Exhibit Prospectus

Bellevue Hyatt Regency Hotel
February 16-19, 2023
Exhibits, February 17-18

Brochure Design by Mario Brown
THE EXHIBIT HALL is a very important part of the 2023 NAfME Northwest Division Conference, with teachers, students and parents from all six Northwest Division states. Managed by the Washington Music Educators Association (WMEA), the conference attracts the Northwest’s best music educators. Exhibits are located the Bellevue Hyatt Regency Evergreen Ballroom. Conference registration is situated outside the Exhibit Hall entrance.

RESERVE YOUR SPACE TODAY!

JOIN YOUR LOYAL CUSTOMERS!

- **Enhance your visibility** as a major supplier of music education products, a major educational institution or a provider of services and supplies to music education activities
- **Make the most** of your marketing dollar.
- **Meet thousands** of your best customers.
- **Discuss new trends** in your product line with music educators, administrators and their students.
- **Explain your music education program** to teachers who can relay your strengths to their students.
- **Secure your role** as a problem solver for music educators.
- **Check out** the competition.
- **Network with music educators** and other institutional members.
- **Be seen** at the Pacific Northwest’s premier music educators conference.
- **Interact** with your colleagues.
TENTATIVE CONFERENCE OVERVIEW

EXHIBIT HOURS:  11:00 AM–5:00 PM Friday    9:00 AM–4:00 PM Saturday

This is a proposed schedule. It is subject to change.

THURSDAY:

THURSDAY: There will be a specific order for move-in based on the order in which the exhibit contract has been received and the nature of the move-in. Any company using the loading dock will be assigned a specific time on Thursday during which they will be able to move in. If you are given a time, and cannot make that specific time, then your move-in will be subject to availability of the dock.

FRIDAY:

FRIDAY: Move-in begins at 7:00 AM. Those companies using the loading dock will be given a specific time to move in. If you are not present at your assigned time, your move-in will be subject to the availability of the loading dock. Move-in and setup must be completed by 11:00 AM.

FRIDAY: The exhibit hall opens at 11:00 AM.

FRIDAY: The exhibit hall closes at 5:00 PM.

SATURDAY:

SATURDAY: The exhibit hall opens at 9:00 AM.

SATURDAY: The exhibit hall closes at 4:00 PM. All exhibitors must remain set up in the hall until 4:00 PM. You may begin to pack and leave at 4:00 PM.
EXHIBITOR GUIDELINES

Please feel welcome to send any business packages or materials to the hotel prior to your arrival. We will receive them on your behalf and have them in safekeeping until your check in, at which point you can retrieve them or request them up to your room or event space.

RECEIVING/SHIPPING:
As a guide, please address the package(s) as follows:

ATTN: YOUR NAME & Hold for Arrival (date)
Hyatt Regency Bellevue
900 Bellevue Way NE
Bellevue, WA 98004

All business packages should also include a label with the following information:
• Company name
• Event name
• Tradeshow dates
• Function room
• Event Planning Manager (event specific)
• If shipping multiple boxes please label 1 of 10, 2 of 10 etc.

Deliveries for events will be accepted 5 business days prior to the event. All vendors will be responsible for their own shipping/receiving charges as follows in addition to charges incurred through shipping provider (i.e. FedEx, UPS, etc.). They will also be subject to the following handling fees:

$7.00 per box weighing less than 25lbs
$10.00 per box weighing 25-100lbs
$25.00 per box weighing more than 100lbs
$200 for each pallet the hotel ships and/or receives

Storage of both boxes and pallets is complimentary for up to 5 days prior to the start date and following the event end date. Additional days will be charged $5 per day per box and $25 per day per pallet and will be stored only if secure storage space is available (this space is limited).

SHIPPING COMPANIES:
FedEx 1-(800)742-5877
UPS 1-(800)463-3339

Deliveries are Monday – Saturday throughout the day
Scheduled pickups are Monday – Friday at 3:00PM

Please note: All outgoing packages must be in the receiving dock by 2:00pm in order to be processed and shipped out by 3:00pm
LOADING DOCK INFORMATION

Hours of operation:
Monday: 8:00am – 4:00pm
Tuesday: 8:00am – 4:00pm
Wednesday: 8:00am – 4:00pm
Thursday: 8:00am – 4:00pm
Friday: 8:00am – 4:00pm
Saturday: 8:00am – 2:30pm* Coverage is based on business volume or special client request

Please note: Gates are closed daily between 11:00pm and 5:00am. (Please contact security by pushing button located at the gate for access)

DIRECTIONS TO THE LOADING DOCK:
There are three (3) freeways that access the hotel. You may approach from I-90 (East-West), I-405 (North-South), and State Route 520 (East-West).
If you are approaching the hotel from a location North or South of Bellevue, take I-405. If you are approaching from downtown Seattle, take I-90 or State Route 520 (East-West).

I-405: Take NE 8th Street westbound.
I-90 EASTBOUND: Take I-405 North. Take NE 8th Street westbound.
S.R. 520 EASTBOUND: Take I-405 South. Take NE 8th Street westbound.

From I-405:
- Turn right onto 106th Avenue, after taking NE 8th Street exit heading west
- The loading dock entrance will be on your left hand side before you get to NE 10th St.
- Head down the steep ramp, which will read “Bellevue Place”
- Drive straight ahead to the double gray doors that read “Hyatt Regency Bellevue” (you are now located on level P2)
- Freight elevators for the Olympic Tower, Evergreen Ballroom 1st Floor and Grand Ballroom 2nd Floor, are located on the right hand side. Freight elevators for the Cascade Tower, Cedar and Regency Ballrooms 2nd Floor, are located straight through the grey double doors then to your left.

Please note: The hotel does not own a forklift or lend any equipment (pallet jacks, hand carts, flatbed carts). The hotel has a dock leveler that can be used as well as freight and passenger elevators. All deliveries must be made through the loading dock (located on P2). No deliveries are permitted via the front drive.
Booth Prices and Discounts

Partner Member Price: $1100 per booth

Non-Member Price: $1400 per booth

• Discounts:

Early Bird Special
A one-time discount of $200 per booth will be subtracted from invoices PAID IN FULL by the Early Bird deadline of September 1, 2022. Discounts are determined and applied by WMEA. Booths not paid in full by September 1, 2022, will forfeit the discount.

Exhibitor Loyalty Discount:
A one-time discount of $100 per booth will be subtracted from your total bill if you exhibited at either the 2022 WMEA State Conference in Yakima, Washington, or the 2021 NAfME Northwest Division Virtual Conference.

Example of discounts applied:
Booth Space: $1400
Early Bird Discount -$200
Exhibitor Loyalty Discount -$100

Discounts applied to invoice by WMEA
A hot lunch will be provided to exhibitors. Each exhibitor will receive one complimentary lunch per booth purchased. Additional lunches may be purchased at the rate of $25 per lunch. Extra lunch orders must be submitted and paid in full by February 10, 2023 in order to guarantee availability.
In assigning type and location, booths are prioritized and given a number based on the date the application is received in the WMEA office.

Spaces are assigned first come first serve. The first contract received will have the first placement, and so on.

A minimum deposit of $325 per booth must accompany the Exhibit Contract. The balance due must be received no later than December 1, 2020. If the balance is not paid in full prior to that date, the exhibitor will be invoiced by mail and a $50 processing fee will be added to the total amount due. All orders received after December 1, 2022, must include full payment.

The contract and payment must be sent together (PLEASE do not send separately) to Scott Ketron
Conference Manager
19105 36th Ave W Suite 213
Lynnwood WA 98036

A cancellation notification must be submitted in writing to the NAfME NW Exhibits Manager. A refund of the total amount paid minus $100 per booth service charge will be issued for a cancellation notice received on or before December 1, 2022. **Refunds will not be paid for cancellations received after December 1, 2022, for any reason.** NAfME NW reserves the right to cancel or refuse rental of display space to any exhibiting firm or person whose conduct or display of goods is, in the opinion of Show Management, incompatible with the general character and objectives of the exhibition or the conference.

### Exhibit Location
Bellevue Hyatt Regency
900 Bellevue Way NE
Bellevue, Washington 98004
Evergreen Ball Room

### Ceiling Heights
12 feet working height, tallest door is 10 feet.

### Hall Colors
Earth tones various shades. Walls light tan color. Booths TBD.

### Exhibit Installation and Dismantling
The Bellevue Hyatt Regency loading dock is located on NE 106th street, in Bellevue Place. Center officials will work with the conference decorator to manage loading logistics. (See Loading Dock Information page in this brochure for more details.) This is a tight space so unloading times are pre-scheduled. Vehicles left at the loading dock unattended for an excessive period of time, or not in the actual loading or unloading process, will be subject to towing at the owner’s expense. All installation of decorator materials is the purview of the conference decorator.
Due to COVID-19 and the changes to the cycles of business, WMEA has not yet contracted with a conference decorator. You may still place your booth order and you will be notified once the decorator has been chosen.

**Furniture**

Booth furnishings, storage and material handling will be available only through the conference decorator. Rates and order forms will be available in the conference’s Exhibitor Service Kit, which will be e-mailed to all exhibitors and available on the NAFME Northwest Division website (www.nafmenw.org) in late December 2020.

All orders for furniture will be placed through the conference decorator.

**Material Handling**

Exhibitors may hand-carry their own materials into and out of the exhibit facility. The use or rental of dollies, flat carts and other mechanical equipment is not permitted. The conference decorator will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only bona fide, regular employees of the exhibiting companies will be permitted to roll items into and out of the exhibit facility. Unloading or reloading at the dock of any and all contracted carriers will be handled exclusively by the conference decorator.

**Shipping, Packing and Storage**

The conference decorator will be the official receiving and shipping agent for the handling of exhibit materials which are shipped by freight and therefore necessitate local pick-up and forwarding. Deliveries will be made to the space number of the exhibitor and picked up at the close of the conference. Empty crates and cartons must be stored with the conference decorator. The rate schedule for these services will be e-mailed from the conference decorator in the exhibitor kit.

These charges are to be assumed by the individual exhibitor. All shipments should be prepaid. Bills of Lading and Notice of Shipment should be made promptly to the conference decorator.

Please use the conference decorator for all deliveries. Contact the conference decorator for further information. See the Exhibitors Guidelines page in this brochure for instances where deliveries are sent directly. (This solution should be rare and avoided if possible.)
Exhibit Hall Map

Exhibit Area Location is Prime to Activities

The Bellevue Hyatt Regency’s Evergreen Ballroom exhibit hall is located in the heart of major conference events.

The registration area is located in the exhibit area just off of NE 10th street, drawing all the delegates by when they check in. The Westin Hotel and other conference facilities are in near proximity.

Aisle 500–University Way

Community Colleges, Colleges and Universities will have first priority for booths on University Way.
General Information

Exhibit Policy

Access to the exhibit areas will be limited to exhibitors and delegates during open hours. Students in guest performing groups will also be allowed to visit the exhibits if directly chaperoned at a ratio of one adult for five students.

For 2023, NAfME NW will not furnish chairs and tables for booths.

The conference decorator will furnish your accessory needs. All orders must be made in advance of the event. All orders for the show will be at the expense of the exhibitor.

Exhibits must remain within the allocated dimensions. If extra room is needed, the exhibitor must purchase additional booth space. Merchandise must remain within the booth area purchased.

Exhibitor Registration

WMEA provides one complimentary conference registration badge and unlimited staff Exhibit Hall Only badges for each booth purchased. Additional complimentary Exhibit Hall Only badges can be obtained on site. Additional conference registration badges can be purchased through normal conference registration procedures at the appropriate cost. Conference badges provide admission to the exhibit hall and all conference sessions and non-ticketed events. Exhibit Hall Only badges provide admission only to the exhibit hall and free concert hours (pending space availability after delegate seating).

Security and Insurance

Basic hall security will be provided around the clock by WMEA and the The Hyatt Regency. However, exhibiting firms are solely responsible for their own exhibit materials and are encouraged to hire individual booth security. Although every effort will be made to protect merchandise and displays, exhibiting firms are required to maintain the insurance coverage as specified in the Exhibit Rules and Regulations set forth in the Exhibit Contract. Exhibiting firms are expected to have a Certificate of Liability Insurance on site to verify appropriate coverage for liability and property damage.

Housing

Exhibitors are encouraged to use official conference hotels. WMEA has negotiated special conference pricing at the Bellevue Hyatt Regency and Westin Hotels. Booking information will be shared in September.

Booth Representative

An attendant must be in charge of the display during the open hours of the exhibits.

Exhibit spaces not claimed by 10:00 AM Friday may be reassigned without refund of rental paid.
All exhibitors are required to keep their exhibits open until closing at 4:00 PM Saturday and agree not to dismantle or pack up before that time. Goods must be crated for shipment immediately following the closing at 4:00 PM Saturday unless prior arrangements are made with the conference decorator.

**Sales Permitted**

Sales are permitted at exhibit booths. Collecting and reporting applicable taxes are the responsibility of the exhibitor. The state of Washington has a sales tax on most goods and services sold.

**Sponsor a Special Event**

There are many events that take place during the conference. If you are interested in sponsoring a special event, please contact the WMEA office for information and opportunities.

**Sponsor Clinicians**

If you would like to sponsor a clinician, please contact the WMEA office. Your request will be forwarded to the appropriate session committee. You are encouraged to invite your sponsored clinicians to spend time at your booth.

**Sponsor Materials**

Many sessions need special materials for clinicians’ use, such as samples of music, elementary rhythm instruments, music stands, publications and a myriad of other equipment that may be desired. Companies willing to furnish those materials will be acknowledged in the official conference program as well as at each clinic where those supplies are used.

To volunteer such materials, please contact the WMEA office for more information.
Order your space today!

Scott Ketron  
Conference Manager  
19105 36th Ave W Ste 213  
Lynnwood WA 98036

800-324-9632  425-712-9632  (FAX) 425-776-1795
exhibits@wmea.org  www.wmea.org

A Partial Listing of Exhibitors at Recent Conferences

133d Army National Guard Band  
204th Division Army Band  
Accent Musical Instruments  
ACFEA Tour Consultants  
Affinity Group Tours  
Air National Guard Band of the Northwest  
Alfred Publishing Company  
American Guild of English Handbell Ringers  
Andy Mackie Music Foundation  
Blaze Cone Co.—High Gear  
Boise State University  
Bourne Marimbas  
Brigham Young University—Idaho  
Brodin Music  
Buffett Crampon USA Inc.  
Capital Music Center  
Cascade Publishing  
Centrum  
Collegiate Apparel  
Community Calendars Fundraiser  
Concordia University  
Conn-Seiler, Inc.  
Comish College of the Arts  
DeMoulin Brothers & Company  
Djembe Direct  
Disneyland—Disney Magic Music Days  
Dough-To-Go  
Eastern Oregon University  
Eastman Strings  
Ed Sueta/Macie Publishing  
Educational Travel Services  
Educational World Tours  
Empire Music Co, Ltd.  
Gemeinhardt Co, Inc.  
George Fox University  
Getzen Company, Inc.  
Glencoe/Macmillan/McGraw-Hill  
Hammond Ashley Violins  
Haynes Flutes  
Howard Rockwin Photography  
J.W. Pepper  
Jupiter Band Instruments, Inc.  
Kennelly Keys Music, Inc.  
Kersten Music Corporation  
Lake Samish Music Camp  
LifeSounds Educational Services  
Little Caesar’s Pizza Kit Fundraising  
Malmark, Inc.—Bellcraftsman  
Manhasset Specialty Company  
Mills Music, Inc.  
Music Centers, Inc.  
Music Works Northwest  
musicgiftsonline  
National Association for Music Education  
Neil A Kjos Music Co.  
New Horizons Tour and Travel  
Notion Music, Inc.  
Ozark Delight Candy Company  
Pacific Northwest Fundraising  
Part Predominant Recordings  
Pearl Corporation  
Pearson (Scott Foresman-Silver Burdett)  
Peery Products Co., Inc.  
Peripole Bergerault, Inc.  
PepWear  
Principle Fund Raisers  
Quail Valley Farms  
ReignMakers Umbrellas  
Rhythmetrics (BeatBucket drums)  
Rubber Band Arrangements  
School Employees Credit Union  
Schulmerich Bells  
Seattle Symphony  
Seattle Youth Symphony Orchestras  
Sentinel Mountain Press  
Sheet Music Service  
Shoreline Community College  
SmartMusic/MakeMusic/Finale  
Sound Music Publications  
Soundwaves Recording  
Ted Brown Music Company  
The Music Toolbox  
Tianjiao International Education Group  
United States Marine Corps Music Program  
University of Oregon School of Music  
University of Washington School of Music  
Washington American Choral Directors Association  
Washington Music Educators Association  
Washington State University Cougar Marching Band  
Wenger Corporation  
Western International Band Clinic  
World Projects  
Yamaha Corporation of America Band/Orchestral Division  
Yamaha Corporation of America Music In Education  
Young Musicians Excelling
SPONSORSHIPS

TITLE SPONSOR $7,000
• Marquee recognition in all conference materials
• Welcome to the conference article in Conference Program
• Thank you from stage at General Session
• Full Page Ad Front inside cover of Conference Program recognizing sponsor in ad
• VIP Seating at events and booth location

EVENT SPONSOR $3000 (Call about specific events, several are available!)
• Recognition in all Conference Materials
• Marquee recognition at specific event, thank you from the stage
• Half Page Color ad in Conference program with recognition of sponsorship included
• Highly visible booth location

Deadline for Sponsorships to be listed and arranged is December 15, 2022

ADVERTISING

All Exhibitors with booths paid in full by December 31, 2022 will be listed prominently in the conference program by virtue of having booth(s). Although we will do our best we cannot guarantee that Exhibitors who purchase booths after December 31, 2022 will be listed in the program. The information you provide in the contract will be included in the listing. If you want additional advertising we will provide an opportunity to place half and full page color Ads at a 50% discount for exhibitors who order the ads prior to December 31, 2022. The ads will appear in the 2023 Conference Program and in the online apps. Pricing can be found at wmea.org.