



402 Office Plaza Drive Tallahassee, FL 32301-2757

ph. (850) 878-6844 toll-free (800) 301-FMEA fax: (850) 942-1793

FMEA.org

2024 Professional Development Conference

January 10, 2023

Dear Exhibitor:

The Florida Music Education Association's Annual Professional Development Conference will be held at the Tampa Convention Center on **January 10 -13, 2024**. We cordially invite you and your company to participate in our conference; the largest NAFME-sanctioned state music education association in the country.

The FMEA Professional Development Conference hosts 22 All-State Ensembles including Bands, Orchestras, Choruses, Popular Music, Guitar, and Orff at the elementary, middle school, and high school levels. As in years past, we anticipate more than 10,000 music educators, music supervisors, musicians, college students, school administrators, students, and their parents will attend. During our last conference, there were more than 300 seminars, workshops, meetings, and concerts.

Please see [FMEA.org/Conference](https://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 will have a link to apply online from February through May. If you wish to further heighten the visibility of your company, there are a number of opportunities for sponsorship and partnership throughout the conference linked on that page as well.

If we may furnish you with any additional general information, please feel free to call or email our office at exhibits@fmea.org.

We look forward to seeing you in January 2024!

Sincerely,

A handwritten signature in black ink that reads "Kathleen D. Sanz". The signature is written in a cursive style with a large, flowing "S" at the end.

Kathleen D. Sanz, PhD
Executive Director
kdsanz@fmea.org

2024 General Information for Exhibitors

Conference Dates January 10-13, 2024
Exhibit Hall Location Tampa Convention Center, East Hall

Load-In and Setup Hours Wednesday, January 10 – 8:00 am -6:00 pm
Thursday, January 11— 8:00 am - 12:00 pm

Exhibit Hall Grand Opening Ceremony Thursday, January 11 — 12:15 pm

Breakdown Saturday, January 13 – 1:00 pm

Reservations:

See [FMEA.org/Conference](https://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. Multiple booths can be combined for larger spaces to fit your needs.

Single	\$680	4 Booth Island	\$3350
Single Corner	\$710	6 Booth Island	\$5000
Endcap	\$1675	8 Booth Island	\$6700
		10 Booth Island	\$8350

Deadlines:

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

November 15 – Cancellation and Full Payment Deadline. A \$50 late fee will be applied after this date. Written cancellation *before* this date will entitle the exhibitor to a refund excluding the deposit (\$100 per 10x10 booth). No refunds will be issued after this deadline.

Badges:

Exhibitors are allowed four (4) free badges for each 10x10 booth, as long as badges are ordered online no later than the observed New Year holiday. An additional four (4) badges can be ordered online for \$10 each (except Colleges and Universities). Badges not entered online by the deadline can be purchased on-site for \$10.00 each.

Colleges and Universities:

- Students must be registered for the conference as Florida NAfME Collegiate members. Undergraduates will not be allowed to work a booth full-time.
- No more than four (4) badges per 10x10 booth are allowed. Additional faculty or grad students must register as FMEA members.
- Everyone working in the booth must be wearing an official *Conference Attendee* or *Exhibitor* badge. **Day-Passes are not allowed** for working the booth. If you have non-music-ed faculty or staff who would not otherwise benefit from FMEA membership and conference registration, use them as your 4 badges included with each booth, and additional personnel will need to register for the conference.

The maximum total number of badges, free or paid, is four (4) for colleges and universities and eight (8) for all other exhibitors, per 10x10 booth in your order.

FLORIDA MUSIC EDUCATION ASSOCIATION

PROFESSIONAL DEVELOPMENT CONFERENCE:

January 10 -13, 2024
Tampa Convention Center
333 South Franklin Street
Tampa, Florida 33602
(813) 274-7761

Exhibit Hours

Thursday, January 11
12:30 p.m. - 6:00 p.m.

Friday, January 12
10:00 a.m - 6:30p.m.

Saturday, January 13
9:00 a.m. - 1:00 p.m.

FMEA EXHIBIT MANAGERS:

exhibits@fmea.org

FMEA EXHIBIT DECORATOR:

Complete Show Services
Powered by Las Vegas Expo
Frank Minish

fminish7@gmail.com

(407) 492-5106

FMEA EXECUTIVE DIRECTOR:

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

Phone: (800) 301-3632

Fax: (850) 942-1793

kdsanz@fmea.org

Important Dates

March 1:

Deposit deadline: \$100 per 10' x 10' booth non-refundable deposit due to retain your space or request priority to move to a new space.

May 31:

Product Showcase Application Deadline. The online application opens in February, and is linked on the [Exhibitor Information Page](#).

October 15:

Program information (website url and a short description paragraph) should be submitted in your online exhibits order.

November 6:

Conference Program 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. A \$50 late fee will be added after this date.

November 15:

Cancellation Deadline. Cancellations must be made in writing or email to exhibits@fmea.org to receive a refund minus the \$100 per 10x10 booth deposit. No refunds will be issued for cancellations after this date.

January 1 or the observed New Year holiday:

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 \$10.00 each.

On-Site:

Companies that received permission to pay on-site may pay with a credit card or cashier's check. Any badges requested on-site are \$10.00. Laptops will be set up at the Exhibit Management Booth to purchase and print badges. Credit Card is preferred but cash and checks are also accepted.

Important Rules and Information

Hotels

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

Booth Staff and Setup

At least one representative must be in the booth at all times during the hours the exhibit hall is open. 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. Renting additional space or rooms in the convention center or any conference hotel is prohibited without the express permission of the Florida Music Education Association and arranged through the official FMEA meeting planner.

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, ordered online with the above-noted deposit paid online or by check to the FMEA office. Exhibitors may reserve their current booth spaces for the next conference as long as the appropriate deposit is paid on or before March 1. Beginning March 2, booths will be assigned on a first-paid basis to existing exhibitors who requested to move and have paid their deposit. Once all move requests have been assigned, exhibitors paying their deposits after March 1 will be assigned on a first-paid basis while space is still available.

Every effort will be made to keep the exhibit hall floor plan on the website up-to-date, but exhibitors should indicate their first, second and third choice options when placing their order in the event that multiple organizations request the same booth between website updates.

Cancellations

All cancellations must be made in writing to FMEA at exhibits@fmea.org. 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 the booth space in no way releases the exhibitor from the obligation to pay for the full cost of booth rental. In the event of a 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 the conference.

Housing

FMEA provides a dedicated hotel room block for exhibitors at a hotel near the convention center at a discounted rate. A reservation link will be emailed to the primary contact of the exhibit booth order when the block opens and your deposit is paid. Hotel reservations should only be made through this special link.

Be aware of hotel phishing email scams: *no outside vendor is authorized by FMEA to offer housing.*

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, 12:15 p.m. (Grand Opening Ceremony) – 6:00 p.m.
- Friday, 10:00 a.m. - 6:30 p.m.
- Saturday, 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 10' x 10' booth if badges are ordered online by January 1 or the observed New Year holiday. Additional badges for official representatives of the exhibitor's firm may be purchased at a cost of \$10.00 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 staff their booths full-time. *All college students must register for the conference as Florida NAfME Collegiate members.*

Exhibit Hall Day Passes are not allowed for working in a booth unless prior permission has been granted by FMEA due to extenuating circumstances.

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 if arranged in advance through Las Vegas Expo/Complete Show Services or our current show decorator and logistics company. The 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 and 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 the 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 **Complete Show Services powered by Las Vegas Expo.** See the [Exhibitor Information page](#) under the *Forms and Services* heading for detailed instructions. Complete Show Services will provide information directly to contracted companies when their website becomes available.

Electric, phone, and internet should be ordered from the companies listed on the [Exhibitor Information page](#) under "Forms and Services."

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 Executive Director or designee. 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 their organization 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), may be considered objectionable or inappropriate, 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 rectify the problem at the request of the FMEA Staff 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 Executive Director or designee. 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 it to the FMEA Office via fax at (850) 942-1793 or email to exhibits@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 is permitted on the exhibit floor subject to these 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.

- 1) Exhibitors selling items from their booths on the exhibit floor should make sure items are:
 - a) Musically oriented or otherwise related to school music and music education or offered as services to music educators.
 - b) Regularly sold in their stores if they are retailers;
 - c) Displayed along with their other lines of musical merchandise, i.e., instruments, supplies and accessories, sheet music;
 - d) 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
 - a) These items will be permitted to be sold providing the seller meets the requirements of a, b, c, and d above.
 - b) 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, please consider whether you are following ethical business practices in competing with your own customers.
- 3) Wearing Apparel
 - a) T-shirts, clothing, and pins may not display the FMEA logo or words containing "FMEA," "Florida Music Education Association," "Florida Music Education Association," or "All-State" unless prior written permission is obtained from FMEA.
 - b) The Official FMEA All-State T-Shirt and commemorative merchandise 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 that are flammable 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 Executive Director or designee. 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 parts of their exhibit as may be in violation, unless the exhibitor immediately corrects the problem. Buses or other motor vehicles may incur additional charges as a result of the 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.

Code of Conduct

FMEA is dedicated to providing a positive environment of respect and civility for all attendees, including members, students, parents, speakers, clinicians, exhibitors, sponsors, staff, volunteers, and guests. All attendees are asked to follow all applicable laws and conference policies and refrain from physical and verbal harassment, bullying, disorderly conduct, or any actions or behaviors that create unsafe conditions or interfere with presentations or performances. Harassment, bullying, and sexual language or imagery are not appropriate for any conference venue, including exhibits, clinics, workshops, concerts, rehearsals, social events, online, and social media. Violations should be reported to convention center security or conference staff in a timely manner. Violators and their registered students may be expelled from the conference without a refund at the discretion of the FMEA executive committee.

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 for 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, Leon County, and all action for enforcement, construction modification, termination, or otherwise, shall be filed in the courts thereof.