

STRICTLY  
MUNDIAL

17TH ANNUAL INTERNATIONAL  
FOLK ALLIANCE  
CONFERENCE

17 e édition de la Conférence internationale du Folk Alliance

Montréal, Québec

February 24-27, 2005



Meeting with/  
présente lors de la

EUROPEAN  
FORUM of  
WORLDWIDE MUSIC  
FESTIVALS  
[www.efwmf.org](http://www.efwmf.org)

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cc  
NETWORK OF  
CULTURAL  
CENTERS  
OF COLOR

FOLK ALLIANCE  
NORTH AMERICAN FOLK MUSIC AND DANCE ALLIANCE

# STRICTLY MUNDIAL

Montréal, Québec February 24–27, 2005

Palais des Congrès, Montréal Hyatt Regency Montréal

## 17TH ANNUAL INTERNATIONAL FOLK ALLIANCE CONFERENCE

### Meet the World in Montréal!

North America's most European city is the site for the Strictly Mundial village for 2005. The marketplace [exhibit hall], the theater [showcases], and the city square [workshops and forums] will bring together artists, festivals and others from around the world. Traditional and contemporary roots music and dance from North America will be presented in harmony and in contrast with music from all around the globe, giving us a glimpse of common threads and diverse patterns. Montréal promises us sights and sounds of uncommon cultures, fueled with passion and joy. **Join us!**

### Venez rencontrer le monde à Montréal!

La plus européenne des villes de l'Amérique du nord sera le site d'accueil du village du Strictly Mundial pour 2005. Il comprendra, la place du marché international, le salon des exposants, un théâtre pour les show cases et un grand quadrilatère culturels pour les ateliers et le forum. Regroupant ensemble des artistes, des festivals et des diffuseurs du monde entier. Les danses et les musiques traditionnelles actuelles dans la continuité des sources et des racines de l'Amérique du nord seront présentées en harmonie et en contraste avec les musiques de partout dans le monde, permettant ainsi une rencontre exceptionnelle et diversifiée, Montréal sera une terre d'échanges culturels à travers le son, les regards, empreint de passion et de plaisir.



Photos by Robert Corwin

**Folk Alliance** The North American Folk Music and Dance Alliance (Folk Alliance) exists to foster and promote traditional, contemporary, and multicultural folk music and dance, and related performing arts in North America. The Folk Alliance seeks to strengthen and advance organizational and individual initiatives in folk music and dance through education, networking, advocacy, and professional and field development.

**European Forum of Worldwide Music Festivals** The European Forum of Worldwide Music Festivals (EFWMF) is a network of independent festivals sharing the vision that the world is a patchwork of millions of local traditions and music, each different in contents yet equal in value. The members of the EFWMF firmly believe that getting to know these cultural varieties not only leads to exciting musical sensations, but also helps in understanding other peoples and their ways of life, thus defying any sort of racism or resurgent nationalism.

**Network of Cultural Centers of Color** The Network of Cultural Centers of Color (NCCC) is a non-profit membership organization formed to nurture, support and promote collaborations among its members to bridge barriers of cultural and geographic isolation.

# 17TH ANNUAL INTERNATIONAL FOLK ALLIANCE CONFERENCE



## Special Events 2005

### Opening Night Party/Soirée d'ouverture

Wednesday, February 23rd / Mercredi le 23 Février

8:00 pm / 20:00 hr

Medley Montréal

1170 St-Denis

*PRÉSENTÉ PAR LA Société pour la promotion de la danse traditionnelle québécoise (s.p.d.t.q.)*

### All Tribes—No Boundaries

During Strictly Mundial 2005 in Montréal, Amok Artist Agency is hosting a multi-stage project that will include:

**Thursday field trip to the Odanak Reserve in Quebec**

**Friday round table discussion and museum visit**

**Friday evening showcase of Native music, art and culture**

Details can be found at [www.tribalpool.com](http://www.tribalpool.com) or contact Hugo Rampen, Amok Artist Agency Inc., Tel: 519-787-1100, Fax: 519-787-0084, [info@amokmusic.ca](mailto:info@amokmusic.ca), [www.amokmusic.ca](http://www.amokmusic.ca).

*This project is funded by the Canada Council for the Arts*

*(Note: This is not an official conference event, and is not hosted by the Folk Alliance)*

### Ski Mount Tremblant

Amok Artist Agency is also organizing a ski trip during Strictly Mundial week to Mont Tremblant, best ski resort in eastern North America by *SKI Magazine*. Lessons and equipment rentals can be arranged. If you want to ski, contact: Hugo Rampen, Amok Artist Agency Inc., Tel: 519-787-1100, Fax: 519-787-0084, [info@amokmusic.ca](mailto:info@amokmusic.ca), [www.amokmusic.ca](http://www.amokmusic.ca).

*(Note: This is not an official conference event, and is not hosted by the Folk Alliance. Skiers are skiing at their own risk!)*

### Lifetime Achievement Awards

Each year the Folk Alliance honors those who have contributed so much to our field and our lives. **This year's presentation will be made during the luncheon banquet on Thursday.**

Please join us in honoring:

**Odetta • Stan Rogers • Newport Folk Festival**

### Strictly Mundial Showcase

Artist selections were not available at press time. **Check the Folk Alliance website [www.folk.org](http://www.folk.org) for updated information!**

### Folk Alliance Showcase Artists 2005

Once again the showcase juries (Singer/Songwriter, American Roots, Canadian Roots, Smorgasbord and British Isles/Celtic) had a difficult time selecting this roster from among all the excellent submissions! **The Folk Alliance Showcases will be presented on Friday and Saturday evenings in the Grand Salon of the Hyatt Regency Montréal.**

**Bohola** Chicago

**Dave Gunning** Nova Scotia

**Pete Morton** United Kingdom

**Pipeline** Ireland by way of Germany

**The Red Stick Ramblers** Louisiana

**Lissa Schneckenberger** New York

**Pierre Schryer Band** Ontario

**Fred Smith** Australia

**Mark Thunderwolf** New York

**Le Vent du Nord** Québec

**The Wailin' Jennys** Manitoba

**Zoe Speaks** Kentucky

*Alternates:*

**Broderick** United Kingdom

**Michael Jerome Browne** Québec

**The Duhks** Manitoba

**Maria Dunn** Alberta

**Easily Amused** Manitoba

**Finest Kind** Ontario

**The Foundation Singers** Pennsylvania

**Zoë Lewis** Massachusetts

**Michael Smith** Illinois

**Swingamajig** Vancouver

**Vishten** Prince Edward Island



# Montréal Highlights

## Reduced Registration Fee!

### A-La-Carte Specials

**Thursday Luncheon Banquet**, that includes Lifetime Achievement Award Ceremony, and **Sunday Brunch** are separately ticketed to suit your budget

### Opening party Wednesday night

**FREE to all registrants!**

### 3 New Performance Opportunities

**Performance Alley** Late night in Hotel meeting rooms

**Marketplace Stage** "Open mic" in the Exhibit Hall

**All(most) Star Café** Late night in Hotel bar

*See page 10 for details*

### Expanded Marketplace Options

**All day or partial day** Exhibit Hall space available.

*See page 8 for details*

### True Folk CD

Limited edition full-length CD benefits Folk Alliance

## Volunteers

The Folk Alliance relies on a staff of about 90 volunteers to keep the conference running smoothly. Volunteers accepted into the program have their registration fee waived in exchange for four hours of work per day for four days of the Conference. There is no single-day volunteering or reduced-rate option.

If you are interested in applying to be a conference volunteer, go to the volunteer section of the conference pages on our website [www.folk.org](http://www.folk.org) and fill out the application form. Volunteers who live in the Montréal area should contact Sylvie Ladouceur, or Carmen Guerard, 514-273-0880; [info@sptdq.qc.ca](mailto:info@sptdq.qc.ca) as well as filling out the on-line application. We recommend that you fill out the volunteer form by November 1, 2004, as we always have more applicants than we have volunteer positions.

*Please note: Volunteers are not eligible for booth or table space in the exhibit hall (paid registrants only).*



## February 24–27, 2005

## Important Registration Information

*Transportation, lodging, and meals are not included in your registration fee.*

### Member Rates

The following receive the member rate for the conference:

- Members of the Folk Alliance and those joining the Folk Alliance at the time of their registration.
- All members of the European Forum of Worldwide Music Festivals
- All members of the Network of Cultural Centers of Color.

### Qualifying Folk Alliance Members

- Individual or Individual Affiliate Members of Folk Alliance
- Partner members
- Affiliate Organizations
- Members and employees of a membership-based organization that is an Organization Member of the Folk Alliance
- Employees of non-membership-based Folk Alliance Organization Members

### Deadlines

- TO RECEIVE LOWEST CONFERENCE RATE Registrations MUST BE RECEIVED by Folk Alliance office NO LATER THAN NOVEMBER 15, 2004.
- TO BE LISTED IN THE CONFERENCE PROGRAM BOOK AND DIRECTORY, your registration, bio, and exhibitor description MUST BE RECEIVED by Folk Alliance office NO LATER THAN DECEMBER 15, 2004.

### Additional Course and Event Fees

- Music Business Basics for performers
- Focus on Festivals
- Booking Agent Training School®
- Thursday Luncheon Banquet
- Sunday Brunch

# City Square

# Special Workshops

## Booking Agent Training School® (BATS)

Sessions are held throughout the conference

Materials Fee: US\$125 / CDN\$170

Class size is limited to 70 pre-registrants. Registration deadline is December 1, or until the program is full.

Booking agents are essential to the movement of cultural and popular arts around the world. Now in its fourth year, the Folk Alliance Booking Agent Training School® (BATS) is designed to educate and inspire new agents to take their place within the entertainment industry and keep artists touring. The program teaches how to create and run a business, develop a roster of artists, book a tour, route a tour, negotiate, write contracts, and market an agency as well as the artists.

Seasoned, professional agents and other faculty members representing a variety of genre and fields within the entertainment industry will discuss issues regarding all aspects of starting, maintaining, and building a successful booking agency. Students will have first-hand looks at the inside of the music business throughout the conference.

Canadian music business professionals add an expanded dimension to this year's BATS.

Jeri Goldstein, long-time agent and author of the award winning *How To Be Your Own Booking Agent*, is the dean of our Booking Agents Training School®.

Pre-registrants for this program will pay the regular conference registration fee plus a (US\$125/CDN\$170) materials fee for which they will receive a binder of handouts and other information that they can use in their businesses.

Individual class sessions are open to all conference attendees. Those pre-registered for the class are guaranteed a seat, and will receive supplemental notebook of class materials.

## Music Business Basics

Wednesday 9:00am–5:45pm

Registration fee US\$50 / CDN\$70

Subject to cancellation if fewer than 10 people sign up by December 1, 2004.

## An Introduction to the Folk Music Business

This program is an overview of the folk music business for performers just getting started. Those who attend will gain a broad knowledge of the field and information on Entertainment Law, Press Packets / Promotion, Distribution, Booking, Recording, Publishing that will assist them in career planning, getting out on the road, and understanding how the pieces fit together

Instructors are all based in folk music and dance, and thus provide information that is directly applicable to our field.

## Focus on Festivals

Wednesday 9:00am–5:00pm (Wednesday lunch included)

Thursday 8:30am–12Noon and 2:30pm–6:00pm

Fee: US\$50 / CDN\$70

Presenter/Facilitator: JOHN CRATIN, DuPree Group, Philadelphia, PA

If you are involved with the overall management and production of a festival, whether seasoned or new to the business, you won't want to miss this workshop! This is an interactive working session, which includes plenty of time for an open exchange of ideas and for individual or small group mentoring sessions.

This focused seminar deals with key issues surrounding festival events. Over the course of two days, we will present and discuss the latest trends relating to budgeting, vendor management, event marketing and promotion, website effectiveness tips, facility-related issues, volunteer recruitment and retention.

Sponsor support and website marketing have become an important focus for many festivals, so we will dedicate extensive time to cover these two critical areas. Participants will explore the key components of an effective website and learn how to make the most from their electronic resources, without "breaking the bank." We will also review in detail, the key components of a sponsor presentation package and some of the unique issues to be considered when seeking sponsors for music festivals and especially once-a-year events.

Throughout the weekend, participants will be able to meet members of the Festival's Mentoring group for individual or small group sessions.

## Non-Profit Institute For Folk Organizations

Thursday–Saturday during the conference

No additional fee. Pre-registration is requested for handout preparation.

Times are challenging, and your organization needs to know not just how to survive but how to thrive. The building blocks of success are sound planning, accurate record keeping, finding good board members, training them, and setting them loose to create a great organization.

This series of workshops provides comprehensive training for anyone involved in non-profit or charitable organizations, and the opportunity to network with your peers to problem-solve and explore new ideas. Staff of for-profit organizations can also benefit from some of the general information and development tips.

### Who should attend

- Staff members of folk organizations
- Members involved in starting a new organization
- Members involved in Folk Alliance's group exemption program
- Volunteer leadership of organizations

# Daily Schedule (subject to change)

All daytime activities are at the Palais des Congrès, unless otherwise noted.

These are the workshops that are planned at press time. We continue to add sessions until the conference begins. Check our website and the January registrants information for updates and additions.

## Pre-Conference: WEDNESDAY, February 23

- 8:00am–6:0 pm Registration | Hospitality Desks Open  
 8:30am–6:00pm Instrument Check  
**9:00am–5:30pm Music Business Basics +\$**  
 9:00am–10:10am Working with the Professionals: Agents, Managers, Publicists  
 10:15am–11:25am Pitching your Music to Venues and Festivals  
 11:30am–12:40pm Crossing the Border: Building a Career by Touring in the US and Canada  
 1:45pm–2:55pm Basics of Copyright and Publishing  
 3:00pm–4:10pm SOCAN and the Performing Artist  
 4:15pm–5:25pm Publicity  
**9:00am–5:00pm Focus on Festivals +\$**  
**10:00am–5:00pm Booking Agent Training School® +\$**  
 10:00am–12:30pm Orientation/ Terms & Definitions/The Role of an Agent/Agent-Artist Relationship  
 1:30pm–3:30pm Doing the Numbers  
 3:45pm–5:00pm Selecting a Roster  
 2:30pm–5:30pm Exhibit Hall Setup  
 8:00pm Opening Night Party: Let's Dance Together / Allons Danser at Medley Montréal



Photo Robert Conwin

# 17TH ANNUAL INTERNATIONAL FOLK ALLIANCE CONFERENCE

## THURSDAY, February 24

- 8:00am–6:00pm Registration | Hospitality Desks Open  
 8:00am–6:00pm Instrument Check Open  
 8:00am–10:00am Exhibit Hall Setup  
**8:30am–12noon Focus on Festivals**  
 8:30am–9:00am First Timers Orientation  
 9:00am–10:15am Peer Groups  
**9:00am–10:15am Booking Agent Training School®**  
 Negotiating Fair Performance Deals–Part 1  
 10:00am–6:00pm All-Day Exhibit Hall Open  
**10:30am–11:45am Booking Agent Training School®**  
 Negotiating Fair Performance Deals–Part 2  
**Panel Discussions and Workshops**
- Strengthening Your Venue's Membership Connection
  - Immigrant Culture, When is it Accepted?
  - Putting Together the Puzzle: How a Label or Manager can Piece Together Touring, Retail and Publicity
  - Traditional Music from Vermont
  - Marketing 101 in the DIY (Do It Yourself) World
- 12noon–1:00pm Banquet Luncheon +\$  
 1:00pm–2:00pm Lifetime Achievement Awards  
 2:30 pm–6:00 pm Full Exhibit Hall Open  
**2:30pm–6:00pm Booking Agent Training School®**  
 Exhibit Hall Self-Guided Tour  
 4:30pm–5:45pm Folk DJ Reception  
 7:30 pm–1:00 am Folk Alliance Showcases, *Gesù*, *Club Soda*, *Medley*  
 8:00 pm–2:00 am Performance Alley Showcases *Hyatt Regency*



Photo Robert Conwin

# STRICTLY MUNDIAL

## FRIDAY, February 25

- 8:00am–6:00pm Registration | Hospitality Desks Open  
8:00am–6:00pm Instrument Check Open  
9:00am–10:15am Regional Sessions  
**9:00am–10:15am Booking Agent Training School®**  
Planning Tours & Routing  
10:00am–6:00pm All-Day Exhibit Hall Open *Concession open for lunch*  
**10:30am–11:45am Booking Agent Training School®**  
Touring Tools: Visas & Grants  
**10:30am–11:45am Folk In Schools**  
Using Traditional Music in the Classroom  
**10:30am–11:45am Panel Discussions and Workshops**
- How to get Your Music into Films and TV
  - Irish and Celtic Festivals: Music and Entertainment
  - State of the Art: Folk Radio
  - The “Other” Category: How to describe and market your music without being locked in a box
  - Publicity for Musicians and Venues
  - STOP In the Name of Love, Before you make that CD
- 2:00noon–4:30pm Full Exhibit Hall Open *Concession open for lunch*  
2:00pm–5:00pm Daycases *at the Palais des Congrès*  
**4:45pm–6:00pm Booking Agent Training School®**  
Touring Tools: Visas & Grants  
**4:45pm–6:00pm Panel Discussions and Workshops**
- Marketing Your Music on the Web
  - European Broadcasting Union (EBU) World Music Chart
  - Dylan and Scorsese
  - Your Future Post-Touring: Retirement Planning for Musicians
  - Collecting World Music in Your Own Backyard
  - Performance Technique Workshop with Ronny Cox and Friends
- 7:30pm–1:00am Folk Alliance Showcases, *Gesù, Club Soda, Medley, Grand Salon Hyatt Regency*  
10:30pm–2:00am Performance Alley Showcases *Hyatt Regency*

## SATURDAY, February 26

- 8:00am–6:00pm Registration | Hospitality Desks Open  
8:00am–6:00pm Instrument Check Open  
**9:00am–10:15am Booking Agent Training School®**  
Contracts & Forms –Part 1  
**9:00am–10:15am Folk In Schools**  
Thinking Outside the Box: Innovative Educational Programs  
**9:00am–10:15am Panel Discussions and Workshops**
- Strengthening our Regions
  - World Music Radio: Challenges, Resources and Revolutions
  - Finance 101—Put the “Biz” back in Showbiz!
- 10:00am–6:00pm All-Day Exhibit Hall Open *Concession open for lunch*  
**10:30am–11:45am Booking Agent Training School®**  
Legal Issues—Part 2  
**Non-Profit Institute**  
Resource Development for Your Organization  
**Panel Discussions and Workshops**
- UNESCO Convention for Safeguarding of the Intangible Cultural Heritage
  - US Visa Update—What’s the Latest News for O and P visa petitioners
  - Digital Music Delivery
  - Marketing Graduate School—Beyond 101
- 12noon–1:00pm Lunch on Your Own  
1:00pm–2:30pm Folk Alliance Membership Meeting  
2:30pm–6:00pm Full Exhibit Hall Open  
2:30pm–5:30pm Folk Music and Dance Films  
**3:00pm–4:15pm Booking Agent Training School®**  
Marketing the Agency/Marketing Your Acts  
**3:00pm–4:15pm Panel Discussions and Workshops**
- Transmission of Cultural Heritage to Children
  - Licensing Your Music
  - Tierra Caliente
  - Song Critique Session with Gene Shay and Friends
- 7:30pm–1:00am Folk Alliance Showcases, *Gesù, Club Soda, Medley, Grand Salon Hyatt Regency*  
10:30pm–2:00am Performance Alley Showcases *Hyatt Regency*

## SUNDAY, February 27

- 9:30am–1:00pm Registration | Hospitality Desks Open  
9:30am–1:00pm Instrument Check Open  
10:00am–12noon Full Exhibit Hall Open  
12noon–3:00pm Closing Brunch +\$  
12noon–5:00pm Exhibitor Move-Out

# Opportunities to be Seen

## The Marketplace **Exhibit Hall**

### New! Options for Exhibit Hall Location/Hours

We listened! In response to Exhibitor surveys, we've expanded Exhibit Hall hours. There are now two options for exhibiting in the Folk Alliance Marketplace in Montréal. You can choose to exhibit in either the full-day section, open 10:00am–6:00pm Thursday, Friday, Saturday, and 10:00am–12Noon on Sunday, or the partial-day section, which will be open as our Exhibit Hall has run in the past (see below for times). There is no discount for exhibiting in the partial-day section. The partial-day section will have security present when it is not open.

### Two Options for Exhibit Space!

Choose either a booth (approx. 10' x 10', 8' curtained backdrop, with 3' curtained railing) or opt for a tabletop (6' x 2', seats two). Register for the conference using the Exhibitor Registration Form.

Space will be allocated on October 1 on a first-come, first-served basis.

*Exhibit space is available only to individuals and organizations primarily involved in the folk and world music and dance business.*

### Exhibit Hall Hours

Wednesday	Setup.....	2:30pm–5:30pm
Thursday	Setup.....	8:00am–10:00am
	All-Day Exhibit Hall.....	10:00am–6:00pm
	Full Exhibit Hall.....	2:30pm–6:00pm
Friday	All-Day Exhibit Hall.....	10:00am–6:00pm
	Full Exhibit Hall.....	12Noon–4:30pm
Saturday	All-Day Exhibit Hall.....	10:00am–6:00pm
	Full Exhibit Hall.....	2:30pm–6:00 pm
Sunday	Full Exhibit Hall.....	10:00am–12:00Noon
	Move out .....	12Noon–5:00pm



## Advertising

The Conference Program Book and Conference Directory are given to everyone at the conference. Your ad reaches 2,000 people and can be placed in either book. Many people take advantage of our low rates to place ads in both books.

You must specify in which book your ad should be included. Place time-critical ads, such as those that might list events during the conference, in the Program Book as it will be used throughout the conference. The Directory gives a comprehensive listing of all of the conference participants who register by December 15, 2004, which serves as a valuable reference tool throughout the year. Those not stating a preference will have their ads placed in the Program Book. Only your payment in full holds ad space.

*Folk Alliance will not be able to accept ads for non-sanctioned events as we have in the past. Your payment will be returned.*

**Advertising deadline** Your ad and payment in full must be received in the office by December 15, 2004.

*Please note: Folk Alliance does not invoice for ad payment.*

	FULL PAGE 7 x 9.5		HALF PAGE 7 x 4.5	
	US\$	CDN\$	US\$	CDN\$
Regular Page	\$300	\$400	\$175	\$240
Inside Front or Back Cover (B/W)	\$550	\$750	Not available	
Outside Back Cover (Full Color)	\$900	\$1,220	Not available	

### Ad Format Information

Ads must be in a PDF file format

*In your preference options be sure:*

- PRESS or PRINT is selected for final output
- All elements in your ad are grayscale (photos, logos, type, etc.)
- No color elements are in your ad
- If prompted to choose CMYK or RGB, select CMYK
- All fonts are embedded
- Any font licensing issues are resolved
- Security is disabled

**File Naming** You must use these conventions to name your pdf file

- Your organization name (short version)
- P or D (for Program or Directory)
- Ad number (order of appearance for multiple ads)

*Examples:* if your agency is called Joe's Music and you are placing two ads in the program book and one in the directory, they should be named joesmusicP1.pdf, joesmusicP2.pdf, joesmusicD.pdf  
PDF files must be created using an Adobe distiller

### Sending Ads

Send each ad as a separate PDF file

Ads accepted via email only. Please email your ad to [fa@folk.org](mailto:fa@folk.org)

*Ads and payment must be received by December 15, 2004.*

## Conference Tote Bag Inserts

Place your items in our official conference tote! Each conference registrant receives this bag, and your materials can be in each and every one! Your brochure, flyer, press kit, compact disc, or cassette can be placed in the hands of the movers and shakers of the folk music and dance community for only US\$650/CDN\$880 per item. That's less than 25¢ apiece for this great direct marketing opportunity!

**To place an item in the tote bags**, contact the Folk Alliance office. Your order and payment, must be received at the office by January 31, 2005. Materials to be placed in the totes must be in Montréal by Friday, February 18, 2005, so they can be placed in the totes before the conference begins. Remember to allow for additional time for customs processing if you are shipping from outside of Canada. The Folk Alliance office will contact you with the shipping address once we receive your payment.

*Folk Alliance will not be able to accept tote stuffers for non-sanctioned events as we have in the past. Payment will be returned.*



Photo Robert Corwin

## Conference Sponsorship

Your sponsorship of the Annual International Folk Alliance Conference puts your name in front of the most influential music business gathering for the folk community, and provides you with access to presenters, talent buyers, record companies, retailers, artists, agents, and folk industry managers. Sponsorship makes everyone aware of your participation in this thriving community. Don't miss this opportunity to have your name, your logo, and your business up front!

**Sponsors Receive** a variety of benefits, based on their level of participation, and the elements they sponsor. For as little as US\$500 you can have a visible presence at our community's most important gathering including:

- Acknowledgment from the microphone at the Thursday luncheon Banquet, the Folk Alliance membership meeting, and during the official Showcases and Awards;
- Your logo on Program Book and Directory sponsor pages, Conference Signage, and recognition during sponsored segments  
Plus additional benefits for specific items.

### Sponsorship Opportunities for Montréal

- Program Book or Directory
- Conference Tote Bags
- Lifetime Achievement Awards
- Folk Films
- Local Outreach Performances
- Conference T-shirts
- Folk Alliance Showcases
- Breakfast Buffets & Receptions
- Workshops

**We Can Customize a Package** to meet your needs. For complete information on conference sponsorships, please contact the Folk Alliance office at 301-588-8185.

**Sponsorship packages** of US\$5,000/CDN\$6,710 and above are available. This includes use of a conference meeting room for a late night private showcase, and other significant considerations. Call for more information.

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Montréal, Québec February 24–27, 2005

17TH ANNUAL INTERNATIONAL  
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# Opportunities to be Heard



## The Theater **Showcases**

Strictly Mundial gives us a unique opportunity to present showcases featuring a world array of artists in a variety of settings for 2005. On Friday and Saturday night we'll transform the ballroom of the Hyatt Regency Montréal into our showcase stage, and feature artists juried from a variety of folk traditions. At the same time, we'll expand our showcases into the city for Thursday, Friday and Saturday nights, and explore some of Montréal's most interesting venues. *Gesù* is a beautiful 400-seat arts auditorium, and will host primarily acoustic acts. *Club Soda* is an 800-person capacity club that will present larger ensembles, with late-night shows that will stretch the boundaries of folk and world music. *Medley Montréal* is a large hall for larger bands, so be sure and bring your dancing shoes. All four venues are open to conference registrants, and the Montréal venues will also be open to members of the public who want to join us for Strictly the World!

**For insurance requirements and other legal reasons, Folk Alliance will not be able to provide schedule information, publicity nor accept paid advertising for non-sanctioned events including those in hotel sleeping rooms and suites.**

### **New! Performance Alley**

**Hyatt Regency Montréal meeting rooms**

In order to maximize showcase performance spaces for the Montréal conference, Folk Alliance will organize **Performance Alley**. Twelve meeting rooms in the Hyatt Regency Montréal will be set up as concert halls with stages, lights, sound systems, emcees and techs. This will provide slots for over 300 artists/bands. These rooms will host late-night showcase concerts with 30-minute sets (25 minutes of music, 5 minute changeovers).

**The Lottery** Performance Alley Showcase slots will be assigned by lottery, and all showcasers will know in advance where and when they will be performing. Folk Alliance will publish the performance schedule for each room in the Conference Program Book, and provide additional publicity for the events. Performance slots are available to conference registrants only.

**Lottery Deadline** for inclusion in the lottery for performance slots is 5:00pm Wednesday, December 1. The lottery is open to conference registrants and volunteers. Contact the office at 301-588-8185 or via [fa@folk.org](mailto:fa@folk.org) to have your name entered. *Entry into the lottery is not automatic!* Lottery entries will be pulled randomly and assigned slots until all have been filled.

- There is only one performance slot per artist/band.
- Successful lottery winners will be contacted starting December 2.
- To defray the cost of professional quality sound, lights and staging for these showcases, there is a charge for each slot of US\$75 /CDN\$100. *Only receipt of payment guarantees your space!*

### **Performance Alley Hours**

Thursday 8:00pm–2:00am Saturday 10:30pm–2:00am  
Friday 10:30pm–2:00am

### **New! Marketplace Performance Stage**

**Look for a new performance stage in the Marketplace!**

- 3-song / 20-minute sets will be organized via same-day signup at the conference registration desk in the Palais des Congrès.
- Open to all conference registrants and volunteers.

### **New! All(most) Star Café Uptown!**

**Hyatt Regency Montréal bar**

Evenings through late-night in the bar of the Hyatt Regency Montréal, the All(most) Star Café will take on a new cachet for its open mic performances.

- Same-day signup information at the conference registration desk in the Palais des Congrès.
- Open to all conference registrants and volunteers.



Photo Robert Corwin

# Conference Fees & Information

## Important Registration Information

**Registration Fee:** includes your entry to panels and workshops, the Marketplace, and showcases.

**Thursday Luncheon banquet** and **Sunday brunch** are not included in the conference registration, and require payment for a ticket.

**Special Workshops:** Music Business Basics, Focus on Festivals, and the Booking Agent Training School® are not included in the main conference fee and require additional registration.

**Single-day conference registration** permits attendance at activities for that specific day only.

**Lodging:** Hotel reservations and charges are not included in the registration fees. See page 15 for hotel information.

**Special Needs:** Folk Alliance is committed to assisting everyone by providing conference access for people with special needs. Please contact us if you require sign language interpretation or other assistance.

**Cancellations** Registration and Exhibit Hall fees are refundable, minus a US\$50/CDN\$70 handling fee, until December 15, 2004. Those canceling between December 15, 2004, and January 7, 2005, will receive dollar value credit (less a US\$50/CDN\$70 handling fee) toward the Austin conference (February 16-19, 2006). Conference credits cannot be used toward membership fees nor do they guarantee future exhibit space. There are absolutely no refunds or credits for cancellations after January 7, 2005. Cancellations after January 7 due to weather or other events cannot be credited. There are no substitutions of participants allowed except in the case of company employees, which will be determined on a case-by-case basis by the Folk Alliance office.

## Folk Alliance Membership join now & save

### Voting Memberships

Persons and organizations active, directly and substantially, in folk music, dance, and related performing arts joining as individuals or organizations.

**Individual Members** US\$70/CDN\$90

*One (1) vote in Folk Alliance elections*

**Partner Members** US\$95/CDN\$120

*2 people, life or professional partners*

*Two (2) votes in Folk Alliance elections; One set of mailings*

**Sustaining Members** US\$100/CDN\$135

*Supports the organization at a higher level*

*One (1) vote in Folk Alliance elections*

**Life Members** US\$1000/CDN\$1400

*One (1) vote in Folk Alliance elections*

**Small Organizations** US\$150/CDN\$200

*annual revenue less than \$50K*

*Three (3) votes in Folk Alliance elections*

**Medium Organizations** US\$230/CDN\$310

*annual revenue \$50K-\$300K*

*Five (5) votes in Folk Alliance elections*

**Large Organizations** US\$505/CDN\$700

*annual revenue over \$300K*

*Ten (10) votes in Folk Alliance elections*

### Non-Voting Members:

Individuals or organizations that support the goals and activities of the Folk Alliance, but do not work in the field as defined above.

**Affiliate Members** US\$70/CDN\$90

## Conference Registration Fees non-exhibitor

*Single-day registration permits attendance at activities for that specific day only.*

### Registration Received by Nov. 15, 04 by Jan. 7, 05 After Jan. 7, 05

Member: Folk Alliance, EFWMF or NCCC	US\$	CDN\$	US\$	CDN\$	US\$	CDN\$
Full Conference	\$290	\$395	\$350	\$475	\$440	\$595
Single-Day	\$130	\$180	\$130	\$180	\$180	\$245
<b>Non-Member</b>						
Full Conference	\$370	\$500	\$430	\$580	\$520	\$700
Single-Day	\$195	\$265	\$195	\$265	\$240	\$325

Children under 18 accompanying one or both fully registered parents may attend conference events for free but still need to register. No discount spousal rate.

## Exhibitor Conference Registration Fees

*NO Exhibit Hall Only Passes*

*Exhibit space available to individuals and organizations primarily involved in the folk music and dance business. Exhibitors not meeting criteria will not be accepted.*

Fees are for the Booth or Table plus one to three registrants.

### BOOTH Exhibitor Fees

Registrations Received by Nov. 15, 04	After Nov. 15, 04			
Member: Folk Alliance, EFWMF or NCCC	US\$	CDN\$	US\$	CDN\$
Booth + 1	\$570	\$770	\$725	\$975
Booth + 2	\$840	\$1135	\$1100	\$1480
Booth + 3	\$1110	\$1495	\$1475	\$1985
<b>Non-Members</b>				
Booth + 1	\$735	\$990	\$850	\$1145
Booth + 2	\$1095	\$1475	\$1325	\$1785
Booth + 3	\$1455	\$1960	\$1800	\$2420

### TABLETOP Exhibitor Fees

Registrations received by Nov. 15, 04	After Nov. 15, 04			
Member Folk Alliance, EFWMF, NCCC	US\$	CDN\$	US\$	CDN\$
Table + 1	\$445	\$605	\$600	\$810
Table + 2	\$715	\$965	\$975	\$1315
<b>Non-Members</b>				
Table + 1	\$595	\$800	\$750	\$1020
Table + 2	\$865	\$1165	\$1225	\$1665

## Fees for Special Workshops

*Courses available to conference registrants only*

### Music Business Basics See page 6

Registration fee US\$50/CDN\$70

Wednesday 9:00am-5:00pm

### Focus On Festivals! See page 6

Registration fee US\$50/CDN\$70

Wednesday 9:00am-5:00pm

### Booking Agent Training School® See page 7

Registration fee US\$125/CDN\$170

Class begins Wednesday 1:00pm and runs throughout the conference

## A-La-Carte Options

### Thursday Banquet Luncheon

US\$40/CDN\$ 55

### Sunday Closing Brunch

US\$20/CDN\$28

Tickets may be purchased separately.



# Registration Form non-exhibitors

EXHIBITORS: Please use the Exhibitor Registration Form on page 13.

**Deadlines** Early registration rate—receipt by Nov. 15, 2004. Register in advance until January 28. If later than that hold for on-site registration. To have a bio and a listing published in the Conference Directory, we must receive your registration by December 15! Information provided will be available for sale.

- You must make your hotel reservations directly with a hotel. See page 15.
- Type or print clearly. Use a separate form for each person. Make multiple photocopies as needed.

Name \_\_\_\_\_

Your organization name \_\_\_\_\_  
If applicable (registrants belonging to a Folk Alliance member organization)

Affiliation \_\_\_\_\_  
Your organization as you want it to appear on your badge

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone (D) \_\_\_\_\_ Fax \_\_\_\_\_

Phone (E) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

By registering for the conference you agree to abide by the parameters of conference management and that, absent any negligence on your part, you waive any claim for damages by your participation in any unsanctioned event.

**I will attend**

- Full (4 days) February 24-27  
 Single day(s) as checked below at the single day rate  
 Thurs. Feb 24    Fri. Feb 25    Sat. Feb. 26    Sun. Feb 27

**Special Workshops**

- YES I will attend the Music Business Basics +\$  
 YES I will attend the Focus on Festivals +\$  
 YES I will attend the Booking Agent Training School +\$  
 YES I will attend the Non-Profit Institute

**My role** at this conference is best described as *check only one*

- Agent/Manager/Promoter/Publicist    Arts Administrator Professional  
 Arts & Cultural Organizations    Attorney  
 Broadcast Media    Camps  
 Clubs    Coffeehouses  
 Concert Series    Dance Events  
 Educator/Folklorist/Scholar    Electronic Media  
 Folk Society & Organizations    Festivals  
 Graphic Designer    House Concerts  
 Performing Artist    Merchandiser  
 Music Publisher    Other Organizations & Network  
 Other \_\_\_\_\_

**Biographies** To have a bio and a listing in the Conference Directory we must receive your registration by December 15. Bios must accompany registration forms. You may send a brief (50 words or less) biography of yourself or a description of your organization for the Conference Directory. Bios longer than 50 words will be edited. Make sure your name appears on your biography and email it to us at [fa@folk.org](mailto:fa@folk.org), or fax it to (301) 588-8186.

**Registration Fees:** see Fee Information on page 11

**Payment** in full must accompany your registration form for it to be processed. Do not fax a copy of your check—if we can't cash it, it doesn't count towards meeting a deadline.

- Make check or money order payable to the Folk Alliance in U.S. or Canadian funds. Visa/MasterCard/American Express payments are processed in U.S. dollars only. No debit cards. Partial payments will be returned.

**Registration Fees** *check one* \_\_\_\_\_ **US dollars** \_\_\_\_\_ **Canadian dollars**

Folk Alliance Membership Fees	\$ _____
Conference Registration Fee	\$ _____
Thursday Luncheon	\$ _____ @US\$40/CDN\$55 ea.
___Salmon ___Vegan ___Kosher <i>choose one</i>	
Sunday Brunch	\$ _____ @US\$20/CDN\$28 ea.
Music Business Basics \$ page 6	\$ _____ @US\$50/CDN\$70 ea.
Focus on Festivals \$ page 6	\$ _____ @US\$50/CDN\$70 ea.
Booking Agent Training School® \$ page 7	\$ _____ @US\$125/CDN\$170 ea.
True Folk limited edition CD	\$ _____ @US\$15/CDN\$20 ea.
Donation to the Folk Alliance	\$ _____
Donation to Conference Access Fund	\$ _____
Folk to Folks Fund <i>Outreach Performances</i>	\$ _____
Total	\$ _____

**Payment in full must accompany your registration form.**

Make check or money order payable to Folk Alliance in US or Canadian funds.

**Payment method:** All checks processed when received. No post-dated checks. Credit card payments processed in US dollars only. **No debit cards.**

Check    American Express    Mastercard    VISA

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_

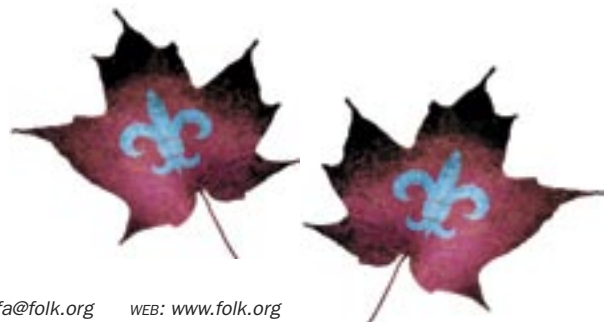
Cardholder name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

I agree to pay above total amount according to card issuer agreement.

*An additional charge will be made for checks returned for insufficient funds.*

**Cancellations** Registration and Exhibit Hall fees are refundable (minus a US\$50/ CD\$70 handling fee) until December 15, 2004. Those canceling between December 15, 2004, and January 7, 2005, will receive dollar-value credit (less a US\$50/ CDN\$70 handling fee) toward the Austin conference in 2006. Conference credits cannot be used toward membership fees nor do they guarantee future exhibit space. There are absolutely no refunds or credits for cancellations after January 7, 2005. Cancellations after January 7 due to weather or other events cannot be credited. There are no substitutions of participants allowed except in the case of company employees, which will be determined on a case-by-case basis by the Folk Alliance office.



# Exhibitor Registration Form

Conference Registration for Exhibitors Only.  
Non-Exhibitor registration form is on page 12.

1. **By completing this form** you agree to comply with the terms and conditions of the Exhibit Hall Contract as stated on the reverse side of this form, the Rules and Regulations, and other such rules or operating procedures as the Folk Alliance deems necessary for the orderly and timely staging, receipt of materials, conduct, dismantling and removal of the exhibition, "move in" through "move out."

2. **Exhibit space is available** to individuals and organizations primarily involved in the folk music and dance business. Exhibitors not meeting these criteria will not be accepted.

3. **Fill out one form for** up to a total of 3 registrants per booth, 2 registrants per table. Registrations received by December 15 will be published in the Directory and listed in the Program Book. More than 3 booth or 2 table registrants must register at the regular conference rate. This Exhibitor Registration Procedure provides cost-effective conference participation for exhibiting companies. There will be only one contact address listed per space.

4. **Waiver** By registering for the conference you agree to abide by the parameters of conference management and that, absent any negligence on your part, you waive any claim for damages by your participation in any unsanctioned event.

5. **Deadlines** Early registration rate—receipt by Nov. 15, 2004. Register in advance until January 28. If later then that hold for on-site registration. To have a 50-word bio and a listing published in the Conference Directory, we must receive your registration by December 15!

Exhibiting Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone (D) \_\_\_\_\_ Fax: \_\_\_\_\_  
Phone (E) \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_

**Choose Exhibit Option**  All-day exhibit area  Partial-day exhibit area

**Our role** at this conference is best described as *check only one*

Agent/Manager/Promoter/Publicist  Arts Administrator Professional  
 Arts & Cultural Organizations  Attorney  
 Broadcast Media  Camps  
 Clubs  Coffeehouses  
 Concert Series  Dance Events  
 Educator/Folklorist/Scholar  Electronic Media  
 Folk Society & Organizations  Festivals  
 Graphic Designer  House Concerts  
 Performing Artist  Merchandiser  
 Music Publisher  Other Organizations & Network  
 Other \_\_\_\_\_

## Person 1: Main Contact for Exhibit Space.

Name \_\_\_\_\_

Email \_\_\_\_\_

Thursday Luncheon Banquet  Salmon  Vegan  Kosher *choose one*

## Person 2: Additional Registrant

Name \_\_\_\_\_

Email \_\_\_\_\_

Thursday Luncheon Banquet  Salmon  Vegan  Kosher *choose one*

## Person 3: Additional Registrant *Booth Exhibitors only*

Name \_\_\_\_\_

Email \_\_\_\_\_

Thursday Luncheon Banquet  Salmon  Vegan  Kosher *choose one*

## Registration Fees *check one* US dollars Canadian dollars

Folk Alliance Membership Fees	\$ _____
Exhibitor Fees (\$ see page 14)	
Table + 1 registration	\$ _____
Table + 2 registrations	\$ _____
Booth + 1 registration	\$ _____
Booth + 2 registrations	\$ _____
Booth + 3 registrations	\$ _____
Thursday Luncheons 1, 2, or 3	\$ _____ @US\$40/CDN\$55 ea.
Sunday Brunches 1, 2, or 3	\$ _____ @US\$20/CDN\$28 ea.
Music Business Basics \$ page 6	\$ _____ @US\$50/CDN\$70 ea.
Focus on Festivals \$ page 6	\$ _____ @US\$50/CDN\$70 ea.
Booking Agent Training School® \$ page 7	\$ _____ @US\$125/CDN\$170 ea.
True Folk limited edition CD	\$ _____ @US\$15/CDN\$20 ea.
Donation to the Folk Alliance	\$ _____
Donation to Conference Access Fund	\$ _____
Folk to Folks Fund <i>Outreach Performances</i>	\$ _____
Total	\$ _____

## • Payment in full must accompany your registration form.

• Make check or money order payable to Folk Alliance in US or Canadian funds.

**Payment method:** All checks processed when received. No post-dated checks. Credit card payments processed in US dollars only. **No debit cards.**

Check  American Express  Mastercard  VISA

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

*I agree to pay above total amount according to card issuer agreement.*

**Company Descriptions:** The exhibitor pages in our Program Book will list the name of your company, your contact information, web address, your booth or table location within the Exhibit Hall and a 30-word description of your business. Descriptions over the 30-word limit will be edited. The description must be received in our office by December 15, 2004.

**Cancellations** Registration and Exhibit Hall fees are refundable (minus a US\$50/CD\$70 handling fee) until December 15, 2004. Those canceling between December 15, 2004, and January 7, 2005, will receive dollar-value credit (less a US\$50/CDN\$70 handling fee) toward the Austin conference in 2006. Conference credits cannot be used toward membership fees nor do they guarantee future exhibit space. There are absolutely no refunds or credits for cancellations after January 7, 2005. Cancellations after January 7 due to weather or other events cannot be credited. There are no substitutions of participants allowed except in the case of company employees, which will be determined on a case-by-case basis by the Folk Alliance office.

# Exhibit Hall Contract Agreement: Terms and Conditions

## I. Furnishings

### IA. Booth Exhibitor Furnishings

The Folk Alliance 2005 17th Annual International Conference, hereinafter referred to as Conference Management, agrees to provide to the booth exhibitor, upon payment of the agreed upon fee, one (1) approximately 10 foot by 10 foot booth in the exhibit area from 2:30 pm (local time Montréal, Québec) on Wednesday, February 23, 2005, until 5:00 pm (local time Montréal, Québec) on Sunday, February 27, 2005. Booth backgrounds are 8-foot height and side rails are 3 foot high. All materials must be kept within these boundaries. The booth will be furnished with two (2) chairs, a sign, a 6-foot draped table, and a wastebasket. All other services and/or supplies, including electricity if desired, must be obtained at the exhibitors own expense.

### IB. Tabletop Exhibitor Furnishings.

The Folk Alliance 2005 17th Annual International Conference, hereinafter referred to as Conference Management, agrees to provide to the tabletop exhibitor, upon payment of the agreed upon fee, one (1) 6 foot draped table in the exhibit area from 2:30 pm (local time Montréal, Québec) on Wednesday, February 23, 2005, until 5:00 pm (local time Montréal, Québec) on Sunday, February 27, 2005. The table will be furnished with two (2) chairs and a wastebasket. All other services and/or supplies, including electricity if desired, must be obtained at the exhibitors own expense. The surface of the tabletop is the only space for exhibiting; there is no space around the table like the booth exhibitors have. Displays on tables may not exceed 36 inches above the tabletop.

## II Security

Conference Management will provide security staff at all times from 2:30 pm (local time Montréal, Québec) on Wednesday, February 23, 2005, until 5:00 pm (local time Montréal, Québec) on Sunday, February 27, 2005. The exhibitor at his/her expense must provide any additional security needs. Exhibitors are responsible for their own property and neither Conference Management, the exhibit facility, the North American Folk Music and Dance Alliance, nor service contractors hired by Conference Management accept any liability for loss or theft. Please note, Folk Alliance cannot guarantee security of items.

## III. Cancellation and Refunds

Registration and Exhibit Hall fees are refundable (minus a US\$50/ CD\$70 handling fee) until December 15, 2004. Those canceling between December 15, 2004, and January 7, 2005, will receive dollar value credit (less a US\$50/ CD\$70 handling fee) toward the Austin conference (February 16-19, 2006). Conference credits cannot be used toward membership fees nor do they guarantee future exhibit space. There are absolutely no refunds or credits for cancellations after January 7, 2005. Cancellations after January 7 due to weather or other events cannot be credited. There are no substitutions of participants allowed except in the case of company employees, which will be determined on a case-by-case basis by the Folk Alliance office.

## IV. Aisle Integrity and Unauthorized Showcasing

All exhibitor products, display materials, tables, chairs, and signs must be confined inside the actual limits of their assigned booths, in the case of booth exhibitors (this includes the top of the drapery), or tabletop, in the case of tabletop exhibitors. This includes placement of monitors or other equipment provided by the Exhibit Hall company; these must be contained either within the booth space or on the tabletop. Some additional space in back of each tabletop display area is provided as an aisle, but cannot be used for display. Exhibitors and attendees are welcome to demonstrate and play exhibited instruments, including impromptu jam sessions in exhibit booths, but performances by organized groups or individual performers, except performances organized by the Folk Alliance, are considered unauthorized showcasing and are strictly prohibited. All recorded music must be played through headphones.

## V. Installation and Electricity

Electricity can be arranged for a fee through the Palais des Congrès using the form provided in the exhibitor packet.

## VI. Removal

The exhibitor shall peacefully surrender the premises to Conference Management by 5:00pm (local time Montréal, Québec) on Sunday, February 27, 2005, in as good a condition as when the exhibitor took possession except for normal wear and tear.

## VII. Subcontracting of Exhibit Space

No exhibitor shall be permitted to subcontract assigned exhibit space(s). No more than one company shall be permitted to contract or occupy each exhibit space without application to and permission from Conference Management. There will be only one contact address listed per exhibit space.

## VIII. Limitations and Liability

The exhibitor covenants and agrees to defend, indemnify and hold harmless the Palais des Congrès and the legal entities which own, lease and/or operate the Palais des Congrès, their members, officers, directors, and employees, and the North American Folk Music and Dance Alliance, Inc., its directors, officers, employees, volunteers and contractors, from any and all liability, damage, or expense, direct or consequential, arising out of, or connecting with, an injury to any person while in the exhibitor's exhibit area, or loss, theft, damage, reasonable attorney expenses or injury to property resulting directly or indirectly from any act or omission of the exhibitor, its agents and contractors or failure of the exhibitor to comply with any of the terms and conditions of this contract, or of the rules and regulations of the 17th Annual International Folk Alliance Conference, or the ordinances of the City of Montréal, Québec, or of the laws of the Province of Québec or the Government of Canada.

Conference Management shall not be responsible for any failure to perform any of its obligations hereunder in the event the premises in which the show is to be held becomes, in the judgment of Conference Management, unfit for occupancy for any reason beyond the control of Conference Management and which cannot be overcome by diligent effort. In the event of termination by Conference Management as a result of the aforesaid causes, the exhibitor expressly waives such liabilities and releases the North American Folk Music and Dance Alliance of and from all claims for damages and agrees Conference Management shall have no obligation to the exhibitor except to refund to the exhibitor the fee paid for exhibit space, less a proportionate share of all expenses incurred by Conference Management for the show. Neither the North American Folk Music and Dance Alliance, the facility, nor its service contractors will be responsible for loss or damage of any merchandise while in transit to or from the show site, nor while at the show site.

## IX. Insurance

Exhibitors are urged to maintain insurance and are responsible for obtaining it through their own sources and at their own expense. Any such policy shall name the North American Folk Music and Dance Alliance as additional insured as the respective interests may appear. Exhibitors are encouraged to maintain the following types and amounts of insurance: (i) commercial general liability (including contractual liability) of at least \$1,000,000 occurrence/\$2,000,000 aggregate, (ii) property insurance in an amount not less than the combined current replacement cost of all property of the exhibitor and their employees/guests on site, (iii) automobile liability, amounts as required by law and (iv) worker compensation as required by all applicable laws.

## X. Rules, Regulations, Contract Terms, and Amendments

Conference Management shall have full power in the interpretation and enforcement of all rules contained herein and in the Rules and Regulations. Conference Management shall also have the power to make such reasonable contract amendments and such further Rules and Regulations as it shall consider necessary for the proper conduct of the show, provided these do not materially alter or change the contractual rights of the exhibitor. All amendments that may be so made shall be binding on all parties affected by them as by the original regulations.

## XI. Exhibit space is available to

Exhibit space is available to individuals and organizations primarily involved in the folk music and dance business. Exhibitors not meeting these criteria will not be accepted.

# General Information



Montréal, Québec February 24–27, 2005

## LODGING

You must make your own hotel reservations. They are not included in your conference registration.

**Conference Hotel** Hyatt Regency Montréal –1255, rue Jeanne-Mance, C.P. 130, Montréal, Québec, Canada H5B 1E5. The Hyatt Regency Montréal is centrally located to the evening performance venues.

### Contact information

Phone: 514-982-1234

Hyatt Montréal North American Reservations: 800-361-8234

Reservations for Hyatt Hotels: 800-233-1234

Reservation office Fax: 514-841-2069

[www.montreal.hyatt.com](http://www.montreal.hyatt.com)

### Room Rates:

CDN\$149 (~US\$109 at press time) for single or double occupancy

CDN\$159 (~US\$116) triple

CDN\$169 (~US\$123) quad

Prices do not include PST and GST or other taxes. Our conference rate is applicable for 3 days before and 3 days after the conference. This rate is available until our room block is full, or until January 15, 2005. Tell the hotel you are there for the North American Folk Music and Dance Alliance Annual Conference to receive our discounted rates.

**Note: The Hyatt Regency Montreal is making music floors and quiet floors available for conference attendees. Make your request when you reserve your room.**

**Parking** at the Hyatt Regency Montréal

Valet: CDN\$23 (~US\$16.94) per night

Self Park (no in/out privileges): CDN\$18 (~US\$13.26) per 24 hrs

**Main Overflow Hotel** Holiday Inn Select Montréal, Centre-Ville, 99, avenue Viger oust, Montréal, Quebec, Canada H2Z 1E9.

Phone: 514-878-9888, Fax: 514-878-5341, [www.yul-downtown.hiselect.com](http://www.yul-downtown.hiselect.com).

Rate is CDN\$119 (~US\$87) single or double. The Holiday Inn Select is across the street from the Palais des Congrès, our site for all daytime activities and the Marketplace/Exhibit Hall.

**Additional Hotels** Look for additional overflow hotel resources on the Folk Alliance website [www.folk.org](http://www.folk.org).

## TRAVEL

### Your Travel Benefits Folk Alliance

Book your travel through United Airlines and your car through Avis, using the meeting service phone numbers and codes below, and you help the Folk Alliance. You save money with their discounted meeting plans, and you gain credit for the Folk Alliance for future travel. You still accumulate frequent flyer miles in your own account!

**Avenue Travel**, 703-548-5554, [info@avenuetravel.com](mailto:info@avenuetravel.com), U.S. toll free 888-548-5554, is our travel agency. Avenue Travel charges a service fee per ticket.

**United Airlines** U.S. and Canada: 800-521-4041

Meeting ID: 5311B. Travel must be completed by March 2, 2005

**Book reservations** on United, United Express, Ted and UA-code-share flights with Air Canada, USAirways, and USAirways Express.

Refer to Meeting ID Number 5311B to receive a 5% discount off of the lowest discount fare, 10% off mid-week coach fares, or use area pricing for the lowest fare. Receive an additional 5% discount for tickets purchased 30 days in advance of travel.

International attendees receive a 10% discount off the lowest applicable fare, or a 15% discount of a fully refundable coach fare when they call their local United Airlines reservation number and refer to Meeting ID Number 5311B. An additional 5% discount will apply when tickets are purchased at least 60 days in advance of your travel dates. Discounts apply to United and Lufthansa flights.

## GROUND TRANSPORTATION

**Avis Car Rental:** 800-331-1600

Worldwide Discount Number: S033399

Website: [www.avis.com/AvisWeb/html/meetings/go.html?2399](http://www.avis.com/AvisWeb/html/meetings/go.html?2399)

Avis is the official rent-a-car supplier for the conference, with special group rates and discounts on a wide selection of cars. You can book directly through our special website page, listed above.

**L'Aérobis from airport** provides ground transportation to downtown Montréal. From the main stop (Station Aérobis Station), transfer to a shuttle to travel to the Hyatt Regency Montréal, and other downtown hotels. One-way fare at this writing is CDN\$12 (~US\$8.80), round trip is CDN\$21.75 (~US\$16).

**Taxis** from Montréal's Dorval airport to downtown are a flat rate. At this writing, that rate is CDN\$32 (~US\$23.50).

## OFFICIAL CUSTOMS BROKER

**Mendelssohn** is the official customs broker for the Folk Alliance Conference. We recommend that exhibitors from outside of Canada deal directly with Mendelssohn for all customs and shipping needs. Their *Canada Bound* Customs and Shipping Guide, which will be made available with exhibitor information, contains all necessary customs forms, as well as completed examples. Mendelssohn will assist foreign exhibitors in the completion of customs documents.

**For more information:** [www.mend.com](http://www.mend.com)

To download forms: [www.mend.com/html/download.html](http://www.mend.com/html/download.html)

Contact: Mr. Jason Poissant, [jpoissant@lvingstonintl.com](mailto:jpoissant@lvingstonintl.com)

Phone: 514-987-2700 Ext. 26, Fax: 514-849-3446 or

Mr. Mike Patterson, [mpatterson@mend.com](mailto:mpatterson@mend.com)

Phone: 514-987-2700 ext. 24, Fax: 514-849-3446

## CANCELLATIONS

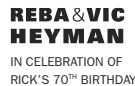
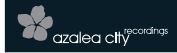
Registration and Exhibit Hall fees are refundable (minus a US\$50/CDN\$70 handling fee) until December 15, 2004. Those canceling between December 15, 2004, and January 7, 2005, will receive dollar value credit (less a US\$50/CDN\$70 handling fee) toward the Austin conference (February 16-19, 2006). Conference credits cannot be used toward membership fees nor do they guarantee future exhibit space. There are absolutely no refunds or credits for cancellations after January 7, 2005. Cancellations after January 7 due to weather or other events cannot be credited. There are no substitutions of participants allowed except in the case of company employees, which will be determined on a case-by-case basis by the Folk Alliance office.

# STRICTLY MUNDIAL

Montréal, Québec February 24–27, 2005

Palais des Congrès, Montréal Hyatt Regency Montréal

## Sponsors



# 17TH ANNUAL INTERNATIONAL FOLK ALLIANCE CONFERENCE

## Important Phone Numbers

**Folk Alliance** Office 301-588-8185, Fax 301-588-8186

E-mail [fa@folk.org](mailto:fa@folk.org), Website [www.folk.org](http://www.folk.org)

## Lodging

Hyatt Regency Montréal 514-982-1234

North American Toll Free Reservations 800-361-8234

Web: [www.montreal.hyatt.com](http://www.montreal.hyatt.com)

## Travel

**Travel Agent**, Avenue Travel 703-548-5554

Toll Free 888-548-5554 [info@avenuetravel.com](mailto:info@avenuetravel.com)

**United Airlines** Meeting ID Number 5311B, North America 800-521-4041 Outside North America call local United Airlines reservation number

**Avis** 800-331-1600, Worldwide Discount Number S033399

## Important Dates

### November 15, 2004

- Receipt deadline for the best conference rates

### December 1, 2004

- Deadline to be entered into the Showcase Performance Lottery
- Deadline to pre-register for Booking Agent Training School®

### December 15, 2004

- Receipt deadline for registrations for those wanting to have bios and contact listings included in Conference Directory and for exhibitor descriptions to be included in Conference Program Book. They may be faxed or e-mailed to the Folk Alliance office. ALL materials must be received by December 15, 2004.
- Receipt deadline for Conference Directory and Program Book ads
- Last day for conference refunds (less US\$50/CDN\$70)

### January 7, 2005

- Receipt deadline for second discounted registration fee
- Last day for conference fee credit (less US\$50/CDN\$70) toward the 2006 conference

### January 15, 2005

- Last day for discounted room rate at the Montréal Hyatt Regency

### January 28, 2005

- Last day to pre-register for the conference.

If your conference registration form won't reach us by January 28, please hold it for on-site registration.

## Next Year's Conference

Austin, TX, February 16-19, 2006

18<sup>th</sup> Annual International Folk Alliance Conference

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