



2012 **NACA**
Mid Atlantic
Festival

ASSOCIATE MEMBER GUIDE

MARCH 16-17, 2012

East Stroudsburg University
East Stroudsburg, PA

GREETINGS FROM THE NACA MID ATLANTIC FESTIVAL CHAIR!

Hola!

The 2012 NACA Mid Atlantic Festival is right around the corner and we are so excited! On behalf of the wonderful Festival Committee, and the East Stroudsburg University staff, I encourage you to mark your calendars for March 16-17 and get your registration forms in today to join us at East Stroudsburg University!

ESU is thrilled to again host this year's Festival and welcomes you to explore its campus and surrounding community. The university is nestled in the foothills of the Pocono Mountains and allows visitors to take advantage of the many scenic, historic, and recreational sites, including the Delaware Water Gap, Bushkill Falls, and the Pocono ski areas. In your downtime, feel free to also explore The Crossings Premium Outlets, less than 10 minutes from campus.

The Festival is a great opportunity for you to find inexpensive acts for your campus. All acts are \$1000 and less which is a great deal! The Festival offers you an opportunity for a smaller and more intimate setting to network with other staff and students from your region. It also gives plenty of opportunities to meet artists and associates and network to bring great campus programming to your school. The Festival offers a jam-packed schedule including showcases, educational sessions, three Campus Activities Marketplaces, and two Block Booking sessions.

The 2012 Festival Committee and the East Stroudsburg University Host Committee are eagerly preparing to welcome you to this year's Festival! It promises to be a fun and energetic time!

Hope to see you there!

Kimberly Herrera
Anne Arundel Community College

NACA MID ATLANTIC FESTIVAL

TENTATIVE SCHEDULE

FRIDAY, MARCH 16

12 pm – 4 pmAssociate/Exhibitor Load-InKeystone Room
 12 pm – 4 pmRegistration.....UC-Lobby
 2:30 pm – 3:30 pmEducational Sessions 1Various Locations
 3:40 pm – 4:50 pmSampler Showcase.....Abeloff Center
 5 pm – 6 pmDinner (provided with full registrations).....Dansbury Commons
 6:10 pm – 7:40 pmShowcase 1.....Abeloff Center
 7:50 pm – 8:35 pmCampus Activities Marketplace 1 (CAMP)Keystone Room
 8:45 pm – 10:15 pmShowcase 2.....Abeloff Center
 10:25 pm – 11:10 pmCampus Activities Marketplace 2 (CAMP)Keystone Room
 11:15 pm – 12:15 amSpecial Events ShowcaseUC-Common Grounds
 11:15 pm – 12:00 amBlock Booking Meeting 1UC-Senate Chambers

SATURDAY, MARCH 17

8 am – 9 am.....Breakfast on Your Own
 9 am – 10 amEducational Sessions 2Various Locations
 10:10 am – 11:55 amShowcase 3.....Abeloff Center
 12:00 pm – 1:00 pmLunch (provided with full registrations)Dansbury Commons
 12:30pm – 1:30pmRegistration.....UC-Lobby
 1:10 pm – 2:20 pmCampus Activities Marketplace 3 (CAMP)Keystone Room
 2:30 pm – 4:35 pmShowcase 4.....Abeloff Center
 4:45 pm – 5:45 pmCampus Activities Marketplace 4 (CAMP)Keystone Room
 6 pm – 7 pmDinner (provided with full registrations).....Dansbury Commons
 6 pm – 8:15 pmExhibitor Load-Out.....Keystone Room
 7:10 pm – 9:15 pmShowcase 5.....Abeloff Center
 9:15 pm – 9:45 pmFinal Showcasing Act CAMP.....UC-Solicitation Booths
 9:20 pm – 10:05 pmBlock Booking Meeting 2UC-Senate Chambers

Ed Session Rooms: University Center Rooms 205, 206AB, Senate Chambers & Common Grounds

STEP-BY-STEP PROCEDURES

JOIN NACA

You must be or become a member of NACA to attend the Festival.

- **Regional Associate Membership:**

General Member \$358

Self Represented or Solo Artist \$225

- **National Associate Membership:**

General Member \$725

Self Represented or Solo Artist \$550

Please see <http://www.naca.org/Membership/ProspectiveMembers/Pages/AssociateMembership.aspx> for a detailed explanation of membership types and pricing.

- Send the membership application and membership fee to the NACA Office to: NACA Mid Atlantic Festival, 13 Harbison Way, Columbia SC, 29212-3401 or fax it to (803) 749-1047.
- Membership applications are available online at www.naca.org/Membership.

PURCHASE EXHIBIT SPACE

You must purchase booth space in order to apply to showcase at the Festival or to otherwise participate in the Festival. **Booth payment is due on or before Dec. 6, 2011.**

- Campus Activities Marketplace space will be assigned on a first-come, first-served basis.
- Payment of booth fees does not guarantee booth placement, however, booth space will be assured for agencies that are offered and accept showcase/alternate slots.
- Send the Registration Form (Page 25) and fees to the NACA Office.

**SHOWCASE
APPLICATIONS
MUST BE
RECEIVED BY
DEC. 6, 2011**

APPLY TO SHOWCASE

- If you are submitting attractions to showcase, you must be an NACA member and purchase an exhibit booth.
- **Submit for showcase consideration via Sonicbids at www.sonicbids.com** or submit hard copies of showcase application (Pages 28–29) to the address below.

STAFFING YOUR BOOTH

- You must pay a delegate registration fee for each person working your booth at the Festival. A minimum of one full delegate must be registered for each firm exhibiting in the Campus Activities Marketplace. The delegate fee is \$115 if purchased by Feb. 24. Fee increases to \$130 after Feb. 24.
- Send the delegate registration application and fees (Page 25) to the NACA Office.

MAKE SURE YOU ARE SENDING MATERIALS TO THE RIGHT PLACE:

Send Showcase Application Materials to:

Maribel Rodriguez • William Patterson University • 300 Pompton Rd • Wayne, NJ 07470 • (973) 720-3926

Send all Fees, Payments and Associate Registration Forms to:

NACA Mid Atlantic Festival • 13 Harbison Way • Columbia, SC 29212 • Fax: (803) 749-1047

FEES AND PAYMENT POLICY

CONFERENCE FEES

| | |
|--|-------|
| Early Associate Delegate Registration Fee (received by Feb. 24, 2012) | \$115 |
| Regular Associate Delegate Registration Fee (received after Feb. 24, 2012) | \$130 |
| Campus Activities Marketplace Fee | \$85 |
| Booth Demonstration Fee | \$45 |
| Showcase Application Fee (via Sonicbids) | \$35 |
| Showcase Application Fee (via hard copy) | \$45 |

Showcase Fees:

| | |
|------------------------------|------|
| Spotlight Low..... | \$80 |
| Emcee..... | \$80 |
| Sampler Showcase | \$35 |
| Special Event Showcase | \$55 |

Other Associate Delegate Registration Fees

| | |
|---|------|
| Single Person CAMP Pass (per person/per day)..... | \$35 |
|---|------|

Registrations and fees will be accepted in the NACA Office until Feb. 24, 2012. After that date all registrations and fees will only be accepted on-site at the Festival and must be made by credit card, cash, certified check or money order. All checks must be made payable to NACA.

IMPORTANT DATES

| | |
|--|--------------------------|
| Showcase Application Deadline | Tuesday, Dec. 6, 2011 |
| Showcase Results Posted on NACA Website | Wednesday, Jan. 11, 2012 |
| Showcase Letters of Intent Mailed by NACA Office | Tuesday, Jan. 17, 2012 |
| Showcase Performance Fees Deadline..... | Tuesday, Jan. 31, 2012 |
| Booth Assignments/Booth Wait List Finalized | Monday, Feb. 6, 2012 |
| Hotel Reservation Deadline | Wednesday, Feb. 22, 2012 |
| Early Associate Delegate Fee Deadline | Friday, Feb. 24, 2012 |
| Regular Associate Delegate Registration Fee Deadline | Saturday, Feb. 25, 2012 |

FESTIVAL SHOWCASE CATEGORIES

Associate members are encouraged to submit their acts for showcase consideration. All acts submitted must comply with the Spotlight Low Showcase criteria as established by NACA for regional events:

SPOTLIGHT LOW SHOWCASE

Any moderately priced attraction with an isolated price of \$1,000 or less qualifies. Travel must be included for block prices. Isolated dates do not have to include travel in their price. Spotlight showcases include musical attractions, comics, dance groups, lecturers, novelty/variety artists, theatrical groups and other attractions.

The selection committee may not consider any act whose requirements exceed the capabilities of the performance venue. No more than three acts and two alternates per agency will be selected, inclusive of all showcasing categories. The following is the list of appropriate categories under which you can submit:

A. MASTER OF CEREMONIES:

Intended to provide continuity between other showcase acts and enhance the overall quality of the total showcase, while providing the emcee with the opportunity for exposure in a non-traditional showcase format.

B. SPOTLIGHT LOW SHOWCASES (15 MINUTES IN LENGTH) MAY INCLUDE:

Comedy: Intended to simulate a comedy club environment featuring stand-up comics, comedy teams and improvisational groups.

Novelty: Includes innovative acts such as jugglers, magicians and similar types of attractions.

Coffeeshouse: Intended to present a musical attraction that requires minimal sound and lighting.

C. SAMPLER SHOWCASE (5 MINUTES IN LENGTH):

Artists must be able to perform with a maximum of four inputs (either microphone or direct input.) There is no opportunity for a sound/light check.

D. SPECIAL EVENTS:

(Note: While it is encouraged that acts in this category fit into the Spotlight Low Showcase pricing, applications from higher-priced acts will still be considered.)

Intended to encourage audience participation and/or to present programs that may be fun, provocative, educational and entertaining. Included are live and recorded dance parties, games and activities, interactive programs, etc.

CAMPUS ACTIVITIES MARKETPLACE

TO DO BEFORE THE FESTIVAL

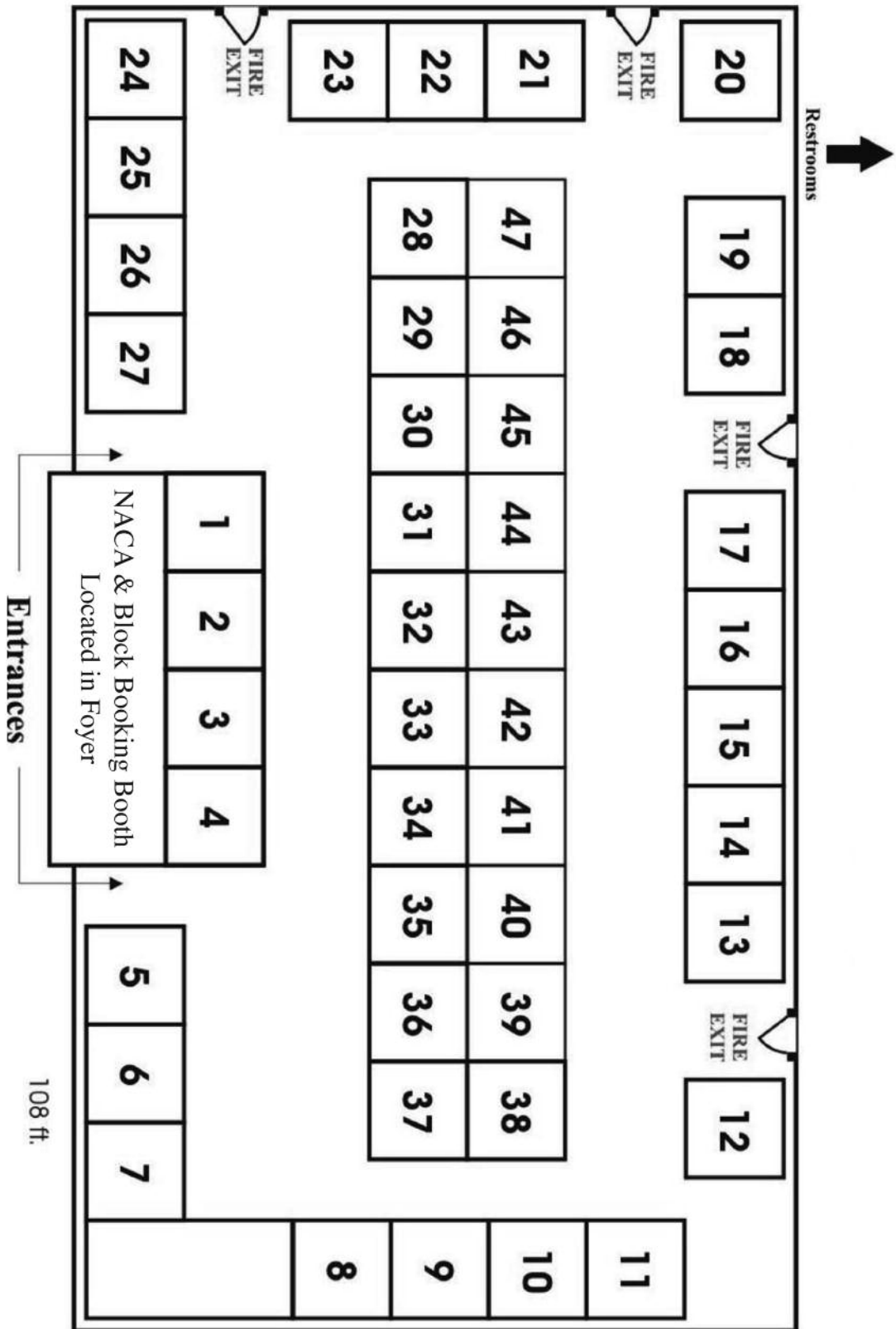
1. Associates submitting to showcase and other firms wishing to attend the Festival must purchase exhibit space in the Campus Activities Marketplace (CAMP). Submission of CAMP fees does not guarantee booth assignment. Booth space will be assigned after showcase selection results are announced. Booth space will be assigned in the order that applications are received with space guaranteed for those agencies with showcases or showcase alternates. **Due to space restrictions, each exhibiting firm is limited to one CAMP booth.**
2. Once available booth space has been assigned, the remaining applicants will be placed on a wait list. If an associate member cancels a booth once numbers have been assigned, exhibitors will be placed from the wait list in date order. Agencies placed from the wait list may not necessarily fill the booth space vacated. Booth assignments will be at the discretion of the Marketplace Coordinator or designee.
3. The following equipment will be set up for each booth and is included in the exhibit fee: 8' x 8' booth, 8' high background and 3' high side rail drapes, one table, two chairs, one wastebasket and a booth identification sign.
4. **ONE ELECTRICAL OUTLET is included in the booth fee. Power strips WILL NOT be permitted and there will be no opportunity to purchase additional power. Please come prepared.**
5. An exhibitor may advertise, display, exhibit or sell only the talent, products or services of its company. Each firm exhibiting or advertising at the Festival must maintain separate membership in NACA and must occupy separate exhibit space.

ON-SITE AT THE FESTIVAL

1. Exhibitors may begin setting up their displays after they have registered at the Festival. Booths must be completely set up and open by the beginning of the first scheduled Marketplace. Exhibitors are required to staff their booth during all Campus Activities Marketplace hours and may not breakdown or load out from the Campus Activities Marketplace until the designated time on Saturday.
2. Exhibitors and artists will be allowed in the Marketplace one hour prior to its first opening during the Festival schedule and one-half hour before each additional Campus Activities Marketplace is scheduled to open.
3. Exhibitors who fail to occupy their booths by the start of the first scheduled CAMP or fail to notify the Campus Activities Marketplace Coordinator of the reason for late arrival will forfeit their booths and will not be entitled to refunds.
4. Exhibits may not exceed 4' in height within the first 4' of the depth of the exhibit space.
5. Festival officials reserve the right to regulate the volume level within the Campus Activities Marketplace. There is no requirement for exhibitors to use headphones for sound in their booth; however, if the noise level interferes with business in other exhibit booths, NACA reserves the right to ask exhibitors to lower their volume.
6. Exhibitors will be restricted from distributing or posting promotional materials outside their Campus Activities Marketplace booth. Associate members may not provide any demonstration to school delegates of an attraction, event, tour or any other activity that occurs outside the officially scheduled program anywhere in any of the event facilities, including hotel guest rooms. Associates shall not distribute any promotion or advertising to school delegates of a performance, attraction, event, tour or any other activity held outside the event facilities during the dates of that event.
7. No retail sales of any type will be permitted in the Campus Activities Marketplace.
8. Booth demonstrations must be approved in advance. Please refer to the *Associate Member Regional Conference Guide* for policies and insurance requirements.

CAMPUS ACTIVITIES MARKETPLACE

(subject to change)



SHOWCASE SELECTION AND PRODUCTION

1. All showcase submission materials and fees must be RECEIVED by Tuesday, Dec. 6, 2011.
2. The list of materials to be submitted may be found on Page 10.
3. The Showcase Selection Committee has the sole authority to select attractions for the Festival showcases.
4. Materials submitted must be an accurate representation of the material and personnel that will actually appear on the showcase. Changes of personnel within the attraction that do not alter the concept or talent as presented by the attraction in the showcase, and as will be presented by the attraction on the road, may be permitted at the discretion of the Showcase Selection Coordinator. Changes in personnel in single artist acts are not allowed.
5. Attractions may not showcase two consecutive years at the Festival, regardless of categories. The same featured performer may not showcase as a member of a group or as a solo artist more than once at the same Festival in any given year, regardless of category.
6. Attractions will be considered for the category for which they applied. If an individual act has indicated that they would be willing to be moved to another showcase category, and the Committee feels the attraction/act would be better suited to a different showcase category, the firm will be informed of the move upon selection.
7. No more than three acts may be selected to showcase and no more than two acts may be selected as alternates for a total of five maximum acts represented by any agency or firm.
8. All attractions selected to appear on a showcase will be required to sign a letter of intent regarding their appearance on the showcase. Payment of the showcase fee must be submitted by Jan. 31, 2012, or the act will be removed from the showcase and an alternate will be moved onto the showcase.
9. Each Spotlight Low and Emcee act will have a sound check the day of their performance. The Showcase Production Coordinator will assign the time for the sound check. An act will be allowed a total of 15 minutes for its sound check and is responsible for setting up and taking down its own equipment for the check.
10. If an act fails to be present at the appointed showcase sound check time, the act will be replaced with an alternate. Any alternate on site at the Festival should check in with the Showcase Coordinator at least two hours prior to the beginning of the appropriate showcase(s), and should not leave the designated showcase areas until instructed to do so by the Showcase Coordinator.
11. An alternate will not necessarily fill the spot vacated, but will appear on the showcase at the day and time designated by the Showcase Production Coordinator. In the event of a cancellation where no alternate in the same showcasing category is available, the showcase space shall remain open.
12. Technical control of all showcase performances including the power supply for lights and sound, sound levels and lighting direction, and all stage and equipment setup will at all times be under the control and direction of the Showcase Production Coordinator. All questions should be directed to this official.
13. The firm representing a showcasing attraction must be present for the duration of the Festival. This agency must be the only booking contact for that attraction during the Festival. If the representation of the attraction is in dispute, and the dispute cannot be settled prior to the beginning of the event, the attraction will not be allowed to perform on the showcase, and the firms in dispute regarding the representation of the attraction will forfeit their booth spaces and any subsequent showcases, and will no longer be able to participate in and/or attend the event.
14. The showcasing attraction and its representative must be backstage and in contact with the Showcase Production Coordinator 30 minutes prior to the start of the showcase performance period. The representative must remain at the location designated until the attraction has completed its performance and the stage is cleared for the next attraction.
15. The showcasing attraction's representative shall provide a written introduction of the attraction to the Showcase Production Coordinator 30 minutes prior to the start of the scheduled showcase.

SHOWCASE SELECTION AND PRODUCTION

(continued)

16. Attractions appearing on the showcase may attend the Festival the day they are appearing unless they are registered as delegates. Showcase alternates may attend the Festival for one day. If a showcasing artist or alternate wishes to attend only the CAMP on days not covered by their showcasing artist pass, they may purchase a CAMP ONLY pass.
17. All instruments, instrument amplifiers, stage props and/or special lighting effects are the sole responsibility of the attraction or agency. All attractions will perform under general stage lights unless a representative is present to call lights. A standard concert sound system and operator will be provided by NACA.
18. A showcase performance for Spotlight Low showcase will consist of a 15-minute performance time. The master of ceremonies will have 25 minutes of total of performance time as they introduce the showcase and each subsequent act. Sampler Showcases will have 5 minutes to perform. The Special Event showcase consists of a 45-minute performance time.
19. Decibel levels will not be permitted to exceed 100 dB average level and 105 dB peak, measured at the sound mixing console. The sound company providing equipment and services for a showcase will provide dB meters for the purpose of monitoring dB levels.
20. In showcase attractions that include hypnosis, the performer may not conduct any mass/group hypnotic suggestion of the audience as part of the showcase. Only volunteers ON STAGE may be used. Following a hypnosis showcase, the performer must be available to debrief anyone who has been hypnotized during the show. In addition, the Showcase Production Coordinator is responsible for advising the audience prior to any showcase including a hypnotist of the potential side effects of the showcase and that participation is voluntary.

Checklist of Printed Materials to be Submitted

The application is not complete and will not be considered unless the following items are enclosed with the application and the showcase application fee has been submitted to the NACA Office.

- Festival Showcase Application form (10 copies);**
- ONE** copy of compact disc or DVD for each act. Only one type of media (compact disc or DVD) will be viewed for each act. All video and audio material must be adequately marked to identify attraction, agency, and cut(s) to review. If the agency desires, all acts in one showcase category may be submitted on one CD or DVD, with a different CD or DVD being submitted for each showcase category in which a firm is submitting act(s). If combining all acts for one showcase category on the same CD or DVD, TWO copies of the CD or DVD must be submitted. If the agency submits multiple acts on the same CD or DVD, two copies of the track listing—one printed on or attached to the CD/DVD and one hard copy—must be provided. In addition, the menu must be clear and easily navigated. All submitted materials become the property of NACA, and will not be returned. NACA will not be responsible for loss or damage to any materials submitted to the showcase selection committee.
- Payment to NACA Office:**
 - Current NACA Membership
 - Campus Activities Marketplace Fee
 - Showcase Application Fee(s)
- OPTIONAL:** Additional press/marketing materials and other materials that the firm feels may aid the committee with its consideration. This might include a list of any articles/academic writings for a lecture candidate, press clips, etc.

NOTICE: Failure to provide a complete submission packet as outlined above may result in removal of the act from consideration. The decision to remove an act will be at the sole discretion of the designated Festival official. No refunds will be made for disqualifications due to incomplete submissions. Applications will not be considered complete unless the showcase application is signed.



Applications will also be accepted online via Sonicbids. If submitting via Sonicbids, audio and video material must be provided online. Separate audio/video material submitted to the committee will not be reviewed.

ADVERTISING IN THE FESTIVAL PROGRAM

Maximize your exposure at the NACA Mid Atlantic Festival by placing an ad in the Festival Program. The Program is a reference guide used by delegates throughout the Festival. For ad reservation and contracts, please contact Tracey Portillo at traceyp@naca.org or 803-732-6222 ext. 207.

All artwork must be received by Feb. 1, 2012 and should be sent to:
Tracey Portillo
NACA
traceyp@naca.org

All ads will be printed in black and white. The size, rates and mechanical requirements for the 2012 NACA Mid Atlantic Festival Program are as follows:

| Ad Size | Image Area Width | Image Area Depth | Rate |
|--------------------|-------------------------|-------------------------|-------------|
| Full page | 5 1/2" | 7" | \$150 |
| Back Cover | 5 1/2" | 7" | \$200 |
| Inside Front Cover | 5 1/2" | 7" | \$150 |
| Inside Back Cover | 5 1/2" | 7" | \$150 |
| 1/2 Page | 5 1/2" | 3 1/2" | \$100 |

Make your check payable to NACA. Include the name, address and phone number of the appropriate contact person. All artwork and fees must be received by Feb. 1, 2012.



2012 **NACA**
Mid Atlantic

Festival

T-SHIRT GRAB 2012!

This year there will be a T-shirt grab to raise money for the NACA Foundation! The NACA Foundation provides scholarships to deserving students across the nation and in the NACA Mid Atlantic Region!

Students, associate members and professional staff will have the opportunity to donate \$2 and grab a T-shirt out of a large bin of donated T-shirts! The T-shirt you get will be random, but that's all the FUN!

We need your help, so please bring with you as many new T-shirts as you can to contribute to this fundraiser. The T-shirts can be from any event. No T-shirt is too ugly, too big or too small!



BLOCK BOOKING

The concept of Block Booking was initiated with the founding of NACA and enables schools in a specific geographic area to “block book” dates for an act. This structure of coordinated efforts was based on a sound economic principle: the greater the volume, the lower the overhead. Multiple bookings create more attractive pricing, establish more logical routing, increase business volume, and keep the attraction working.

Blocks are coordinated on a state, regional or national level. Buying centers are established at the National Convention, Festival and regional conferences to facilitate and encourage mass communication among schools and agencies. Block Booking Coordinators are appointed from each region.

Delegates determine which schools share an interest in certain attractions for particular dates. Block Booking information is available for viewing anytime at blockbooking.org and is never limited to showcase attractions. Whenever three or more schools express an interest in an attraction and are able to coordinate dates, the procedure stands the same.

A. BLOCK BOOKING POLICIES

Note: NACA policies are subject to change without notice.

1. All NACA-sponsored events which include showcasing and exhibiting will utilize Block Booking.
2. The NACA Block Booking Form is designed to facilitate booking of entertainment. Indicating a level of interest on the form does not constitute a contract or legal obligation, but merely indicates preferences and intentions, for purposes of further follow-up.
3. The Block Booking Codes are as follows:
 - Strong Interest (SI)**—The school has a genuine interest in the act and desires further information. The school has not requested a contract and is not obligated in any respect.
 - Single Date (SD)**—The school has a genuine interest in a single date for an act and desires further information. A contract has still not been requested.
 - Commitment if Block Forms (CB)**—The school indicated its willingness and intent to enter into a contract provided a block forms around the specified dates. If the specified block forms within 45 days of the event, the school has indicated that it has the intention of contracting for the act, on terms to be agreed upon between the school and the act, or their representative.
 - Contract Requested On Site (CR)**—The school has requested a contract at the NACA event and understands that if it enters a contract, it will be bound by its terms. NACA is not responsible for enforcing any contract. All actions with respect to contracts are between the parties to the contract, and not NACA.
4. A potential block will be defined as a string of three or more SI and CB forms.
5. A block will be defined as at least three CB dates in 5 days.
6. Block Booking forms must be legibly and fully completed by the associate member. Associates will be responsible for writing in their respective codes (agency and act number). These codes will be provided on site.
7. Associate members are responsible for the distribution of the completed Block Booking form as

continued on next page

follows:

- **White copy** to Block Booking Center
 - **Pink copy** to school delegation contact
 - **Yellow copy** to associate member
8. The designated Block Booker for each school is the ONLY person AUTHORIZED to sign interest forms.
 9. Incomplete forms will be returned to the proper associate member.
 10. Information from all completed forms will be posted at the Block Booking Center in the Campus Activities Marketplace.
 11. Artists/programs will be discussed during Block Booking Meetings alphabetically by firm in ascending order (i.e., A-Z). The starting letter of each meeting will be determined prior to the Festival. One letter will be drawn at random to determine the starting letter of the first business meeting held. The alphabet will then be divided equally by the number of total meetings scheduled to determine the starting letter of all subsequent meetings. (i.e., if there are three meetings scheduled, each meeting will begin with the 9th letter following the previous meeting's letter; if there are four meetings scheduled, each meeting will begin with the 7th letter following previous meeting's letter, etc.).
 12. The booking process will be facilitated by the Block Booking Coordinator or designee and associate members will provide information and assistance when blocking their attraction.
 13. Block Booking information may be found online at blockbooking.org.
 14. A follow-up report on Block Booking business resulting from the event will be done within 45 calendar days after regional conferences.
 15. Any suspected violation or conflict with these Block Booking Policies will be initially handled by the Regional and National Block Booking Coordinators. If a solution cannot be reached, it will be forwarded to the Vice Chair for Programs for a final decision.
 16. Associate members may submit non-member school, club and other venues through blockbooking.org

B. SAMPLE BLOCK BOOKING PRICING

On the showcase application form, NACA requires applicants to provide a price schedule reflecting pricing reductions as they apply to a standard set of date-block configurations.

- Single Date Special Conference Price is self-explanatory; it's the top quoted price an attraction must receive to appear at one college anywhere without any block support from other colleges.
- A 3 of 5 Block Price is a lower per-performance price the act charges for each of three dates performed in a five-day period.
- A 5 of 7 Block Price is a better price charged for each of five colleges booked in a seven day period.

Contract on-site discount is the discount offered on applicable block price if a contract is requested on-site. Contract on-site pricing is optional, and should be set to reflect the savings associate members realize when they leave the event with a contract “in hand” instead of relying on lengthy follow-up. Associate members should offer discounts of flat amounts (e.g., \$50–\$100 off each price tier). It is intended that this discount be available at any time during the event, whether or not a block forms.

Here's an example of how an attraction's pricing might look:

- **Special Conference Price/Single Date—\$900**
- **3 performances in 5 days/Block Price—\$700**
- **5 performances in 7 days/Block Price—\$600**
- **Contract On-Site Discount—\$100 off applicable Block Price**

Using the sample pricing structure listing above and applying the Contract On-Site Discount:


If a school requests a contract on-site and the date eventually develops into part of a 3 of 5 block, instead of spending \$700, the school will save \$100, only spending \$600.

The event publishes showcase attraction prices in the program and these prices are the most heavily scrutinized information college buyers receive. The price schedule is the basis for bargaining during the Block Booking process. The attraction is obligated to honor these prices for 45 days following the event.

CLARIFICATION OF CONTRACT ON-SITE PRICING

Contract on-site pricing is optional, and should be set to reflect the savings associate members realize when they leave the event with a contract “in-hand” instead of relying on lengthy follow-up. Associate members should offer discounts of flat amounts (e.g., \$50-\$100 off each price tier). It is intended that this discount be available at any time during the event, whether or not a block forms. Associate members are encouraged to participate, providing students with even more incentive to come to the event ready to do business.

SAMPLE BLOCK BOOKING FORM



NACA Block Booking Form

| | |
|---------|--------|
| Entered | Update |
| | |

See reverse side for procedures and conditions.
PLEASE PRINT CLEARLY AND PRESS FIRMLY.

ERNIE AND THE BORGNINES

Attraction

HIPSTER UNIVERSITY

School

Region

Central Mid America Mid Atlantic Northeast Northern Plains South West

BEEN THERE **OH** **22234**

City State Zip

800-555-1212

Area Code/Telephone

JANE STAFF

School contact (please print clearly)

JSTAFF@HIPSTER.EDU

School Contact E-mail

Jane Staff 12-1-10

Authorized signature Date

GOOD AGENCY **42**

Firm Name Booth No.

800-555-2121

Area Code/Telephone

ART VANDELAY **BOSCO@GOODAGENCY**

Firm Contact Name E-mail

Art Vandelay 12-1-10

Firm representative signature Date

Act ID#

School ID#

INTEREST ONLY

1 Strong Interest (SI)

2 Single Date (SD)

COMMITMENT

3 Commitment if Block forms (CB)

4 Contract Requested on site (CR)

1 NIGHT 2 DAY 3 OTHER

Block Price(s): \$ **1,000**

Plus: Sound Lights Room Meals Travel

Notes: _____

Play Dates—Indicate specific date(s) or check month(s).

Year 2011

| | | | | | | | | | | | |
|---------|---------|---------|---------|--------|---------|---------|---------|----------|----------|----------|----------|
| Jan.(1) | Feb.(2) | Mar.(3) | Apr.(4) | May(5) | June(6) | July(7) | Aug.(8) | Sept.(9) | Oct.(10) | Nov.(11) | Dec.(12) |
| | | | | | | | | | | | |
| | | | | | | | | | | | |

Year **2011**

| | | | | | | | | | | | |
|---------|---------|---------|---------|--------|---------|---------|---------|----------|----------|----------|----------|
| Jan.(1) | Feb.(2) | Mar.(3) | Apr.(4) | May(5) | June(6) | July(7) | Aug.(8) | Sept.(9) | Oct.(10) | Nov.(11) | Dec.(12) |
| | | | | | | | | | | | |
| | | | | | | | | | | | |

(31) (28) (31) (30) (31) (30) (31) (31) (30) (31) (30) (31)

(OR) Spring _____ year Fall _____ year

White—Block Booking Center

Yellow—Associate Member

Pink—School

Signature Verification

NACA Block Booking Procedures and Conditions

1. This form is designed to facilitate Block Booking of entertainment. Indicating a Block Booking level of interest on the form does not constitute a contract or legal obligation, but merely indicates preferences and intentions, for purposes of further follow-up.
2. The Block Booking Codes to be used on this form are as follows:
 - SI**—The school has a genuine interest in the act and desires further information. The school has not requested a contract and is not obligated in any respect.
 - SD**—The school has a genuine interest in a single date for an act and desires further information. A contract has still not been requested.
 - CB**—The school indicated its willingness and intent to enter into a contract provided a block forms around the specified dates. If the specified block forms within 45 days of the Convention/conference, the school has indicated that it has the intention of contracting for the act, on terms to be agreed upon between the school and the act, or their representative.
 - CR**—The school has requested a contract at the NACA event and understands that it if enters a contract, it will be bound by its terms. NACA is not responsible for enforcing any contract. All actions with respect to contracts are between the parties to the contract, and not NACA.
3. Schools will be able to upgrade from SI to CB or CR, or CB to CR. Only forms at SI level may be withdrawn. Schools will not be allowed to downgrade to CB or SI.
4. A potential block will be defined as a string of three or more SI and CB forms. A block will be defined as at least 3 CB dates in 5 days.
5. Block Booking forms must be legibly and fully completed by the school and associate member.
6. Associate members are responsible for the distribution of the completed Block Booking Form as follows:
 - **White** copy to Block Booking Center
 - **Pink** copy to school delegation contact
 - **Yellow** copy to associate member
7. Incomplete or illegible forms will be returned to the proper associate member and will not be processed.
8. Information from all completed forms will be posted at the Block Booking Center in the Campus Activities Marketplace and available at www.blockbooking.org.
9. Block Booking prices are good for 45 calendar days following the last day of an event.

Additional Block Booking policies may be found in the event *Program* or at www.blockbooking.org.



DIRECTIONS TO EAST STROUDSBURG

From the Tappan Zee Bridge & points northeast:

Follow Interstate 87 West from the Tappan Zee Bridge to Interstate 287 South. Follow I-287 South to I-80 West. Follow I-80 West to the toll bridge at the Delaware River, which serves as the border between New Jersey and Pennsylvania. Continue on I-80 West for about 3 miles and take Exit 308, the East Stroudsburg exit. When you reach the end of the exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

From New York City & points east:

Follow Interstate 80 West (it crosses the George Washington Bridge as it leaves New York City) to the toll bridge at the Delaware River, which serves as the border between New Jersey and Pennsylvania. Continue on I-80 West for about 3 miles and take Exit 308, the East Stroudsburg exit. When you reach the end of the exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

From Trenton & points southeast:

From Trenton, take NJ 31 North to US 46 West to Interstate 80 West. Follow I-80 West to the toll bridge at the Delaware River, which serves as the border between New Jersey and Pennsylvania. Continue on I-80 West for about 3 miles and take Exit 308, the East Stroudsburg exit. When you reach the end of this exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

From Philadelphia & points south:

Follow the northeast extension of the Pennsylvania Turnpike, Interstate 476, north to the Allentown-Bethlehem-Easton exit (Interstate 78/US 22). Exit at the Allentown-Bethlehem-Easton exit, and go east, following I-78 East/US 22 East. After a short distance, I-78 East and US 22 East split. At the split, stay to the right, following US 22 East. Take US 22 East to the exit for PA 33 North; this exit is located a few miles east of the Lehigh Valley International airport.

Follow PA 33 north. After fifteen miles or so, PA 33 North and US 209 North split. Follow US 209 North for about ten miles when it merges into I-80 East. Follow I-80 East to Exit 308 (East Stroudsburg). When you reach the end of the exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

From Harrisburg & points southwest:

Follow Interstate I-78 East to Allentown. I-78 East will join with US 22 East along the way. Just west of Allentown, I-78 East and US 22 East split. At the split, stay to the right, following US 22 East. Take US 22 East to the exit for PA 33 North; this exit is located a few miles east of the Lehigh Valley International airport. Follow PA 33 north. After fifteen miles or so, PA 33 North and US 209 North split. Follow US 209 North for about ten miles when it merges into I-80 East. Follow I-80 East to Exit 308 (East Stroudsburg). When you reach the end of the exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

From State College & points west:

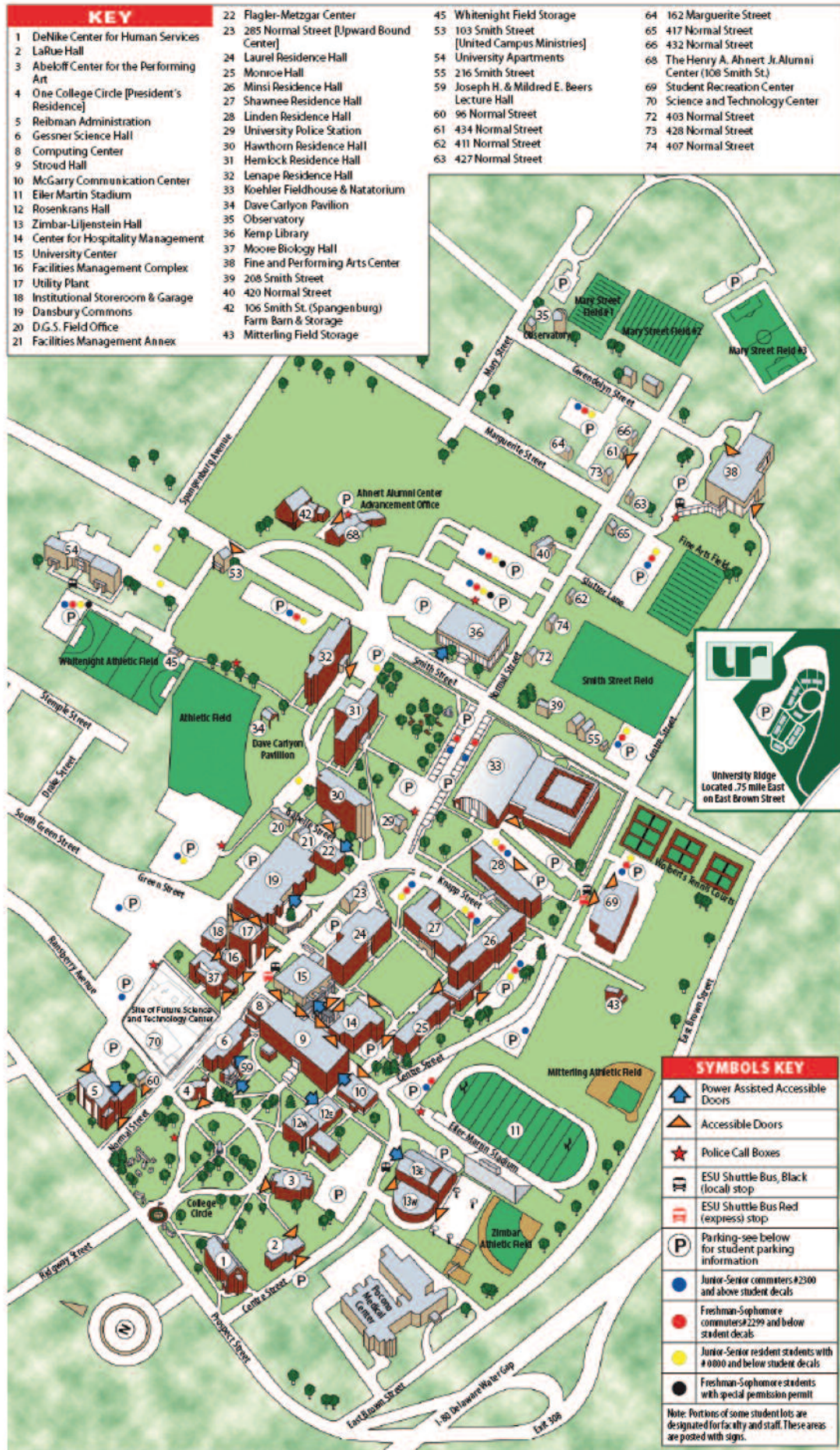
Follow I-80 East to Exit 308, the East Stroudsburg exit. When you reach the end of the exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

From Scranton & points northwest:

Follow Interstate 380 South to Interstate 80. Follow I-80 East to Exit 308, the East Stroudsburg exit. When you reach the end of the exit ramp, make a right onto Prospect Street and continue through two stoplights. Go one block past the second light and turn right onto Normal Street.

TRAVEL SAFELY! WE LOOK FORWARD TO SEEING YOU.

East Stroudsburg University Campus Map



NACA MID ATLANTIC FESTIVAL ACCOMMODATIONS

Hotel accommodations will be announced at a later date.

NACA POLICIES

MISSION

NACA links the higher education and entertainment communities in a business and learning partnership, creating educational and business opportunities for our student and professional members.

NACA DEFINITION OF DIVERSITY

Diversity is an attribute and a goal. As an attribute, diversity is ethnic identification/race, gender, disability, sexual orientation, age, religion, economic status and the many other aspects of our lives which define the family of humanity. As a goal, diversity refers to the intentional valuing, respecting and inclusion of all peoples. NACA recognizes the diversity of all its members and supports the development and implementation of programs and services that achieve this goal.

NACA NON-DISCRIMINATION, DIVERSITY ADVANCEMENT AND AFFIRMATIVE ACTION PRINCIPLES

NACA is committed to advancing diversity development and the principles of equal opportunity and affirmative action through its respective programs, services and volunteer involvement. To ensure compliance with the principles, the Association:

- Will not discriminate on the basis of race, color, religion, economic status, gender, sexual orientation, national origin, age, ethnic background, or disability in any of its policies, procedures, or practices;
- Will promote vigorous efforts to enhance, develop, and increase a diverse volunteer pool in all areas of the Association;
- Will actively promote diversity in its programs and services;
- Will expect all volunteers and NACA Office staff to consistently display a sensitivity to diversity and the principles of affirmative action;
- Will promote the importance of eliminating discriminatory and/or culturally insensitive language, behavior, and content from NACA-sponsored activities and will urge all members and guests of the Association to cooperate in this effort. There is no intent to support censorship. The purpose is to induce thought and advance planning in an effort to ensure that showcase performances, Campus Activities Marketplace displays, educational sessions, and other NACA-sponsored activities reflect appropriate diversity and sensitivity in their plans and actions.

ALCOHOL AND OTHER SUBSTANCE ABUSE STATEMENT

The National Association for Campus Activities and the NACA Foundation recognize the serious threats that alcohol and other substance abuse present to college populations, the entertainment industry, and to society as a whole. We realize that our Association is not immune to the problems associated with abuse. NACA is committed to addressing this issue through various activities, programs and educational efforts on regional and national levels. All NACA members and volunteers are encouraged to uphold the Association's statement in spirit and action; however, NACA has no responsibility for the conduct or behavior of event attendees.

Alcohol served outside of any official event (an official event is one endorsed or hosted by NACA) is not the responsibility of NACA, but is instead the responsibility of the individual/group/firm coordinating, hosting, promoting or holding the activity. All responsibility for determining whether participants at the activity are underage and for complying with applicable state and local laws rests solely with the individual/group/firm coordinating, hosting, promoting or holding the activity, and is not in any way the responsibility of NACA or any of its employees or representatives.

In the event that NACA becomes the subject of a claim or loss arising from violation of this policy by any person, group or business entity, or service of alcohol at any non-official event, that person, group or business entity agrees that it shall indemnify and hold harmless NACA from and against all resulting claims and losses, including NACA's costs and attorney's fees, that arise from or relate to violation of this policy and/or service of alcohol at said non-official event.

NACA STATEMENT ON SHOWCASES

Attendance at showcase events is voluntary, and it is the responsibility of the attendee to determine whether a particular event poses a risk to the attendee. Some element of risk may be associated with some showcase events. Some events may include hypnosis, and some individuals may be more susceptible to hypnosis than others. The attendee accepts all responsibility for all consequences associated with attending showcase events, and NACA is held harmless against all claims arising from any result of attending a showcase event.

NACA STATEMENT REGARDING CELL PHONES AND BEEPERS

Delegates are asked to please turn off all cell phones and beepers during showcases and other NACA events.

NACA STATEMENT REGARDING LEGAL DRINKING AGE

The legal drinking age in Pennsylvania is 21. East Stroudsburg University and the Festival hotels will not tolerate alcoholic beverages carried in open containers by anyone on these properties. NACA will not allow alcohol to be carried into showcases or the Campus Activities Marketplace.

REMINDER ABOUT “GUMMY ITEMS”

“Gummy” items, buttons or pins should not cover name and school information on event delegate badges.

NACA REGISTRATION POLICIES

No delegate will be allowed to attend any Festival function or to enter the Campus Activities Marketplace until their registration fees are fully paid. Any member who has an outstanding debt with NACA for more than 60 days must clear that debt before registering. Delegates may only register under one membership category for any NACA activity.

NACA PAYMENT POLICY

NACA will accept the following forms of payment for both registrations received prior to Feb. 24, 2012 and on-site registrations:

- Check (corporate or institutional; no personal checks for registration, but personal checks can be accepted for activities such as individual Professional Development Lunch tickets or other items for which a separate registration fee is charged);
- Credit card (MasterCard, Visa, American Express or Discover only); or
- Cash.

To be eligible for the early registration fees, Festival registration forms must be received by the NACA Office on or before Feb. 24, 2012. After Feb. 24, 2012, the regular registration fee applies.

Registrations must be received in the NACA Office by Feb. 24, 2012. After that date, registrations and payments will only be accepted on site at the Festival.

SPECIAL NEEDS POLICY

Although NACA strives to make all events accessible to all participants, including individuals with a disability or special need where reasonably possible, not all special needs may be accommodated at all sites. If you desire special services because of a disability, handicap or special need, please indicate the special service(s) on an attached sheet of paper and return it to the address indicated in these registration materials as early as possible and at least six weeks in advance of the first day of the Festival. If the Association is unable to provide the special service(s) you requested and you do not attend the event, the Association will refund your registration fee.

SPECIAL DIETARY NEEDS

Please indicate the need for special meals on the registration form. Special meals may not be available at all sites.

NAME BADGES

Name badges are very important to the security of the Festival, and must be worn at all times for entry into Festival events (showcases, educational sessions, Campus Activities Marketplaces, etc.). A \$5 replacement fee is charged for all lost badges. Be sure to check for correct spelling of delegate names on your confirmation letter and e-mail any changes before the event to the NACA Office. This will save you time on site during registration.

REPLACEMENT PROGRAMS

A \$15 replacement fee is charged for all NACA Mid Atlantic Festival Programs.

RETURNED CHECKS

A service charge of \$50 will be added on all returned checks submitted in payment for services rendered.

DEBTS

If debts including, but not limited to, past due membership dues, Convention, conference and workshop registration fees (national and regional), accrued finance charges, dishonored and unpaid checks or drafts payable originally or by endorsement to NACA remain unpaid after 90 days, NACA shall have the following rights with respect to such debtor:

- To suspend its membership and all privileges pertaining hereto until the debt is satisfied;
- To suspend its Convention, workshop and all regional conference privileges until the debt is satisfied;
- To take any or all of the above actions in addition to such other remedies as may be afforded by law.

NACA also reserves the right to apply any funds held for or received by NACA from a debtor to any outstanding debt as well as any accumulated service or related charges where applicable, regardless of the purpose for which such funds were received or held by NACA.

REFUNDS

- A 25% refund of the showcase performance fee will be given to associates who cancel a showcase and request a refund when the NACA Office receives a written request at least 30 days prior to the first day of the Festival.
- A 50% Campus Activities Marketplace refund will be given to associates who cancel their booth and request a refund when the NACA Office receives a written request at least 30 days prior to the first day of the Festival.
- A 50% refund of registration fees will be given to associates who cancel a registration and request a refund when the NACA Office receives a written request at least 14 days prior to the first day of the Festival.
- A 100% refund shall be made to associates who were chosen as alternates and were not selected to showcase. Alternates may withdraw for a 100% refund when the NACA Office receives a written cancellation notice at least seven days prior to the first day of the Festival. Alternates who are selected to appear and do not showcase when asked will forfeit their showcase fee.
- Showcase application fees and membership fees are non-refundable.
- A 100% Campus Activities Marketplace refund shall be made to associates who were placed on a wait list and were never offered a booth. In addition, a 100% Campus Activities Marketplace refund shall be made to associates who remove themselves from the wait list if the NACA Office receives a written request at least two business days prior to the first day of the Festival. Associates who remain on the wait list that do not accept a booth when offered will forfeit their Campus Activities Marketplace fee.

SPECIAL CIRCUMSTANCES:

Refund policies for showcase fees, Campus Activities Marketplace fees and registration fees are outlined in the respective areas of these policies. Any request for refunds that include special circumstances making it impossible to adhere to the guidelines outlined in the individual refund policies should be forwarded in writing to the NACA Office within 30 days of the event for which the refund is being requested. Any request received after this timeline will not be approved. Any special circumstance refund request must include supporting material documenting the circumstances necessitating the request (e.g., a note from a physician for illness, information from local media regarding weather-related problems, etc.).

NACA'S ABILITY TO PHOTOGRAPH/VIDEOTAPE REGIONAL EVENTS

NACA photographs and videotapes regional events and attendees. These photographs and videotapes may be used in any NACA materials and publications, and on the NACA Web site. By attending this event, you, your delegates and/or the acts which you represent give NACA your consent to use photographs and videotapes in which you, your delegates and/or your acts appear.

VIDEOTAPING AND PHOTOGRAPHY POLICY FOR DELEGATES

NACA photographs and videotapes events and attendees. These photographs and video images may be used in any NACA materials and publications, and on the NACA Web site. By attending this event, you, your delegates and/or the acts you represent give NACA consent to use photographs and video images in which you, your delegates and/or your acts appear.

NACA delegates or other persons may use photographic, videotape or other image and sound recording devices to record events and activities that take place during NACA events, as long as these activities do not interfere with the audience enjoyment of or participation in NACA events. Those photographing, videotaping or otherwise recording events cannot interfere with showcase technical crew, stagehands, etc.

The following specific guidelines apply to any photography, videotaping or other recording at an NACA event:

- 1) Professional crews will not be allowed;
- 2) On-stage filming or placement will not be allowed. Recording must occur from the show floor;
- 3) Access to the soundboard will not be allowed;
- 4) Audience views cannot be obstructed;
- 5) Power must be self-contained (i.e., battery packs). Access to the event power supply will not be allowed;
- 6) Use of supplemental lighting will not be allowed;
- 7) Some forms of recording/taping may not be available at specific venues due to union or other facility regulations;
- 8) Recording/taping of some materials may require the permission of the owner of such materials, and it is the recorder's responsibility to obtain such necessary permissions.

If audience members, showcase crew or other technical, Festival or facility staff complain about the position of a camera/operator, the camera/operator will be asked to move. If the camera/operator does not comply, they will not be allowed to continue taping.

BY USING VIDEOGRAPHIC AND/OR OTHER RECORDING DEVICES TO RECORD NACA EVENTS AND ACTIVITIES, THE RECORDER REPRESENTS THAT HE/SHE HAS OBTAINED ALL NECESSARY PERMISSIONS FROM ANY COPYRIGHT HOLDERS OR OTHER ENTITIES WHOSE RIGHTS MAY BE AFFECTED. THE RECORDER AGREES TO INDEMNIFY NACA, ITS EMPLOYEES, AGENTS, OFFICERS, DIRECTORS AND INDEPENDENT CONTRACTORS FROM ANY AND ALL LIABILITY ARISING FROM THE RECORDER'S VIDEO-TAPING OR RECORDING ACTIVITIES.

By attending this event, you, your delegates and/or the acts you represent give consent for your likeness to be used by any persons taking photographs, videotapes or using other recording devices. NACA is not responsible for any photographs or videotapes or other recorded images taken by delegates or other persons, nor is NACA responsible for their use. Delegates agree to hold NACA harmless from the use of their likenesses by any person or persons.

NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES REGIONAL STRUCTURE



Montana, Wyoming, Wisconsin, the Upper Peninsula of Michigan, Nebraska, Iowa, Minnesota, North Dakota, South Dakota and the Canadian Provinces of Alberta, Saskatchewan, Manitoba and western Ontario



Michigan, Indiana, Ohio, West Virginia, Kentucky and Illinois



Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and the Canadian Provinces of New Brunswick and Quebec



New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington DC (and the surrounding metro area) and the Canadian Province of eastern Ontario



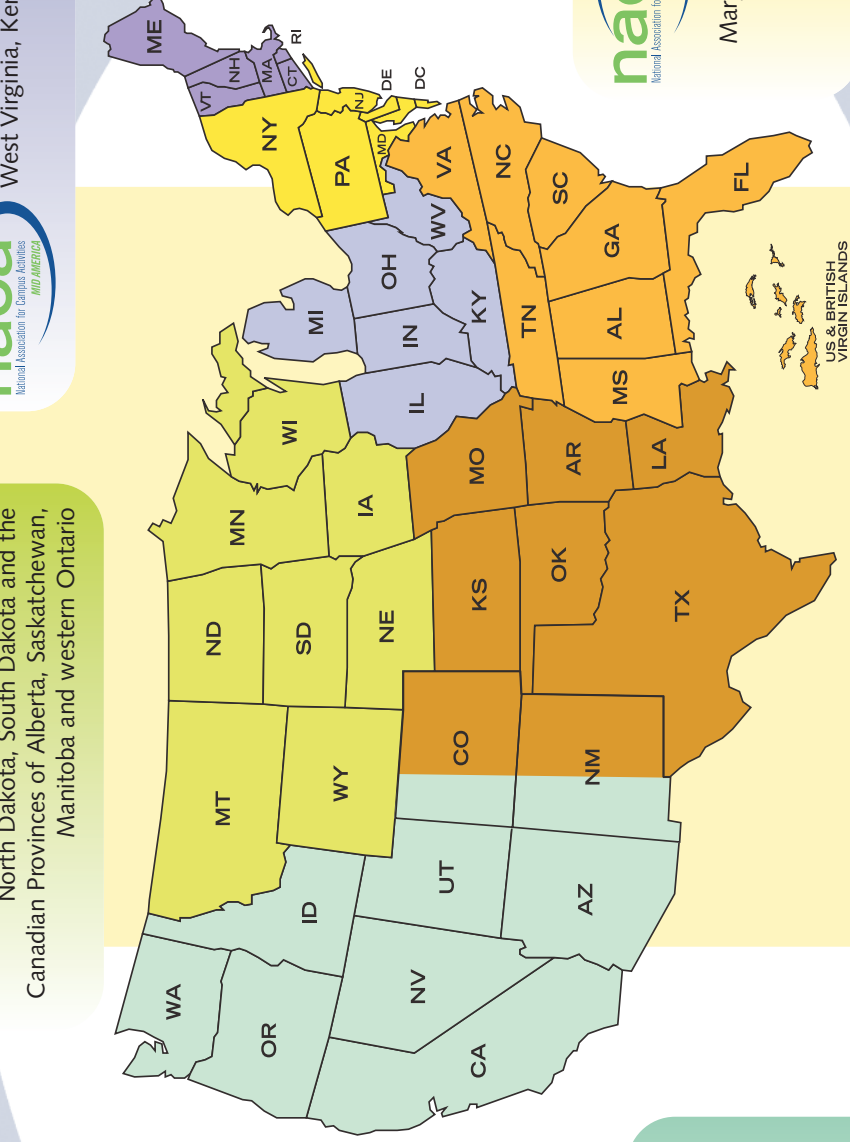
Virginia (south of metro Washington DC), North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi and the US & British Virgin Islands



Colorado and New Mexico east of the 107th longitude (which roughly parallels the Rocky Mountains), Kansas, Oklahoma, Missouri, Texas, Arkansas and Louisiana



Alaska, Hawaii, Washington, Oregon, California, Nevada, Idaho, Arizona, Utah, Colorado and New Mexico west of the 107th longitude (which roughly parallels the Rocky Mountains) and the Canadian Province of British Columbia



www.naca.org



NACA MID ATLANTIC FESTIVAL ASSOCIATE REGISTRATION FORM

Please return to the NACA Office with payment. Fax preferred. This form will not be accepted after Feb. 24th.

NACA ■ 13 Harbison Way ■ Columbia, SC 29212 ■ 803-732-6222 ■ Fax 803-749-1047

| FOR NACA OFFICE USE ONLY | |
|--------------------------|-----------------|
| BT-ID | _____ |
| Date | _____ Amt _____ |
| Clk/CC/Track # | _____ |
| iMIS | _____ Op _____ |
| Batch | _____ |

Company/Firm/Agency Name _____

Primary Contact _____

Event Contact (if different from above) _____ On-Site Phone Number _____

Event Contact E-mail _____

Address _____

City _____ State _____ ZIP _____

Phone Number Prior to Festival _____

By submitting this form you acknowledge that you have read and will abide by all event policies as outlined in the Festival Guide. Registrations will be accepted and processed by the NACA office until the Early Registration Deadline. Registration forms submitted to the NACA office after that date will not be processed.

| Campus Activities Marketplace (CAMP) | Campus Activities Marketplace (CAMP) Fees: | | | |
|---|---|---------------|------|------------------|
| | Item Purchased | Fee is For | Cost | Total Cost |
| | Booth Preferences (see map on page) 1. _____ 2. _____ 3. _____ | Exhibit Space | \$85 | 1 |
| | Booth Demo | | \$45 | Only 1 Necessary |
| | Please describe booth demo (required; demos must be approved): _____ _____ _____ _____ _____ | | | |
| | Note: Please see insurance requirements for Booth Demos and Marketplace Attractions (Page 30) of the Associate Member Regional Conference Guide. | | | |

| SHOWCASE | Showcase Applications (do NOT include Sonicbids submissions): | |
|-----------------|--|-----------|
| | Send submissions to Showcase Selection Coordinator (info provided on page 4.) | |
| | 1. _____ | 6. _____ |
| | 2. _____ | 7. _____ |
| | 3. _____ | 8. _____ |
| | 4. _____ | 9. _____ |
| | 5. _____ | 10. _____ |
| | Attach any additional acts on a separate sheet. | |
| | Number of hard copy Showcase Applications _____ x \$45 = Total for Showcase Submissions \$ _____ | |

DELEGATE INFORMATION

Passes for Attendees: Each person attending **must** purchase a pass. **The booth fee purchases exhibit space only.**

TYPES OF PASSES:

Full Registration: You must purchase one of these for your booth. This covers this delegate for all days of the event and allows them access to all activities in which they wish to participate. It also includes one provided meal each day.

CAMP-Only Pass (*sold per day*): Allows the delegate access to the CAMP only and no meals are provided.

REGISTRATION FEES

| Full Registration Early Fee | Full Registration Regular Fee | CAMP-Only |
|-----------------------------|-------------------------------|-----------|
| Before Feb. 24, 2012 \$115 | After Feb. 24, 2012 \$130 | \$35 |

Delegate 1 Name: _____ Title: _____

E-mail: _____

Phone Number at Festival: _____

Passes for Delegate 1

Full.....\$ _____

Delegate 2 Name: _____ Title: _____

E-mail: _____

Passes for Delegate 2

Full.....\$ _____

CAMP-Only Quantity: _____ @ \$ 35 per day Fri Sat.....Total \$ _____
(No meals included)

Additional delegates on following page.

PAYMENT INFORMATION

MISCELLANEOUS FEES

Fee Description: _____ Amount: \$ _____

TOTAL FEES INCLUDED

Total CAMP Fees\$ _____

Total Showcase Application Fees\$ _____

Total All Delegates\$ _____

TOTAL TO PAY BY: CHARGE CHECK ENCLOSED\$ _____

CREDIT CARD INFORMATION

VISA MasterCard American Express Discover

Card # _____ Exp. _____

Name on Card: _____ Signature: _____

Company/Firm/Agency Name _____

ADDITIONAL DELEGATES

Delegate Name: _____ Title: _____

E-mail: _____

Passes for Delegate 2

Full.....\$ _____

CAMP-Only Quantity: _____ @ \$ 35 per day Fri Sat.....Total \$ _____
(No meals included)

Delegate Name: _____ Title: _____

E-mail: _____

Passes for Delegate 2

Full.....\$ _____

CAMP-Only Quantity: _____ @ \$ 35 per day Fri Sat.....Total \$ _____
(No meals included)

Delegate Name: _____ Title: _____

E-mail: _____

Passes for Delegate 2

Full.....\$ _____

CAMP-Only Quantity: _____ @ \$ 35 per day Fri Sat.....Total \$ _____
(No meals included)

Delegate Name: _____ Title: _____

E-mail: _____

Passes for Delegate 2

Full.....\$ _____

CAMP-Only Quantity: _____ @ \$ 35 per day Fri Sat.....Total \$ _____
(No meals included)

Delegate Name: _____ Title: _____

E-mail: _____

Passes for Delegate 2

Full.....\$ _____

CAMP-Only Quantity: _____ @ \$ 35 per day Fri Sat.....Total \$ _____
(No meals included)



NACA Mid Atlantic Festival Showcase Application

You can also submit online at www.sonicbids.com!
Submit 10 copies of this form to the address on Page 4.

NOTE: Festival exhibit fees, showcase application fees and current year NACA membership fees must be paid to the NACA Office before this showcase application will be considered.

Type or print all information and return application with supporting material to the designated contact person listed on Page 4. Do not send this form to the NACA Office. This application and all supporting documents must be received by the showcase application deadline indicated below. Use separate showcase applications for each act and for each region to which you are applying.

Submission Deadline: December 6, 2011

Act

Act Name: _____

NACA Membership Firm or Company Name: _____

A. SHOWCASE CATEGORY (See Page 6 for category descriptions.)

Please indicate the showcase category you would like the artist to be considered for (Pick ONLY one):

- | | | |
|--|--|--|
| <input type="checkbox"/> Spotlight Low Showcase | <input type="checkbox"/> Sampler Showcase | <input type="checkbox"/> Special Event Showcase |
| <input type="checkbox"/> Master of Ceremonies Showcase | <i>Act must be able to perform with a MAXIMUM of four inputs [microphone or direct].</i> | <i>(Act is responsible for ALL productions costs; ie: sound, lights, labor, electric, staging, etc.)</i> |

If NOT selected to showcase in the preferred category above, I would accept being moved into and will adhere to any applicable equipment and pricing limitations of the following other showcase categories (may select more than one):

- | | | |
|--|--|--|
| <input type="checkbox"/> Spotlight Low Showcase | <input type="checkbox"/> Sampler Showcase | <input type="checkbox"/> Special Event Showcase |
| <input type="checkbox"/> Master of Ceremonies Showcase | <i>Act must be able to perform with a MAXIMUM of four inputs [microphone or direct].</i> | <i>(Act is responsible for ALL productions costs; ie: sound, lights, labor, electric, staging, etc.)</i> |

B. MATERIALS TO REVIEW

Please list in the text boxes below the songs and/or video you would like NACA to review.

Materials have been submitted on: CD DVD

First Selection: Chapter/Track #: _____ Track Name: _____

Second Selection: Chapter/Track #: _____ Track Name: _____

Third Selection: Chapter/Track #: _____ Track Name: _____

I acknowledge that no materials being submitted to NACA for review infringe any third party's copyright, patent, trademark, trade secret, or other proprietary rights or rights of publicity or privacy and that all materials are being submitted with the copyright owner's permission, or with a legitimate "fair use" justification.

C. PERFORMANCE SPECS

NOTE: Other than sound, lighting and normal staging equipment, NACA will not be responsible for any backline, special equipment or staging required by act. Acts may be eliminated from consideration if stage or technical requirements exceed the capabilities of the showcase facility or production time limits. NACA will not permit the use of pyrotechnics, haze and/or fog brought by the showcasing act.

1. Number of people on stage during performance: _____

2. Will you need more than one vocal microphone & stand onstage to perform? Yes No

If YES:

_____ Number of vocal mics _____ Number of instrument mics _____ Number of direct inputs

3. Remaining equipment brought by attraction (list all instruments, props and sound equipment. Attach separate sheet if necessary):

4. Please describe any special notes or instructions about your stage plot/stage set-up:

NOTE: Piano is not available for showcasing acts.

Act Name: _____

D. PRICING INFORMATION (please fill out completely):

| | | | | | | |
|--|----------|---|-----------------------------------|---------------------------------|----------------------------------|-----------------------------------|
| 1. Attraction's Present Price | \$ _____ | <input type="checkbox"/> + SOUND | <input type="checkbox"/> + LIGHTS | <input type="checkbox"/> + ROOM | <input type="checkbox"/> + MEALS | <input type="checkbox"/> + TRAVEL |
| 2. Attraction's special Festival price for a single performance | \$ _____ | <input type="checkbox"/> + SOUND | <input type="checkbox"/> + LIGHTS | <input type="checkbox"/> + ROOM | <input type="checkbox"/> + MEALS | <input type="checkbox"/> + TRAVEL |
| 3. Block Booking price for 3 of 5 (i.e. per performance price for three performances in a five-day period) | \$ _____ | <input type="checkbox"/> + SOUND | <input type="checkbox"/> + LIGHTS | <input type="checkbox"/> + ROOM | <input type="checkbox"/> + MEALS | N/A |
| 4. Block Booking price for 5 of 7 (i.e. per performance price for five performances in a seven-day period) | \$ _____ | <input type="checkbox"/> + SOUND | <input type="checkbox"/> + LIGHTS | <input type="checkbox"/> + ROOM | <input type="checkbox"/> + MEALS | N/A |
| 5. Contract On-Site Discount (Optional) Please list specific DOLLAR AMOUNT, not a percentage. | \$ _____ | Block Booking prices listed must be valid for offers received during the event and received within 45 calendar days following the event, for fall 2012 and spring and fall 2013. | | | | |

E. PERFORMANCE HISTORY

How many college dates has this act played IN THIS REGION in the past two years? _____

How many additional college dates NOT in this region has this act played in the past two years? _____

F. ARTIST BIOGRAPHY

Please limit the biography to 150 words. Think of this as your 15-second elevator pitch.

ACKNOWLEDGEMENT OF FEES TO BE PAID

By checking this box, I acknowledge my understanding that NACA associate members submitting artists to showcase must reserve an exhibit booth and submit an exhibit booth fee of \$85 in order for the application to be considered. The registration form to purchase a booth is available on Page 25.

ACKNOWLEDGEMENT OF PERFORMANCE RESPONSIBILITY

By checking this box I understand that, NACA will not be financially responsible for any backline, special equipment or staging required by attraction and that acts may be eliminated from consideration if stage or technical requirements exceed the capabilities of the showcase facility or production time limits.

ACKNOWLEDGEMENT OF WHAT HAPPENS IF YOU ARE SELECTED

I understand that within two weeks of notification, selected artists must submit a showcase performance fee, as outlined on page 5, a bio for publication (150 word maximum), a high-quality JPEG photo for publication, a stage plot and a soundboard input list. (NACA will provide a web link to you or your agent to submit this information.)

Please enter information about your NACA agent or representative (your information if you are self-represented):

Name: _____

Telephone: _____

Email: _____