. **Booth #6894**

Fret-n-Rest

Fret-n-Rest is a brand new product for the guitar player's desktop. It is a foam wrist rest (for typing) that is shaped to the exact dimensions of a guitar neck. The underside has a fully simulated fretboard and strings that allow the user to silently practice guitar at the office. It is fun, functional and a perfect desktop toy for the guitar player. **Booth #3404**

Gretsch Co.

The Bigsby exhibit will showcase vintage-style vibratos and bridges originally designed and made famous by founder Paul Bigsby half a century ago. On display will be a variety of hand-assembled vibratos in addition to die cast licensed models. Bigsby also has several pre-packaged vibrato kits in full-color boxes ready for retail display. Daily installation performance demonstrations are planned. In addition, see *The Story of Paul Bigsby: Father of the Modern Electric Solidbody Guitar*. Learn about the man who designed and built the first modern solidbody electric guitar, changing the look and sound of the guitar forever.

Gretschgear.com manufactures official Gretsch brand apparel and accessories. The Gretsch Gear catalog celebrates more than 125 years of "That Great Gretsch Sound" with limited-edition collectibles, accessories and original historic Gretsch Company catalogs, posters and stickers. **Booth #3540**

Hal Leonard Corporation

Hal Leonard unveils Blues and Real Book play-alongs, Wedding Essentials, the PVG Anthology series, Audition Songs, Play Today and Guitar Play-Along DVDs, FastTrack Starter Packs, Musicians Institute and Berklee titles, plus Twilight New Moon, Chickenfoot, Glee, The Princess and the Frog and other hot hits! Stop by for fantastic, show-only specials! **Booth #4618**

Hallmark Guitars

Hallmark Guitars, founded in 1966 in Bakersfield, Calif., and noted for its unique and vintage guitar designs, has teamed up with George Barris of Barris Kustom Industries to offer designs that take you back to the days of American custom car culture! If you don't know the legendary George Barris by name, you certainly know his cars from some of the greatest TV shows of all time: the 1966 Batmobile, the Munster Coach, the Beverly Hillbillies truck, KITT (Knight Rider) and dozens of others. Hallmark will be featuring their brand new line of Barris-endorsed guitar models as well as having on display the 1966 TV series Batmobile along with its creator George Barris at the booth! **Booth #1386**

Jordan Electric Violins

Beautiful, highly figured woods and visually stunning finishes compliment our ergonomically designed, handmade 4-, 5-, 6-, 7- and 9-string electric violins, violas, cellos and basses. Be sure to experience our 6-string MIDI bass and exquisitely inlaid "Sunrise Sunset" and "Passing Through" electric violins. Visit us on the Web at www.jordanmusic.com. **Booth #5317**

Longo Custom Drums

Longo Custom Drums is a unique line of fully handcrafted, solid-shell drums. Each drum has its own story. We actually cut down the trees, replant, saw, plane and steambend each drum. Finishing is done by hand. Stop by to enter a free drawing for a snare drum. **Booth #2871**

Marshall Electronics

MXL will be launching a new live microphone series. The new live microphones are designed for today's new artist using today's new equipment. New LSC-1 and LSC-2 live series. A-55 kicker and drum cube. Revelation studio microphone. Dealer promotions and benefits to be announced at the show. **Booth #6866**

MIDI Manufacturers Association

Technology is changing musical instruments, from digital/acoustic hybrid pianos and electronic percussion, to the hottest music games. We'll show you how to get your own music into MTV's *Rock Band* game, plus many other opportunities for music making that are enabled by MIDI technology. **Room 202B**

Musicorp

Sierra guitars, Barcus-Berry Breeze preamps. MBT lighting LEDGIG pack, MBT lighting DJ 416LED. Percussion-Plus Metallic Sea Green PP3500 drum set. Plus, new drum pedals, MBT lighting LED Miniflash, EDWOW, SpotDMX, SM100 DMX Flurry Snow Machine, SM1 Lil Snow Blower Machine. **Booth #5420**

NADY Systems

W-IKU 1,000-ch. wireless system, MGT-16 wireless GTR system, PEM 2160, 160-ch. stereo ear monitor system, USB interface cables and module. Daily raffle for an effects pedal. **Booth #4650**

Pearl Corporation

At the NAMM Show, Pearl is debuting its all-new electronic drum set: E-Pro live. Also on display will be Pearl's VSX drum set in a special edition Artisan II finish, Pearl's all-new marching carriers: Airframe and T-Frame, the revolutionary EZ Tune Djembe and the brand new Schnellar Timpani from Adams. **Booth #2638**

Projection Co., Ltd.

New company from Japan manufacturing handmade, premium quality AIZEN saxophones and mouthpieces. We focus on beauty—both in sound and looks. Come check out our new products with their warm, rich, vintage jazz sound reminiscent of the '60s. **Booth #3111**

Rane Corporation

Please come by to see and experience the new products. **Booth #6958**

RS Berkeley

RS Berkeley E^b Soprano saxophone, Volaré advanced flutes; Mozart violin and viola. **Booth #3011**

St. Blues Guitar Workshop

The "Woogie Board," the first production electric washboard. Also, the latest workshop series models. **Booth #3082**

Santa Cruz Guitar Co.

SCGC celebrates Brazilian Rosewood with the "Southern Belle" H13, OM custom, and a \$25,000 set of raw Brazilian Rosewood! A trio of Model 1929 OO's in sunburst, beeswing and flamed Mahogany will accompany the new True Acoustic Bass, F Mandocello, and *Acoustic Guitar Magazine's* Top 20 Gear Milestone: the OM/PW. **Booth #1710**

Seymour Duncan

AHB-3 Mick Thomson Signature Blackouts (bridge and neck), STK-S10 YJM Fury Stack (bridge and neck/middle), APH-2 Slash Alnico II Pro Humbucker (bridge and neck), SH-14-7Str Custom 5 7-String Humbucker (bridge), SH-10-7Str Full Shred 7-string Humbucker (bridge and neck), SSL-1-7Str Vintage 7-String staggered, SSL-5-7Str Custom 7-String staggered, SHPR-2 P-Rails Hot Humbucker (bridge). **Booth #4358**

Sony Creative Software

A subsidiary of Sony Electronics, Sony Creative Software inspires artistic expression with its award-winning line of products for digital video, music, DVD, and audio production. Stop by to check out the new Sound Forge Pro 10, ACID Pro and other Sony software products—and for NAMM special offers. **Booth #6210**

Souldier Straps

The Souldier booth is going "green." We are building our booth and display with the environment in mind. Stop by to check out our handmade recycled seatbelt carpet, our secondhand vintage furniture, display accessories made of old vinyl records and much, much more. **Booth #4168**

Veritas Instrument Rental Inc.

Veritas Instrument Rental offers a unique opportunity to establish (or recapture) a profitable band & orchestra instrument rental program through an exclusive affiliation. Inventory, marketing and collections are provided with no startup cost. Territories nationwide are now available. Call, visit us at www.veritas-online.com or stop by **Booth #3604**.

NAMM UNIVERSITY

THURSDAY, JANUARY 14

BREAKFAST SESSION

8 a.m.

Breakfast of Champions

Joe Lamond, President and CEO, NAMM, and Guests

(FREE breakfast served 8 a.m.–8:30 a.m.;
session 8:30 a.m.–9:30 a.m.)

Hilton Anaheim Hotel, Pacific Ballrooms

In this session, Joe Lamond will welcome some champions of business for a series of up-close and personal discussions. Listen in on the thoughts of these opinion leaders and get a rare glimpse into their views on the future of our industry in this rapidly changing business environment.

IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B

Open 10:30 a.m.–5:30 p.m.,

Sessions Start Every 30 Minutes

10:30 a.m.

How Do I Make Time to Market My Business?

Presented by Danny Rocks, Catalyst, The Company Rocks

All success is planned. But in order to plan, you must know what is required—from a time commitment perspective. How much time do you need to devote to developing a “Web presence” for your store? And how are you going to make that time available? Join Danny Rocks as he shares the plans and tactics that successful music dealers are using to reach more potential customers using social networking and Internet marketing techniques.

Special Double Session*

11 a.m.

The 5 Silver Bullets for Productivity Improvement

Presented by Brad Huisken, President, IAS Training

Brad Huisken will lead participants through a fun and motivational seminar on how to implement a productivity improvement program. He will discuss the five silver bullets for productivity improvement, along with detailing non-negotiable sales and customer service standards, training techniques, accountability and goal setting. In today's sales environment, the only thing that separates one music store from its competition (other companies and other places where people are spending their disposable income) is its people. The main responsibility of a sales manager is to give his or her people the help, training and guidance they need in order to succeed. Through the consistent application of sound business principles, you will achieve increased productivity now—and in the future.

*Attendees can join in for one or both parts of this session, beginning at 11 a.m. and 11:30 a.m.

Special Double Session*

Noon

How to Build and Maintain an Effective e-Mailing List (Part 1)

Presented by George Hines, George's Music

Before you can send out an e-newsletter, you must have a list of e-mail addresses. How do you get that list? You build it—with a plan. Today's customers are reluctant to give you their e-mail address until they know how you will use it—to their benefit. George Hines will show you how he has built an effective e-mail list and structured his messages to delight his customers and keep them “clicking through” on the special offers in his e-mails.

12:30 p.m.

How to Create an Effective e-Newsletter:

Before and After Makeovers (Part 2)

Presented by Danny Rocks, Catalyst, The Company Rocks

In Part 2, Danny Rocks joins George Hines to demonstrate how to create an effective e-mail marketing campaign by using an e-newsletter. You will see case studies of makeovers—many contributed by NAMM Members. This is a session you won't want to miss!

*Attendees can join in for one or both parts of this session, beginning at noon and 12:30 p.m.

1 p.m.

Creative Ways to “Beat the Market”

Presented by Percussion Marketing Council

Join the PMC panel of drum retailers and industry leaders from around the country as they present insights on staying focused through the continued difficult economic climate. They'll share creative ways they've discovered to “beat the market.”

1:30 p.m.

The Magic of Wish Lists: Build Your Business Year-Round

Presented by Lane Baldwin, Lane Baldwin Business Solutions

Random selling is out. Learn how to meet specific customer needs and you'll do more business. The proper use of Wish Lists and companion strategies will significantly increase your sales and improve customer satisfaction year-round. Wish Lists are not only great for the holidays; used wisely they will increase your business all year long by proactively addressing your customers' future needs. (Tip: One key to the success of this strategy is to use these lists for more than just holiday gift purchases.) Learn specific techniques that will bring customers, as well as their friends and family, back to your store for virtually every music-related purchase.

2 p.m.

How to Take Advantage of NAMM U Online

Presented by Danny Rocks, Catalyst, The Company Rocks; with Alan Friedman, Friedman, Kannenberg & Company, P.C.; George Hines, George's Music; and Pete Gamber, Alta Loma Music

Now you can supplement the live NAMM U Breakfast Sessions and Idea Center presentations you enjoy at the NAMM trade shows. Just visit NAMM U Online, a full resource library of videos, articles and interviews. You can have your staff tap into the knowledge base of training courses and business topics by visiting www.namm.org. The first courses are currently up and running online. Join NAMM Members and course creators Danny Rocks, Alan Friedman, Pete Gamber and George Hines as they show you how to improve your sales, financial performance, lesson programs and technology/Web presence—all from the comfort of your home or office.

2:30 p.m.

Your Business Budget: Plan to Make a Profit!

Presented by Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Company, P.C.

You've planned your instrument purchases for rental season and your accessory buys for the holiday season—and maybe you've even planned for a rainy day. But have you planned to make a profit? You would never build a house without a blueprint, so why would you run your business without a budget? By creating and diligently using a budget, you can practically assure profitability for your store instead of just "hoping for the best." Join music industry consultants Alan Friedman and Daniel Jobe as they walk you through a simple but effective budgeting tool for today's music retailer.

3 p.m.

Managing Your Best Resources: Mining for Great Store Employees

Presented by Peter Dods, Easy Music Center

How can your store hire better, more qualified employees? If you hire people off the cuff, you may be doing your store a disservice. Having a thorough interview process is one key to hiring people who will add to the strength of your business. Peter Dods will walk you through a simple and effective hiring protocol that will land you the right employees for your store. And, your staff will be motivated, energized and ready to help make your store the best in your area!

3:30 p.m.

If You Rent It...They Will Come: Short-Term Rentals

Presented by Mark Tirabassi, Hubbard Music

Renting items for a weekend, a day—or even an hour. Learn the tips and tricks for setting up a short-term rental program. This session is ideal for combo stores that want to connect with their local bands, schools and churches. Mark Tirabassi, author of *Backline Basics* and an Ohio music store retailer, breaks down the wall of rental fear as he teaches you how to start up the short-term rental extension of your store and open your eyes to this overlooked cash cow.

Special 90-Minute Session*

A Three-Part Series on Building Your Business and Empowering Your Staff, Teachers and Students

Presented by Donna Hall, President, New York School of Music/Rock Camp USA, and Dom Famularo, Drumming's Global Ambassador/Educator, Education Consultant for Sabian Cymbals, Vic Firth Sticks, Evans Drumheads, Hudson Music and Mapex Drums, with Special Guests

4 p.m.

Create It, Date It and Do It (Part 1)

Keep your business moving forward. Learn how to make it one of the most exciting places to be in your community using music lessons, programs and community events that earn GREAT profits and create a buzz!

4:30 p.m.

The Power of Passion (Part 2)

The one thing you cannot afford to lose is your passion. If you don't have it, then get it! If you've lost it, then find it! Learn how to share your passion with your students, employees and teachers to create an environment where everyone wants to be.

5 p.m.

The Power and Profit of Teaching—Empowering the Teachers to TEACH and SELL (Part 3)

With Special Guest Panel of the Music Industry's Top Educators and Manufacturers: Vic Firth, Vic Firth Sticks; Neil Larrivee, Director of Education, Vic Firth Sticks; Rick Drumm, President, D'Addario & Company; Dave Sebree, CEO, Austin School of Music and Rock Camp USA; and Pete Gamber, Alta Loma Music

Your teachers are a force! When well-empowered with education and business skills, they can help your market grow. They can motivate, educate and inspire students to get involved with learning and purchasing. Join this powerhouse panel as they share how to inspire students to have fun, develop their talents and remain involved in music for a lifetime!

**Attendees can join in for one, two or all three parts of this session, beginning every 30 minutes.*

FRIDAY, JANUARY 15

BREAKFAST SESSION

8 a.m.

The Post-Crisis Consumer

Presented by John Gerzema, Chief Insights Officer, Young & Rubicam Group

(FREE breakfast served 8 a.m.–8:30 a.m.; session 8:30 a.m.–9:30 a.m.)

Hilton Anaheim Hotel, Pacific Ballrooms

Best-selling author and consumer insights expert John Gerzema says there's an upside to the recent financial crisis: the opportunity for positive change. These changes will remake the consumer marketplace, restore capitalism, revitalize the economy and set America on a new, more sustainable trajectory. Join John as he explores America's post-crisis values and behavior shifts, explains the new imperatives for business, identifies four major cultural shifts driving new consumer behavior and shows how businesses are evolving to connect with thoughtful spending.

IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B

Open 10:30 a.m.–5:30 p.m.,

Sessions Start Every 30 Minutes

10:30 a.m.

Where the Wild Things (and People)

Are: Facebook for Beginners

Presented by Scott Robertson, APR, Director of Marketing & Communications, NAMM

You've probably heard something about Facebook, the social networking community that is helping people everywhere connect and share like never before. This session starts from the beginning of the story and promises a very happy ending with you and your staff being able to stay better connected with your current—and future—customers and drive more store traffic. Bring your questions and anecdotes, and NAMM promises you'll have a wild time.

11 a.m.

Marketing? Promotion? It's Your Store...and Your Money!

Presented by Bob Popyk, Founder of Bentley-Hall, Inc. and Columnist for The Music Trades Magazine

Here are a dozen ways to bring in more customers every day without major media draining your checkbook, or taking a chance on sales events you're not sure will work. Learn some easy ways to get more customers through your door using low-cost marketing and zero-cost PR.



muriel anderson's

ALL STAR GUITAR NIGHT

NEW VENUE!

Saturday, January 16th, 2010, 7:30PM

OC Pavilion, So Cal's Premier Venue

(10 minutes from convention – busing provided)

ALL STAR PLAYERS

Muriel Anderson, Tierra Negra,
Monte Montgomery, Laurence Juber,
Pete Huttlinger, Trace Bundy,
Robert Conti, Greg Bennett,
Jeff Berlin, Reeves Gabrels,
Johnny Hiland, Scott Henderson,
Mike Orlando, Jude Gold, Stu Hamm,
Mark Egan and Danny Gottlieb

TICKETS AVAILABLE AT
SPONSORS' BOOTHS
Amazing Silent Auction
Benefits the Music for
Life Alliance

ALL STAR SPONSORS



Special thanks to Bob Cerceo, Brazen Guitars,
PRS Guitars, HOLY TUNER



All Star Guitar Night
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NAMM

11:30 a.m.

5 Secrets to Closing a Sale When a Customer Starts to Walk

Presented by Bob Popyk, Founder of Bentley-Hall, Inc. and Columnist for The Music Trades Magazine

What's easier than finding new customers? How about maximizing the ones who are already in your store? Don't let "I'll think about it" or "I'll let you know" stifle your sale. Here are some ideas you can use (and share with your whole staff) to make sure you give every customer your best shot before they leave without buying!

Special Double Session*

Noon

Math for Musicians: How to Read a Financial Statement

Presented by Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Company, P.C.

If you can read music, you can certainly learn to read a financial statement. If you can read tab or follow a chord chart, you can easily read a balance sheet and income statement. No financial report used in the running of your business is more important than a basic financial statement. Explained the right way, a financial statement can tell you how your business is doing and guide you if things are off-track. In today's rough economy and competitive marketplace, generating a financial statement and knowing what to do with it is essential. Join music retailing accountants Alan Friedman and Daniel Jobe to gain the confidence to read a set of financial statements, make sense of them and know exactly what to do next.

*Attendees can join in for one or both parts of this session, beginning at noon and 12:30 p.m.

1 p.m.

Four Keys to Making Money with RMM Piano Classes

Presented by Brian Chung, President, Piano Manufacturers Association International

Learn how Recreational Music Making piano classes can build traffic in your store, create enthusiastic customers and add to your bottom line.

1:30 p.m.

Creative Merchandising: Make the Most of What You Have!

Presented by Jen Tabor, Souldier USA

Give your retail store a facelift and turn your employees into assets. Unlock the hidden potential in your store with simple ideas and easy tips at little to no expense. If you've been doing business as usual, then it's probably time for a change. Join Jen Tabor as she leads you through an idea-packed session that will provide you with creative ways to give your shop a natural, exciting makeover. Topics include maximizing the potential of the "youth" in your store and how to get the most bang for your buck by updating your merchandising techniques to increase your cash flow.

2 p.m.

Igniting the Spark

Presented by John Anning, AIMM (Alliance of Independent Music Merchants)

What do music stores have to do with creating musicians? Join John Anning with guest artists from around the show floor to discuss the impact early music store experiences had on their careers, how they see the instrument music market now and what they look for when they visit stores today. This won't just be story-telling for its own sake—it's a great way to remind your staff (and yourself) of the power we have to inspire and assist musicians.

2:30 p.m.

Rock 'n' Roll Retail: How to Turn Your Salespeople into Retail Rock Stars

Presented by Jason VanderPal, Guitar Center

What do top-performing retail salespeople have in common? Find out in this exciting, unique session. In tough times we have two choices: wait for things to get better or lead our people to get better. Great salespeople have a significant impact on your bottom line. So, one of your best approaches to improving sales numbers is improving the sales skills of your staff. It's a fact: better skills yield better results! Join Jason VanderPal, General Manager of Guitar Center in Hollywood, as he shares the top five sales techniques used by his store's highest-producing salespeople. Listen in on secrets like "How to avoid the greatest tragedy in sales" and "Why you should throw away your business cards." Don't miss it!

3 p.m.

Do It Today, Be Ahead Tomorrow: Taking Advantage of the Current Slowdown to Put Your Best Foot Forward

Presented by Billy Cuthrell, Progressive Music Center

This session includes ways to increase your visibility in advertising by negotiating lower rates and better terms, and being more aggressive with your branding via print, social media and Google.

3:30 p.m.

The Wanna Play Experience: The New Opt-In Program

Presented by Ritchie Fliegler, Fearless Marketing, with Robin Walenta, West Music Co.; Joel Menchey, Menchey Music Service; and Chris White, White House of Music

Join Ritchie Fliegler and three retailers who have helped pilot the new Wanna Play Experience to encourage people of all ages to take that first step toward becoming music makers. Listen as they share the success stories of their pilot efforts and as they "display" the marketing tools and opportunities they used to increase store traffic, broaden and strengthen demographics of their customer base, and encourage community involvement through the Wanna Play Experience. They'll share their own unique stories on how they used the free program materials successfully and how you can drive brand new potential customers into your store.

Special 90-Minute Session*

4 p.m.

Lesson Strategies for the New Decade!

Presented by Pete Gamber, Owner, Alta Loma Music, and "The Lesson Room" Columnist, Music Inc. Magazine, with Guests

Welcome to 2010! Things aren't the way they used to be! It's not just changes in the music industry, but changes in our country, economy and the world that will cause changes in our business and the way we approach our music lesson programs. You need to kill the "cruise control" and instead "floor it!" when it comes to your lesson program. Find out how to recruit new students and retain them. Discover how to find new teachers and make them part of your team. Learn how to promote product and services through your lesson rooms. Join Pete Gamber and a panel of music industry leaders as they share ideas and programs that you can take home and easily put into motion to make your lesson program "roar down the highway!"

*Attendees can join in for one, two or all three parts of this session, beginning every 30 minutes.

SATURDAY, JANUARY 16

BREAKFAST SESSION

8 a.m.

Strategies for a Changing Retail World

Presented by George Whalin, Retail Expert and Author, Retail Management Consultants
(FREE breakfast served 8 a.m.–8:30 a.m.; session 8:30 a.m.–9:30 a.m.)
Hilton Anaheim Hotel, Pacific Ballrooms

Whenever there are significant changes in the economy, consumer buying habits and the consumer marketplace in general, it's important for retailers to look at what they are doing, as well as what they are not doing to improve, fine-tune and grow their businesses. Rather than being reactionary in tough times, it is far more productive to challenge the status quo, evaluate all the costs associated with operating a retail business in this new environment and reposition the business for when the economy turns around. In this eye-opening presentation, retail expert George Whalin will discuss five things retailers should STOP doing and five things they should START doing right now to survive and thrive in today's economic turmoil. The ideas and tips in this valuable presentation are real-world solutions to the challenges retailers face every day in these difficult times. This is a program you won't want to miss!

IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B
Open 10:30 a.m.–5:30 p.m.,
Sessions Start Every 30 Minutes

Special Double Session*

10:30 a.m.

Rock Star Retailers—Real Results from Using Social Media

Presented by Scott Robertson, APR, Director of Marketing & Communications, NAMM, and Jen Lowe, BoomBoom Percussion

Everywhere you turn there's talk of this social media craze. But beyond the hype, do you ever wonder if any companies in the industry have actually had success with it? And if so, how did they do it? In this session, you'll find out how your music retailing peers are taking action and making social media work for them. Scott Robertson and Jen Lowe will highlight 10 music products dealers who are using social media to drive their businesses. Come hear and see the top ideas and commentary from these retailer "rock stars" in a fun, lively session.

*Attendees can join in for one or both parts of this session, beginning at 10:30 a.m. and 11 a.m.

11:30 a.m.

Take Control of Your Web Site

Presented by Jim Hodgson, Hodgson Marketing

Learn how free software can make your Web site more popular and easy to manage. Join Jim Hodgson as he shows you how to use blogging and content management software WordPress to add to and edit your Web site, draw quality incoming links, rank higher on Google, and get the word out about your business.

Special Double Session*

Noon

How to Design a Year-Round Promotional Calendar (Part 1)

Presented by Danny Rocks, Catalyst, The Company Rocks

Successful stores never stop promoting—it's a year-round activity. How do you know what to promote and when to run the promotions? You begin by scheduling promotions on your calendar. Join Danny Rocks as he shares the best promotional campaign ideas gathered from NAMM dealers around the

country. No matter what you specialize in—school music, combo, pianos—you will take home solid ideas for running successful promotions year-round.

12:30 p.m.

How to Ensure Successful Promotions (Part 2)

Presented by Danny Rocks, Catalyst, The Company Rocks with Panel: Greg Billings, Owner, Steinway Piano Gallery of Naples, and Gayle Beacock, Beacock Music

Putting a promotion on your calendar is a good first step. But to run a successful promotion, you must have a solid plan and know how to execute that plan. Retail is detail and you need to mind all of the details to run an effective promotion. Join Danny Rocks and his panelists, Greg Billings and Gayle Beacock, as they share their best practices for staging promotions that bring in the customers and bring home the cash!

*Attendees can join in for one or both parts of this session, beginning at noon and 12:30 p.m.

1 p.m.

Show Me the Money NOW! Sure Ways to Get Financing

Presented by Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Company, P.C.

When it comes down to it, banks have two objectives: to make money by lending you money and to make sure they get repaid. That means you must convey your business and industry knowledge to your banker in a most convincing way. While a healthy financial statement is a good start, you need a whole lot more to make sure you obtain the financing you need to run and grow your business. Join industry accountants Alan Friedman and Daniel Jobe to pick up ideas on creating a "surefire" presentation to win over your banker.

1:30 p.m.

Guiding Your Customers through the Decision-Making Process

Presented by Greg Billings, Owner, Steinway Piano Gallery of Naples

Join Greg Billings as he demonstrates the difference between being a salesperson and being a "customer whisperer"! Learn more about how your customers experience your store and the buying process. In this fascinating session, Greg shares the latest insights on how customers make decisions, and offers practical applications so you can confidently guide your customer through the decision-making process. This session promises to set the stage for a new retail understanding and help you and your customers achieve the best retail experience.

Special Double Session*

2 p.m.

Becoming a Retail Superstar: Business-Building Lessons from America's Best Independent Stores

Presented by George Whalin, Retail Management Consultants

Join retail expert and former music retail manager George Whalin for a special presentation that's jam-packed with strategies, ideas and business-building tools employed by top U.S. independent retailers. Whether you're just starting out or eager to take your business to the next level, you can learn what has worked for the best in the business, even in tough economic times. You will learn how to stand out and thrive, how the right merchandise mix and selection give you the most powerful competitive edge, how even the smallest stores can use creative marketing ideas and why the right tools to attract customers and customer-relationship building have become retail's most important and powerful business strategy. In the middle of one of the most severe economic downturns in memory, learn the ways to not just survive—but to thrive!

*Attendees can join in for one or both parts of this session, beginning at 2 p.m. and 2:30 p.m.

3 p.m.

This Is How I Manage My Store

Presented by Bryan McCann, Instrumental Music Co.

Each retail operation is unique. However, there are universal best practices of management that you can modify to meet your needs. You are invited to learn how veteran retailer Bryan McCann manages his staff, his store operations and his customer relationships to remain competitive and profitable. He will share specific situations where he has faced a challenge and turned it into an opportunity to improve his competitive position. Experience is the best teacher, and in this session you will be able to learn from Bryan's experience about how to better manage your own successful retail store.

3:30 p.m.

Music Industry "Regs and Legs"

Presented by Mary Luehrsen, Director of Public Affairs & Government Relations, NAMM and Executive Director of the NAMM Foundation, with Guests

Join us for this issues update on new and pending regulations and legislation that affect the music products industry. This session will provide current information to ensure that you are informed about regulatory requirements and evolving legislation where your input matters.

Special 90-Minute Session*

4 p.m.

Seven Ways to Thrive in Any Economy

Presented by Danny Rocks, Catalyst, The Company Rocks, with Panel: Robin Walenta, West Music; Gayle Beacock, Beacock Music; George Hines, George's Music; and Kevin Cranley, Willis Music

Change always brings opportunities to improve your business. The trick is to act on these opportunities. This is "business unusual." In this session, you will take away seven solid tips to energize your staff and your business. This is your opportunity to learn from other music dealers. Join Danny Rocks and his panel of Gayle Beacock, Kevin Cranley, George Hines and Robin Walenta, who will explain exactly what they are doing now to improve their business operations, sales and marketing. They will share the process that they (and other dealers) have used to take advantage of a changing economy.

*Attendees can join in for one, two or all three parts of this session, beginning every 30 minutes.

SUNDAY, JANUARY 17

BREAKFAST SESSION

8 a.m.

Best in Show—This Year's Hottest Products

Frank Alkyer, Publisher, *Music Inc.*, and Panel

(FREE breakfast served 8 a.m.–8:30 a.m.;

session 8:30 a.m.–9:30 a.m.)

Hilton Anaheim Hotel, Pacific Ballrooms

With more than 1,500 companies exhibiting and demonstrating thousands of products at the NAMM Show, sometimes it can be difficult to make sure you've seen all the important new items. Join *Music Inc.* publisher Frank Alkyer and his esteemed panel of retail buyers, media and gear heads as they scour the aisles and dig into the merchandise to find the best products, ideas and trends from the hidden depths of the show. You know as soon as you get home, someone always says, "Did you see the new ...?" and you

feel you're the only person who missed it. You have the chance to change all that in this rapid-fire, 60-minute snapshot that covers what you need to see before leaving Anaheim.

IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B

Open 10:30 a.m.–4 p.m.,

Sessions Start Every 30 Minutes

10:30 a.m.

Social Media, I Get It...But Where Do I Start?

Presented by Kurt Witt, Yamaha Corporation of America

OK, so you've been hearing about this blog, Facebook and YouTube thing for long enough. You want to get started, but where do you start? What's the most effective place and, more importantly, how much is this going to cost? In this session, you can get some real-world tips and strategies from Kurt Witt. After several years of social media activities, Kurt and his team at Yamaha have some practical insight on such issues, including the dreaded question: "Where am I going to find the time?"

11 a.m.

Getting Twitter: Much More than Meets the Eye

Presented by Scott Robertson, APR, Director of Marketing & Communications, NAMM

"Why would anyone care that I'm having wheat toast for breakfast?" you ask as you stare at a blank screen and admit that you just don't "get" this Twitter thing. Don't worry, there's another side of Twitter that will feed you information and insights on your current and future customers' attitudes and behavior—if you know how to use it. Everything you always wanted to ask them at your fingertips—in 140 characters or less. This fun, interactive session will show you how to make the most out of the hottest microblogging site on the Web.

11:30 a.m.

Getting Your Recommended Daily Allowance of Social Media

Presented by Scott Robertson, APR, Director of Marketing & Communications, NAMM

The things that people used to go to companies for, they are now getting from each other by connecting through technology. Is your store's marketing mix reflecting that change? Whether you're a social media newbie or pretty proficient, this session will arm you with some tips, tricks and takeaways that you can use immediately to drive store traffic and build your store's brand online.

Noon

The Power of YouTube

Presented by Mike Nessen, BoomBoom Percussion

With 90 million viewers watching more than 10 billion videos each month, YouTube is a true Internet phenomenon. But YouTube isn't just for Hollywood gossip and funny animal videos—it has the potential to be a highly effective and surprisingly affordable marketing vehicle for any business—small or large. Any business that can reach even a small subset of YouTube's viewers (did we mention that they number 90 million a month?) has a significant advantage over its competitors. In this session, learn how to make an impact with your customer base worldwide with the help of online video content.

12:30 p.m.

Get Found Online

Presented by Kenny Smith, Music Inc. Magazine Columnist

If you want to be successful, then your store needs to be searchable and sellable on the Internet. Years ago, a Web site was all you needed, but not so anymore—many retailers aren't doing enough to grab their share of this growing market. In this session,

Kenny Smith will discuss new ways you can manage, promote and sell more products using simple but effective online means and proven music industry techniques that will work for you—for FREE! Don't miss out on this chance to get Kenny's top Web secrets for attracting new customers and making more sales.

50-Minute Session

1 p.m.

Industry Panel: Trends in Music Education

Presented by Sandy Jordan, Associate Director, Public Affairs & Government Relations, NAMM and Eric Ebel, Senior Project Manager, Public Affairs & Government Relations, NAMM, with Guests

Take part in an interactive discussion of up-to-the-minute topics ranging from best practices for grassroots advocacy to the critical role played by music education and business in developing skills for the workforce of the 21st century.

50-Minute Session

2 p.m.

2010 Best Tools for Schools Awards

Presented by Symphony Publishing

Symphony Publishing editors and guests host the announcement of winning products in the first annual Best Tools for Schools Awards. Come see what students and leaders in music education and business have chosen as the most relevant and innovative quality products being showcased at the 2010 NAMM Show.

Special Double Session*

3 p.m.

From Legacy to Exhibit: Exploring the Impact of Bob Moog's Work on the Music Industry Past, Present and Future

A Panel Discussion Presented by The Bob Moog Foundation and the Museum of Making Music in Celebration of the Premiere Exhibition of "Waves of Inspiration: The Legacy of Moog"

Moderated by Tatiana Sizonenko, Curator, NAMM Museum of Making Music

With Panelists: Dominic Milano, Former Editor, *Keyboard Magazine*; Craig Anderton, Senior Editor, *Harmony-Central.com*, Senior Editor, *EQ Magazine* and Contributing Editor, *Keyboard Magazine*; Herb Deutsch, Collaborator on First Moog Synthesizer; Larry Fast, Synergy, Peter Gabriel; Brian Kehew, *Moog Cookbook*, The Who, Exhibit Advisor; and Michelle Moog-Koussa, Executive Director, The Bob Moog Foundation

This panel discussion involves industry and musical luminaries in an exploration of the impact of Bob Moog's work on the music industry as it relates to the exhibition at the NAMM Museum of Making Music on public display through April 30, 2010.

**Attendees can join in for one or both parts of this session, beginning at 3 p.m. and 3:30 p.m.*

This is the discount agreement for travel to Anaheim, CA. NAMM Show attendees will receive a 10% discount off the lowest applicable eligible published air fare. www.AA.com

Christopherson Business Travel

Toll Free: 866.327.7650

Main: 801.327.7700

Continental

800.468.7022

Discount Code: ZFZM Agreement Code: BFWRW7

2%–15% off applicable fares, percentage based on amount and class of service.

JetBlue

www.jetblue.com/promo

Code: nammshow2010

Discount: 5%

Valid cities: Any city to: San Diego (SAN) Burbank (BUR) Long Beach (LGB) Los Angeles (LAX) Travel Dates:

Outbound: 1/12/2010–1/15/2010, Return: 1/16/2010–1/19/2010

Promo Valid: 8/19/2009–1/17/2010

Booking flights: To be able to use the discount, all travel must be booked online. Flights are capacity controlled and any flight is entitled to the 5% discount as long as it fits the criteria outlined below. All flights in a reservation must include valid routes and travel dates in order to receive a discount. If only one direction of travel is valid, please book your valid flight as a one-way trip using the promotional code and the other segment as a one-way trip without the code.

United Airlines

800.521.4041

Discount Code: 585LO

CAR RENTAL DISCOUNTS

Avis

800.331.1600

Avis Worldwide Discount (AWD) Number: J945605

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,200 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, as ranked in the 2008 Brand Keys® Customer Loyalty Engagement Index.

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Visit **www.best-trans.com**

Best Limousines & Transportation is Southern California's premier provider of chauffeured transportation services. One phone call to Best engages both our state-of-the-art 24/7 dispatch network and our professional, experienced staff who—along with the most thoroughly trained and knowledgeable chauffeurs in the industry—will insure that the ground transportation segment of your 2010 NAMM Show experience is perfect.

Disneyland Resort Express

714.978.8855

Direct NON-STOP service from LAX and SNA to the Anaheim Resort. NO RESERVATIONS REQUIRED!

Coaches depart LAX every hour (6:30 a.m.–12:30 a.m.) with service every 30 minutes from 10:30 a.m.–7:30 p.m. Coaches depart Orange

PROMOTIONS & DISCOUNTS

NAMM does not endorse nor recommend any of the restaurants or companies offering a promotional discount to NAMM Show attendees. It is solely attendee's discretion to utilize these discounts.

AIRLINE DISCOUNTS

American Airlines

800.433.1790

Discount Code: 4710AC

County Airport (SNA) every hour (7:45 a.m.–10:45 p.m.) with service every 30 minutes from 9:45 a.m.–7:45 p.m.

Karmel Shuttle Service, Inc.

888.995.7433 or 714.670.3480

15% off door-to-door airport shuttle service. Book online at www.karmel.com, click on the reservations button and enter SBS into the group code box to receive 15% off. Or, call the number above and inform the agent you are making a reservation under the "Show Your Badge and Save" program.

Airport shuttle service from LAX, Orange County (SNA), Long Beach (LGB) and Ontario (ONT) airports to/from Anaheim Resort hotels. Our service does not loop the airports looking for additional passengers, nor do we make stops all over the place before getting you to or from the Resort hotels and airports.

Prime Time Shuttle

800.RED.VANS

NAMM Show attendees receive \$3.00 off per person one way on shuttle service.

Group Code: NAMM

PRIME TIME SHUTTLE has been providing quality airport ground transportation service in Southern California since 1984. All of our vehicles are cleaned daily, inside and out. We pay particular attention to the things we think you will appreciate. Our drivers' training includes learning all of the alternate routes to use when the freeways get clogged. You can count on your Prime Time driver to make your ride a most pleasurable experience.

SuperShuttle

1.800.BLUE VAN (1.800.258.3826)

NAMM Show attendees receive the following:

LAX: \$3 off shared ride; per passenger, per direction. SNA: \$1 off shared ride; per passenger, per direction. Long Beach: \$3 off the first passenger rate, per direction.

20% off all ExecuCar bookings; 10% off all Business Class bookings

OTHER TRAVEL OPTIONS

Anaheim Public Transportation

Anaheim Resort Transit System (ART Bus) 888.364.2787

Discover the ART of riding, dining, shopping and playing on Anaheim's visitor shuttle system, ART (Anaheim Resort Transit). This NAMM Show, the ART bus is extending its service into Garden Grove and Orange, as well as offering special extended NAMM Show operating hours!

ART offers guests several ways to purchase passes: hotel front desks and concierge, ART kiosks and at visitor centers (Anaheim Resort Tourist Information Centers). One-day, unlimited-use adult passes are \$4, two-day \$8, three-day \$10, five-day only \$16, and children 2 and under ride free.

NAMM Show attendees with valid red or blue badges will be provided complimentary transportation service on the ART for the 2010 NAMM Show.

www.rideart.org/index.php?loc=5

Discount code: NAMM10

Scootaround Mobility Solutions

If you require the use of a mobility scooter or wheelchair at NAMM 2010, please contact our preferred service provider, Scootaround. You can reserve your rental equipment in advance and they will deliver it directly to your Anaheim-area hotel. Contact them toll-free 7 days a week at 1.888.441.7575 or visit www.scootaround.com/rentals/n/namm.

DISCOUNTS ON ATTRACTIONS

Anaheim Ducks at the Honda Center

Receive a special discount on Terrace Main seats for the January 13th matchup versus the Boston Bruins. Tickets are limited and available on a first-come/first-serve basis and will sell out!

The Anaheim Ducks welcome all NAMM Show participants to Anaheim. Come join the Anaheim Ducks as they take on the Boston Bruins on January 13th at the Honda Center, located only 2.5 miles down Katella Avenue from the Anaheim Convention Center. Follow the instructions below to get your discounted tickets today! This offer is not valid at the Honda Center box office.

All tickets are based on availability. Game Date: January 13th vs. Boston Bruins—7:05 p.m.

Seating Areas: Terrace Value \$13.50 (regularly \$20.00); Terrace Main \$24.50 (regularly \$43.00); Terrace Lower \$42.00 (regularly \$63.00)

To Order up to 10 Tickets 1. Visit the Web site below 2. <https://oss.ticketmaster.com/html/go.html?l=EN&t=ducks&o=9216762&g=258> **PROMO CODE: NAMM** 3. Select "Find Tickets" next to the game you're interested in and then enter "NAMM" as your promo code and click "Verify." 4. **You will need to use the "Create An Account" option on the right side of the following page.** This is an Anaheim Ducks account (not a TicketMaster account) and will consist of your e-mail address and a unique password that will enable future Ducks discount purchases. *Note: If you have previously purchased Ducks tickets through a similar discount link, please proceed with your existing account* 5. At this point, you will be able to locate your seats, purchase tickets and print tickets instantly from your home or office computer.

For 11+ Tickets, Premium Seating Options and Wheelchair Seating

Please contact Graham Siderius at 714.704.2509 or gsiderius@anaheimducks.com. Groups of 20 or more will have their group name displayed on the Honda Vision scoreboards during the game. Suites and lower-level seats are also available.

Address:

2695 E. Katella Ave.
Anaheim, CA 92806

Telephone:

714.704.2509

Aquarium of the Pacific

\$10 off admission to the Aquarium of the Pacific after 1 p.m. To receive your \$10 admission, visit the Aquarium's ticket window after 1 p.m. PST and show your official convention badge. Limit one \$10 admission per person, per badge. May not be combined with any other offers. Non-transferable. No cash value. Not valid at off-site sales locations.

Take a journey of discovery through the world's largest ocean at the Aquarium of the Pacific in Long Beach, California. Our Web site can help prepare you for your visit. Explore our exhibits, and discover sunny Southern California and Baja, the frigid waters of the North Pacific, and the colorful reefs of the Tropical Pacific. Come face-to-face with, and even touch, the ocean's ultimate predators in Shark Lagoon. And hand-feed lorikeet birds. With affordable prices and an entertaining and educational experience for the whole family, there is no better time to visit the Aquarium of the Pacific than now. www.aquariumofpacific.org/

Address:

100 Aquarium Way
Long Beach, CA 90802

Telephone:

562.590.3100

Bowers Museum

2-for-1 admission when you show your badge. Good for general admission only. Not valid for specially ticketed exhibitions, programs or events.

Founded in 1936 by the City of Santa Ana through a bequest from Charles and Ada Bowers, the Bowers Museum is one of California's finest and Orange County's largest museums. The museum also recently celebrated the grand opening of the 30,000+ square-foot Dorothy and Donald Kennedy Wing in February 2007. To achieve its mission, the Bowers offers exhibitions, lectures, art classes, travel programs, children's art education programs and other special community programs. The museum's permanent collection includes some 130,000 objects and features notable strengths in such diverse areas as pre-Columbian America; African and Oceanic art, particularly from Papua New Guinea; and California Plein-Air paintings. The Bowers has also developed partnerships with the Smithsonian, the Nanjing Museum, the Shanghai Museum and the British Museum, among others, to bring national and international exhibitions from the greatest museums in the world to Southern California.

Address:

200 N. Main St.
Santa Ana, CA 92706

Telephone:

714.567.3661

Colette's Catering at The Meridian Club

Save 15% on any special event or meeting space with a minimum order of \$700 in food and beverage (before tax and service charge). Not applicable on bar tab purchase; subject to availability; subject to change without notice. *Minimum 48 hour advanced notice required to book event.

The Meridian Club is an ideal setting for wedding ceremonies and receptions. Our outdoor Loggia is an Italian-style indoor/outdoor room that has lush greenery and distinctive style. Featuring a custom Italian fountain, the trickling water will calm your wedding-day jitters. Decorative paneling emanates an artistic flair to this open space.

Address:

1535 Deerpark Dr.
Fullerton, CA 92831

Telephone:

714.729.0282 x22

Discovery Science Center

Free Dino Quest Interactive Attraction Transmitter (\$5 value).

Lie on a Bed of Nails, play Virtual Volleyball and experience an earthquake at Discovery Science Center, Orange County's premier science destination! Get in the game with Dino Quest—the world's first interactive dinosaur adventure—and continue your adventure at home with Dino Quest Online. Conveniently located near the Anaheim Resort area, and easily recognized by its 10-story-tall Cube and 85-foot-tall Delta rocket that tower over Interstate 5, Discovery Science Center features more than 100 interactive exhibits designed to spark children's natural curiosity. Since 1998, the Science Center has been dedicated to educating young minds, assisting teachers and increasing public understanding and appreciation of science, math and technology. Annual events include BubbleFest, Spooky Science, the Science of Gingerbread and special summer exhibitions.

Address:

2500 N. Main St.
Santa Ana, CA 92705

Telephone:

714.542.2823 x5136

Disneyland Resort Theme Park

Disney ticket offerings to NAMM Show guests; tickets are valid from 1/9/10–1/22/10. Ticket store closes at 9 p.m. PST on 1/8/10. Come for the event, then stay for the magic! Enjoyment is easy when you make the most of your free time with Disney's Special Group Theme Park Tickets. Advance purchase lets you skip the lines at the Theme Park ticket windows, save money and customize your free time to suit your individual agenda.

For advance purchase of specially priced Disneyland® Resort Park Hopper® Tickets, visit: www.disneyconventionear.com/ZANA10B

These special ticket prices are not available once you arrive at the Resort. Our ticket store closes at **9 p.m. PST on 1/8/10**, so don't delay. Web special only.

Address:

1313 S. Harbor Blvd.
Anaheim, CA 92803

Flightdeck Air Combat Center

Save \$10 off of a \$69 "Delta Mission": 60 minutes in an authentic F-16 Jet Fighter flight simulator. Offer good for up to 7 pilots. *Advanced reservations required.

Located in the shadows of Anaheim Stadium, Flightdeck Air Combat Center is Southern California's newest and most unique entertainment venue. Authentic jet fighter cockpit simulators allow individuals and groups to experience the thrill of airport take-offs, aerial maneuvers, air-to-air combat with guns and missiles, and aircraft carrier landings.

Address:

1601 S. Sunkist St., "Hangar" A
Anaheim, CA 92806

Telephone:

714.937.1511

Historic Mission San Juan Capistrano

50% off adult admission with convention badge. Admission includes free a digital audio tour: "Voices of the Past."

Mission San Juan Capistrano, seventh in California's mission chain, is the best-preserved structure of its kind in the United States. Ten acres filled with cobblestone walkways, gardens, fountains, museum exhibits and early adobe buildings. Audio tour free with admission. www.missionsjc.com/index.html

Address:

26801 Ortega Highway
San Juan Capistrano, CA 92675

Telephone:

949.234.1300

Hornblower Cruises and Events

\$10 off Hornblower's Champagne Brunch Cruise. Call 800-ON-THE-BAY or book online at www.hornblower.com. Use coupon code: CPN12. *Reservations are required.

Newport Beach boasts one of the largest small-boat harbors in the world, rimmed by the boat slips of the Balboa Peninsula on the south, the rocky shores of Corona Del Mar at the harbor's mouth and bustling Mariner's Mile on the north shore.

Address:

2431 W. Coast Hwy.
Newport Beach, CA 92663

Telephone:

949.646.0155

Medieval Times Dinner & Tournament

Adults save \$10 and children (12 and under) save \$5 off regular admission. Valid any day. Cannot be combined with other offers. *Reservations required.

North America's No. 1 Dinner Attraction. Experience an evening of feasting and sport inside our magnificent castle. The Middle Ages come alive at Medieval Times Dinner & Tournament! Knights on horseback compete in an authentic jousting tournament and dangerous sword fights while you feast on a delicious four-course medieval banquet.

Address:

7662 Beach Blvd.
Buena Park, CA 90620

Telephone:

888.935.6878

Pacific Avalon Yacht Charters

10% off any yacht charter fee on the Majestic, Ambassador or Royal Princess.

Our gorgeous fleet of state-of-the-art vessels, including the Majestic, Ambassador and Royal Princess, has been custom designed for special events. Because Pacific Avalon is an owner/operator company, we can offer the very best pricing and value straight to the customer. We don't just plan...we design and create your special day according to your budget. For your corporate event, wedding, holiday charter, birthday party, anniversary, graduation, burial at sea or other celebration on the water, Pacific Avalon is the perfect choice for all your event and coordination needs. We'll design the event to fit your budget and "wow" your guests!

Address:

2901 W. Coast Hwy., Suite 160
Newport Beach, CA 92663

Telephone:

949.673.8545

Pirate's Dinner Adventure

Save \$5 off each adult or child admission with convention badge. Offer not valid in conjunction with any other discount or coupon. *Reservations required. Must mention this offer at time of reservation and must present badge upon check-in.

Pirate's Dinner Adventure is acclaimed as "the world's most interactive dinner show." Guests are entertained with an astonishing display of special effects wizardry, aerial artistry, swashbuckling swordplay and dynamic duels; a classic story of good vs. evil that offers the perfect blend of action, adventure, comedy and romance; the opportunity to interact in the adventure; and a sumptuous dining experience.

Address:

7600 Beach Blvd.
Buena Park, CA 92705

Telephone:

866.439.2469

Queen Mary

Show your badge and receive one free general admission ticket with one paid admission.

Come aboard the legendary Queen Mary. Book the Behind the Scenes Guided Tour of the historic ocean liner and World War II troopship, and see restored areas that have been under wraps since the final voyage in 1967, including the Isolation Wards and the aft Machine Rooms.

Address:

1126 Queens Highway
Long Beach, CA 90802

Telephone:

562.499.1701

The Muzeo

Show your badge and save 10% off admission price.

The MUZEO is a new museum and cultural arts center centrally located in Orange County that is readily accessible by freeway from San Bernadino, Riverside and Los Angeles counties. The MUZEO engages the community by exploring and celebrating our diverse heritage, culture and arts through creative programming. The MUZEO hosts three traveling exhibitions per year that would otherwise not be displayed in the region. Every exhibit is enhanced with special programs, events and activities. You don't want to miss a moment of them.

Address:

241 S. Anaheim Blvd.
Anaheim, CA 92805

Telephone:

714.956.8936

The Richard Nixon Library

50% off rental rate for a Monday–Thursday night event.

The Richard Nixon Library & Birthplace opened its doors on July 19, 1990, with celebration, fanfare and more than 50,000 friends and well-wishers including Presidents Nixon, Bush, Reagan and Ford and their First Ladies. It is a privately supported nonprofit institution dedicated to educating the public about the life and times of the 37th President and encouraging interest in history, government and public affairs. The most active, innovative and visited Presidential center in America, it and the Nixon Center in Washington, DC, conduct a wide range of public affairs programming, ranging from Town Meetings and School Editors Forums to annual National Policy Conferences and an impressive roster of distinguished speakers.

Address:

18001 Yorba Linda Blvd.
Yorba Linda, CA 92886

Telephone:

714.364.1181

The Wine Artist

Host a private wine tasting event—featuring the renowned wine bottling activity where guests participate in bottling their own souvenir wine with a custom, commemorative wine label—and receive a complimentary 3-bottle gift box of our signature wines. *Advanced reservations required, based on availability. Private parties between 15–80 people.

This elegantly decorated Tuscan winery is perfect for hosting private parties, team-building, birthday parties, fund-raising and charity events where you can incorporate wine tasting, and bottling your favorite wine. You can even personalize the wine with your own custom wine labels, featuring a photo, special message and/or company logo.

Address:

21064 Bake Pkwy.
Lake Forest, CA 92630

Telephone:

949.297.3656

DINING DISCOUNTS

21 Oceanfront

10% off food, excluding alcohol, tax and gratuity.

The best view in Orange County! The only fine dining restaurant

located on the ocean in Newport Beach, we specialize in prime steaks and fresh seafood. Private and semi-private rooms available. Live entertainment nightly. 18 miles or 20 minutes from the Anaheim Convention Center.

Address:

2100 W. Oceanfront
Newport Beach, CA 92663

Telephone:

949.673.2100

Anaheim White House Restaurant

Complimentary glass of champagne to all persons showing convention badges. 20% discount off food items for lunch (before 2 p.m.). Does not apply to previous discounts or promotional food items. Tax and gratuity not included. Complimentary transportation service for parties of 8 to 50 people from Anaheim hotels with advance reservations, based on availability.

The Anaheim White House restaurant occupies a lovely 1909 home with eight different dining areas. The menu features fresh seafood and specialties influenced by proprietor Bruno Serato's frequent trips to his hometown of Verona, Italy. The restaurant is included in Epicurean Rendezvous' "100 Best Restaurants in Southern California" and received three stars from the Mobil Guide. The award-winning wine list features over 200 Californian and European wines.

Address:

887 S. Anaheim Blvd.
Anaheim, CA 92805

Telephone:

714.772.1381

Café del Sol

20% off dinner when you show your NAMM Show badge and mention this offer.

Full-service restaurant featuring California cuisine and family favorites in a casual, contemporary atmosphere. Children's menu available.

Address:

700 W. Convention Way
Anaheim, CA 92802

Telephone:

714.478.2454

California Grill Restaurant

Receive 10% off lunch or dinner. Not valid for beverage or alcohol purchases. Not valid for brunch or buffet. Does not include tax or gratuity. Not valid with other special offers or promotions.

The California Grill offers an unsurpassed location for casual and private dining. Enjoy breakfast, including a full American Breakfast Buffet and a wide variety of delicious meals for lunch and dinner every day. Try our Signature Breakfast Specialties like the SoCal Breakfast Wrap or Zucchini and Cheese Frittata. Embark on a tasty dinner adventure with Spiced Goat Cheese for a starter and Herb Crusted Salmon or Scallop Shrimp Risotto for your entrée. The flavors are fresh, the plates are cutting-edge and the service is crisp!

Address:

11999 Harbor Blvd.
Garden Grove, CA 92840

Telephone:

714.740.6032

California Pizza Kitchen

20% off purchase of dine-in or take-out. This offer does not include alcohol, tax, tip or retail purchases and cannot be combined with any other offer.

California Pizza Kitchen is the leader in California-style cuisine and is widely known for its innovative signature pizzas, pastas, soups, sandwiches, appetizers and desserts. Founded in 1985 by Larry Flax and Rick Rosenfield, California Pizza Kitchen's original creations are available at more than 240 full-service restaurants, 25 CPK ASAP locations and in the freezer cases of grocery stores.

Address:

321 W. Katella Ave., #104
Anaheim, CA 92802

Telephone:

714.991.0305

Catal Restaurant & Uva Bar

10% off food. *Reservations recommended.

Catal Restaurant and Uva Bar is a fine-dining oasis in the heart of Downtown Disney®. Located in the middle of the action, Uva Bar is a vivid bar and café offering casual dining with a wide selection of specialty cocktails and wines by the glass. Upstairs, Catal offers casually elegant dining rooms and spectacular balcony seating, with a Mediterranean menu that features tantalizing grilled seafood, meats and main course salads.

Address:

1580 Disneyland Dr.
Anaheim, CA 92802

Telephone:

714.774.4442

FIRE + iCE Grill + Bar

10% off total bill when you show your convention badge. Offer excludes tax, gratuity and alcoholic beverages. Cannot be combined with any other offer; dine-in only.

FIRE + iCE Grill + Bar is a smokin' hot dining experience, showcasing an incredible variety of fresh food, cooked on our huge open grill, in a refreshingly fun and colorful atmosphere. Offering an extensive selection of fresh meats, seafood, vegetables, pasta and internationally inspired sauces, our pro grillers cook each masterpiece, as selected by the guest. Featuring an expansive outdoor patio with a fire pit, FIRE + iCE is the perfect destination for those seeking a creative and entertaining dining experience! Open daily for lunch and dinner, Sunday brunch and late-night weekend entertainment!

Visit us at www.fire-ice.com/anaheim for more information.

Address:

321 W. Katella Ave., #315
Anaheim, CA 92802

Telephone:

714.808.9757

Holiday Inn Buena Park Hotel & Conference Center

15% off at Ventana's Restaurant. *Advance reservations required. Not valid with any other offer.

Ventana's Restaurant is located at the Holiday Inn Buena Park near Knott's Berry Farm and boasts delightful California cuisine and chef's specialties.

Address:

7000 Beach Blvd.
Buena Park, CA 90620

Telephone:

714.522.7000

Hotel Ménage

Show your badge at Hotel Menage and receive 10% off all food and beverage and complimentary valet parking.

Relax and enjoy a Signature "Ménage a Tini" at Anaheim's First Unique Premiere Boutique Hotel in Anaheim. Hotel Ménage blends Bali-Style Bohemian chic design and comfort with an award-winning Zagat-rated restaurant: K'ya. See and be seen at MIST Pool Bar or Ménage Lounge. Come out and play at Hotel Ménage... www.hotelménage.com

Address:

1221 S. Harbor Blvd.
Anaheim, CA 92805

Telephone:

714.758.0900

House of Blues – Anaheim

Show your badge and save 10% off your bill, excluding alcohol. Save 10% off retail items; some items excluded.

Orange County's hottest live music venue and restaurant located in the Downtown Disney® District entertainment complex. In addition to an eclectic line-up of music, HOB features a full-service, Southern-style restaurant with a world-famous Sunday Gospel Brunch. Banquet capacity: up to 1,700. Open daily for L, D, Su Br.

<http://hob.com/venues/clubvenues/anaheim/dining.asp>

Address:

1530 S. Disneyland Dr.
Anaheim, CA 92802

Telephone:

714.520.2373

JWs Steakhouse

20% off dinner when you show your convention badge and mention this offer.

The setting is beautifully simple, with touches of modern elegance along with a polished and professional staff that know the menus and wines. The menu is arte with choices of filet, dry-aged New York, Kobe-style American Wagyu beef rubbed in spices and pepper, a beef eater's dream. The menu selection is sure to please.

Address:

700 W. Convention Way
Anaheim, CA 92802

Telephone:

714.748.2451

La Brea Bakery Café

Present your convention badge to receive 15% off any purchase in full-service or express, excluding alcoholic beverages. *Reservation max is 12 people; all must be present to be seated.

This is just a taste of what awaits you at La Brea Bakery Café. Stop by for inventive grilled panini sandwiches, classic salads with a twist, an impressive selection of pastries and more. We even have a menu just for kids! Whether you're enjoying a quick lunch at our Café located in the Downtown Disney District® or delighting in the unbelievable selection of artisan breads, pastries and other epicurean delights at our Original Bakery, we have just what you've been looking for. *Parties of 6 or more must call for reservations.

Address:

1556 Disneyland Dr.
Anaheim, CA 92802

Telephone:

714.490.0233

Lizarran Tapas Restaurant

Present your NAMM Show badge and receive 10% off. *Reservations recommended on weekends.

Barcelona-based Grupo Lizarran, which currently operates 250

eateries in Spain, France, Mexico, Canada and Germany, opened its first restaurant in the United States in downtown Fullerton in mid-June 2008. Besides serving paxtos or tapas by the toothpick, the restaurant's menu includes the classic Spanish dish, paella, as well as Sangria and a wine list with plenty of offerings from Spain.

Address:

310 N. Harbor Blvd.
Fullerton, CA 92832

Telephone:

714.271.4081

Mama Cozza's Italian Restaurant

Lunch special: Buy two (2) lunch entrées and receive \$5.00 off. Please tip the full amount of bill before discount; not good with any other promotion or discount. Dinner special: Free appetizer with purchase of dinner entrée. Limit one appetizer per two dinner entrées. Offer valid on any appetizer \$9.95 or less; not good with any other promotion, discount or to-go order.

Mama Cozza's Italian Restaurant is one of a kind! We are dedicated to serving fine food. Authentic...you bet! Pizza, pasta, veal, beer, lamb and chicken. Open for lunch and dinner. Large group facilities available. The ambiance is unpretentious and relaxed, and the comfortable neighborhood bar is a favorite of many.

Address:

2170 W. Ball Road
Anaheim, CA 92804

Telephone:

714.635.0063

McCormick & Schmick's Grille

20% discount off food items for lunch (before 4 p.m.). Does not apply to already discounted or promotional food items. Not available for carry-out service. Tax and gratuity not included.

McCormick & Schmick's Grille offers the freshest seafood and prime steaks prepared to perfection. Our bartenders take great pride in creating handcrafted cocktails or fresh-squeezed juices for you. The Grille provides a warm, traditional ambience and impeccable service you are sure to enjoy.

Address:

321 W. Katella Ave.
Anaheim, CA 92802

Telephone:

714.535.9000

Molly's Kitchen

Enjoy 20% off menu prices—open for breakfast and lunch. Excludes gratuity and alcohol.

A bright, "modern-day diner" with comfortable booths and—yes—a sit-down counter, too! "Good Eats" are served daily for breakfast and lunch, with our themed omelets, hearty sandwiches, healthy wraps and old-fashioned milkshakes topping the favorites' list. Open from 6 a.m.–3 p.m. daily. Children's menu. Dress: casual.

Address:

1855 S. Harbor Blvd.
Anaheim, CA 92802

Telephone:

714.740.4168

Naples Ristorante e Pizzeria

10% off food. *Reservations recommended.

One of Downtown Disney's® most dynamic dining establishments, Naples features the aromas and flavors of Southern Italy served in a whimsical setting that perfectly captures the theme parks' spirit. With its delightful, casual atmosphere, delicious thin-crust pizzas, charming patio and convenient location, Naples is the ultimate family dining destination.

Address:

1550 Disneyland Dr.
Anaheim, CA 92802

Telephone:

714.776.6200

Orange County Mining Company

Complimentary appetizer with dinner purchase—holidays excluded. Dining room only.

The Orange County Mining Co. is located in the hills of Orange and offers a panoramic view of Orange County. In the tradition of the mining days of Silverado Canyon, the restaurant is patterned after the "grubberies" and saloons frequented by prospectors. The Orange County Mining Co. actually sits on the canyon's old silver mine sites. Relics displayed in the restaurant are genuine artifacts of the mining era.

Address:

10000 Crawford Canyon Road
Santa Ana, CA 92705

Telephone:

714.997.7411

**Overland Stage Southwestern Grill & BBQ
(inside the Sheraton Park Hotel)**

Enjoy 20% off menu prices—open for dinner only. Excludes gratuity and alcohol.

The Overland Stage Southwestern Grill & BBQ Company is centrally located in the Sheraton Park Hotel at the Anaheim Resort. Enjoy ribs, fajitas, wings, sandwiches, burgers and other Southwestern selections. Daily chef specials are offered, including a variety of fresh fish. Guests dine in a multilevel restaurant and are seated in high-back booths ideal for families or a quiet evening out. Dinner nightly from 5–10 p.m.

Address:

1855 S. Harbor Blvd.
Anaheim, CA 92802

Telephone:

714.740.4168

O'Neill's Bar & Grill at Arroyo Trabuco Golf Club

Play a round of golf and receive 15% off lunch and/or dinner. Round of golf for \$65 includes cart, range balls and 50% off club rentals.

O'Neill's—our 4,600-square-foot bar and grill—will prove to be a very popular place after a round of golf. Enjoy great meals and cocktails while you also see the breathtaking views of the Ladera Open Space hills, Trabuco Creek and the course.

Open daily: Breakfast: 7 a.m.–11 a.m.; Lunch and Dinner: 11 a.m.–dark.

Address:

26772 Avery Pkwy.
Mission Viejo, CA 92692

Telephone:

949.305.5113

Pinot Provence

10% off food. *Reservations recommended.

Conveniently located at the Westin South Coast Plaza in Costa Mesa, Pinot Provence is radiant with the charm of the South of France. Pinot Provence captures the enchantment of Provencal dining with a harmonious flow between the sun-drenched patio and the rustic French-country interior. Set amid Orange County's chic beach communities, Provence's dishes accentuate the finesse and flavor of the Mediterranean.

Address:

686 Anton Blvd.
Costa Mesa, CA 92626

Telephone:

714.444.5900

Pop the Cork Wine Bar and Boutique

10% discount on entire bill when guests show their NAMM badge. Promotion valid 1/10/10–1/20/10.

Pop the Cork Wine Bar and Boutique is a 2,800-square-foot wine bar with more than 40 wines by the glass, over 150 varietals for purchase in our boutique to drink here or take out, a huge appetizer menu and 8–10 beers. There is a patio where patrons can smoke. Live music Fridays and Saturdays. Pop the Cork Wine Bar and Boutique can accommodate more than 100 people for private parties. Reservations accepted but walk-ins are encouraged.

Address:

321 W. Katella Ave., Suite 305
Anaheim, CA 92802

Telephone:

714.635.4321

Ralph Brennan's Jazz Kitchen

Free small order of beignets with any purchase from the Jazz Kitchen Express or in-house dining. One badge per table.

Jazz on over to the Jazz Kitchen, a savvy representation of New Orleans' dual legacies—food and music—served up in a whimsical setting depicting the charm, ambience and hospitality of historic and contemporary New Orleans.

Address:

1590 S. Disneyland Dr.
Anaheim, CA 92802

Telephone:

714.563.7261

Red Lion Hotel Anaheim

Lunch: Buy one get one free. Dinner: Free appetizer and/or dessert with any entrée.

18FIFTY BAR & GRILL, an urban California resort restaurant, offers contemporary American food. The name itself represents the year California was admitted to the union as the 31st state during the early peak period of the Gold Rush, which created its rich culture. This diverse cultural area has become the home of New American Cuisine and one of the nation's largest wine-producing regions. The restaurant incorporates this rich heritage in its California fusion cuisine.

Our Café2Go offers an inviting lounge area adjacent to the front desk and lobby making it the perfect location for morning coffee or afternoon cocktails. Its grab-n-go concept incorporates a quick menu with hot items allowing you to get out and about quickly. Its savvy creations allow for smart, productive power lunches between meetings.

Address:

1850 S. Harbor Blvd.
Anaheim, CA 92802

Telephone:

714.750.2801

Rocky Mountain Chocolate Factory

10% off all orders.

We are Anaheim's answer to the chocolate question. We offer boxed chocolates, gift baskets, custom chocolate catering, dipped strawberries, caramel apples and many other store-made products. Call us regarding gift baskets and special orders.

Address:

321 W. Katella Ave., Suite 129

Anaheim, CA 92802

Telephone:
714.533.3261

SanSai Japanese Grill

10% off whole menu with NAMM badge.

SanSai Japanese Grill has infused Eastern world culture, food and spirit with traditional American lifestyle. Yon Suk, co-founder and master chef, has created wonderful dressings and sauces for signature salads, plates and bowls using traditional Asian ingredients that will thrill your taste buds.

Address:
321 W. Katella Ave., #313
Anaheim, CA 92802

Telephone:
714.533.7686

Serengeti Restaurant at Embassy Suites Anaheim-South

Receive a 20% discount at the Serengeti Restaurant. Discount on food only; not valid with other promotions; no cash value.

Our Anaheim restaurant is located in the atrium of the Embassy Suites Anaheim-South hotel; this restaurant overlooks a stunning 14-foot waterfall and Koi ponds. Serengeti Restaurant offers casual hotel dining for the entire family and features a delectable menu consisting of:

Mouth-watering appetizers; Heart-healthy salads; Delectable burgers; Fresh seafood; Sandwiches to please all taste buds; Oven-fresh pizzas; Black Angus beef and much more!

Address:
11767 Harbor Blvd.
Garden Grove, CA 92840

Telephone:
714.383.6715

SunSpot, An American Restaurant

Enjoy a 25% discount off the second entrée with the purchase of a higher-priced entrée. For single diners, enjoy a complimentary dessert with the purchase of a dinner entrée.

Enjoy a brand-new Uptown American restaurant with a contemporary, hip atmosphere and presenting a classic variety of popular items sure to satisfy families and business travelers alike. Child's menu. Dress: casual. Open daily for breakfast, lunch and dinner.

Address:
Anaheim Marriott Suites Hotel, 12015 Harbor Blvd.
Garden Grove, CA 92840

Telephone:
714.383.6000

Tacone Flavor Grill

10% discount of their entire purchase with NAMM Show badge. Not valid with any other discounts, promotions or coupons.

We believe eating should arouse all your senses. What you see, hear, touch and smell will please you at Tacone®— and that's before you actually get to enjoy our flavor.

Flavor is our mantra. Of course, it goes beyond taste to your inner spirit, your style and those moments you savor in life. Infusing our foods with these ideals allows us to continue surprising our customers with completely satisfying experiences. Try us once and we'll make you a customer forever.

We sell gourmet wraps, exotic salads, flavorful sandwiches and great quesadillas that will fill everyone's hunger!

Address:
321 W. Katella Ave., #302
Anaheim, CA 90802

Telephone:
(714) 776-0100

Tangata at the Bowers Museum

10% off food. Reservations recommended

Located amidst Bowers Museum's Spanish-style courtyard, Tangata is perfect for elegant dinners to corporate cocktail parties. Tangata serves a diverse menu of California cuisine colored with Joachim Splichal's award-winning French Signature style. Dress: casual. Courtyard capacity: up to 400 seated; 1,000 standing. Open Tu-Su for Lunch and evening private events.

Address:
2002 N. Main St.
Santa Ana, CA 92706

Telephone:
714.550.0906

The Auld Irisher

One free dessert, 20 oz. pint of beer or glass of house wine for anyone with a NAMM Show badge (21 and over for beer or wine).

The Auld Irisher is Orange County's first authentic Irish pub and restaurant, imported directly from Dublin, Ireland. Located at the Stadium Promenade, next to the Honda Center and Angel Stadium of Anaheim, the Auld Irisher offers authentic Irish food, along with premium ales and spirits. We specialize in pouring the "perfect pint" of Guinness!

Address:
1547 W. Katella Ave.
Orange, CA 92867

Telephone:
714.633.3192

Togo's Eatery/Baskin-Robbins

20% off Togo's sandwiches, soups and salads; 20% off Baskin-Robbins ice cream purchased at regular price; 10% off catering orders over \$50; free delivery on orders over \$100.

Togo's eatery offers great sandwiches, soups and salads!! Located 10 minutes from the convention center, and we also deliver with a minimum order.

Address:
2065 E. Katella Ave.
Anaheim, CA 92806

Telephone:
714.385.8113

Tony Roma's

Receive 15% off food purchase up to a party of 8 people. Excludes tax, gratuity and alcoholic beverages.

Tony Roma's is indeed "famous for ribs" as more than 200 restaurants in this franchise can attest. The slab or half-slab order of baby backs is still a great deal here, liberally painted with Tony's Original, sticky-sweet barbecue sauce. If it's not enough, ask for squeeze bottles of Carolina Honeys, Red Hots or Blue Ridge Smokies sauces, which are even better.

Address:
1640 S. Harbor Blvd.
Anaheim, CA 92802

Telephone:
714.520.0200

Tortilla Jo's

10% off food. *Reservations recommended.

Revel in the spirit of Mexico with mouth-watering traditional dishes, magnificent margaritas and live mariachis adding to the atmosphere of the indoor dining area and open-air cantina—the

perfect gathering place for fun and drinks. Indulge in a mixture of Mexican culinary traditions including taquitos, "drowned" nachos and Camarones Diablos, with spicy shrimp and cracklings. Experience tradition with our handmade tortilla station, made-to-order guacamole and lime-marinated ceviches. Grab a quick snack at the convenient taqueria, which offers quesadillas, "Mexicones" and our authentic cinnamon-sugar churros served with warm Mexican chocolate.

Address:

1510 Disneyland Dr.
Anaheim, CA 92802

Telephone:
714.535.5000

SHOPPING DISCOUNTS

5 Points Plaza Shopping Center

Show badge or room key to the 5 Points concierge for a free gift. Located at Titanium Tickets on the dining patio.

Where convenience, style and flavor all meet, making 5 Points Plaza the No. 1 Shopping Center in Huntington Beach for more than 40 years! *Orange County Register* readers have voted 5 Points Plaza a Best Neighborhood Center in Orange County for the past 7 years.

Address:

18593 Main St.
Huntington Beach, CA 92648

Telephone:
714.841.0036

Best Buy

10% off any regularly priced item. See sales associate for details. 15% off all accessories. Some items may be excluded.

Commitment to excellence and honoring the unique needs of people are basic components of Best Buy's philosophy. Consumer electronics are now impacting our daily lives in an unprecedented way that lays a responsibility upon Best Buy to offer products and services to our customers of the highest quality and value. The constant endeavor of all Best Buy employees is improving the way we do business to better serve the individual needs of our customers and earn their business. The commitment made to our core philosophies and company values (excellence) is tantamount to providing our customers with the best possible service in this industry. As this industry is constantly evolving, so will Best Buy in our effort to continually provide quality products and superior customer service.

Address:

3741 W. Chapman Ave.
Orange, CA 92868

Telephone:
714.938.0380

Cigar Den

10% off cigars and accessories when you show your NAMM Show badge and mention this offer.

Cigar Den offers a relaxed atmosphere, with a variety of fine cigars, cigarettes and accessories. Located next to Bar Louie and Ultra Heat Lounge Nightclub.

Address:

321 W. Katella Ave.
Anaheim, CA 92802

Telephone:
714.337.6914

Citadel Outlets

Free preferred customer savings and offers card. *Pick up at Customer Service.

Citadel Outlets is L.A.'s only outlet shopping center! Located on Interstate 5 just minutes east of downtown Los Angeles and just 20

minutes north of Anaheim, it's one of Southern California's most accessible outlet shopping centers. Discover savings of up to 70% off at more than 85 of the hottest designer outlets such as Guess, Banana Republic, Tommy Hilfiger, Kenneth Cole, Calvin Klein, Nautica, BCBGMAXAZRIA, Nine West, Eddie Bauer, Ann Taylor and many more. Grab a bite at one of our eateries or enjoy breakfast, lunch or dinner at Ruby's Diner.

Address:

100 Citadel Dr.
Commerce, CA 90040

Telephone:
323.888.1724

Desert Hills Premium Outlets

Receive a complimentary VIP Coupon Book (value \$5) with discount offers at many of the 130 designer and name-brand stores. Mention the "Show Your NAMM Badge & Save" offer at the management office (West Wing, Suite 601). One VIP Coupon Book per person.

Desert Hills Premium Outlets is more than just a great collection of the finest brands, it offers one of the largest collections of designer outlets in the country. Include a shopping stop during your next trip to Southern California. Situated near the popular Palm Springs resorts and surrounded by majestic mountains, it's not a mirage—it's a true bargain-hunter's haven.

Address:

48400 Seminole Dr.
Cabazon, CA 92230

Telephone:
951.849.5018

Disney's Character Warehouse Outlet Store

Show your NAMM Show badge and save an additional 15% off your purchase. *Discounts cannot be combined with any preferred shopper discounts, coupons or any other promotions.

Featuring first-quality merchandise from the Disneyland® Resort at incredible savings! Disney® T-shirts, sweatshirts, watches, hats, toys and much, much more. Located three miles north of the Disneyland® Resort at the corner of Harbor Boulevard and Orangethorpe in Fullerton.

Address:

243 Orangefair Mall
Fullerton, CA 92832

Telephone:
714.870.9363

Fresh Produce

20% off your total purchase. Valid Jan. 8–24, 2010, at FP Anaheim only. Discount not valid on sale or Vera Bradley brand merchandise. Cannot be used toward gift certificates or be combined with any other offer.

Fresh, fun clothing for women. The concept of fresh produce is to bring the emotions, the colors, the sensations and the leisure of beach life to everyday life through fashion.

Address:

321 W. Katella Ave., Suite 137
Anaheim, CA 92802

Telephone:
714.991.3517

G-Stage

10% off your total purchase, valid Jan. 13–Jan. 18, 2010. Must show NAMM Show badge to receive discount.

G-Stage is Junior and Plus ladies retail stores that offers the latest fashions at the lowest prices in the town. G-Stage deals with all kinds of clothing and accessories for women.

Address:

321 W. Katella Ave., #149
Anaheim, CA 92802

Telephone:
714.533.7775

Lux Aveda Salon/Spa

30% off all salon/spa services for NAMM Show attendees, (First-time service guests only, mention this offer and show your badge).

Cutting-edge cuts and color are just the start. Aveda stylists are trained to pamper, transport and expertly care for you. We set trends on the fashion runways and then use them as inspiration—for looks that suit your life and your style. And it's all done with pure flower and plant ingredients that protect nature's beauty while enhancing yours.

Address:
321 W. Katella Ave., Ste. 152
Anaheim, CA 92802
Telephone:
714.778.3337

O.C. Cellular Accessories

We are offering 30% off to all NAMM Show participants. Just mention NAMM promotion.

Specializing in custom faceplates, leather cases, Bluetooth and wired headsets, travel and car chargers and much more.

Address:
321 W. Katella Ave.
Anaheim, CA 92802
Telephone:
714.808.0823

Rebel

Bring your NAMM badge and receive 15% off your entire purchase from January 12–January 19!

Rebel sells fashionable clothing, shoes and accessories for men and women. We carry brands such as Nike, Vans, Converse, Diesel, True Religion, Obey and many more. Come check us out!

Address:
321 W. Katella Ave.
Anaheim, CA 92802
Telephone:
714.808.9712

The Block at Orange

Save up to \$500—show your convention badge at Guest Services to receive your coupon book.

The Block at Orange is located in Orange County at the intersection of three major freeways: I-5 and State Highways 22 and 57, and within 5 miles of major tourist attractions including Disneyland, Arrowhead Pond, Anaheim Stadium and The Crystal Cathedral.

Address:
20 City Blvd., Suite C5
Orange, CA 92868
Telephone:
714.769.4001

The Shops at Anaheim GardenWalk

Show your badge to Anaheim GardenWalk Concierge to receive a complimentary VIP Shopping Pass offering discounts at most Anaheim GardenWalk stores and restaurants.

The Shops at Anaheim GardenWalk is an oasis of outdoor shopping, dining and entertainment in the heart of Orange County. Discover an abundance of retail stores, fine dining restaurants, an upscale bowling lounge and state-of-the-art movie theaters, in a truly unique environment of scenic waterfalls and luxuriously manicured gardens. It's the OC's new hot spot for fashion, food and fun! Located just steps from Disneyland and the Anaheim Convention

Center in the heart of Anaheim, a short drive from Angel Stadium, the Honda Center and the Platinum Triangle.

Address:
321 W. Katella Ave.
Anaheim, CA 92802
Telephone:
714.635.7400

DISCOUNTS ON RECREATION

300 Anaheim

Stop by anytime between January 11 and January 18 and take advantage of our special NAMM offer. Just purchase your first game and we'll cover the second one! Offer applies to anyone who presents a NAMM Show badge.

300 Anaheim, its bowling—with a twist. Is it a trendy club? A hot new bistro? Or an upscale sports bar? 300 Anaheim is all that rolled into one. It's a strikingly different entertainment venue with upscale decor and amenities. Just don't forget to bowl!

Address:
321 W. Katella Ave.
Anaheim, CA 92802
Telephone:
714.783.2820

Black Gold Golf Club

Play anytime M–Th, and after 11 a.m. F–Su and holidays, and enjoy a complimentary sleeve of Nike golf balls, a logoed bag tag, a Signature Yardage Book (\$20 value) with a paid round of golf. Not valid with twilight, junior or senior rates. Valid up to 8 players. Cannot be combined with any other discount or promotion and a copy of the promotion must be brought in to the point of sale. Promotion is only valid one week before, during and one week after your scheduled convention.

Black Gold Golf Club is a high-end, daily-fee golf course located 12 miles from the Anaheim Resort in the foothills of Yorba Linda nestled against Chino Hills State Park. Opened in 2001, the challenging par 72 layout stretches 6,756 yards. It incorporates several water features including a stunning waterfall off the 18th green, slight elevation changes, rolling hills, strategic bunkering and the most incredible vistas overlooking Orange County and Long Beach. On a clear day, golfers can view the Pacific Ocean and Catalina Island from several points along the course. The 12th tee-box provides the best panoramic views, as it is the highest elevation point of any golf course in Orange County. Global Positioning System (GPS) is located on every cart that gives players exact yardage to the pin and accepts food orders at the turn. To reach Black Gold, visit www.blackgoldgolf.com or call 714.961.0060. All promotions have no cash value. Promotions cannot be combined with any other discount or promotion and a copy of the promotion must be brought in to the point of sale.

Address:
One Black Gold Dr.
Yorba Linda, CA 92886
Telephone:
714.961.0060

Concourse Entertainment Center

2-for-1 bowling: Buy one game of bowling, get one game free. Subject to lane availability; not valid on Friday or Saturday nights after 5 o' clock.

The Concourse is Orange County's largest and most beautiful state-of-the-art entertainment center. Our \$6 million facility, complete with 40 lanes, a full Sports Bar & Grill, 25 plasma TVs and weekly Cosmic Bowling, is ready to cater to your every need. Who wouldn't want to join in on the fun? Our Sports Bar & Grill features 11 plasma TVs playing your favorite sporting events in HD, as well as pool tables so you can show off your skills. Our full-service bar features your favorite cocktails, bottled imported beers and ice-cold pints of draft beer.

Address:

3364 E. La Palma Ave.
Anaheim, CA 92806

Telephone:

714.666.2695

Dana Wharf Sportfishing and Whale Watching

Show your badge and receive one free adult ticket for any local fishing or two-hour whale watching trip with the purchase of any adult fare. Not valid on Tuesdays. *Advanced reservations required.

Dana Wharf Sportfishing and Whale Watching offers the finest in ocean adventures, fun for the entire family and will be offering a special discount to NAMM Show attendees during our spectacular whale watching season. We see gray whales, dolphins and other marine animals in their natural habitat. Trips depart daily at 10, 12 and 2 p.m.

Address:

34675 Golden Lantern
Dana Point, CA 92675

Telephone:

949.496.5794

Davey's Locker Sportfishing & Whale Watching

15% off whale watching cruises, 15% off 1/2-day deep sea fishing trips, 15% off 3/4-day deep sea fishing trips. *Reservations requested.

Orange County whale watching and California deep sea fishing with Davey's Locker. Davey's Locker is one of the largest marine recreation centers in Southern California. Davey's Locker's marine recreation activities include deep sea fishing trips, whale watching cruises and tours in the Newport Beach Christmas Boat Parade. Davey's Locker has provided California whale watching tours and deep sea fishing trips for over 40 years to Los Angeles, Long Beach, Orange County and the Greater Inland Empire. Before you board our deep sea fishing boats you may want to visit our complete on-site tackle shop/store. We carry everything from fishing licenses, rod/reel rentals, rods and reels for purchase, to a complete selection of tackle for all of your sport fishing needs. Whale watching items such as binoculars, sunscreen and sunglasses are also available to ensure that you can make the most of one of our California whale watching trips.

Address:

400 Main St.
Newport Beach, CA 92661

Telephone:

949.673.1434

K1 Speed

\$5 off per person on any individual race or race package. Groups of 8 or more require reservations for special race packages.

With indoor go kart racing centers throughout Southern California and Washington, K1 Speed is uniquely equipped to help with your next corporate event, team building activity, seminar, product launch, catered function, birthday party, bachelor party, Bar or Bat Mitzvah, or special occasion. We are also more than happy to accommodate racers who want to come in any day of the week and experience the thrill of indoor karting. Our popular Arrive and Drive allows individuals, be they seasoned pros or novices, to come in any time (except during a private party rental) and feel the rush of adrenaline from our green, eco-friendly electric karts. If you feel the need for speed, we invite you to visit one of our indoor karting centers today to see firsthand what K1 Speed has to offer. Battle it out with friends and family and see who can set the fast lap! If you would like to schedule an event or you would like to learn more, contact K1 Speed today.

Address:

1000 N. Edward Court
Anaheim, CA 92806

Telephone:

714.632.6999

Newport Landing Whale Watching

15% off whale watching cruises, 15% off half-day deep sea fishing trips, 15% off three quarter-day deep sea fishing trips. *Reservations requested.

Newport Landing provides multiple whale watching trips daily departing from Newport Beach. Newport Landing is centrally located in Orange County and minutes from Los Angeles. Newport Landing offers whale watching tours year 'round and is ideally positioned to take advantage of the annual gray whale migration, which brings hundreds of gray whales along the Laguna Beach coastline and within minutes of Newport Harbor. Newport Landing's whale watching cruises are a great experience for families, churches and companies with a universal appeal to all ages. Join Newport Landing on one of our open to the general public cruises or privately charter one of our boats for just your group/company.

Address:

309 Palm St., Suite A
Newport Beach, CA 92661

Telephone:

949.675.0551

OC Wildlife & Beach Tour Inc.

\$5.00 off per person (minimum 4 people to receive discount) on any Wildlife & Beach Tour (tidepools or nature preserve) or Beach Coastal & Shopping Tour. Custom tours also available. Will pick up in Anaheim with a minimum of 6 people. *Minimum 24 hours advance notice required.

Experience the California Riviera on a one-half day tour through paradise. Offering four tours: two wildlife and beach tours, a beach coastal and shopping tour and a Laguna Canyon artists and wine-tasting tour. Light walking with transportation included. Custom tours and group tours available.

Address:

P.O. Box 3249
Laguna Hills, CA 92654

Telephone:

949.500.6981

Tustin Ranch Golf Club

Preferred Guest Green Fees 18 Holes: M-Th \$95, F \$115, Sa-Su/Holidays \$135, Electric riding cart \$15 per person, walking carts \$8 per person. Preferred Guest Green Fees Twilight (4.5 hours before sunset): M-Th \$65, F \$80, Sa-Sun/Holidays \$80, electric riding cart \$8 per person; 25% discount on rental clubs. *Must mention "Show Your Badge and Save" Program.

This championship 18-hole Ted Robinson-designed course offers private caddie service, a unique and popular amenity at this golf course in Orange County. Experience breathtaking scenery, sparkling lakes and cascading falls at Tustin Ranch, consistently voted one of the "Best Orange County Golf Courses" by the readers of the *Orange County Register*. In addition, Tustin Ranch is a 4-Star recipient of *Golf Digest* magazine's "Places to Play."

Address:

12442 Tustin Ranch Road
Tustin, CA 92782

Telephone:

714.734.2102