

2017

4th ANNUAL
UNPLUGGED
SINGER-SONGWRITER
RETREAT & ICON AWARDS

"TURN THE
MUSIC UP
TURN THE
NOISE DOWN"



2016 ICON Awardee
MATHEW KNOWLES

Writing Sessions America (WSA) is a national membership-based organization of music enthusiasts that focuses on development, professionalism, and relationships. Our initiative is to provide an environment of music business development and education that creates opportunities and fosters professional growth. Our concentration is music excellence in the R&B, Soul, Gospel, Rock and Pop genres. We host songwriter meet-and-greets, songwriting boot camps, educational conference calls, and networking mixers. Our goal is to be the ultimate resource for new and established singers and songwriters.

LOCATION:
AMERICAS MART ATLANTA
240 Peachtree Street
NW, Atlanta, GA 30303

**UNPLUGGED SINGER-
SONGWRITER RETREAT**

*October 27, 2017 – October 29, 2017
BUILDING TWO, FLOOR 3*

ICON AWARDS:

*October 26, 2017 8pm
BUILDING ONE, FLOOR 1*

ATTENDANCE: We are expecting **600** attendees over the three-day conference. This is a projected 20% increase from 2016. Attendance has increased by an average of 15-20% since our inaugural conference in 2013.

HISTORY: WSA has honored and highlighted trailblazers within the music industry since 2001 and has expanded to four major affiliate markets: Atlanta, Los Angeles, Nashville, and New York City.

AUDIENCE Our target market is predominately millennials who are well-informed on the latest technologies and are influenced by music, fashion, pop culture, and lifestyle brands. Generally, this market segment is comprised of early adopters of new music. They are trendsetters seeking an exclusive integrated experience of music, technology and the arts.

EXHIBITOR FEE \$250 for One Day exhibition or \$500 for Two Day exhibition paid by a cashier's check or money order to *Writing Sessions America*, through PayPal at sales@writingsessions.net, or credit/debit card. Fees are due upon completed contract and are non-refundable. We cannot assure any specific location for our vendors. Best locations are assigned on a when paid basis.

PARTICIPATION Exhibitors have the option to display their wares from 10:00 AM – 5:00 PM EST in **BUILDING 2 FLOOR 3, AMERICAS MART ATLANTA** on October 27, 2017 and/or October 28, 2017. If you are interested in participating please complete the Exhibitor Form and agree to the Terms and Conditions. The deadline to return the form is October 4, 2017

DISPLAY INFORMATION

SET UP TIME: 9:00 AM-9:45 AM

EVENT TIME: 10:00 AM – 5:00 PM

DEPARTURE TIME: 5:00 PM -5:30 PM

EXHIBITOR FORM

Please return the completed and signed Exhibitor Form to Torri Luke, Director of Corporate Relations & Partnerships, at sales@writingsessions.net. Please contact us with any questions.

DATE: _____

CONTACT INFORMATION:

_____ Company Name	_____ Contact Person
_____ Contact E-mail Address	_____ Contact Phone Number
_____ Address	_____ City/State/Zip Code
_____ Product/Service Exhibited	
_____ Website	

EXHIBITION OPTIONS

Exhibitor receives one table (2.5' x 6')
Fees are due upon contract and are Non-refundable

- ONE DAY \$250
- Friday, October 27, 2017
 - Saturday, October 28, 2017
- TWO DAY \$500

PAYMENT INFORMATION:

Please send me an invoice

I have enclosed a cashier's check or money order made payable to **Writing Sessions America**
Mail to: PO Box 54902 Atlanta, GA 30308

PayPal: <https://www.paypal.me/WritingSessions>
or pay to: sales@writingsessions.net

Please charge my credit card
Circle Type: Visa / MasterCard /
American Express / Discover

Card Number

Expiration Date Security Code

Name as it appears on card

Billing Address, if different from address listed above

By affixing your signature below, you are authorizing Writing Sessions America to charge your credit/debit card in the amount selected in the Exhibition Options and understand the fee is non-refundable.

THANK YOU FOR
SUPPORTING



Once we receive your completed exhibitor form, a Writing Sessions America staff member will contact you to discuss event arrangements.

Please send your high-resolution color and black-and-white logos (.PNG or .EPS file format) to media@writingsessions.net. All materials will be sent for your approval before printing the conference programs.

JOIN OUR SQUAD
 WritingSessionsAmerica



Founder,
KEVIN SHINE

PARTNERS



\$ _____
Total Exhibitor Cost Signature Date

TERMS AND CONDITIONS

The Writing Sessions America Unplugged Singer/Songwriter Music Retreat, (hereafter as Retreat) is an event that focuses on empowering and uniting industry professionals with talented writers and/or artists for the purpose of creating a generation of music excellence, building the community, educating our attendee, and generating business opportunities. As such the exhibitor's products and/or services will fall into one of those categories to complement, educate, or enhance the essence of Writing Sessions America.

All contract conditions rules and regulations will be interpreted and applied in a manner consistent with the advancement of these purposes. We reserve the right to refuse to make available exhibit space to any applicant whose displays of goods or services are not, in the opinion of the Retreat, likely to be compatible with the Writing Sessions America concept or mission.

Restatement of Reserved Rights

Without limiting any of the provisions of the contract or the contract conditions, it is specifically understood and agreed by the exhibitor that Retreat organizers reserve the rights enumerated below without incurring any liability to the exhibitor or releasing the exhibitor from any of its covenants and obligation under the contract.

1. To change the hours of the Show.
2. To allocate exhibit space.
3. To change, at any time prior to the scheduled opening date of the Show, the dates of the Show (provided such changes shall not result in a reduction of the number of days of the Show); or the location of the Show.
4. To determine the suitability of all exhibits and demonstrations. It is further understood and agreed that the Retreat organizers shall have each and all of the other rights and reservations contained in this contract.
5. The Retreat organizers reserves the right to limit the number of exhibitors with the same type of items.

Failure to Exhibit

In the event the Exhibitor fails to exhibit in the space allocated to him/her on the day of the event, the Retreat organizers may make such use of said space, as it sees fit, without any liability whatsoever to the Exhibitor. All Exhibitor fees are non-refundable.

Insurance and Liability

Fire and theft insurance covering the Exhibitor's property, if desired, must be taken out by the Exhibitor at his own expense. Neither Retreat organizers nor the Americas Mart Atlanta convention center will be liable for damage done to your booth such as malpractice, or any loss of exhibitor's property through fire, theft, accident or any other cause.

All products, equipment, furniture, and furnishings of the Exhibitors are placed and exhibited at the sole risk of the Exhibitors and Retreat organizers assumes no responsibility of any kind. Exhibitors are expected to maintain personnel in their exhibit booth at all times during the show hours.

Booth and Product Display

The Exhibitor making the reservation and contract can only occupy a reserved booth or area. No booths can be occupied in whole or part, for any purpose whatsoever, by any other person or persons, and neither subletting nor joint use of any means or for any purpose is permitted.

All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to interfere with the rights of the other Exhibitors and visitors. As such, the following rules apply:

- No exhibit will be permitted which interferes with the use of other exhibits or implies access to them or impedes the free use of the walkway.
- No sexually explicit merchandise or clothing may be displayed or sold.
- All business activities, including the distribution of circulars and advertising matter, may be conducted by Exhibitors and their representative only within the booth or area assigned to the Exhibitor. Multiple or egregious violations could result the Exhibitor immediate expulsion from the premises.
- No Exhibitor may offer for sale or sell or give away or distribute in any manner, any products, equipment or furniture, unless the Exhibitor of such products have also taken a booth space directly through the Retreat organizers, and Writing Sessions America.

Any violation of the above will result in removal from the event.

All exhibits including products, equipment, and furniture must be confined wholly within the booth space as shown on the official floor plan. No use of any purpose whatsoever may be made of aisles or any other space adjacent to the booth reserved. Chairs or seating will be limited to the capacity of the measurements of the booths and will not be permitted in passageways or walkways.

TERMS AND CONDITIONS

Use of Audio Equipment/Video Monitors

The use of microphones, loud speakers, amplifiers and/or loud music, which interferes with another exhibitor, shall NOT BE PERMITTED. Control your video monitors and sound system to avoid annoying your neighbors. Video monitors are to be restricted to your area only. Show Management reserves the right to require sound systems to be turned down or shut off altogether and monitors removed. No loud speakers, music videos, or music of any kind will be allowed in a one-booth space. THIS POLICY WILL BE STRICTLY ENFORCED. Hers Day organizers reserves the right to prohibit or expel an exhibitor which in its judgment is not in keeping with the sound level allowed by show management.

Acts of God, Fires, Strikes, etc.

In the event that any outside cause, such as war, fire, strike or other emergency, prevents the Hers Day organizers from being held, the Show Management may retain such part of the Exhibitor's rental as shall be required to recompense management for expenses incurred up to the time such contingency shall have occurred.

Signature

Date