

CONTENTS

Included in this document:

Hotel Reservation Information
 Changes/Cancellations
 Important Dates
 Group Room Requests for Twenty (20) Rooms or More

Hotel Acknowledgment
 Wait List
 Procedures for Reserving a Room on the Internet
 Suite Reservation Instructions and Guidelines

Hotel Reservations will **not** be taken by phone! For immediate booking and acknowledgement go to www.namm.org/thenammshow/2017/travel-info

Please be advised that sleeping room requests for all NAMM hotels will be handled by the Anaheim Housing Bureau. This is a complimentary service provided to NAMM and its Members. To obtain the special rates, make your reservations early through the Anaheim Housing Bureau. A limited number of rooms are available at these preferred rates. Hotels will sell out very early. Historically, many are sold out on the same day as housing opening.

HOTEL RESERVATION OPTIONS

Hotel Reservations will **not** be taken by phone! For immediate booking and acknowledgement go to www.namm.org/thenammshow/2017/travel-info

INTERNET: For best availability and immediate acknowledgment, reserve your hotel via the internet. A housing link will be emailed to all active NAMM Members before housing opens on Wednesday, July 27, 2016. If you do not receive a link, please contact the Membership Department at the NAMM office.

FAX/MAIL: If you do not have access to the internet, complete the NAMM Hotel Room Request Form and submit via fax or mail to the Anaheim Housing Bureau. NAMM **does not** process hotel reservations. Please do not mail or fax forms to NAMM Headquarters because this will delay your request. These forms will be processed on a first-come, first-served basis. Forms received prior to housing opening cannot be processed. Faxed or mailed housing requests will take longer to process than Internet reservations and requested hotels may not be available. Allow the Anaheim Housing Bureau one week to process your form.

Room reservations require a credit card guarantee as a deposit. In order to reserve a hotel room, you must provide a credit card valid through February 2017. Credit cards will not be charged prior to your arrival unless you are booking twenty (20) rooms or more. You will be required to present a credit card upon check-in. If you use a corporate card number and will not have the card with you at check-in, you will have to complete and submit a hotel credit card authorization form provided by your hotel prior to your arrival date.

ACKNOWLEDGMENTS

If reserving your rooms via the Internet, your acknowledgment will be sent to you immediately via e-mail. Requests made via fax or mail will be sent acknowledgments within one week of the Anaheim Housing Bureau receiving the request. You will not receive a confirmation from the hotel.

CHANGES/CANCELLATION

All changes and cancellations to hotel reservations are made through the housing website or in writing by email or fax to the Anaheim Housing Bureau until Friday, December 23, 2016. Beginning January 3, changes and cancellations can only be made directly with your assigned hotel. Any cancellations made after November 3 will be charged a cancellation fee of \$50. Also, any cancellations made with the hotel within 72 hours of the arrival date will result in forfeiture of one night's room and tax directly to the hotel.

Should you not arrive on your scheduled check-in date and do not pre-notify the hotel, you will be charged one night's room and tax and the remainder of your reservation will be cancelled. Reinstating your reservation after you have missed your check-in date could result in your paying prevailing market rates for your room.

WAIT LIST

If your preferred hotel is not available at the time you are making your reservation, you may place yourself on a wait list for that hotel property. The process requires that you reserve a room at any available hotel, print out your acknowledgment and fax or e-mail it to the Anaheim Housing Bureau with a note requesting you be placed on a wait list for your preferred hotel. It will take six to eight weeks to process the wait list and there is no guarantee that your room will be moved. Hotel reservations, changes and wait list requests will not be taken by phone.

IMPORTANT DATES:

Member housing opens July 27, 2016
 Deadline to avoid \$50 cancellation fee November 3, 2016
 Non-member housing opens September 27, 2016
 Last day to make changes and cancels. December 23, 2016

Anaheim Housing Bureau

800 West Katella Avenue
 Anaheim, CA 92803
 Phone 714-765-8868 (*Hotel reservations will not be taken by phone*)
 Fax 714-776-2688
 E-mail: thenammshow@anaheimoc.org

HOTEL ADVISORY:

NAMM's official housing company is the Anaheim Housing Bureau through Visit Anaheim. Should you receive calls from any other housing companies or organizations, please know that they are not associated with our trade show and reservations made through those vendors cannot be guaranteed. If you are approached by an individual or company suggesting you place a hotel reservation with them, please notify us at 800-767-6266.

Please be vigilant if dealing with any companies or services other than the Anaheim Housing Bureau that imply or claim an affiliation with The NAMM Show. We have been made aware of other housing companies that may be aggressively pursuing you, or your company, to book your guest rooms through their company at supposedly significant discounts.

Unfortunately, some past attendees and exhibitors have fallen prey to these companies and have lost their significant deposits, been relocated with little or no warning, have not had the guest rooms they thought they had booked or have not received reservations at the hotel they had thought were confirmed. This has caused great hardships and significant financial loss to these companies and individuals. Reservations made through an agency other than the Anaheim Housing Bureau will be at your own risk. If you are contacted by another housing company trying to sell hotel rooms, please notify NAMM.

PROCEDURES FOR MAKING RESERVATIONS ON THE INTERNET

Book online at www.namm.org/thenammshow/2017/travel-info

STEP #1 – Finding Hotel Accommodations

When housing opens, use the 'NAMM Member only' link we have provided via email or go to www.namm.org/thenammshow/2017/travel-info that will take you to the housing reservation website. For best access to the website please make sure that you are using one of the following browsers: Firefox versions 3 to 10, Chrome, Safari 4 or 5, Internet Explorer 7, 8, or 9.

A "waiting room" has been incorporated to accommodate 10,000 simultaneous connections to the server. Connection overages are placed in the waiting room and released from waiting on a first come first served basis. Please note: Do NOT close your browser and reconnect as you will be going to the back of the line. Stay in the waiting room so you know when you are released to the booking pages. Once in the booking pages please complete the booking process as quickly as possible so others can enter the site.

- 1) Enter your Check-in and Check-out dates
- 2) Then use the drop down screen to pick the number of rooms you need.
Maximum will be twenty (20) rooms. If booking twenty (20) rooms or more see "GROUP ROOM REQUESTS FOR TWENTY (20) ROOMS OR MORE" explained below.
- 3) Continue to the next tab to choose the maximum number of guests for each room. The system will search for the specific criteria from #2 & #3 above for only the hotels that have availability
- 4) Then click 'Find' to begin your search
- 5) A screen will appear that will list all of the hotels that have availability for your requested dates
- 6) Select your first choice hotel, choose a room type, then click on the drop down menu under 'Rooms Desired' and enter the number of rooms you'd like to reserve
- 7) Now click 'Next'

If you are unable to reserve rooms at your first choice hotel, try your second choice, then your third choice, etc. But be sure to make a reservation at one of our preferred hotels before logging out of the system.

STEP #2 – Listing Hotel Guests

Once your hotel has been chosen the next screen will be the area where you begin to list your guests.

This screen will prompt you to:

1. Enter the number of guests in the first room booked
2. Then enter the name of the guest (first name/last name) and that particular guests Check-In and Check-Out dates
3. You will proceed to enter the next guest until all of your guests have been entered. You will have 15 minutes to complete the guest information page.
4. Click on 'Save and Continue'

STEP #3 – Payment Details

You will then be guided to the Guest & Payment Details.

1. Enter the details for Guest #1 including their e-mail, company and payment method
2. Click the Billing Details box to use your previously entered contact address for your billing address
3. Guest #1 information will now flow to Guest #2, Guest #3, etc.
4. If the credit card billing address is the same as your contact information previously entered, click the box that says "Use (guest name) contact address"
5. If your billing address is different than your contact address you must now enter that information
6. This area will pre-populate arrival/departure dates, company, credit card, etc.
7. When all of the guests have been associated with a credit card, you will check a box to agree to the cancellation policies and then Save & Continue
8. Do not use the 'back' key after credit card information has been entered. The system will shut down and you will need to re-enter all of your information. This process has been put in place as a security measure to protect your credit card information.

STEP #4 – Finalize Booking

This is the final screen to make changes or edit the information before the conclusion of the session and the acknowledgment of the sleeping room is sent to you via your e-mail.

The acknowledgment number you receive after making reservations will allow you to manage each reservation on your own, making all individual changes online by returning to the same website that you used to book your reservation. To use this feature, click on "Already Have a Reservation?" in the "Find Lodging" box and follow the instructions as outlined above.

GROUP ROOM REQUESTS FOR TWENTY (20) ROOMS OR MORE AT THE SAME HOTEL

STEP #1 – To request twenty (20) or more rooms you must complete the Hotel Room Request Form along with an official Rooming List template. The template may be obtained from the Anaheim Housing Bureau via this link:

http://www.aocfiles.com/housing/NAMM1_RmList_Template.xls

You may request this template at anytime before housing opens. Your rooming list must be placed on this official template for the Housing Bureau to process.

STEP #2 – Send the two completed documents via e-mail to thenamshow@visitanahaem.org or fax (714) 776-2688 to the Anaheim Housing Bureau when housing opens on July 27, 2016 at 8:00 am Pacific Daylight Time.

Be sure to provide the hotel names in order of preference. If your first choice hotels are not available, you may request to be placed on a wait list. The Anaheim Housing Bureau tries to accommodate all requests as close to your choices as possible and reserves the right to make alternate hotel assignments if your first choice hotels are not available.

You will receive acknowledgments for those reservations and instructions for managing your company's group room reservations online. This process takes approximately one week.

Many of the Anaheim hotels now require that your company sign a hotel contract for your blocked rooms. Please review those documents carefully. If you have any questions call the hotel direct or call the Anaheim Housing Bureau.

When reserving twenty (20) rooms or more, a deposit of two nights' room and tax will be required, by the Anaheim Housing Bureau, at the time of booking.

Deposits for room blocks of more than twenty (20) rooms are non-refundable if cancelled after November 3, 2016. Please carefully read acknowledgment from the Anaheim Housing Bureau.

Any unassigned rooms within the block will be considered cancelled after December 23, 2016 and will be released for general sale. New reservations will continue to be accepted on an individual and space available basis. Exhibitors will be held liable for any cancelled reservations and penalties as a result of unused rooms.

SUITE RESERVATION INSTRUCTIONS AND GUIDELINES

Suites are reserved for Exhibitors who contract directly with NAMM for a minimum of 400 square feet of booth space on the show floor. Because of the heavy demand for suites in the Anaheim area, only one suite per 400 square feet will be accepted. All suite requests will need to be approved by NAMM.

Suites are assigned based on booth space and compliance with NAMM's rules and regulations outlined on your Exhibit Contract. Please don't assume that suites are held based on past history of use.

NAMM reserves the right to decline any suite requests. If the company status as a NAMM Member or Exhibitor changes during this process, reservations are subject to change or cancellation. Sharing companies are not eligible. Exhibitors may not submit a request on behalf of another division or company. Only exhibitors are allowed to reserve suites.

NAMM will accept your completed Exhibitor Suite Request Form once your company has submitted the Exhibitor Space Application along with the deposit. If you need assistance with completing your Space Application form, please contact your trade show sales representative.

Once the suite has been assigned, the Anaheim Housing Bureau will send you an official acknowledgement of your reservations. Requests for suites require a credit card guarantee. The Anaheim Housing Bureau will contact you for credit card information. The hotels may charge a deposit of one suite night's room and tax to credit card provided (policies vary by hotel).

Suite cancellation policy: Any cancellation of a suite received after November 3 is subject to a charge of one suite night. Hotels also reserve the right to charge a fee for early departure. First night no-show will result in a charge of one suite night's rooms and tax plus the reservation loss. Changes to the reservation dates can be made through the website or with the Anaheim Housing Bureau through December 23. Any changes or cancellations after this date must be made directly with the hotel and the Anaheim Housing Bureau is to be notified.

Exhibitors agree not to schedule tours, meetings or other events that might reasonably be expected to draw attendance away from the Trade Show during any part of the official Trade Show hours.

Two night minimum stay is required. No furniture removal will be allowed. Displaying product in any room is prohibited during show hours.

Non-observance of these rules will jeopardize the Exhibitor's ability to exhibit at future NAMM shows and may result in immediate termination of the Exhibitor Exhibit Space Agreement, cancellation of Trade Show badges and termination of the right to exhibit without any refund or other liability on the part of NAMM.

ADDITIONAL INFORMATION

- There will be a \$50 cancellation fee imposed on reservations cancelled after November 3, 2016. Please don't miss the Anaheim Housing Bureau deadlines as these deadlines cannot be extended. Cancellation fees on group reservations (any group blocks of 20 rooms or more) may be subject to your signed hotel contract.
- Room types are not guaranteed. Hotels will do their best to accommodate your special requests.
- If your status as a NAMM Member or Exhibitor changes during the housing process, reservations are subject to change or cancellation.
- NAMM works with Visit Anaheim to negotiate low rates for our Members, attendees and exhibitors. There are many hotels and motels with a variety of services to accommodate your special needs and requests, however, there are only a limited number of hotel rooms at these special rates.