

MUSIC CONFERENCE ALBERTA EXHIBITOR PROTOCOL

1.0. PURPOSE

The purpose of the Music Conference Alberta Marketplace is to connect music educators and leaders with industry and training opportunities through staffed exhibits by relevant companies, institutions, and organizations.

2.0. EXHIBIT HOURS

Exhibitors are expected to operate and provide staffing at their booth(s) during the scheduled MCA Marketplace hours. A penalty fee of \$250 may be assessed for early departure or dismantling. If this fee is incurred, the exhibitor must pay this amount before registering for future MCA Marketplaces.

3.0. ASSIGNMENT OF BOOTH SPACE

Booth numbers are selected by the exhibitor at the time of registration on a first come, first served basis. Booths for which payments are not received within 30 days may be reassigned or resold.

4.0. BOOTH ARRANGEMENT AND CONSTRUCTION

Each exhibit will be confined to the spatial limits of its respective booth(s). Exhibits or displays that block the view of adjoining booths will not be permitted. All booths include one six-foot (6') skirted table, 2 chairs, electricity, and wireless internet. Inline booths will feature an eight (8') foot high back wall drape and three (3') foot high draped side rails; other booths may be draped in a different configuration. Aisles and exits must be kept clear of displays and exhibits at all times. All booth materials must conform to applicable local building, electrical, fire safety, and environmental code.

5.0. ACCESS TO CONFERENCE EVENTS

Exhibitors will receive 1 Exhibitor-Delegate Pass for every \$250 spent on their booth(s); additional Exhibitor-Delegate passes can be purchased for \$195 each. Exhibitor-Delegate Passes are transferrable and provide access to interest sessions, masterclasses, rehearsal labs, the awards event, and plenary and keynote sessions. Exhibitors will also have access to discounted tickets for the MCA Showcase Concert.

6.0. DRAYAGE & ADVANCE SHIPPING OF EXHIBITION MATERIALS

Furniture, displays, and inventory may only be shipped to the Marketplace venue in advance of the specified Marketplace set up time with permission by Music Conference Alberta representatives.

7.0. GENERAL CONDITIONS

7.1. Subletting Booth Space

Exhibitors may not assign, sublet, or apportion all or any part of their space, and may not advertise or display goods or services other than those manufactured, distributed, or sold by their company in the regular course of business.

7.2. Unclaimed Booth Space

Any booth space not claimed and occupied or for which no special arrangements have been made prior to the official start of the conference exhibit hours, may be resold or reassigned without any obligation on the part of Music Conference Alberta for any refund whatsoever.

7.3. Exhibitor Representatives

Each Exhibitor must provide an attendant in its booth during the open hours of the Marketplace. Within the designated exhibit area, promotion of goods and services, or conducting of business related thereto, is limited to registered exhibitors and exhibitors' representatives. Exhibitors will be provided with one transferrable Exhibitor-Delegate badge for each \$250 spent on booth costs. Additional Exhibitor-Delegate badges can be purchased for \$195 each.

7.4. Audio and Audiovisual Sound Effects

Audiovisual, audio, and other sound and attention-getting devices and effects will be permitted only in such intensity as, in the opinion of Music Conference Alberta representatives, do not interfere with the activities of neighboring Exhibitors. Instruments played or vocal performances for the purpose of demonstration should be played for brief periods and at a reasonable sound level. Audio visual equipment must be equipped with earphones. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring Exhibitors. This will be strictly enforced. Distribution of noisemakers of any kind is not permitted.

7.5. Ambush Marketing

Anyone distributing materials in the aisles, concourse, lobbies, or session rooms will be asked to stop immediately. Exhibitors may only distribute materials from their booths.

7.6. Meetings and Social Functions Meetings and social functions may be scheduled at the primary conference location and/or official conference hotels at times that will not interfere with major programs offered by Music Conference Alberta. Soliciting Music Conference Alberta delegates/attendees to attend events in conflict with Music Conference Alberta events is prohibited.

7.7. Unauthorized Concerts, Performances, or Clinics

Concerts, performances, clinics, and micro-clinics, held in any area of the conference venue(s) including lobbies and exhibit halls, without the permission of Music Conference Alberta, are prohibited.

7.8. Violations

Violations of any of these regulations on the part of the Exhibitor, its employees, or agents shall, at the option of Music Conference Alberta, annul the right to occupy current or future Marketplace space, and such an exhibitor will forfeit to Music Conference Alberta all monies paid.