



53rd ANNUAL CONVENTION | ATLANTA, GA
HYATT REGENCY ATLANTA | AUGUST 7-10, 2025
EXHIBITOR INFORMATION, RULES & REGULATIONS

INVITATION TO EXHIBIT

You are cordially invited to exhibit your products and services during this major assembly of approximately 3000 professional flutists, flute teachers, flute students, and flute enthusiasts. Plan now to take advantage of this unique opportunity to reach the flute world! The convention’s famously vibrant exhibit hall, which features more than 60 exhibiting companies with a wide variety of flutes, music, and flute-related merchandise, is eagerly anticipated by attendees as their annual “one-stop shop” for all things flute. Make sure you are included in the excitement!

“The NFA is THE place to be if you are a flute business.” – 2023 Exhibitor

“We had a fabulous time at the NFA convention in Phoenix! As a new company just starting out we were overwhelmed by the warm welcome we received from NFA staff, exhibitors and the attendees. The best part of the show was seeing friends from all over the country again and making those new connections with customers and fellow exhibitors. Exhibiting at NFA gave us the opportunity to reach customers we couldn’t have reached otherwise, and allowed us to make important connections with dealers and artists all at the same time. We sold more headjoints than we could have imagined and are already looking forward to another successful show next year!” - 2023 Exhibitor

“The NFA convention has always been a great place to network with colleagues and friends in the industry, and to show our flutes to a large and relevant audience. The team organizing the convention is very supportive, and its members do their best to ensure that the needs of each company are effectively met, and that each exhibitor’s experience is a success!” - 2024 Exhibitor

GENERAL EXHIBIT INFORMATION

Location Grand Hall
Hyatt Regency Atlanta, 265 Peachtree Rd NE, Atlanta, GA 30303

Convention Dates August 7-10, 2025

Exhibit Dates and Hours* Thursday, August 7 10:00am - 5:30pm
Friday, August 8 10:00am - 5:30pm
Saturday, August 9 10:00am - 5:30pm
Sunday, August 10 10:00am - 3:00pm

* Exhibitors are guaranteed a minimum of one hour per day during which no other convention programming will be scheduled.

Important Dates and Deadlines:

- March 10th: Booth sales open
• April 10th (11:59pm): Last day to receive full allotment (90 points) of 2025 placement points (with full contract payment)
• May 1st: Last day to have an ad requested for printed materials (after this date all ads will be placed in online materials)

- June 16th: Exhibitor kit will be emailed to all exhibitors and posted online
- May 9th: last day to receive any placement points (with full contract payment)
- May 10th: Last day to sign and pay contract for priority placement
- May 10th: Last day to purchase and submit your Exhibitor Showcase/Concert information form
- June 1st: Last day for inclusion in the NFA convention program book
- July 18th: last day to add booths

Exhibit Fee**

- \$840.00 per 10'x10'
 - Corner Booth (1 corner) = Additional \$100
 - End Cap Booth (2 corners) = Additional \$200 (requires a minimum of 2 booths)
 - Island Booth (4 corners) = Additional \$400 (requires a minimum of 4 booths)
 - ***Booths may be shared by 2 vendors
 - Showcase: \$185
 - Small company discount****:
 - \$700 per 10'x10' booth (all other fees remain the same as)
 - Shared booth: \$350 per company per 10'x10' booth
- **** To apply for a small company discount, please fill out [this form](#). Your request will

be

reviewed by our Executive Director for approval.

The intention of a small company discount is to remove barriers that prevent small companies from participating in the exhibit hall.

- **Payment via ACH/Wire transfer or check is preferred. Bank details will be provided by the bookkeeper when payment is ready to be made. When ACH/Wire is not available, payment can be made by credit card or paypal.**

Membership Fee

2025 NFA Commercial Membership dues are required for all exhibitors. Annual membership dues are renewed on a rolling basis. Visit <http://nfaonline.org/Membership> to learn more about NFA Commercial Membership.

One Year Commercial Membership: \$135

All exhibitor documents, rules and regulations document, and the online order form, are available on the NFA website [y](#). here:

- Exhibiting: [Here](#)
- Sponsorship: [Here](#)
- Advertising: NFA Commercial Members and Sponsors are eligible for discounted rates for program book ads (*see page 10 for details*).

All sponsorship requests should be emailed to Michael Williams, Development Manager: mwilliams@nfaonline.org. Reserve advertising by completing the form on the website ([click here](#)). Contact the NFA staff at advertising@nfaonline.org with any questions. NFA advertising rates and information is available at nfaonline.org/advertising

EXHIBIT HALL SCHEDULE

The hall will open to exhibitors two hours before exhibit hours daily.

Date	Installation	Exhibit Hours	Dismantle
Wednesday, August 6	8:00am – 9:00pm		
Thursday, August 7		10:00am – 5:30pm	
Friday, August 8		10:00am – 5:30pm	
Saturday, August 9		10:00am – 5:30pm	

Sunday, August 10

10:00am – 3:00pm

3:00pm – 9:00pm**

**note that from 3-4pm is a designated time for exhibitors to start their packing without the interference of the decoration company. After 4pm the decoration company will start bringing heavy machinery through the isles.

EXHIBITOR REGISTRATION

Admission to the exhibit hall is by badge only. All convention attendees and exhibitors must prominently display badges at all times. Exhibitors will have color-coded badges clearly showing that they are exhibitors.

- Exhibiting companies purchasing one or two booths are eligible for four full convention badges per 10’x10’ booth space.
- Exhibitors purchasing three or more booths are eligible for an additional two full convention badges per 10’x10’ booth space, plus Exhibit Hall Only* badges as noted below.
- Maximum twenty full convention badges per exhibiting company.
- To reserve badges for your booth personnel, fill out this form: [Exhibitor Badge Information Form](#)

For example:

# of booths	# of Full Convention badges included	# of Exhibit Hall Only* badges included	Total Number of Badges included with booth
1	4	0	4
2	8	0	8
3	10	2	12
4	12	4	16
5	14	6	20
6	16	8	24
7	18	10	28
8	20	12	32
9	20	16	36
10	20	20	40

*Exhibit Hall Only badges have access only to the Exhibit Hall, Gala Concerts, and the Exhibitor Concert.

Additional badges can be purchased –
Full convention registration

- Full convention registration rate (\$260 in advance, \$330 onsite)
- No limit.

The NFA will provide complimentary convention passes for composers for the day their work is being performed. Exhibitors can submit names of composers whose works are being performed to the Convention Director by July 18, 2025.

All performing/presenting flutists, including those with exhibitor badges, must have a 2025 NFA membership for the duration of the convention. Full time employees of exhibitors performing in the Exhibitor Concert and/or Exhibitor Showcase are not required to have a 2025 NFA membership.

Badges for pre-registered exhibit personnel, including composers as noted above, will be available for pick up at Registration. There will be a \$25 replacement charge for any lost badge.

It is imperative that exhibitors only provide convention badges to authorized booth staff. This will be strictly enforced.

BOOTH RESERVATIONS AND ASSIGNMENT

Booths

The 2025 exhibit booth sales will open on Wednesday, March 10th 2025. To reserve an exhibit space and pricing visit

the NFA website [here](#).

- Exhibit booths are 10'x10'. Each booth includes:
 - 8' tall pipe and drape backwall,
 - 3' tall side walls and Company ID sign.
 - (1) waste basket
 - Two companies may purchase a booth together (no more than two companies may share a booth).
 - **TABLETOP DISPLAY:** Tabletop displays are no longer available.
- **Exhibit Booths do not include anything beyond the list above. Anything beyond the list above can either be brought in by the exhibitor or rented from the decoration company.**
- The Floor plan will be available for viewing on our website, when registration opens on March 10th.

Payment:

- Phone reservations will not be accepted.
- International companies must submit payment in US\$ drawn upon a US bank or by credit card (Visa, MasterCard or Discover.)
- There will be a charge on all returned checks.
- Full payment, which includes your NFA Commercial membership dues must be included with the Exhibit Contract.

Points system/booth assignment:

Note: A baseline point system for all NFA exhibitors was established in 2014 which recognizes long-term and multi-year exhibitors starting in 2004.

2025 booth assignments are based on the following points system:

- Each exhibitor receives (3) points for every year they have exhibited between 2004 and 2024 (baseline points).
- In addition, points are awarded based on the date the exhibitor signs the contract and pays for their booth. These additional points are added to the baseline (accumulated points) as follows:
 - Contracts with payment received between March 10 and April 10: 90 points
 - Contracts with payment from April 11 – May 10: 3 points per day up to and including May 10
 - Contracts with payment received after May 11 will not receive any additional points.
- Example:
 - Company X exhibited 8 times since 2004: $8 \times 3 = 24$ points
 - Company X payment with contract received April 10 = 90 points
 - Company X total point value = 114 points

Priority Assignment:

- Contracts (with full payments) received by 11:59pm Central time May 10th, 2025 will be placed in priority order according to this point system (highest number of points first, lowest number of points last) and booths assigned in priority order.

NOTE: Points will be awarded based on the date of payment.

In the event of a tie, priority will be given in the following order, until the tie is resolved:

- 1) Priority given to the company that has exhibited at NFA most recently, including the most recent in-person convention in 2024.
- 2) The company with the highest baseline point balance will take priority.
- 3) If a tie still exists, NFA will conduct a blind draw to pick the higher priority exhibitor.

Important information:

- Exhibit contracts will be prioritized by May 10, 2025. Booths will be assigned accordingly after that, finalized no later than June 13, 2025.
- To be included in the priority booth assignment, the Exhibit Contract, with appropriate payment included, paid either online, by fax or mail, must be received no later than **May 10, 2025**.
- Contracts received after May 10, 2025 will be assigned booth space in the order they are received. New exhibitors are advised to submit their contracts with payment as soon as possible.
- Booths will be assigned by Executive and Convention Directors in accordance with the NFA's general knowledge of exhibit hall traffic patterns. Booth assignments will be made until the hall is full. After the hall is full, any additional requests will be promptly refunded and a waiting list will be kept.
- NFA reserves the right to modify the exhibit hall floor plan or reassign exhibit space as needed.
- Special requests for booth placement
 - Requests by exhibitors for preferred booth numbers and/or to be placed adjacent to each other in the exhibit hall should be included with the Exhibit Order Form and will be considered as space allows.

EXHIBITOR SHOWCASES & THE EXHIBITORS CONCERT

Exhibitor Showcases are an opportunity to share a **25-minute performance**, presentation, or workshop featuring your artists and products.

- To purchase your showcase, fill out this form: [Showcase form](#)
- Purchase of an Exhibitor Showcase provides the opportunity for one 25-minute presentation.
- Each showcase topic (40 words or less) and presenter will be listed in the convention program book and app.
- A 300 character biographical sketch of the presenter may be included with the Showcase application for inclusion in the convention program book and app.
- The charge for a showcase is \$185.00.
- A company must exhibit at the convention to present a showcase. Exhibitors may apply for two showcases.
- Showcases will be scheduled Thursday, Friday, Saturday and Sunday.
- Showcases will be assigned in the order that the reservations are received.
- Presenters will have a microphone, music stands, and a grand piano. Any additional A/V is the presenter's responsibility, to be arranged directly through the AV company.

The Exhibitors Concert is an opportunity to be featured alongside other exhibitors within a 1-hour program.

- To participate in the Exhibitors Concert, fill out this form: [Exhibitor concert form](#)
- The Exhibitors Concert features multiple exhibitors in an approximately hour length program.
- Reservation of a slot in the concert provides the opportunity to present a single brief work (no more than approx. 10 minutes) within the program.
- A company must exhibit at the convention to be included in the Exhibitor Concert.
- There is no additional charge for inclusion in the Exhibitors Concert.
- Slots within the program will be assigned in the order the reservations are received.
- Presenters will have access to a microphone, music stands, and a grand piano.

The deadline for showcase and concert reservations is May 10, 2025. For more information, contact Julia Carey, Exhibitor Showcase and Concert Coordinator: julia.v.carey@gmail.com

NOTE: Showcases must begin and end at the times scheduled and may not start early or extend past end time.

EXHIBITOR KIT

The Exhibitor Service Kit will be posted online and emailed by the Convention Director, Daniel Pozzebon, to each exhibitor on **June 16**.

MEMBERSHIP

All exhibiting companies must be Commercial Members of the National Flute Association in good standing. Membership dues must be included with the Exhibit Contract and are in addition to any individual NFA membership which may be held by an owner or employee of the company. Individual NFA membership is not required for those holding exhibitor

badges. However, all performing/presenting flutists, including those with exhibitor badges, must have a 2025 NFA membership for the duration of the convention. Full time employees of exhibitors performing in the Exhibitor Concert and/or Exhibitor Showcase are not required to have a 2025 NFA membership. NFA membership lasts for one year from the joining/renewal date.

If you will not be exhibiting in this year's convention, your company can be listed on the website as a non-exhibiting Commercial Member, accessible via a QR code in the program book. Submit your NFA Commercial Membership dues by July 18, 2025 in order to be listed.

REFUNDS

Refunds of fees for booths, exhibitor showcase, and additional registration badges will be made according to this schedule:

- 100% if request is received on or before June 7, 2025
- 50% if received June 7, 2025 through June 30, 2025
- No refunds will be made if the request is received after June 30, 2025.

NFA membership dues and international mailing fees are not refundable. Only written requests for refunds will be honored.

SALES TAXES AND LICENSING

Exhibitors are permitted to sell and take orders on the convention floor. Each exhibitor is responsible for meeting the legal licensing and tax requirements.

LIABILITY AND INSURANCE

Each exhibitor assumes all responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon convention location premises shall indemnify, and defend, and hold harmless the National Flute Association, Hyatt Regency Atlanta and their officers or owners, affiliated companies, agents, servants, employees, and directors harmless against all claims, losses, and damages. Exhibitor acknowledges that the National Flute Association, and/or the Hyatt Regency Atlanta do not maintain insurance covering exhibitors' property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering any losses by the exhibitor, arising from any cause whatsoever.

INSTRUMENT SECURITY ROOM

- An instrument security room will be available in the convention location for use from 3:00 pm on Wednesday, August 6, to 9:00 pm on Sunday, August 10, 2025. This service will be closed between 9:00 pm and 7:00 am each day.
- To check in items, the owner must present his or her convention badge to the guard and fill out the requested information on the item tag.
- To redeem items, the badge, personal ID, and item receipt (or a picture of it) must be presented.

EXHIBIT HALL SECURITY

Uniformed guards will be on duty in the exhibit hall from installation through the close of dismantling period at 9:00pm on Sunday evening. The following list of security policies and procedures will be enforced during the convention.

- To achieve maximum security, all exhibitors must close their exhibits and exit the exhibit hall as soon as possible at closing time each day (within 90 minutes of closing).
- All convention attendees and exhibitors must wear convention badges prominently displayed at all times while in the exhibit hall. Exhibitor badges will be color coded so that exhibitors can be easily identified by security personnel.
- Instruments and headjoints should be displayed separately from their cases.
- No instruments or headjoints will be permitted to leave the exhibit hall unless in a case.

- Music and books being removed from the exhibit hall must be in bags provided by appropriate vendors.
- No one will be admitted to the exhibit hall after it is closed.
- Problems with security should be brought immediately to the attention of NFA Staff.
- Exhibitors are reminded that they must maintain their own liability, loss and other insurance. (See the liability section above.)
- Attendees are not allowed to bring food and beverage into the exhibit hall. Exhibitors are allowed to bring in food and beverage for meals as needed.
- Exhibitors are not allowed to issue food and/or beverages from their booth.

GENERAL REGULATIONS

- Exhibitors will not be permitted to set up their displays at the convention until all fees have been paid in full, including any outstanding balances due to the NFA for dues, products, or services.
- **Each booth must be staffed at all times during the exhibit hours.**
- All exhibitors are required to keep their exhibits open until the closing of the last day of the convention.
- Each exhibitor expressly agrees to set up and dismantle according to the published schedule. Be sure that your airline or other reservations allow you to stay for the entire convention exhibit hours.
- Requests for exceptions will be reviewed by the NFA Convention Director.
- If an Exhibitor fails to comply with any NFA policies, procedures, guidelines, or the Exhibitor Agreement, the Exhibitor may be penalized, including by losing exhibit assignment priority points for the current and/or future years and may be prohibited from participating in future NFA events.

COST-CUTTING SUGGESTIONS

The decorating company will be providing a kit with all charges related to setting up and maintaining your booth. Here are some suggestions on how to reduce costs.

- Booth electricity and internet services are additional charges and can be high. **The NFA does not have any control of these rates as the convention center providers have the exclusivity in these services.** A link to these services will be available through the decoration company's Exhibitor Portal. The NFA recommends, where possible, not purchasing these services. Basic lighting is provided for the exhibit hall.
- Where possible, especially for smaller exhibitors, using rechargeable payment and other devices and using an internet hotspot is effective and avoids high electricity and internet fees, as above.
- It is suggested that single-booth exhibitors bring their own folding table and chairs and small rugs to avoid high furniture rental fees from the decorating company. Carpet is NOT required in any of the booths. Here is a list of what is provided in each booth:
 - (1) 8' tall pipe and drape backwall,
 - (1) 3' tall side walls and Company ID sign.
 - (1) waste basket
- Small exhibitors with single booths and limited materials may carry their materials through the exhibit hall entrance instead of the loading dock to avoid load-in and cartage charges. This may include (but is not limited to) folding table and chairs, small rug, and your other materials. Note that any personnel carrying materials into the exhibit hall during the installation period will need a color-coded badge for security purposes.
- DOCKS:
 - The Hyatt Regency Atlanta has only 2 receiving docks with a height that allow box trucks to unload and load.
 - The hotel also has a small gate that will be open ONLY for POV (privately owned vehicles). Details of what this means can be found [here](#).
- CHARGES:
 - Charges for loading and unloading can be found [here](#).
 - NOTE: if you are allowed to come through the POV dock, and are able to carry your own things,

without utilizing the decorators cart, you will NOT be charged. If you utilize the decorators cart, all expenses apply as listed above.

- Box trucks or vehicles that do not fall under the POV category listed below, will be charged \$150/cwt (100 Lbs) or the direct agreement you have in advance with the decoration company. For more information please contact the company directly.

BOOTH CONSTRUCTION

- **IMPORTANT:** This year's exhibit hall has several columns that will be part of some booth layouts. When looking at the floor plan, you will notice the small round icons. Those are 3' columns in diameter. Please keep this in mind when planning your booth layout.
 - A virtual walkthrough of the exhibit hall can be found [here](#). Note that the image will automatically zoom into the lobby just outside the exhibit hall. Pan to the left to enter the hall.
 - The preliminary floor plan can be found [here](#). NOTE that the official, fire marshall approved, floor plan will become available at a later date.
- All exhibits must conform to the size of the booth space and adhere to the following booth descriptions. **No exhibit in excess of eight (8) feet in height is permitted under any circumstances.** If booth ceilings or canopies are used, construction must be designed so as not to obstruct ventilation or overhead illumination.
 - Ceiling height in this hall is 14'8"
 - **NO FLASHING LIGHTS** are permitted in the exhibit hall
- All decorations shall conform to requirements of the exhibit hall and be constructed in accordance with any applicable regulations. In addition, all decorations shall conform to all local safety and fire codes. Exits, fire stations, and fire extinguisher equipment must not be obstructed.
- No exhibitor can move into vacant booths without purchasing the additional space. If you would like to purchase additional space on site, please contact Convention Director Daniel Pozzebon dpozzebon@nfaonline.org.
- Island booths are exposed to aisles on all four sides. The NFA requests that exhibitors who wish to purchase an island booth and include a structure within submit, with the exhibit contract, a rendering of the booth with elevation plans and all necessary measurements clearly indicated. If not submitted with a contract, said plans are required to be received by the NFA by June 1 of that year, in addition to any plans for hanging signs.
- Island booths must be constructed to allow a minimum 6 foot opening every 30 feet so that the surrounding area can be viewed around and through the booth and that neighboring booths are not inappropriately obstructed.
- [Here](#) you will find a link to the IAEE (International Organization of Exhibitions and Events) Rules and Regulations Booklet with booth construction information.

HANGING SIGNS

Hanging Signs are allowed with Island Booths. The top of the booth's sign may not reach more than 20 feet from the floor. Hanging signs must be hung directly over the island booth and not in the aisles.

All hanging signs must be approved in advance by NFA Staff by the date stated in the Exhibitor Rules and Regulations. Exhibitor is responsible for all costs associated with installing and dismantling hanging signs. If interested in hanging signs please contact the following:

Encore

Phone: 404.460.6550

Contact: Ben Slusser

email: ben.slusser@encoreglobal.com

website: www.encoreglobal.com

SALES ACTIVITY

- During exhibit hours, all demonstrations or other sales activities must be confined to the limits of the exhibit booth.
- The NFA will provide pipe and drape "try-out" booths within the exhibit hall, which will be available on a first-

come, first-serve basis.

- **Instruments played in exhibit booths should be played at a reasonable sound level and for only a few minutes at a time. Consideration should be given to periods brief enough to reduce the impact of viewers from blocking aisles or other booths. We realize that the exhibit hall is a dynamic place and we would like to encourage exhibitors to be considerate of the impact of any in-booth activity on other exhibitors and convention attendees. NFA reserves the right to request exhibitors lower the volume of their electronic media, cease any activity that blocks aisles or disturbs neighboring displays, or that it otherwise deems inappropriate.**
- The exhibit hall is the sole site of all commercial activity. Any company that attempts to shift their exhibit activity off the exhibit hall floor during exhibit hours (other than for their Exhibitor Showcase) will be subject to a warning. Two warnings will result in disciplinary action as described below. The NFA or their agents maintain the right to determine if a vendor is in violation of the spirit or intent of these regulations. If necessary, the following disciplinary action will be taken:
 1. Request by NFA staff to cease and desist such action.
 2. The NFA may close the exhibit until such time as the situation is remedied, with no refund. Such action may include a ban from exhibiting at the convention for the following year or more.
- No exhibitor shall reassign or sublet booth space without the written consent of the NFA.
- No exhibitor is permitted to show goods other than those manufactured and or distributed by the company in the regular course of business.
- Engaging in deceptive trade practices is prohibited. Such practices include but are not limited to illegal or unauthorized imports, and violations of patent, intellectual property, or copyright.
- No exhibitor may obtain exhibit space anywhere outside the designated exhibit area.
- No individual, company, or organization not assigned exhibit space will be permitted to solicit business within the exhibit area, and no commercial company shall advertise on the NFA “for sale” board outside the exhibit area.
- If an exhibitor takes exception to the sales activities of another exhibitor, it is the responsibility of the manufacturer, distributor, or sole proprietor to pursue the issue through the legal system at his/her own expense, not through the NFA.
- The NFA shall not, under any circumstances, mediate or resolve disputes between exhibitors. All corrective action pursued and/or taken against a violator of the terms and conditions stated herein is done for the sole benefit of the NFA and its membership.

EXHIBITOR PROMOTION POLICY

The purpose of this Policy is to maintain the artistic integrity of the NFA and to protect the interests of all NFA members and corporate sponsors.

During the NFA annual conventions, NFA Policy strictly prohibits the following activities outside the exhibit hall:

- Acknowledgment of sponsors
- Demonstrations of products or services
- Distribution of product samples
- Sales of any kind
- Other promotion of or reference to any products, services, titles or trademarks
- Posting, displaying or distributing materials regarding products, services, titles or trademarks anywhere in the convention facility outside the exhibit hall including the NFA-provided notice boards and/or tables near the NFA booth.

The ONLY exceptions to this Promotion Policy are the following:

- Exhibitors may conduct business with individual customers outside of exhibit hall hours, but sales transactions must take place only in the exhibit hall
- Recognition of official NFA convention sponsors arranged exclusively by the NFA staff.
- Exhibitors may purchase Exhibitor Showcases for the purpose of explicitly demonstrating, endorsing, or otherwise actively promoting their products, services, titles, and/or trademarks.

Performers and presenters are encouraged to make arrangements with Exhibitors to display and sell their products. The list of Exhibitors is posted on the NFA website beginning in May, three months prior to the convention, to

facilitate this interaction.

PROMOTIONAL OPPORTUNITIES

- **EXHIBITOR SHOWCASES** may only be purchased by exhibitors. To purchase your showcase(s) visit the website and submit the application form: nfaonline.org/exhibiting
- Official **NFA SPONSORS**, as confirmed by the NFA, may promote their products, services, and/or trademarks at their sponsored event(s). Contact the Development Manager, Michael Williams at mwilliams@nfaonline.org, to inquire about official [NFA convention sponsorships](#).
- **PROGRAM BOOK LISTING**
Each NFA Commercial Member whose 2025 dues have been paid on or before May 1st, 2025, will be listed on the NFA website with a QR link in the official convention program book and app. For exhibiting companies, name of the company, address, telephone, company representative and product or service description as provided on the Exhibit Contract will be included. Non-exhibiting companies will be listed separately with company name, address, telephone, and company representative.

NFA Commercial Members will be divided on the website into exhibitors and non-exhibitors. Non-exhibiting Commercial Members can renew their membership on our website www.nfaonline.org to ensure inclusion in the program book.

- **PROGRAM BOOK ADVERTISING**

Advertising in the Convention Program Book is an excellent way to generate interest in your exhibit and to remind attendees of your presence. Reserve advertising by completing the form on the website ([click here](#)).

Exhibitors who purchase a convention program book ad by April 10 are eligible for an additional 10% discount for ads in the spring or summer issue of Flutist Quarterly or an ad in the NFA Weekly newsletter. The 10% discount must be redeemed by July 1, 2025. The deadlines to submit orders for Flutist Quarterly ads are April 10 for the Spring Issue (published mid-April) and July 1 for the summer issue (published mid-July).

Contact the NFA staff at advertising@nfaonline.org with any questions. NFA advertising rates and information is available at nfaonline.org/advertising

- **NFA WEEKLY and CONVENTION e-NEWS BANNER ADS AND HOSTED E-BLASTS**

The NFA Weekly: E-News Banner Ads

Advertise in the NFA Weekly and reach an engaged audience of approximately 4,000 flutists. The NFA Weekly is our members-only newsletter. Sent each Thursday, our members rely on The Weekly for timely updates and news about the organization, annual convention, and our community. Visit nfaonline.org/advertising to learn more.

Hosted e-Blasts

NFA hosted e-blasts are a quick and effective way to reach the NFA's full mailing list of approximately 6,000 flutists. We will send an email on your behalf directly to a community of flutists and flute enthusiasts who trust the NFA as a top source of flute news and resources. For more information about the required formats for hosted e-blasts and all NFA's advertising opportunities, visit nfaonline.org/advertising or contact advertising@nfaonline.org for more information.

Note that violators of this Promotion Policy may be prohibited from future convention participation.

AMPLIFICATION

Amplified instruments will not be permitted in the exhibit area unless used in soundproof booths or with headphones.

CONTRACT

These rules and regulations become part of the contract between the exhibitor and the National Flute Association. Any point not specifically covered is subject to the decision of the National Flute Association, Inc., whose decision

shall be final.

MISCELLANEOUS

All exhibits and exhibited items must comply with all local, state, and federal laws and regulations.

It is recommended that each exhibitor post a sign stating their guidelines for trying instruments.

PRODUCT or SERVICE DESCRIPTION

Each exhibitor may provide a factual statement of 25 words or less describing the products offered and services provided, to be included in the NFA convention app, and website. This statement must be free of all self-serving proclamations of unproven sales and quality leadership. The NFA or its authorized agents reserve(s) the right to edit copy for consistency throughout the listings and to eliminate typographical errors and any of the above claims.

EXHIBITOR HOUSING

The NFA has secured discount rates at the Hyatt Regency Atlanta. Please [click here](#) to reserve your rooms using the NFA booking portal. More information about travel and housing can be found at nfaonline.org/accommodations

Aside from the decorating company engaged by the NFA as our general services contractor, the NFA does not employ any third-party companies, including housing and marketing companies. Please do not click on links from any unknown third party and make your hotel reservations only through the links provided by the NFA. The NFA can only guarantee hotel room rate, availability, benefits and protection for reservations made directly with the NFA official hotels. The NFA does not authorize the sale of the convention attendee list to any 3rd party companies. Please do not respond to any company that is offering to sell you a list of convention attendees - this is a scam.

NFA LOGO

Use of the NFA corporate or convention logo is approved for social media for convention promotion purposes. Logo files and usage guidelines will be distributed to all exhibitors.

BOOTH EQUIPMENT AND SERVICE

- **The exhibit hall is carpeted.** NO carpet is required in any purchased booths.
- You will be responsible for ordering extra items for your booth. These items may include tables, other furniture, signs, electrical service, labor, and booth cleanup. Expense for these items is the responsibility of the exhibitor. Here is a list of what will be available in each booth:
 - (1) 8' tall pipe and drape backwall,
 - (1) 3' tall side walls and Company ID sign.
- Exhibitors are encouraged to order such items and services in advance to secure the lowest rates.
- **Advance Deadline: See exhibitor kit available on June 16.**
- The decorating company engaged by the NFA will maintain an Exhibitors Service Desk in the exhibit hall. Questions may be directed to the decorating company.
- The decorating company for the Atlanta convention will be RPM Expo
- Exhibitor Kits will be available on the NFA website on **June 16, 2025** and it will include all contact information for RPM Expo.

The decorating company engaged by the NFA will be onsite at the convention to assist you in coordinating any last-minute services, ordering additional products, and answering your questions.

SHIPPING

All convention shipments must be prepaid and addressed to the decorating company - details will be available in the Exhibitor's Kit.

All shipped materials will be delivered directly to the exhibitor's booth and picked up at the end of the convention. All shipments must be prepaid. Rate schedules for shipping and related services will be included in the Service Kit, which will be provided by RPM Expo. The exhibit hall is unable to store display material and/or merchandise prior to or at the conclusion of the show.

CODE OF CONDUCT

To ensure that all participants in the NFA 53rd Convention have a positive and collaborative experience, the NFA expects that community members will:

- Be considerate and respectful to all community members.
- Refrain from demeaning, discriminatory, abusive, or harassing behavior, materials, and speech.
- Speak up if you observe anything at an event that conflicts with this Code of Conduct. If you are being harassed or feel uncomfortable, notice that someone else is being harassed, or have any other concerns, please contact a member of the NFA staff or Board of Directors immediately.
- Possible consequences of violation of the code of conduct include removal from the convention or notification to the authorities.

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