

Opportunity for Private Shows & Hospitality Functions WORLD OF BLUEGRASS "AFTER HOURS"

One of the most important aspects of the World of Bluegrass events are the "After Hours" private shows and hospitality functions hosted by various groups, organizations and companies. They're valuable because they provide an informal means of presenting talent and focusing on different products and services for attendees.

Many of the host hotel properties allow "jamming" on designated meeting and sleeping floors of the hotel property for those impromptu gatherings to share music and enjoy the fellowship of attendees. But standard hotel rooms are not always suitable for larger gatherings and presenting music.

Maximize your presence at the events.

One of the assets of our facilities in Nashville is the abundance of centralized presentation space at the Nashville Convention Center and Renaissance Hotel. Private event hosts can rent space which offers:

- presentation space in meeting rooms to accommodate various size crowds (50-300 people)
- centralized and accessible location under one roof
- coordinated promotions in advance of and during events to draw attendees
- space better suited for "shows and presentations" (more space, available sound, lights, etc)

RESERVING SPACE

Due to the variety of needs of private event hosts (size room, nights needed, technical setup, etc), IBMA staff will work with all hosts to maximize the use of available space based on requests made known prior to the deadline. Prospective hosts should first fill out an application indicating their needs. Once all such applications are received, IBMA staff will determine space available or other options and confirm with event host. **Note: You must be a registered attendee of the events to qualify for rental of any after hours space.** IBMA reserves the right to deny applications from hosts not registered for the events. If the requested space is available and guidelines for its use are accepted, a contract and confirmation will be issued at which time payment will be due. Additional deadlines for promotional information and artist listings also apply. To request an application or if you have questions, contact IBMA at 1-888-438-4262 or info@ibma.org.

DEADLINE TO RESERVE SPACE IS FRIDAY, JULY 10, 2009

"AFTER HOURS" FUNCTION SPACE FEES

Includes: Function space for up to 100 ("theater style" seating set-up) **
Pre- and During event promotions to event attendees
Special Guest Passes for performing acts, clients, production needs *
Cash bar(s) will be set up in adjacent common areas ***

<u>NIGHTS</u>	<u>RATE</u>	<u>GUEST PASSES *</u>
Five Nights (M, T, W, F, S)	\$ 1125	200
Three Nights	\$ 675	120
One Night	\$ 250	40

(Rates may be higher for larger rooms or if you have special set up requirements.)

(If renting space for "Three Nights" – two nights must be consecutive.)

* **Guest Passes** - Event registration or a guest pass is required for entry into "After Hours" areas in meeting rooms – including performers, emcees and others involved in presentation.

Guest passes are good for one night each and allow entrance to "After Hours" presentation areas ONLY, during designated hours. They **DO NOT** allow entry to IBMA official showcases, Fan Fest, expo hall, seminars or other functions. They are provided to allow hosts to gain entry into "After Hours" presentation areas for their performing artists and special guests who are not otherwise registered for the events. Hosts will be provided with these passes when they check in and pick up their own registration packets and are responsible for delivering them to their guests, performers and others. Additional guest passes are *NOT* available for purchase.

USING SOUND SYSTEMS IN AFTER HOURS ROOMS

If you plan to use a sound system in your after hours room – YOU MUST INDICATE THIS ON THE APPLICATION. There are particular rooms where sound reinforcement will not be allowed due to sound bleed, so assignment of space is contingent on the specifications you provide. Please plan ahead, have your budget in mind and be specific in what you expect your needs to be so that we are able to maximize the use of after hours space for ALL that apply.

IBMA does not coordinate or provide sound rental for after hours hosts. Rental cost, coordination, running the equipment, securing and caring for the equipment is the sole responsibility of the host. If you are a host using an official event stage and the sound equipment rented and coordinated by IBMA, additional fees will apply to the rental of this kind of space.

Using Sound continued:

IBMA has compiled a list of sound providers who may have equipment available to rent for use in your after hours space. Again, all payment, coordination and responsibility for equipment is the responsibility of the host.

Hunter Blake – Hunter Blake Productions
706-207-7016
earthwoodmusic@hotmail.com

Glen Garrett – Magic Media Sound
615-584-6967
glengarrett@hotmail.com

The Renaissance Hotel – Event Technology Dept.
Gene Yates – 615-742-2236

**OPEN TIMES FOR “AFTER HOURS” AND
PRIVATE SHOWCASE/HOSPITALITY FUNCTIONS**

The following are open times* within the World of Bluegrass schedule when hosts of “After Hours” and private showcase/hospitality functions are permitted to host events in meeting room space open to attendees.

Hosts whose functions exceed these time frames will be subject to additional fees and possible loss of privileges to use facilities at future events.

DATE/TIME(S) *

Monday 9/28

11:15 pm - 2 am (night)

Tuesday 9/29

8:30 am - 9:45 am (morning)

11:45 am – 1 pm (afternoon)

6:45 – 8 pm (evening)

11:15 pm - 2 am (night)

Wednesday 9/30

8:30 am – 10:30 am (morning)

6:45 – 8 pm (evening)

11:15 pm - 2 am (night)

Thursday 10/1

No Timeslots Available

Friday 10/2

11:15 pm - 2 am (night)

Saturday 10/3

11:15 pm - 2 am (night)

* NOTE: All available meeting room spaces are NOT open all of these times.
Afternoon and evening access is limited.

WORLD OF BLUEGRASS "AFTER HOURS" PRIVATE SHOWS AND HOSPITALITY FUNCTIONS

The objective of the following information is to provide guidance to private event hosts and better assure the quality and overall World of Bluegrass experience for attendees. IBMA also wants to minimize conflicts with "official" World of Bluegrass activities, reduce everyone's risks and increase the chances of success for the growing number of these types of events.

In the spirit of the events, IBMA encourages everyone to follow these guidelines and procedures related to the hosting and promotion of privately sponsored showcases and hospitality functions (hereafter referred to as "Functions") open to all general attendees registered for the World of Bluegrass events.

INFORMATION AND PROCEDURES

WHERE CAN YOU HOST YOUR FUNCTION?

Registered attendees are encouraged and permitted to utilize Convention Center and Renaissance meeting room space for "After Hours" shows and presentations. (Contact IBMA for information about available space and arrangements.) Smaller informal gatherings and jams sessions (2-10 people) may be hosted in private hotel rooms and must be on "Jamming Floors" designated by the hotel as such prior to the events. Check with your hotel when making reservations and at check in for specifics.

WHAT TYPE OF EVENT CAN YOU HOST?

In keeping with the purpose and nature of IBMA's World of Bluegrass events, IBMA encourages hosts to consider the purpose of any Function they plan to host well in advance of the event. Proper planning allows the host and prospective attendees a better opportunity to know what to expect and increases the chances of accomplishing everyone's goals. While there are exceptions, there are generally two types of Functions which may have overlapping purposes:

- ◆ live artist shows and product presentations (we suggest using meeting space)
- ◆ informal hospitality/jamming/business relationship building (meeting space or hotel rooms)

WHO CAN ATTEND YOUR EVENT?

Once you have determined the purpose of your Function, consider who you want to attend the Function. While some Functions in hotel rooms are open to anyone, **event registration or a guest pass is required for entry into "After Hours" functions hosted in meeting rooms.** In keeping with the spirit of what brings us all to the World of Bluegrass, we strongly encourage hosts of events in hotel accommodations to limit attendance to their Function to only World of Bluegrass registrants (usually identified by either a convention name badge or wristband). An alternative is to strongly and politely recommend that any of your guests who are not registered for the convention would benefit from doing so. Some Functions are not open to all attendees, but only to invited guests or certain types of registrants. Even these Function hosts can benefit from a review of these procedures and guidelines. While the purpose of these guidelines is not to control what anyone does in the privacy of their own hotel room, every Function host must be made aware they assume certain responsibilities and risks when inviting guests to their private space.

ARE THERE FOOD AND BEVERAGE RESTRICTIONS?

If you're using a meeting room for "After Hours" activities, **all food, beverage and room set-up must be coordinated through the hotel or convention center catering department.** Note that IBMA will arrange for a cash bar in common areas near these meeting rooms. If you're simply entertaining in the confines of your own hotel room you are limited only by your budget and creativity. Some hosts choose to bring their own food and beverage to entertain with while others may request assistance from the hotel catering department which offers a variety of options.

HOW TO PROMOTE YOUR EVENT?

If you are renting meeting space for shows or presentation purposes, IBMA will help promote all such activities in advance of and during the events to foster attendance. You should additionally consider promoting what you're presenting directly to attendees by email or regular mail in advance of the events and by handing out literature during the events.

To have your event promoted in advance – You must send in an application for space no later than Friday, July 10, 2009.

At the events, designated bulletin board areas will be provided for participating Function hosts to post a flyer or poster with details and promotional information about their Function. You might also consider special invitations to prospects prior to the event by using IBMA's list of pre-registered convention attendees or handing out business cards or flyers announcing your Function to individual attendees inside the exposition hall or during meetings and seminars.

MORE ON REVERSE

NOTE: To maintain the appearance of the hotel and minimize damages to its property, **the posting of flyers and notices about any Function on walls, elevators or in other common areas of the hotel or convention center not designated or approved by IBMA and the host properties is strictly prohibited and any such material will be removed upon sighting it.** Any damages done by posting such materials may also be assessed to the Function host(s).

AT WHAT TIMES ARE FUNCTIONS ALLOWED TO BE HOSTED?

An enormous number of activities are scheduled during the World of Bluegrass week and IBMA strongly discourages the hosting of private Functions open to all attendees that conflict with IBMA sponsored showcases, exposition hall hours, educational sessions, meetings or other events on the formal schedule. There are open spaces within the official schedule where private Functions are given ample time to accomplish their purpose. (See information within this packet or contact IBMA for further details.) To allow attendees the opportunity to get from one event to another on the schedule, IBMA requests that any private Function should allow a minimum of 15 minutes between its starting and stopping time and any official IBMA events scheduled. Further, in respect for the official activities the following morning, IBMA requests that any private Function be finished before 2:00 AM to allow attendees enough time for proper rest. (We need to sleep at least a few hours each night, folks!)

WHAT ABOUT SERVING ALCOHOL

The availability of beverages containing alcohol at Functions is neither encouraged nor discouraged by IBMA, unless the use of it by individuals distracts from the nature and quality of our events and/or creates risks. Please consider that some event attendees will receive a lasting impression of our music at your Function or they may be accompanied by younger children. If you serve alcohol, you may be assuming at least partial responsibility for the actions of every individual who chooses to consume it until the effects of the alcohol wear off. Also, the service to, or consumption of alcohol by persons under the age of 21 is illegal in Tennessee. Keep the dispensing of alcohol under control at all times.

MAKING SURE YOU'RE A GOOD NEIGHBOR

While hosting your event, please keep an eye on the size of the crowd in your room and the spill-over effect it can have on your neighbors next door. For fire protection reasons, use your best efforts to keep an aisle open at all times within your room and within the hallway to exits and elevators. Even though your room may be on a "jamming floor" where music is permitted, consider the sounds and crowd noise level in your space and be aware your neighbors may also have plans. Cooperate with each other. Once the Function is over, assist the hotel by cleaning up any messes or trash left in the hallway all the way to and including the elevator. Ask the hotel for additional trash receptacles if needed. Although cleanliness is the hotel housekeeping department's job, there's no point in being a sloppy guest or leaving a mess for hours until hotel staff gets to it. And consider a sizable tip for those folks if they provide you service above the norm.

Gatherings that congest hallways, block exits or create safety issues will be asked to move or disband and all safety hazard concerns will be addressed by property security officials.

RESPONSIBILITY AND LIABILITY

As outlined above, IBMA and the host properties provide limited informational assistance to event attendees interested in visiting or hosting private Functions during its World of Bluegrass events. However, the IBMA, its officers/staff, event sponsors, the Renaissance Hotel and Nashville Convention Center assume no responsibility or liability associated with private Functions.

Administrative Use Only

Assigned: _____

Dates: M T W F S

Confirmed/Invoiced: _____

Paid: _____

"AFTER HOURS" APPLICATION FORM

Please fill out the following information and return to IBMA to request "After Hours" Hospitality space at the 2009 World of Bluegrass.

IMPORTANT: Filing this form **DOES NOT** confirm the availability or use of space at the events.

HOST (Company or Organization): _____

CONTACT NAME: _____ **PHONE NUMBER:** _____ **EMAIL:** _____

Request is for:

_____ **Five Nights** = \$1125

_____ **Three Nights** = \$675

_____ **One Night** = \$250

Size Room Needed:

("theater" seating capacity)

_____ 50 – 80

_____ 80 - 100

_____ More than 100 (Extra Fees May Apply)

Requesting space in:

_____ Convention Center

_____ Renaissance Hotel

I will want to use the following services in hosting my private event.

- Indicating you want to use a "sound system" in your room will affect room placement due to sound bleed considerations.

Sound System **Lighting** **Staging** **None, completely acoustic space**

** If you are requesting any of the above mentioned services, IBMA will provide the proper facility and contacts to coordinate such. Securing reservations, delivery, pick-up, storage and payment for any of these services must be handled directly with the suite host and the service provider and is not the responsibility of IBMA.

YESthis is an open event to all attendees and I want it included in IBMA's "After Hours" promotions

NO.... this event is NOT open to all attendees and I do not want it included in IBMA's "After Hours" promotions

IMPORTANT: Please indicate on the reverse side any and all dates and time slots you have interest in reserving a meeting room for.

If IBMA can confirm space, the organization will issue a contract, request payment and ask for any listing of artists scheduled to appear that you want included in the program at that time.

RETURN FORM TO:

IBMA (attn: After Hours)
2 Music Circle South – Suite 100
Nashville TN 37203 USA
Email: jill@ibma.org Fax: 615-256-0450

APPLICATION DEADLINE: July 10, 2009

MORE ON REVERSE

DATE/TIME(S) SPACE REQUESTED**TYPE OF FUNCTION PLANNED***(Check all that apply)*

Monday 9/28/2009	
<input type="checkbox"/> 11:15 pm-2 am (night)	<input type="checkbox"/> Artist(s) Showcase(s) and/or Hospitality Open to All Attendees <input type="checkbox"/> Invitation Only Function
Tuesday 9/29/2009	
<input type="checkbox"/> 8:30 am – 9:45 am (morning) <input type="checkbox"/> 11:45 am – 1 pm (afternoon) <input type="checkbox"/> 6:45 pm – 8 pm (evening) <input type="checkbox"/> 11:15 pm – 2 am (night)	<input type="checkbox"/> Artist(s) Showcase(s) and/or Hospitality Open to All Attendees <input type="checkbox"/> Invitation Only Function
Wednesday 9/30/2009	
<input type="checkbox"/> 8:30 am – 10:30 am (morning) <input type="checkbox"/> 6:45 – 8 pm (evening) <input type="checkbox"/> 11:15 pm – 2 am (night)	<input type="checkbox"/> Artist(s) Showcase(s) and/or Hospitality Open to All Attendees <input type="checkbox"/> Invitation Only Function
Thursday 10/1/2009	
No Timeslots Available	
Friday 10/2/2009	
<input type="checkbox"/> 11:15 pm – 2 am (night)	<input type="checkbox"/> Artist(s) Showcase(s) and/or Hospitality Open to All Attendees <input type="checkbox"/> Invitation Only Function
Saturday 10/3/2009	
<input type="checkbox"/> 11:15 pm – 2 am (night)	<input type="checkbox"/> Artist(s) Showcase(s) and/or Hospitality Open to All Attendees <input type="checkbox"/> Invitation Only Function

*** **NOTE:** All after hours functions **ARE LIMITED TO AND MUST ADHERE TO THESE TIME FRAMES.** If functions run over times confirmed, extra fees may be assessed and/or additional use privileges may be revoked.

Y or N If space is NOT available on night(s) requested, please contact me about options on other nights

RETURN FORM TO: IBMA (attn: After Hours)
2 Music Circle South – Suite 100
Nashville TN 37203 USA
Email: jill@ibma.org Fax: 615-256-0450

**Please submit form as soon as you know you would like space assignment.
Applications not accepted past July 10, 2009.**