



Flute Festival MidSouth 2005 **Exhibitors' Agreement**

The Mid-South Flute Society is pleased to announce that the 2005 Flute Festival Mid-South will be held at the Hutchison School in Memphis, Tennessee, March 18-19. The Hutchison School is easily accessible from the Memphis International Airport with many lodging accommodations in close proximity.

The Festival regularly draws attendees from Tennessee, Arkansas, Mississippi, Alabama, Louisiana, and Texas. Past festival guest artists have included Wissam Boustany, Matej Zupan, Alexa Still, Jacques Zoon, Linda Marianello, Mary Karen Clardy, Jan Gippo, Lorna McGee, Kathleen Goll-Wilson, Sheryl Cohen, Brad Garner, and Susan Hoepfner. This year the Flute Festival Mid-South 2005 is excited to welcome Matej Grahek, principal flutist of the Slovenian Philharmonic Orchestra and Assistant Professor at the Academy of Music, University of Ljubljana, Slovenia, as Guest Artist.

The Festival has enjoyed an excellent exhibits area each year. Past exhibitors have included national vendors Pearl Flutes, Muramatsu America, John Lunn Flutes, Little Piper, Butterfly Headjoints, Gemeinhardt Flutes, Carolyn Nussbaum Music, J.L. Smith, United Musical Instruments, Flute World and others, along with vendors local to the festival site. For many festival attendees, the exhibits area is their only opportunity each year to audition professional quality instruments. Each year instruments have been sold at the festival, sometimes for thousands of dollars.

The advantages of exhibiting at the Festival are obvious. As many as two hundred college, high school, and junior high students, plus university faculty and professional performers, actively looking for instruments and accessories which they cannot see locally means plenty of potential business for exhibitors. Feedback from past attendees has shown that the exhibits are one of the most important reasons for festival attendance.

Registration fees, grants from arts organizations, advertisement fees and donations provide the funds for the Festival. Most exhibitors advertise in the program booklet, and companies that are unable to exhibit in person often take advantages of an inexpensive advertisement. Many exhibitors and advertisers also choose to make a donation to further show their support for this event. Donations are acknowledged in the Festival program booklet and at the Gala Concert. Information about advertising can be found on the Advertise in Program link on the left side of our webpage at <http://www.midsouthflute.org/>. For exhibitors who wish simply to provide product literature, the society provides a Literature Table in the Exhibit Hall where attendees may browse the available catalogs and flyers and take copies of materials that interest them.

The Mid-South Flute Society invites your business to exhibit at Flute Festival Mid-South 2005 and place an advertisement in our program book. The Society will also graciously accept any donation you wish to make in support of the Festival. Please feel free to choose the most appropriate methods for your participation. There is no charge to exhibitors; exhibitors are responsible for all travel costs and any other costs associated

with their presence at the Festival. We are working very hard to make this festival our most successful ever and to fill our exhibit area with quality vendors for the benefit of our attendees. Please review the exhibitor agreement, advertising, and donation forms found at <http://www.midsouthflute.org> . Feel free to direct any questions you may have to FFMSintern@yahoo.com or by fax at 936.468.5810. We look forward to seeing you March 18 in Memphis!

Sincerely,
Adam C. Dorrance, Exhibits Coordinator
Mid-South Flute Society

Exhibitor's Agreement

This agreement between the Mid-South Flute Society (Society) and

_____ (Exhibitor)

signifies an agreement by Exhibitor to exhibit goods and services at the Flute Festival Mid-South 2004 (Festival) to be staged by the Society on Saturday, March 19, 2005, at the Hutchison School in Memphis, Tennessee. This agreement specifies the responsibilities of both parties with regards to Exhibitor's participation in the Festival. The term Exhibitor used herein denotes all employees and agents of the business entity listed above as Exhibitor.

Eligible Exhibitors:

Exhibitors eligible to exhibit at the Festival are flute industry vendors and flute-related businesses, both national and local to the site area. Exhibitors will primarily be exhibiting musical instruments, accessories, sheet music, and music related items such as books, recordings, shirts, and music novelty items.

Schedule – Exhibits will be open only on Saturday, March 19, 2005. Times shown are as currently planned and may be changed by the Society without notice.

- * Exhibit setup: 8:30 AM to 9:30 AM
- * Exhibits open: 9:30 AM
- * Exhibits close: 4:30 PM
- * Exhibit breakdown: 4:30 PM to 6:00 PM

Note: No exhibitor can gain access to the exhibit hall prior to 8:30 AM; all exhibitors, materials, and personnel must vacate the exhibit hall no later than 6:30 PM

Society's Responsibilities

The Society will assign the floor space in the exhibit hall in accordance with the Exhibitor's needs and available space. Adequate space will be provided in front of Exhibitor's tables for interaction with attendees. Adequate space will be provided behind and to the sides of Exhibitor's tables for personnel and ingress/egress. The Society will make every effort to avoid placing direct competitors adjacent in the exhibit area; however, the Society will not guarantee to any exhibitor that such a placement will not become necessary due to the number of exhibitors and the available space. The Society will be responsible for placing Exhibitors within the exhibit area and will have total authority to make such decisions.

The Society will provide one 72" by 30" table minimum; the actual size of the tables will be determined by the Society based on tables available at the site. Exhibitor may request additional tables but must do so no later than at least thirty (30) days prior to the Festival date. The Society will make every effort to comply with an Exhibitor's request for extra tables, but cannot guarantee that such can be made available. All tables will be set up, marked with Exhibitor's identification, and placed appropriately in the exhibit area no later than the opening of the exhibit area for exhibitor set up on Saturday morning.

The Society will not provide table covers, booth curtains or dividers. Exhibitor's space will most likely not have adjacent walls, and in any case, Exhibitor will not be allowed to affix anything to walls to avoid damage to the facility.

As there is limited availability of electrical power, the Society will not guarantee such availability to Exhibitor. Exhibitor may request access to a 120 volt, 60 Hz. electrical circuit but must do so no later than at least thirty (30) days prior to the Festival. Exhibitor must specify the maximum load to be placed on the circuit as part of the request. Exhibitor acknowledges that use of an electrical circuit will affect placement of Exhibitor in the exhibit area.

Exhibitors' Responsibilities

There is no cost charged to the Exhibitor for participation in the Festival Exhibits. Exhibitor is responsible for all travel costs and any other costs associated with Exhibitor's presence at the Festival.

* Exhibitor will provide all table area decoration and fixtures required for Exhibitor's display, including table coverings, table displays, and standing displays. Exhibitor is required to provide appropriate stands and fixtures for hanging displays; Exhibitor may not affix anything to walls in the exhibit area.

* If exhibitor requests and receives access to an electrical circuit, Exhibitor is responsible for providing appropriate extension cords and any other electrical apparatus required for his use of electrical power

* If Exhibitor desires to utilize electronic recordings, headphones are recommended. Playback using speakers will only be allowed if the volume is kept sufficiently low, in the judgment of the Society representatives, so as not to impede the demonstrations and activities of other exhibitors.

* Exhibitor is responsible for leaving exhibit area exactly as it was found. Exhibitor must remove all materials and trash from the exhibit area by the end of the breakdown time period.

* Exhibitor accepts all liability and agrees to hold the Society and the Hutchinson School harmless for any loss or damage occurring from or associated with the exhibits and Exhibitor's activities in conjunction with the Festival. Flute Society representatives will be on hand in the exhibit area from 8:30 AM to 6:30 PM but will not be responsible for booths left unsupervised. Exhibitors are expected to have someone in charge of their booth at all times. Flute Society Exhibit Area representatives will not unpack, supervise, transact business or pack up booths for Exhibitor. If Exhibitor requires local assistance, Exhibitor must make appropriate arrangements.

Society Contact: all correspondence regarding the agreement and the Festival should be directed to:

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