

CMA Fest 2019 - Fan Fair X at the Music City Center

Marketplace Exhibit Information

June 6-9, 2019

MARKETPLACE DESCRIPTION

EARLY BIRD RATE DEADLINE: JANUARY 25, 2019 at 5:00PM/CT
FINAL DEADLINE: FEBRUARY 22, 2019 at 5:00PM/CT

The Marketplace is a curated, family-friendly shopping experience at Fan Fair X located inside the Music City Center. The Marketplace is intended for independent merchants to sell their products. CMA does not take a percentage of sales but Exhibitors are required to pay sales tax on items sold. No meet & greets or any Artist participation may take place in the Marketplace.

MARKETPLACE RESTRICTIONS

- The Music City Center has exclusive food & beverage vending rights. Any organization/company who applies under the Marketplace category and wishes to sell or sample food & beverage products, is subject to approval by the Music City Center and CMA. The application fee is non-refundable in the event that the Music City Center and/or CMA in its sole discretion declines food/beverage sales or sampling.
- The Marketplace is not intended for national brands, regional brands, or organizations/companies that wish to showcase their products solely through an experiential activation and without retail functionality. These exhibits fall under the umbrella of CMA Partnerships. Questions can be addressed through partnerships@CMAworld.com.
- Applications for Multi-Level Marketing Brands (such as DoTerra, Pampered Chef, R+F, Tupperware, Lulumon, etc.) will be reviewed on a case-by-case basis for relevance to attendees.
- Any Exhibitor who wishes to display the logo of any brands within exhibit, must be approved by CMA before Friday, April 26 to ensure there is no conflict with existing national CMA partners. Any approved brand logos may only constitute 20% of exhibit branding. At least 80% of exhibit branding must be for the exhibit. Any brand logos displayed on-site that have not been approved by CMA in advance or exceed the 20% limit will be promptly removed from the exhibit.
- Prohibited merchandise (either for sale or for promotional giveaway) includes all unauthorized CMA-branded merchandise and any unlicensed merchandise bearing the names (including truncated names such as "Merle" or "Willie" or "Cash"), images or trademarks of any Artist or Band, song lyrics/titles and/or album titles or artwork or any similarly infringing materials. Any vendor selling or otherwise distributing such merchandise will be required to produce written evidence of a valid license to use such images or vendor will be required to promptly remove merchandise from exhibit.

MARKETPLACE APPLICATION PROCESS

- All applications are subject to a non-refundable \$75 Application Fee. If exhibit space is secured, it will be applied to the exhibit fee. If the application is not successful, the application fee will not be refunded.
- Marketplace applications received by 5:00PM/CT on Friday, January 25, 2019 will qualify for a 20% early bird discount and will be considered for an early review / early decision.
- Marketplace applications will be accepted up until 5:00PM/CT on Friday, February 22, 2019 and will be reviewed as space allows.
- Application submission does not guarantee success in securing exhibit space.
- If accepted, an Exhibitor Agreement and invoice will be issued for the remaining balance due. Within 15 days of issue date, the Exhibitor Agreement must be signed and returned along with half of the balance due or exhibit space will be forfeited. Final balance will be due no later than Friday, March 29, 2019.
- All space assignments are solely made by the Exhibit Council. Exhibitors do not choose exhibit locations.
- Please see below for specific details on each Marketplace exhibit size.

REQUIRED APPLICATION ATTACHMENT

Applicant must attach ONE file (PDF, Word or Powerpoint) to their Marketplace application. Multiple documents will not be accepted. ONE document will be reviewed by the Exhibits Council and must contain the following pertinent exhibit information:

- 1.) Exhibit Name
- 2.) Product Line with description and pricing
- 3.) Photo(s)/Diagram of Proposed Exhibit Set Up.

Applications with incomplete attachments will not be reviewed.

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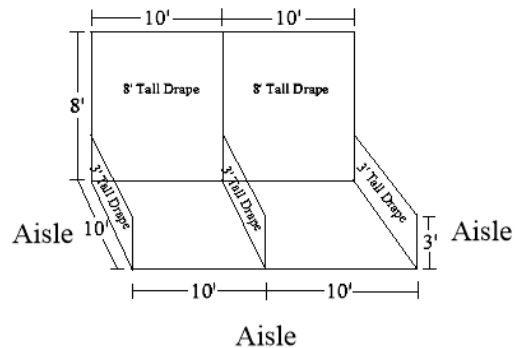
MARKETPLACE EXHIBIT SPACE – 10x10

Exhibit Size: 10x10

Exhibit Price: \$2,000

10x10 Price Includes:

Black Pipe/Drape
One (1) – 10 AMP electrical connection
One (1) – 6' Black Skirted Table
Two (2) – Chairs
One (1) – Trash can
One (1) – Exhibitor Parking Pass



MARKETPLACE 10x10 DESCRIPTION

Each Marketplace 10x10 exhibit has a corner! Each 10x10 has one aisle side and shares the other side wall with another exhibit. Marketplace 10x10 Exhibitors will have black back drape eight feet (8') in height and side drapes three feet (3') in height. See diagram above for illustration of layout and provided drape.

EXHIBITOR BUILD-OUT RESTRICTIONS

Marketplace 10x10 Exhibitors must comply with specific build-out restrictions. Exhibitor may not construct full side walls. The back wall of the exhibit display may be constructed by Exhibitor to a maximum height of twelve feet (12'). Sidewalls extending no more than four feet (4') from the back wall may be constructed to a maximum height of twelve feet (12') and the remaining six feet (6') of each sidewall may be constructed to a height of no more than four feet (4') to maintain lateral line of sight requirements. All exhibit contents and displays must be contained within the 10x10 exhibit footprint. If Exhibitor wishes to build full side walls, Exhibitor will be required to secure a 10x20 or 20x20, which does not have the same sightline requirements. Marketplace 10x20 and 20x20 exhibit details below.

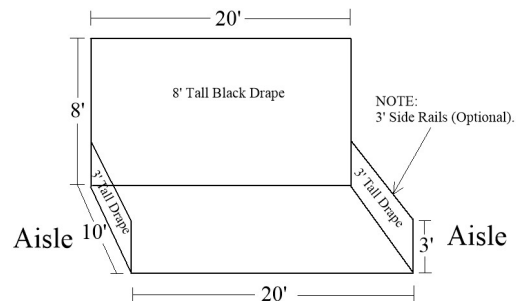
MARKETPLACE EXHIBIT SPACE – 10x20

Exhibit Size: 10x20

Exhibit Price: \$4,000

10x20 Price Includes:

Black Pipe/Drape
One (1) – 10 AMP electrical connection
One (1) – 6' Black Skirted Table
Two (2) – Chairs
One (1) – Trash can
One (1) – Exhibitor Parking Pass



MARKETPLACE 10x20 DESCRIPTION

Each Marketplace 10x20 exhibit has two corners! Each 10x20 has two aisle sides as well as the front aisle. Marketplace 10x20 Exhibitors will have black back drape eight feet (8') in height and optional side drapes three feet (3') in height. See diagram above.

EXHIBITOR BUILD-OUT RESTRICTIONS

Marketplace 10x20 Exhibitors must comply with specific build-out restrictions. Exhibitors may construct back wall and each of the two side walls of the exhibit display up to a maximum height of twelve feet (12'). The front may not be completely built out. Exhibit may not be totally enclosed. All exhibit contents and displays must be contained within the 10x20 exhibit footprint.

MARKETPLACE EXHIBIT SPACE – 20x20

Exhibit Size: 20x20

Exhibit Price: \$8,000

20x20 Price Includes:

Black Pipe/Drape as needed up to 20 linear feet

One (1) – 10 AMP electrical connection

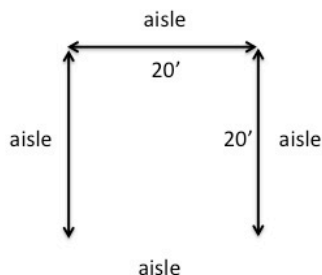
Two (2) – 6' Black Skirted Tables

Four (4) – Chairs

One (1) – Trash can

One (1) – Exhibitor Parking Pass

Marketplace 20'x20' Exhibit
(Top View)



MARKETPLACE 20x20 DESCRIPTION

Each Marketplace 20x20 exhibit is an island and does not adjoin to any other Exhibits. All four sides of exhibit are on aisles. See diagram above. Marketplace 20x20 exhibitors do not receive any standard pipe & drape, but up to 20 linear feet of black pipe and drape eight feet (8') in height may be provided, upon request.

EXHIBITOR BUILD-OUT RESTRICTITONS

Marketplace 20x20 Exhibitors must comply with specific build-out restrictions. Exhibit display may be constructed by Exhibitor to a maximum height of twelve feet (12'). Exhibit may not be totally enclosed. All exhibit contents and displays must be contained within the 20x20 exhibit footprint.

For additional questions or more information contact:
exhibits@CMAworld.com