

EXHIBITOR INFORMATION

(Must be completed—For internal NAMM use only)

LEGAL Registered Company Name or DBA: _____

(If name has changed, please provide government-issued document)

Address: _____ ☐ Check box if this is a new address

City, State, Zip, Country/Region: _____

Phone #: _____ Fax: _____

Email: _____ Website: _____

PLEASE CHECK APPROPRIATE BOX(ES) BELOW (refer to page 3 for option information)

☐ **Option 1: BGS Tabletop Booth (5ft x 6ft) (1.52m x 1.83m) \$3,150**



A turnkey, cost-effective option for highlighting your key products.

☐ **Option 2: BGS Open Booth (5ft x 8ft) (1.52m x 2.44m) \$3,680**



An individual booth space ideal for customization, product presentation and branding.

☐ **Current NAMM member** OR ☐ **New Exhibitor (not a current NAMM member)**

A non-refundable annual membership fee is due and payable at the time of application (see payment information below). All new applicants must provide the following information. Additional documentation may be required.

• **Legal documents confirming your company name** • **Literature describing the products you intend to display**

☐ Manufacturer Selling to Consumer
☐ Manufacturer Selling to Distributor

☐ Manufacturer Selling to Manufacturer
☐ Manufacturer Selling to Retailer

Year Established: _____ Total # of Employees: _____

PAYMENT INFORMATION

Membership Dues: \$300 annually for Manufacturers and Suppliers of Musical Instruments and Sound Products/Components, Distributors, Import/Export and Publishers. All others \$600 annually.

To be considered in the initial assignment of space, your Space Application/Contract must be received on or before June 17, 2025, accompanied by the required deposit. If your membership expires on or before January 22, 2026 your annual membership dues will be charged to the payment method selected below, unless otherwise instructed.

Applicants from Outside the United States: Payment by check will be accepted only in the form of cashier's check or money order in U.S. funds drawn on a U.S. bank. Wire transfers and credit cards are also accepted.

SELECT YOUR PAYMENT SCHEDULE BELOW - applications with no selection will default to the Split Payment option. Application will not be processed until page 2 is completed and signed.

OPTION 1: Automatic Payment - Credit Card Required

OPTION 2: Check, wire, ACH or credit card

☐ **Scheduled Payment 2**

☐ **Scheduled Payment 3**

☐ **FULL PAYMENT**

☐ **SPLIT PAYMENT**

50% w/ application
50% charged
09/17/25

25% w/ application
25% 6/17/25
50% 09/17/25

100% w/ application

50% w/ application
50% due 09/17/25

** Dates are subject to change.*

Final payment is due by September 17, 2025. Exhibit fees not paid by **September 17, 2025** may subject your application to cancellation without refund.

PAYMENT:

Payments are accepted by check, wire, ACH or credit card. Scheduled payment plans require a valid credit card.

OPTION 1:

Visit www.namm.org/my-account or contact us at 760-304-5834 to review payment options and submit credit card payments.

Mail checks to:

NAMM
5790 Armada Drive
Carlsbad, CA 92008

IMPORTANT DATES

Priority Assignment Deadline: June 17, 2025

Final Booth Payment Deadline: Sep. 17, 2025

Booth Confirmations & Show Map Release: Sep. 24, 2025

Directory Deadline: Nov. 12, 2025

CONTACT INFORMATION

(Must be completed—For internal NAMM use only. All trade show information will be sent to this address.)

Trade Show Contact: _____ Title: _____

Mailing Address: _____

City, State, Zip, Country: _____

Phone #: _____ Fax: _____ Email: _____

Show Site Emergency Contact: _____ Mobile: _____

EXHIBITOR LIST INFORMATION

☐ Same as 2025 NAMM Show☐ Include Essential Package on the NAMM Show App for \$299Company Name: _____ Alphabetize Under Letter (Exhibitor List only): _____
(Name to be also used for trade show badges and exhibit signage. Must be legal name or established "dba.")

Address: _____

City, State, Zip, Country: _____

Phone # (optional): _____ Fax (optional): _____ Toll-Free (optional): _____

Email (optional): _____ Website (optional): _____

BRAND NAMES

Please do not include product descriptions; limited to 20 brands.

☐ Same as 2025 NAMM Show

All companies/brands whose products are shown in your exhibit must be current NAMM members.

MEMBER SEGMENT

Please check all that apply:

☐ Fretted Instruments

CATEGORY LISTING

Please check appropriate box(es) if different from last year.

Primary Category will appear in the exhibitor list (sub-category for assignment use only)

☐ Fretted Instruments☐ Accessories☐ Acoustic☐ Amplifiers☐ Cases☐ Components☐ Electric☐ Ukuleles

EXHIBITOR IDENTIFICATION

By signing below, the signer certifies that they have the authority to sign the contract and bind the company listed to the NAMM Show Terms and Conditions and Rules and Regulations.

☐ I have read and understand the Terms and Conditions listed on pages 4-7.

Legal Company Name or DBA: _____

Name: _____ Title: _____

Authorized Signature: _____

Signature is required to bind contract. You are authorizing NAMM to communicate with your company by mail, email, phone and fax. If you don't receive confirmation, please re-submit contract by email to tradeshowsales@namm.org.

Return completed application to NAMM by e-mail, mail or fax. Keep copy for your records.

5790 Armada Drive • Carlsbad, CA 92008 • Ph: (760) 438-8001 • (800) 767-NAMM (6266) • Fax: (760) 438-7327 • tradeshowsales@namm.org

Located at The 2026 NAMM Show, **The Boutique Guitar Showcase is a curated assembly of some of the finest boutique instrument makers from around the world.** Turnkey booth solutions provide everything you need to present your products, engage customers, educate media and grow your brand.

★ OPTION 1: BGS Tabletop Booth (5x6) \$3,150

16 badges

Basic Listing on the NAMM Show App

- 5'x6' (30 sq. ft.) booth space
- Carpet (black)
- 2'x6' counter high table
- 2 lights to illuminate featured product
- Electric drop (5-Amp)
- Material handling (800 lbs.)
- Booth ID sign (9"x44")
- Directory listing

A turnkey, cost-effective option for highlighting your key products. These smaller community spaces are ideal for exhibitors looking to extend their budgets and include everything you need to expose your brand to billions in buying power and reach an international media base.

★★ OPTION 2: BGS Small Booth (5x8) \$3,680

16 badges

Basic Listing on the NAMM Show App

- 5'x8' (40 sq. ft.) booth space
- Carpet (black)
- 8' tall back/3' tall side black drape
- Electrical drop (5-Amp)
- Material handling (800 lbs.)
- Booth ID sign (9"x44")
- Directory listing
- *Exhibitor to provide all lighting/furnishings not included in package.*

An individual booth space ideal for customization, product presentation and branding. This solution allows you to present your products and marketing messages to The 2026 NAMM Show audience in a more customized manner.



Access the world's top buyers and influencers.

namm.org/bgs

TERMS AND CONDITIONS

Read Entire Contract Carefully

View the exhibitor booth regulations and guidelines online at www.namm.org.

All Exhibitors and their representatives participating in **The NAMM Show** over the dates of **January 22-24, 2026** are required to comply with and abide by the terms and conditions ("Terms and Conditions") stated in this Exhibit Space Application/Contract ("Contract"), as well as the rules and regulations ("Rules and Regulations") and the exhibitor booth regulations and guidelines as outlined in the exhibitor resources page of the website which are fully incorporated by reference herein, and can be accessed online at www.namm.org.

In consideration of the promises and the mutual covenants contained in this Contract and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Exhibitor agrees as follows:

DEFINED TERMS: The term "Event" means **The 2026 NAMM Show**, currently scheduled to be held **January 22-24, 2026** (the "Event Dates") at the **Anaheim Convention Center, Anaheim, CA**. The Event is owned, produced, sponsored and managed by the National Association of Music Merchants, Inc. (d.b.a. NAMM), located at 5790 Armada Drive, Carlsbad, CA 92008. The term "NAMM" means NAMM, and its officers, directors, employees, agents, affiliates, representatives, successors and assigns, unless the context requires otherwise. "Exhibitor" means, severally and jointly, (i) the company/s that applied for and/or was granted exhibit space, individually or shared, ("Exhibit Space") at the Event and agreed to enter into this Contract upon acceptance by NAMM in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable. NAMM and Exhibitor are collectively referred to in this Contract as the "Parties" and "Party" in the singular. The term "Exhibition Facility" or "Exhibition Facilities" means the exhibition/convention venue/s where the Event will be held, including but not limited to the **Anaheim Convention Center** and any other venues used for the Event.

RULES AND REGULATIONS/EXHIBITOR BOOTH REGULATIONS AND GUIDELINES AS OUTLINED IN THE EXHIBITOR RESOURCES PAGE OF THE WEBSITE. Please read **The NAMM Show- Event Rules and Regulations** (the "Rules and Regulations"), the rules and regulations of the Exhibition Facility and the Exhibitor Resources page posted online at www.namm.org, which set forth important terms, including but not limited to, the use of the Exhibit Space, Exhibitor's conduct, particularly sound control regulations, liability provisions, use of Intellectual Property, a covenant not to sue NAMM, an agreement to indemnify NAMM, and other rules and regulations related to the Exhibit Space and the Event. In addition to the Rules and Regulations posted online at www.namm.org, the Exhibitor Resources page includes additional information integral to participation at the Event, including but not limited to: official contractor order forms, registration, shipping delivery and storage of shipments, freight handling (drayage), utilities, electrical and building services/regulations, exhibitor display rules, installation/dismantle Exhibit Space labor to be supplied by NAMM's official contractors; and move-in/move-out schedule, official Event schedule and hours of operation, rental of furniture, additional services and other Event information necessary to aid Exhibitors.

QUALIFICATIONS OF EXHIBITOR: All Exhibitors must be current Commercial, Affiliate Commercial, or Service Provider Members of NAMM as of the date this Exhibit Space Application/Contract is submitted for consideration and throughout the Event Dates. * Certain exceptions to these qualifications may be made by the Association in its sole and absolute discretion. Exhibitor agrees to be bound by NAMM's bylaws.

NAMM, in its sole discretion, will determine whether a prospective Exhibitor is eligible to participate in the Event. Eligibility is generally limited to companies, firms or entities actively and legitimately engaged in the business of manufacturing, distributing or selling at wholesale merchandise, materials, services or supplies in the music products industry. Members and/or Exhibitors whose products or services involve used musical products (as opposed to the restoration of musical products to the value of similar new products) or entail the mere refurbishment of used products are not eligible to exhibit in the Event. Dues for Commercial and Affiliate Commercial Members are \$300 annually. Service Provider Member dues are \$600 annually.

Upon Exhibitor's submission of this Exhibit Space Application/Contract and the requisite Exhibit Space Cost deposit for Exhibit Space to NAMM, Exhibitor may not withdraw or cancel this Exhibit Space Application/Contract or reduce the amount of exhibit Space requested herein. Offers made by NAMM as to location of Exhibit Space are based on current policy and not a location guarantee. The actual amount and location of the Exhibit Space assigned to Exhibitor will be determined by NAMM, at its sole and absolute discretion, based on information provided in this Contract and applying the Exhibit Space Assignment procedures described in this Contract and on NAMM's Web site. If Exhibitor objects to the assigned Exhibit Space, Exhibitor must contact NAMM's authorized representative within 15 days of the date of NAMM's acceptance of this Contract via confirmation letter. Upon such notification NAMM will attempt, in good faith, to resolve Exhibitor's objection. However, this Exhibit Space Contract will be effective on the date of acceptance by NAMM via confirmation letter, any objection to Exhibit Space assignment notwithstanding.

CONTRACT ACCEPTANCE/EFFECTIVE DATE OF CONTRACT: NAMM intends to assign Exhibit Space in the manner most conducive to the essential purposes of the Event: to further the dissemination of information and ideas between buyers and sellers; to promote the music industry as a whole; to stimulate growth, fair and honest competition and excitement in the music industry; and to foster and encourage communication and a collegial attitude among members. This Exhibit Space Application/Contract will be deemed an application for Exhibit Space until it is expressly accepted by NAMM as stated herein. NAMM's depositing of Exhibitor's Exhibit Space Application/Contract Cost deposit payment does not constitute acceptance of this Contract or guarantee a right to exhibit in the Event. NAMM reserves the right to reject any and all proposed Exhibit Space Application/Contract for any reason or for no reason. This Contract will only become binding and effective when (i) Exhibitor has signed this Exhibit Space Application/Contract, (ii) all Exhibit Space Cost payments are made as required herein, and (iii) NAMM's duly authorized representative expressly accepts this Exhibit Space Application/Contract on behalf of NAMM by sending to Exhibitor an official confirmation letter by email, fax or mail. The effective date of acceptance shall be the date of such official confirmation letter. Upon NAMM's acceptance of this Contract Exhibitor will be responsible for full payment of all Exhibit Space Costs for the assigned Exhibit Space, subject to the provisions of the Rules and Regulations regarding Exhibit Space reductions, downsizing and/or cancellation. If acceptance is not granted by NAMM your Exhibit Space Application/Contract Cost deposit payment will be returned in full. Upon effectiveness, Exhibitor agrees to use the assigned Exhibit Space in accordance with the Rules and Regulations and to pay all required Exhibit Space Costs by the deadlines specified herein. Further, NAMM reserves the right, at its sole discretion, to add, alter, downsize, delete or modify (i) Exhibitor's Exhibit Space, (ii) Event's exhibition space floor plan at any time, and/or (iii) to move an Exhibitor to another Exhibit Space location prior to or during the Event, without prior notice.

PRODUCTS & SERVICES DISPLAYED: All Companies who manufacture musical instruments/products which are being exhibited/displayed at **The NAMM Show** (whether displayed/exhibited by themselves or by their distributors, agents or contracted representatives) must be current members of NAMM. Exhibitors may display or exhibit only products and services comprised of materials, equipment, technology, apparatus, systems and other component products or services relevant to the music and music products industry/s or field/s or as otherwise permitted at NAMM's sole discretion. Products displayed by Exhibitors shall promote the Event's purpose and shall not be in violation of any applicable law, including Lacey Act, offensive to or disparaging of Event attendees, other Exhibitors or Members or their products.

NAMM reserves the right to require an Exhibitor to submit, with the Exhibit Space Application/Contract, a comprehensive description of the nature of its business and/or photographs, samples or drawings of the product(s) or services Exhibitor intends to exhibit, display, advertise or promote at the Event. NAMM may, at its sole discretion, prohibit an Exhibitor from exhibiting/displaying any products or services that are not consistent with the purposes set forth in this Contract. NAMM reserves the right of final approval as to which products Exhibitors are allowed to display or distribute within their Exhibit Space. NAMM reserves the right to require immediate removal of an Exhibit or its contents, if such products or services materially vary from the description, photographs, samples or drawings submitted by Exhibitor. Further, misrepresentation of Exhibit Space eligibility is grounds for revocation of NAMM membership and Exhibitor's right to participate in the Event without notice or hearing.

EXHIBIT SPACE COST AND PAYMENT: Space rental \$40.65 per sq. ft. After March 19th, 2025, the price goes up to \$41.46 per sq. ft. Standard booth size is 10 feet x 10 feet (3.05m x 3.05m). Exhibitor shall pay NAMM the Exhibit Space Cost as set forth in the Exhibit Space Application/Contract for the Exhibit Space licensed under this Exhibit Space Application/Contract by **September 17, 2025**.

Exhibitor Payment. Exhibitor agrees to pay the Exhibit Space Cost and any applicable Membership dues as required herein upon submission of the Exhibit Space Application/Contract to NAMM by means of cash, money order, company check, cashier's check, certified check (U.S. funds drawn on a U.S. bank), wire transfer, VISA, MasterCard or American Express. Exhibit Space Costs not paid by the due date set forth below are subject to a two percent (2%) per month service charge and/or cancellation by NAMM.

Initial payment: All Exhibit Space Applications/Contracts submitted to NAMM for consideration must be accompanied by the deposit amount determined by their selected payment option. No Exhibit Space Application/Contract will be considered or accepted without an initial deposit payment. For inclusion in the priority booth assignment, all payments up to fifty percent (50%) of the total Exhibit Space Cost must be received by the **June 17, 2025** deadline.

Final payment: Any outstanding balance due must be received on or before **September 17, 2025**. (If balance is not received by this date, Exhibitor will be considered in material breach of this Contract and no return of Exhibit Space Cost will be made.) All Contracts submitted to NAMM for consideration after **September 17, 2025** must be accompanied with a one hundred percent (100%) payment of total Exhibit Space Cost. **ANY CONTRACT SUBMITTED WITHIN 30 DAYS OF THE EVENT MUST BE SUBMITTED WITH FULL PAYMENT BY CREDIT CARD OR BANK WIRE TRANSFER.** No checks will be accepted.

TERMS AND CONDITIONS (continued)

EXHIBIT SPACE CANCELLATION FEES: Cancellation Fees will apply as follows:

A. If notification of cancellation of Exhibit

TERMS AND CONDITIONS (continued)

and charges in connection with, related to or arising out of Exhibitor's noncompliance with or breach of this Contract, the Rules and Regulations or the terms and conditions set forth in the exhibitor booth regulations and guidelines, claims of property or personal

TERMS AND CONDITIONS (continued)

tend the event or regarding any other matters.

EXHIBITION AND EVENT PROVISIONS/REQUIREMENTS: Exhibitor must abide