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FMEA.org

2021 Professional Development Conference

February 1, 2020

Dear Exhibitor:

The Florida Music Education Association Annual Professional Development Conference will be held at the Tampa Convention Center on **January 13 -16, 2021**. We cordially invite you and your company to participate in our conference.

The FMEA Professional Development Conference is host to the 22 All-State Ensembles including Bands, Orchestras, Choruses, Guitar, and Orff at the elementary, middle school, and high school levels. More than 10,000 music educators, music supervisors, musicians, college students, school administrators, students, and their parents will be in attendance. During the 2020 Conference, there were more than 300 seminars, workshops, meetings, and concerts.

Please see [FMEA.org/Conference](https://www.fmea.org/Conference) and go to the [Exhibitor Information](#) page to register online, and be sure to read the Important Information and General Regulations and Policies in this *Exhibitor Packet*.

Should you be interested in presenting a Product Showcase during our conference schedule, the Exhibitor Information page has a link to apply online. If you wish to further heighten the visibility of your company, there are a number of opportunities for sponsorship throughout the conference linked on that page as well.

If we may furnish you any additional general information, please feel free to call or email our office. For information specific to the Trade Show Exhibition, please email Exhibit Managers Byron and Bobbie Smith at exhibits@fmeaexhibits.com.

We look forward to seeing you in January 2021!

Sincerely,

Kathleen D. Sanz, PhD

Executive Director

kdsanz@FloridaMusicEducation.org

2021 General Information for Exhibitors

FLORIDA MUSIC EDUCATION ASSOCIATION

PROFESSIONAL DEVELOPMENT CONFERENCE:

January 13 -16, 2021
Tampa Convention Center
333 South Franklin Street
Tampa, Florida 33602
(813) 274-7761

Exhibit Hours

Thursday, January 14
12:15-6:00pm

Friday, January 15
10:00a.m.-6:30p.m.

Saturday, January 16
9:00a.m.-1:00p.m.

FMEA EXHIBIT MANAGERS:

Byron and Bobbie Smith
Phone: (850) 893-3606
Cell: (850) 933-7766
exhibits@fmeaexhibits.com

FMEA EXHIBIT DECORATOR:

Brede Exposition Services
Frank Minish
Phone: (407) 851-0261

FMEA EXECUTIVE DIRECTOR:

Kathleen D. Sanz, PhD
402 Office Plaza
Tallahassee, Florida 32301

Phone: (800) 301-3632
Fax: (850) 942-1793
kdsanz@fmea.org

Conference Dates January 13-16, 2021
Exhibit Hall Location Tampa Convention Center, East Hall

Load-In and Setup Hours Wednesday, January 13 – 8:00 am -6:00 pm
Thursday, January 14— 8:00 am - 12:00 pm

**Exhibit Hall Grand
Opening Ceremony** Thursday, January 14 — 12:15 pm

Breakdown Saturday, January 16 – 1:00 pm

Reservations:

See FMEA.org/Conference and go to the [Exhibitor Information page](#) for information and to reserve online. Payment can be made online or sent to the FMEA Office.

Prices:

Each “booth” is 10’ x 10’ with an 8’ draped table, 2 chairs, and a sign.

Single	\$620	4 Booth Island	\$3,040
Single Corner	\$645	6 Booth Island	\$4,560
Endcap	\$1525	8 Booth Island	\$6,080
		10 Booth Island	\$7,600

Deadlines:

March 1 – \$100 per 10x10 booth non-refundable deposit due to keep same space as last year or receive priority to change booths

November 15 – Full payment postmark deadline. \$50 late fee applied after this date.

November 15 – Cancellation deadline. Written cancellation before this date will entitle the exhibitor to a refund excluding the deposit. After this deadline, payment must be made in full.

Badges:

Exhibitors are allowed four (4) free badges for each 10x10 booth, as long as badges are ordered online no later than December 31. Additional badges can be ordered online for \$5 each (except Colleges and Universities). Badges not entered online can be purchased on-site for \$5.00 each.

Colleges and Universities:

- No undergraduates will be allowed to work a booth
- Students must be registered for the conference as Collegiate NAFME members
- No more than four (4) faculty members per 10x10 booth are allowed name badges. Additional faculty must register as FMEA members.
- Everyone working in the booth must be wearing an official Conference or Exhibitor badge. **Day Passes are not allowed** for working the booth.

Important Dates

March 1:

Deposit deadline: \$100 per booth non-refundable deposit due to retain your space or request priority to move to a new space. Exhibitors may reserve on-site for the next year using the provided laptops or from the FMEA website [Exhibitor Information Page](#).

May 12:

Product Showcase Application Deadline. Online application is linked on the [Exhibitor Information Page](#).

October 15:

Program information should be submitted in your online exhibits order.

November 6:

Advertising Art Due to Val Anderson, or submitted online in your Conference Program Advertising order at <https://cfaefl.org/Sponsors>

November 15:

Full Payment Deadline. Pay online or postmark a check to the FMEA Office.
\$50 late fee will be added after this date.

November 15:

Cancellation Deadline. Cancellations must be made in writing or email to exhibits@fmeaexhibits.com to receive refund minus the \$100 per 10x10 booth deposit.

December 31:

Badges must be ordered online in order to receive your four (4) free badges per 10x10 booth. Login and click the “Badges” button next to your order. Any badges requested on-site will be \$5.00 each.

On-Site:

Companies that received permission to pay on-site may pay with credit card or cash.
Any badges requested on-site are \$5. Laptops will be set up at the Exhibit Manager Booth to order and print badges. Cash or credit card preferred.

Important Rules and Information

Hotels should only be reserved using the Hotel Reservation Form on the [Exhibitor Information Page](#). Beware of Hotel Scams—no outside company will contact you on behalf of FMEA regarding housing for the conference.

One representative must be in the booth at all times.

Packing up or leaving early without permission may result in a one-year suspension of the representative and/or company from the FMEA conference

No display or solicitation is allowed outside your exhibit booth area or in conference hotels. Wandering the halls of the exhibit floor while wearing a costume or performance uniform of an exhibitor is not allowed.

Exhibit Managers:

Bobbie & Byron Smith are always available to discuss any issues or questions you have.

Phone: (850) 893-3606

Cell: (850) 933-7766

exhibits@fmeaexhibits.com

General Regulations for Exhibitors

Application for Space

Applications will be online and a non-refundable deposit of \$100.00 for each booth should be paid at the time of contracting. The final balance for all booths must be paid online or received at the FMEA Office, 402 Office Plaza, Tallahassee, Florida 32301 by November 15. If payment is not received by this deadline, a \$50 late fee will be added. Applications submitted after November 15 must be paid in full. No exhibitor will be allowed to set up until all fees have been paid. Pay online or make checks payable to Florida Music Education Association and send to 402 Office Plaza, Tallahassee, FL 32301. Applications will be accepted after November 15 with credit card payment online. If a credit card is not accepted, the exhibitor may not attend the conference without bringing a cashier's check, cash payment or money order.

FMEA reserves the right of acceptance of all applications. Vendors failing to maintain valid contact information (mailing address and phone number) will be denied an application and/or space for exhibition.

Assignment of Space

All exhibit space is sold on a first-come, first-served basis. Initial booth selection may be made by telephone but must be followed with a properly executed Exhibit Contract online and the above noted deposit within ten (10) working days or the booth will be placed back on the "space available" list.

Cancellations

All cancellations must be made in writing to the FMEA Exhibit Managers exhibits@fmeaexhibits.com. If notification is received on or before November 15 all monies, less the non-refundable deposit of \$100.00 per booth, will be refunded. Cancellations received after November 15 will obligate the exhibitor to full payment of the booth cost and forfeiture of all monies paid. Failure to occupy booth space in no way releases the exhibitor from obligation to pay for full cost of booth(s) rental. In the event of flood, fire, strikes, riots, civil commotion, or other uncontrollable circumstances, which would render the exhibit area unfit or unavailable for use within 5 days prior to the opening date of the exhibits, 50% of the money paid, less the non-refundable deposit of \$100.00 per booth, will be refunded after conference.

Failure to occupy the booth space in no way releases the exhibitor from obligation to pay for full cost of booth rental. In the event of hurricane, flood, fire, strikes, riots, civil commotion, or other uncontrollable circumstances which would render the exhibit area unfit or unavailable for use within 5 days prior to the opening date of the exhibits, 50% of the money paid, less the non-refundable deposit of \$100.00 per booth, will be refunded after conference.

Housing

Exhibitors are responsible for their own housing. There is a Hotel Reservation Form on the Exhibitor Information Page at FloridaMusicEducation.org/Conference which gives instructions as to how to reserve your room at the FMEA rate. Send the form directly to the Westin Tampa Waterside Hotel (*formerly the Westin Harbour Island*) for reservations.

Schedule

The exhibit floor will be opened to Exhibitors at least one-half hour prior to the official opening for conference registrants. The Exhibits schedule is as follows:

- Thursday, January 9 --12:30 p.m. – 6:00 p.m. (Grand Opening Ceremony at 12:15 p.m.)
- Friday, January 10 -- 10:00 a.m. - 6:30 p.m.
- Saturday, January 11 -- 9:00 a.m. - 1:00 p.m.

One representative must be present in the booth at all times. All exhibitors are required to keep their exhibits open until Saturday at 1:00 P.M. Permission to leave or close early must be approved by the Exhibits Manager. Failure to abide by this ruling may result in a one-year suspension of exhibitor and/or company from the FMEA Clinic/Conference Exhibits.

Exhibitor Registration

Each exhibitor will be issued four badges per booth if badges are ordered online before December 31. Additional badges for official representatives of the exhibitor's firm may be purchased at a cost of \$5.00 each. Badges are required for admission to the exhibit hall and all FMEA sessions, and are not transferable.

Exhibitors may not secure badges for music educators who should be registered for the conference under their FMEA membership. This includes authors, clinicians, et al, who may be identified with a specific firm, but are not attending the conference as members of the firm's staff. Colleges may not use undergraduates to man their booths. *All college students must register for the conference as FMEA/NAfME Collegiate members.* Exhibit Hall Day Passes are not allowed for working a booth.

Installation and Dismantling

Installation will be from **8:00 a.m. to 6:00 p.m. on Wednesday, and 8:00 a.m. to 12:00 p.m. on Thursday.** Temporary ramp parking is available for Load-In/Load-Out. Loading dock entrance ramp is off Franklin Street.

The exhibitor expressly agrees not to dismantle his exhibit nor do any packing before the stated closing time of the exhibit schedule. Goods must be crated and placed for shipment immediately following the close of exhibits at 1:00 p.m. on Saturday. FMEA is not responsible for exhibitors' display items or materials left unattended while loading.

Open-toe shoes, flip-flops, and sandals are not allowed during the setup or dismantle periods.

Booth Size and Services

Each booth is 10' wide by 10' deep. Each booth is equipped with one 8' draped table, drapery dividers, 2 chairs and a company sign. The exhibit aisles will be carpeted, and the hall is well lighted. Other services customarily required by exhibitors will be available through the decorator at prevailing rates. Endcaps may not block booths behind them with displays wider than 10' center drape.

After we have received your Contract for Exhibit Space, you may place orders for booth carpet, extra tables and furniture rental, signs, labor, and booth clean-up with **Brede Exposition Services**. See the [Exhibitor Information page](#) under the *Forms and Services* heading for detailed instructions. Brede will provide information directly to contracted companies when their website becomes available.

Electric, phone and internet should be ordered from the **Tampa Convention Center**. See the link under "Forms" on the [Exhibitor Information page](#).

Restrictions on the Use of Space

All demonstrations or sales activities must be confined to the limits of the exhibit booth. No exhibitor shall reassign, sublet or share his allotted space without the knowledge and consent of the FMEA Exhibits Manager. No exhibitor shall obtain exhibit space anywhere outside the exhibit area, including hotels in the area. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. No exhibitor is permitted to show goods other than those manufactured or dealt in by him in the regular course of business. No literature may be distributed outside the exhibit area or showcase room(s). No alcoholic beverages are permitted in the exhibit area.

The management reserves the right to censure any exhibitor whose exhibit(s), for any reason(s), is objectionable, and also to prohibit or evict any exhibitor and/or his employee(s) whose conduct is, in the opinion of the management, objectionable to, or is detracting from the general character of the exhibits as a whole. Unless the exhibitor and/or his employee(s) immediately rectifies the problem at the request of the FMEA Exhibits Manager or Executive Director, they shall be required to dismantle their exhibit and immediately leave the premises. In that event, the exhibitor and company represented shall be reviewed by the FMEA Executive Board before being permitted to exhibit again.

Sound Levels shall be kept quiet enough so as not to be objectionable in the sole judgment of the FMEA Exhibits Manager. In the event of such restriction (or eviction), the management is not liable for any refunds of rentals or other expenses.

The Tampa Convention Center's contract with the in-house concessionaire states that no food or drink may be given away, however, fundraisers who deal in food items are permitted to give small bites as samples if you have completed the "Food and Beverage Sampling Request Form" which is posted on the [Exhibitor Information Page](#). All food fundraisers and any company offering hospitality items must complete this form and send to the FMEA Office via fax at (850) 942-1793 or email to val@fmea.org no later than **October 31**. No coffee pots or hospitality items are allowed if the Food and Beverage Sampling Request Form has not been completed and approved.

Sales Permitted

Selling and taking orders are permitted on the exhibit floor subject to the Guidelines and Restrictions for Sales by Exhibitors. Exhibitors are individually responsible for obtaining at their own expense the necessary licenses and/or registering with the state of Florida for the collection and payment of sales tax.

Guidelines for Sales:

1. Exhibitors selling items from their booths on the exhibit floor should make sure items are:
 - Musically oriented or otherwise related to school music and music education or offered as services to music educators.
 - Regularly sold in their stores if they are retailers;
 - Displayed along with their other lines of musical merchandise, i.e., instruments, supplies and accessories, sheet music;
 - In good taste, keeping in mind that we are first and foremost a music education organization, and that you as an exhibitor will in many instances be dealing with young people.
2. Boutiques
 - These items will be permitted to be sold providing the seller meets the requirements of a-b-c & d above. Finally, if you are a wholesaler, or a supplier of these items to retailers in the Tampa Bay area who may be an exhibitor at this conference, you must ask yourself if you are following ethical business practices in competing with your own customer.
3. Wearing Apparel
 - T-shirts, clothing and pins may not display the FMEA logo or words containing "FMEA or "All-State" unless prior written permission is obtained from FMEA.
 - The Official FMEA All-State T-Shirt may only be sold by the vendor contracted for such by FMEA.

Fire Regulations

No storage of empty crates or cartons is permitted in the exhibit area. No combustible decoration material shall be used at any time. All cloth decorations must be flame-proof. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, oxygen, etc. are not permitted without permission from the Convention Center, Tampa Bureau of Fire Protection and the FMEA Exhibits Manager. Exits, fire

stations, and fire extinguisher equipment must not be obstructed. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, unless the exhibitor immediately corrects the problem. Buses may incur additional charges as a result of safety requirements of the Convention Center.

Care of Building and Equipment

Exhibitors or their agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

Security

FMEA will provide security guards whenever exhibits are open. However, the exhibitor is solely responsible for his own exhibit material and should insure against loss or damage. All property of an exhibitor is understood to remain in his care, custody and control in transit to or from or within the confines of the exhibit hall. It is strongly recommended that all small items be removed from exhibit tables or display areas and placed out of sight when the exhibits are closed. To achieve maximum security, all exhibitors must close their exhibits promptly and vacate the exhibit hall at closing time each day so the hall may be locked.

Liability and Insurance

Neither FMEA, the Tampa Convention Center, the exhibition decorators, nor any of their officers, agents or representatives will be responsible for any injury, loss, or damage that may occur to the exhibitor or to the property from theft, damage by fire, accident, or any other causes whatever, but will use reasonable care to protect the exhibitors from such loss. The exhibitor, upon signing the exhibit contract, expressly releases the aforementioned from any and all claims from such loss, damage or injury. Exhibitors wishing to insure their goods must do so at their own expense.

Regulations and Contract

These rules and regulations become a part of the contract between the exhibitor and the Florida Music Education Association, Inc. They have been formulated for the best interests of the exhibitors. The management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the management.

The Exhibit Contract shall be governed by and construed in accordance with the laws of the State of Florida and all action for enforcement, construction modification, termination, or otherwise shall be filed in the courts thereof.