

# SOUTHWEST MUSIC SUMMER EXHIBITION



The Southwest Music Summer Exhibition is held in conjunction with the TBA/TCDA/TODA Conventions for the purpose of allowing firms and organizations catering to the music trade to display their products, and/or to introduce new music, products, materials, and/or services, thus keeping TBA/TCDA/TODA members up-to-date on the recent innovations in their profession.

## MEMBERSHIP INFORMATION

All companies, corporations, or school affiliated organizations who exhibit at the Southwest Music Summer Exhibition for the purpose of contacting TBA/TCDA/TODA members, are required to be a Business Member.

### EXHIBITOR BUSINESS MEMBERSHIP \$80 PER COMPANY

Exhibitor Business Membership is available to companies, corporations, or school affiliated organizations who exhibit at the SWMSE in conjunction with the TBA/TCDA/TODA 2020 Convention/Clinic.

An Exhibitor is entitled to three badges per booth purchased. Extra badges for additional employees are \$25.00 each.

An Exhibitor is also invited to purchase one hour Product Showcase(s) at \$300 per hour. A/V support will be provided and the location will be an enclosed breakout room close to the exhibit hall.

### NON-EXHIBITOR/BUSINESS MEMBERSHIP \$250 PER COMPANY

Non-Exhibitor Business Membership is available to companies, corporations, or school affiliated organizations who choose not to exhibit, but do wish to send their employees to the convention.

This membership DOES NOT entitle a company to conduct business by distributing literature or business cards to TBA/TCDA/TODA Members and does not include Active Member contact information.

Non-Exhibitor Business Membership fee includes one badge per company. Extra badges for additional employees are \$25.00 each.

## BUSINESS MEMBER BENEFITS

- Direct contact with over 5000 music educators
- EXCLUSIVE EXHIBIT HALL TIME will be built into all attendee schedules and listed in the 3 convention programs
- Company listing in all 3 convention programs
- Company website linked to TBA/TCDA/TODA websites
- Opportunity to advertise and sponsor events with TBA/TCDA/TODA
- Active member contact information of all 3 associations will be emailed within 10 days of the convention
- Access to all Clinics and Concerts
- Recipient of TBA/TCDA/TODA publications

## ADVERTISING & SPONSORSHIPS

All business members, including Exhibitors and Non-Exhibitors, are invited to advertise and become Event Sponsors for TBA/TCDA/TODA. Information is available on each website:

[www.texasbandmasters.org](http://www.texasbandmasters.org)  
[www.tcda.net](http://www.tcda.net)  
[www.todaweb.org](http://www.todaweb.org)

## CONTACTS

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### Michael Brashear

TBA Executive Director  
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### Sharon Lutz

TCDA/TODA Executive Director  
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# REGULATIONS

## USE OF SPACE

All exhibitors activities must be confined to the limits of their exhibit booth(s) area. No exhibitor shall share the space allocated without the knowledge and consent of show mgmt. No exhibitor shall obtain exhibit space anywhere outside the designated area. **DISPLAYS SHALL NOT BE PLACED IN SUCH MANNER AS TO INTERFERE WITH OTHER EXHIBITORS. ANYTHING DISPLAYED AT A HEIGHT ABOVE THE TOP OF THE 8' BACKDROP MUST BE APPROVED BY SHOW MGMT. MAXIMUM HEIGHT FOR ALL HANGING SIGNS AND BANNERS TO THE TOP OF THE SIGN IS 20' FROM THE FLOOR. EXHIBITORS RENTING "BACK TO BACK" SPACES ARE CAUTIONED NOT TO USE DRAPING OR OTHER TYPES OF DISPLAYS THAT WILL BLOCK THE VIEW OF THE BOOTHS ON EITHER SIDE. THE VIEW FROM THE AISLE MUST BE CLEAR FOR PERSONS TO VIEW EACH BOOTH WHILE APPROACHING IN EITHER DIRECTION. DISPLAYS HIGHER THAN 36" MAY EXTEND NO FURTHER THAN 1/2 THE DISTANCE FROM THE BACKDROP OF THE BOOTH TO THE AISLE. TO AVOID SHOW MANAGEMENT MOVING DISPLAY ITEMS, AND TO AVOID PROBLEMS WITH OTHER EXHIBITORS, PLEASE ADHERE TO THE ABOVE REGULATIONS.** Floor lights or spotlights may be installed. Space may be used, with the permission of show mgmt., to erect soundproof booths or special displays. Firms are encouraged to use their imagination to create attractive displays.

## OPERATION OF EXHIBITS

Show mgmt. reserves the right to restrict exhibits which, because of undue noise, method of operation, materials or any other reason, become objectionable. No literature may be distributed outside your exhibit. In the event of such restriction or eviction, TBA is not liable for any refunds or rentals or other exhibitor expenses. Headphones, rather than speakers, should be utilized for sound equipment. Careful attention should be paid to avoid excessive use of instruments.

## CIRCULARIZATION & SOLICITATION/CARE OF BUILDING & EQUIPMENT

Distribution of circulars and promotional materials are permitted only within the space assigned to the exhibitor. No firm, organization or other sales representative not assigned space in the exhibit area is permitted to solicit business within the exhibit area. **Nothing shall be pasted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, windows, doors or other parts of the building or furniture. All tape used on the floor must be approved by show mgmt. Any tape used must be removed by the exhibitor at the close of the convention. Helium balloons may not be brought into the exhibit hall.**

## ELECTRICAL

An electrical contractor will handle the electrical requirements. The order kit will be included in the Exhibitor Services Manual. Each exhibitor will need to return the order form, as addressed on the form.

## LIABILITY AND INSURANCE

The Texas Bandmasters Association, nor the management of the convention facilities, nor any individual connected with either of these groups is responsible for the safety of the property of the exhibitors from theft, fire, accident, or other causes. TBA will furnish 24-hour round the clock security for the exhibit area with off-duty police or some other recognized security service from 1:00 p.m. Wednesday, July 22, 2020, until closing Saturday, July 25, 2020. No responsibility is assumed for goods delivered to the exhibit area before setup day or for materials left at the exhibit area after the closing hour.

## FIRE PROTECTION

Table decorations must be fireproof. Electrical wiring must conform with the National Electrical Code Safety Rules. Failure to comply with these regulations is sufficient cause for the exhibit chairman to cancel all or such part of the exhibits as may be irregular. Exits, fire stations and fire extinguisher equipment must not be obstructed by exhibits. Exhibitors must comply with all fire regulations. Lit candles are prohibited in the exhibit hall.

## EXHIBIT CONTRACTOR

Freeman Decorating Company, P.O. Box 8530, San Antonio, Texas 78208, is the official exhibit contractor. They will maintain a service desk to assist you. There you can obtain your special signs, rental furniture, special decorations, or acquire other information which will be helpful to you when setting up or dismantling. Booth furnishings not covered in the basic contract may be obtained from Freeman Decorating. Order forms covering rental furniture, installation and dismantling labor, and other services, will be sent or are obtainable from the decorator. **IT IS URGED THAT YOU ORDER ANY OF THE ABOVE IN ADVANCE.**

## TEXAS TAX INFORMATION

All exhibitors must be registered with the Texas Comptroller's office. Contact their office for information regarding exhibiting in Texas and Texas Sales Permits. Each exhibitor is responsible for making this contact. Call 1-800-252-5555 or visit [www.comptroller.texas.gov](http://www.comptroller.texas.gov).

## REGULATIONS AND CONTRACT

These regulations become a part of the agreement between the exhibitor and TBA. All parts not covered are subject to the decision of show management.

# EXHIBIT BOOTH INFORMATION

## EXHIBIT HALL SCHEDULE

Wednesday, July 22 - 1pm to 9pm **set up**

Thursday, July 23 - 10am to 5pm **Exhibit Hall open**

Friday, July 24 - 9am to 5pm **Exhibit Hall open**

Saturday, July 25 - 9am to noon **Exhibit Hall open**

Saturday, July 25 - noon to 5pm **move out**

## BOOTH FEES

**Inline Booth: \$600 each**

**Corner Booth: \$700 each**

**Exhibitor Business Membership: \$80**

A non-refundable deposit (\$80 Exhibitor Business Membership plus 50% of total booth cost) must be submitted with your contract. The remaining balance is due May 1, 2020.

SWMSE will retain the non-refundable deposit for cancellations requested in writing on or before June 1, 2020. No refunds will be granted after that date.

## SPACE ALLOCATION

Each space is numbered as shown on the map of the exhibit area.

Exhibit spaces will be assigned by show management after **March 12, 2020 – the last day to earn points**. Assignment will be made according to a priority number based on the following three factors:

1. The number of booths contracted for (5 points per booth), and
2. A number representing the date the contract is received (60 points for contract received on or before January 13, 2020; 59 points on January 14, etc), and
3. The number of years a company has exhibited.

Contracts received after March 12, 2020 will be assigned on a first-come, first-served basis. No change in booth assignments may be made without the approval of show management.

## INSTALLATION

Installation hours are as follows:

Wednesday, July 22, 2020, from 1:00 p.m.-9:00 p.m.

Installation must be completed no later than 9:00 p.m. on Wednesday, July 22, 2020. **Children under eighteen are not allowed in the exhibit hall on set-up day.** Space not claimed by the opening hour (10:00 a.m.) of the exhibition, on the first day July 23, will be reassigned without refund of rental fee.

**The Exhibitor agrees to not dismantle their exhibit or do any packaging of equipment or materials before the closing of the exhibit floor at noon Saturday, July 25, 2020.** Exhibitors leaving the convention early will have lowest priority of booth choice at the 2021 convention. The complete display must be removed, boxed or crated for shipment by the exhibitor immediately following the close of the exhibit.

All loading and unloading must be done at the loading dock. New convention regulations prohibit loading and unloading through fire exit doors on the north side of Exhibit Hall 4.

## DRAPES AND BOOTH SIGNS

All booths 10' x 10' will be provided with an 8' high backwall, 36" high side dividers. One table, 8' uncovered (not draped) and two chairs will be furnished with each booth without charge. A standard 7" x 44" two line sign is furnished free with each exhibit space. This sign will consist of your firm name (top line), city and state (second line), and booth number. Additional services should be arranged through the official decorator, Freeman Decorating. [www.freemanco.com](http://www.freemanco.com)

## SHIPPING INSTRUCTIONS

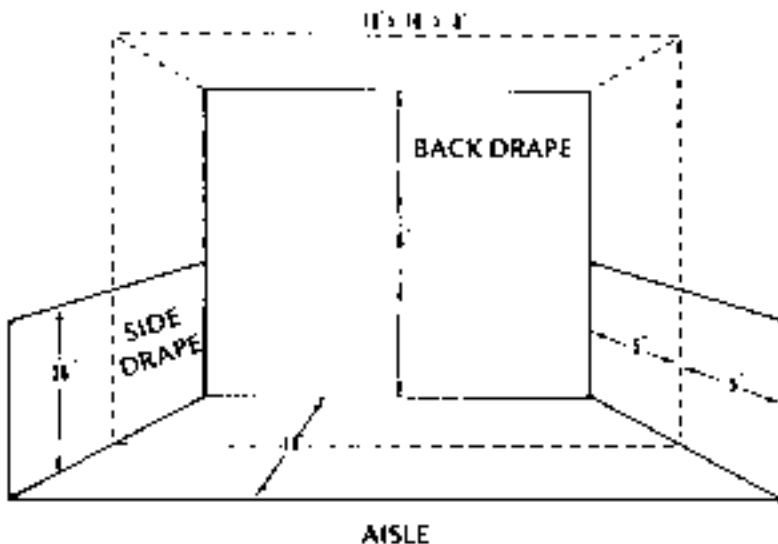
The Convention Center will not accept shipments for storage. Shipments should be sent to: Freeman Decorating, 3323 IH 35 North, Ste. 120, San Antonio, TX 78219.

Handling your exhibit includes: a) receive and store up to 30 days prior to convention, b) delivery to booth space, c) remove empty crates, d) return empty crates at close of show, and e) arrange for outgoing shipments as per instructions from exhibitors. Assistance will also be given to exhibitors bringing exhibit materials to the exhibit hall in their own vehicles. All charges for items a-e above will be assumed by the exhibiting firm. Drayage rates will be in the Exhibitor Services Manual.

All exhibits will be delivered to the Convention Center on Wednesday July 22, 2020. If you have any questions concerning shipping, please phone (210) 227-0341 or write to: Freeman Decorating Company, 3323 IH 35 North, Ste. 120, San Antonio, Texas 78219.

# BOOTH DESCRIPTIONS

## STANDARD BOOTH



## Standard Booth

### Definition

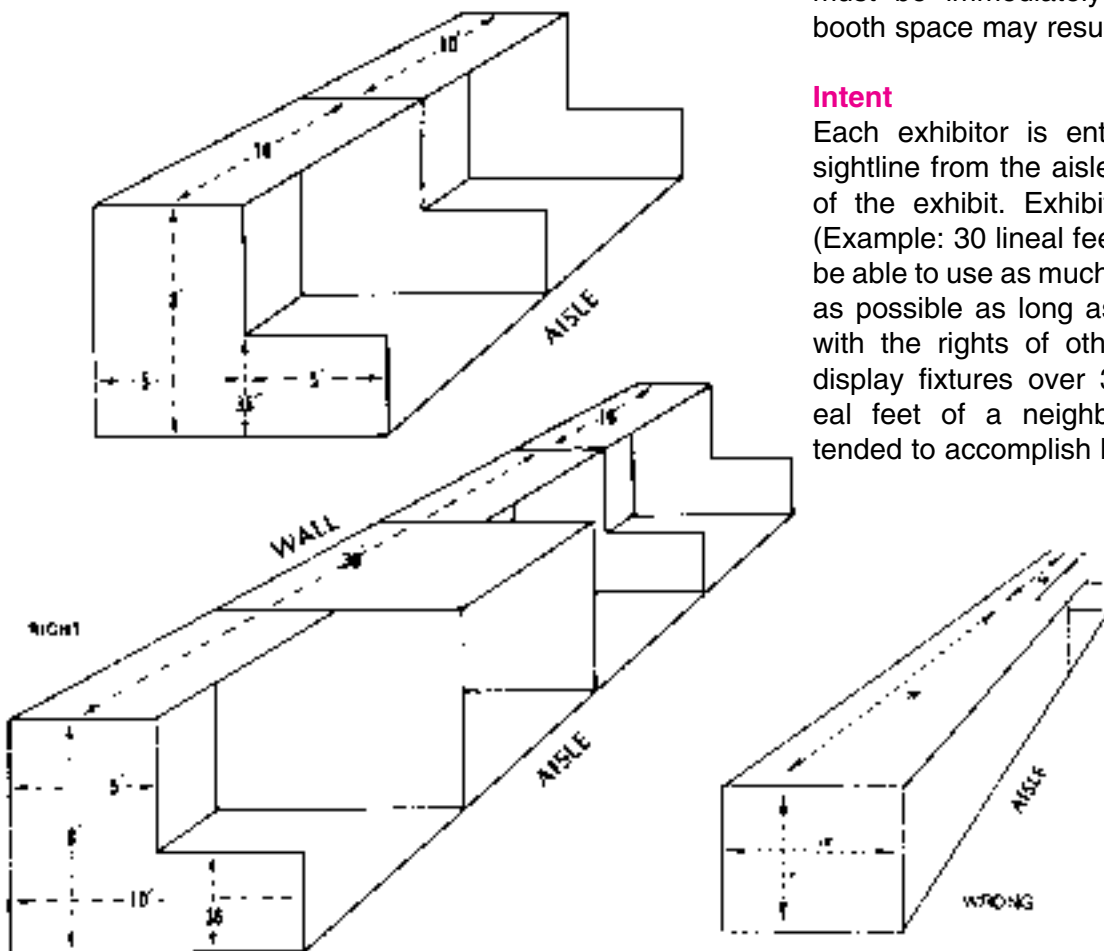
One or more standard units in a straight line.

### Height

All exhibit spaces have an 8' high back-drape. Only materials manufactured, grown, or sold by the exhibitor in his regular course of business may exceed the 8' back-drape. If materials exceed the 8' back-drape restriction, they must be finished off so that they do not detract from the overall impact of the exhibit directly behind or to the side. Show Management reserves the right to have such finishing done as is necessary, and bill the exhibitor for charges incurred. In addition, all exhibit materials in excess of 36" in height, and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5' of the back line. Any violation of this rule must be immediately corrected or loss of booth space may result.

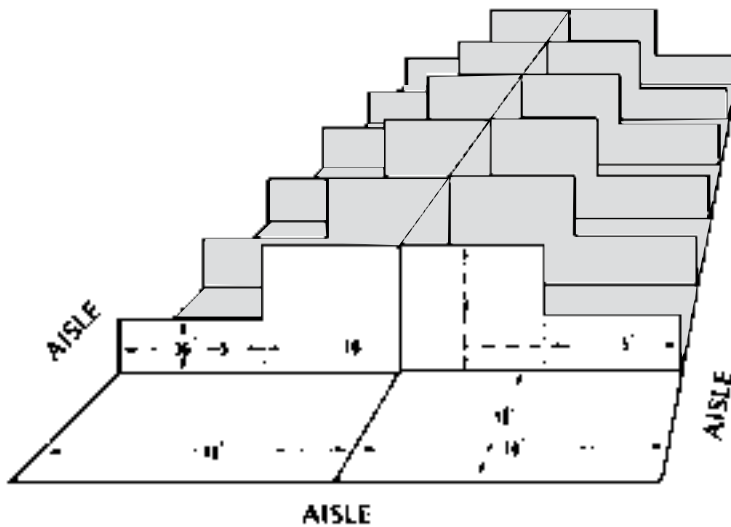
### Intent

Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of the exhibit. Exhibitors with large space (Example: 30 lineal feet or more) should also be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 36" and within 10 lineal feet of a neighboring exhibitor is intended to accomplish both of these aims.

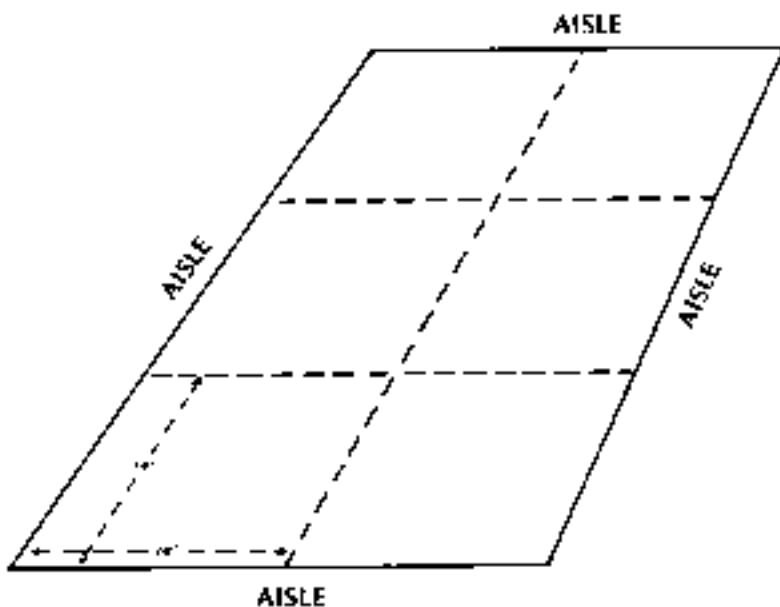


# BOOTH DESCRIPTIONS

## END-CAP BOOTH



## ISLAND BOOTH



## End-Cap Booth

### Definition

Back-to-back corner exhibit spaces are combined to make one 10' X 20' booth facing an aisle.

### Height

End-cap booths have a backwall 20' wide. The center 10' of that backwall is 8' high. Only materials manufactured, grow, or sold by the exhibitor in his regular course of business may exceed the 8' backwall. If material exceeds the 8' height, it must be displayed so that it does not detract from the overall impact of the exhibit directly behind. The 5' wide backwalls on either side of the 8' high backwall are limited to displays 36" in height.

### Intent

Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of his exhibit. Exhibitors with End-Cap booths should be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. End-cap exhibitors should not use draping or other materials that will block the view of the booths on either side. The limitation on display fixtures over 36" and within 10 linear feet of a neighboring exhibitor is intended to accomplish both of these aims.

## Island Booth

### Definition

Blocks of exhibit space with aisles on all four sides.

### Height

Height restrictions do not apply. Since an Island Booth is, by definition, separated by the width of an aisle from neighboring exhibits, full use of the floor space is permitted.

### Intent

When an Island Booth exceeds 8' in height it does not interfere with other exhibitors because it obviously does not back up to another exhibit. The extra height is often required in an Island Booth exhibit to permit the open walk-through approach normally used.