

NAMM<sup>®</sup>

# PLAYback >>

SUPPLEMENT

the  
NAMM<sup>®</sup>  
show<sup>09</sup>

COME TOGETHER

January 15-18 • Anaheim, California  
Anaheim Convention Center

## CONCERTS & EVENTS

### WEDNESDAY, JANUARY 14

5 p.m.

**Ben Woods**

*Hilton Anaheim*

6 p.m.

**Michelle Mangione**

*Hilton Anaheim*

7 p.m.

**John Hoskinson**

*Hilton Anaheim*

7 p.m.

**Rodney Branagen**

*Anaheim Marriott*

8 p.m.

**Seth Horan**

*Anaheim Marriott*

8 p.m. – Midnight

**Vandoren Vandojam**

*Pulse Lounge, Hilton Anaheim*

The third annual Vandoren Vandojam, hosted by **Eric Marienthal** with special co-hosts **Denis DiBlario** and **Ralph**

**Bowen.** Sponsored by DANSR, Inc., this event is free and open to everyone. Contact sponsor by Jan. 9 for tickets.

8 p.m.

**Starving for Gravity**

*Hilton Anaheim*

9 p.m.

**The Happy Problem**

*Hilton Anaheim*

9 p.m.

**Thomas Leeb**

*Anaheim Marriott*

10 p.m.

**Debra Davis and Her Band of Gold**

*Anaheim Marriott*

11 p.m.

**Tim Moyer & Special Guests**

*Anaheim Marriott*

### THURSDAY, JANUARY 15

9 a.m.

**Benise**

*Convention Center Lobby*

10 a.m. – 11 a.m.

**Fernand L. Petiot All-Industry Marching Band Opens the NAMM Show**

Anaheim Convention Center  
Lobby & Halls

11 a.m.

**Spectra**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

11 a.m.

**Keaton Simons**

John Lennon Bus and Stage

Noon

**Alestar Digby**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

Noon

**Nick Simmons**

John Lennon Bus and Stage

Check out **Nick Simmons**, son of KISS legend Gene Simmons, as he performs live on the John Lennon Bus stage in front of the convention center for a taping of *Gene Simmons' Family Jewels* reality show.

1 p.m.

**School of Rock**

John Lennon Bus and Stage

1 p.m.

**Brooke Debetties**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

2 p.m.

**Kevin Peter Jones Band**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

2 p.m.

**Godin Guitars**

John Lennon Bus and Stage

2:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

3 p.m.

**Bill Clements**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

3:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

4 p.m.

**Mel Bay Flamenco Guitar Ensemble**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

4:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

5 p.m.

**John Hoskinson**

Anaheim Marriott Stage

5 p.m.

**Val Grant**

Hilton Anaheim

5:15 p.m.

**Industry Tribute – LA Scots and Drew Tretick**

Convention Center Lobby

5:30 p.m.

**Mark Wood Rock Orchestra**

Convention Center Lobby

5:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

6 p.m.

**Caleb Quaye & the Faculty**

Hilton Anaheim

6 p.m.

**Isaiah Olsen**

Anaheim Marriott Stage

7 p.m.

**Michelle Mangione**

Anaheim Marriott Stage

7 p.m.

**Psycho Bud**

Hilton Anaheim

8 p.m.

**Simon Phillips 30th Anniversary Event**

Anaheim Marriott Ballroom F

Featuring Drum Circle with guest artists **Simon Phillips & Protocol**, special Simon Phillips retrospective set featuring material from his career, songs from Judas Priest, MSG, Stanley Clarke, Jeff Beck, Pete Townsend, 801 and Toto. Sponsored by Hoshino USA Inc. Showtimes at 8 p.m. and 11:30 p.m. NAMM Show Badge required for entry.

8 p.m.

**Byron Nemeth**

Hilton Anaheim

8 p.m.

**Tim Moyer**

Anaheim Marriott Stage

9 p.m.

**A.J. DeGrasse**

Anaheim Marriott Stage

9 p.m.

**Kandace Ferrel**

Hilton Anaheim

10 p.m.

**Matt O'Ree**

Hilton Anaheim

10 p.m.

**Waiting for Decay**

Anaheim Marriott Stage

11 p.m.

**Starving for Gravity**

Anaheim Marriott Stage

11 p.m.

**Mylin**

Hilton Anaheim

Midnight

**Dread Zeppelin**

Hilton Anaheim

Midnight

**Happy Problem**

Anaheim Marriott Stage

## FRIDAY, JANUARY 16

9 a.m.

**Wicked Tinkers**

Convention Center Lobby

11 a.m.

**Beach Cities Swing Band**

Anaheim Convention Center Outdoor Stage

(between Halls B & C)

11 a.m.

**Gaby Moreno**

John Lennon Bus Stage

11 a.m. -11:20 a.m.

**Junior Original Concert at NAMM**

Yamaha Keyboard Exhibition Area

The Yamaha Music Education Division presents the Yamaha Junior Original Concert featuring outstanding Yamaha music school students performing their own original compositions.

Noon

**Mirror Image**

John Lennon Bus Stage

Noon

**Otis Taylor**

Anaheim Convention Center Outdoor Stage

(between Halls B & C)

1 p.m.

**Michelle Mangione**

Anaheim Convention Center Outdoor Stage

(between Halls B & C)

1 p.m.

**Liyana**

John Lennon Bus Stage

2 p.m.

**Godin Guitars**

John Lennon Bus Stage

2 p.m.

**The Raymies**

Anaheim Convention Center Outdoor Stage

(between Halls B & C)

2:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

3 p.m.

**Rock Nation**

Anaheim Convention Center Outdoor Stage

(between Halls B & C)

3 p.m.

**Julia Jordan**

John Lennon Bus Stage

3:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

4 p.m.

**Richard & Brendan**

John Lennon Bus Stage

4 p.m.

**Rodney Branagan**

Anaheim Convention Center Outdoor Stage

(between Halls B & C)

4 p.m.

**Mirror Image**

Convention Center Lobby

4:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

5 p.m.

**NAMM All-Star Lobby Jam**

Convention Center Lobby

The jam will feature numerous world-known artists including performers such as **Tommy Zvoncheck, Spencer Davis, Ray Dorset** (aka **Mungo Jerry**), **Jeff Cook, Alan White, Chris Slade, Liberty DeVitto, Joe Vitale, Reek Havok, Bobby Kimball, Jim Sohns, Richie Castellano, Seymour Duncan, Jeff Pevar, Mark Meadows, Dave Santos, Jeff Ganz, Alto Reed, Janelle Sadler, Shelley Tomberg, Christy Wheeler, The Conn-Selmer four-piece horn section.** Producer and Emcee: **David H.**

5 p.m.  
**Matthew Von Doran**  
*Anaheim Marriott*

5 p.m.  
**Karmina**  
*Anaheim Hilton*

5:30 p.m.  
**Anthony Salari**  
*John Lennon Bus and Stage*

Drop by the Lennon Bus Stage to check out the winner of NAMM's Say You Wanna Play YouTube contest: 24-year-old guitar player, **Anthony Salari**. Anthony competed against other amateur musicians from across the nation and is a true inspiration to others thinking about pursuing their dream of making music.

5:30 p.m.  
**Photos with Sesame Street Characters**  
*NAMM Idea Center (Booth #5501)*

5:45 p.m. – 7 p.m.  
**Annual All-Industry Drum Circle**  
*John Lennon Bus Stage*

6 p.m.  
**Julia Jordan**  
*Anaheim Hilton*

6 p.m.  
**Caleb Quaye & the Faculty**  
*Anaheim Marriott*

7 p.m.  
**Cindy Alexander**  
*Anaheim Marriott*

7 p.m.  
**USAF "Mobility"**  
*Hilton Anaheim*

7:30 p.m. – Midnight  
**SABIAN's Annual All-Star Sabian Live Drum Event**  
*Sheraton Park Hotel*

Open to all NAMM Show badge holders

8 p.m.  
**Bernard Purdie**  
*Hilton Anaheim*

8 p.m.  
**Don Randi**  
*Anaheim Marriott*

9 p.m.  
**Seth Horan**  
*Anaheim Marriott*

9 p.m.  
**Rock Nation**  
*Hilton Anaheim*

10 p.m.  
**LMT Connection**  
*Hilton Anaheim*

10 p.m.  
**Chris Klein & the Bullivards**  
*Anaheim Marriott*

11 p.m.  
**Staroff Machine**  
*Hilton Anaheim*

Midnight  
**Hot 4 Teacher**  
*Hilton Anaheim*

Midnight  
**The Uglistick**  
*Anaheim Marriott*

## SATURDAY, JANUARY 17

9 a.m.  
**The Giants of Latin Jazz**  
*Convention Center Lobby*

10 a.m.  
**Baldwin High School Marching Highlanders**  
*Marching up Convention Way*

11 a.m.  
**Magnetico**  
*Anaheim Convention Center Outdoor Stage  
(between Halls B & C)*

11 a.m. – 11:20 a.m.  
**Junior Original Concert at NAMM**  
*Yamaha Keyboard Exhibition Area*

The Yamaha Music Education Division presents the Yamaha Junior Original Concert featuring outstanding Yamaha music school students performing their own original compositions.

11 a.m.  
**Shawn Pander**  
*John Lennon Bus Stage*

Noon  
**Cole Marcus**  
*John Lennon Bus Stage*

Noon  
**Bones West**  
*Anaheim Convention Center Outdoor Stage  
(between Halls B & C)*

1 p.m.  
**Workshop**  
*Anaheim Convention Center Outdoor Stage  
(between Halls B & C)*

1 p.m.

**Liyana**

*John Lennon Bus Stage*

1:30 p.m.

**Photos with Sesame Street Characters**

*NAMM Idea Center (Booth #5501)*

2 p.m.

**Godin Guitars**

*John Lennon Bus Stage*

2 p.m.

**The Express**

*Anaheim Convention Center Outdoor Stage  
(between Halls B & C)*

2:30 p.m.

**Photos with Sesame Street Characters**

*NAMM Idea Center (Booth #5501)*

3 p.m.

**The High Tops**

*Anaheim Convention Center Outdoor Stage  
(between Halls B & C)*

3 p.m.

**Colourslide**

*John Lennon Bus Stage*

3:30 p.m.

**Photos with Sesame Street Characters**

*NAMM Idea Center (Booth #5501)*

4 p.m.

**The Trouble with Boys**

*John Lennon Bus Stage*

4 p.m.

**Savvy & Mandy**

*Anaheim Convention Center Outdoor Stage  
(between Halls B & C)*

4 p.m.

**GAMA/LVAGC**

*Convention Center Lobby*

4:30 p.m.

**Photos with Sesame Street Characters**

*NAMM Idea Center (Booth #5501)*

5 p.m.

**USAF “Mobility”**

*Convention Center Lobby*

5 p.m.

**Evan Stone & the Translucent Ham Sandwich Band**

*Anaheim Marriott*

5 p.m.

**Tim Reis**

*Hilton Anaheim*

5:30 p.m.

**Photos with Sesame Street Characters**

*NAMM Idea Center (Booth #5501)*

6 p.m.

**Jann Klose**

*Hilton Anaheim*

6 p.m.

**Julia Jordan**

*Anaheim Marriott*

7 p.m.

**Lynda Kay Parker from Lonesome Spurs**

*Anaheim Marriott*

7 p.m.

**Devi**

*Hilton Anaheim*

7 p.m.

**LP 45th Anniversary Concert**

*Anaheim Marriott Grand Ballroom Salons E & F*

An extraordinary evening of entertainment is planned for Latin Percussion's 45th Anniversary Concert. Guests will be treated to the sounds of beautiful Latin jazz as they enter the room, courtesy of long-time LP endorser **Kevin Ricard**. Then the evening will explode with the sounds of a Brazilian Samba line. Next up, the **Joey Heredia Trio** plays house band for the hottest and most respected percussionists in the world. Expect to see legend **Armando Peraza**, Santana percussionists **Raul Rekow** and **Karl Perazzo**, and the amazing **Giovanni Hidalgo** take the stage and rip it up with Joey's band. Then make way for the **Latin Giants of Jazz** (aka **The Tito Puente Orchestra**) as they, all 22 of them, cap off the evening with a Latin jazz party that will remain unequalled.

7:30 p.m.

**Muriel Anderson All-Star Guitar Night**

*Hilton Anaheim Ballroom*

Staring **Muriel Anderson**, **Vicki Genfan**, **Ben Lacy**, **Jay Roberts**, **Pete Anderson**, **Trace Bundy**, **Seymour Duncan and Friends**, **Will Ray**, **Marc Cooper**, **Jeff Berlin** with **Richard Drexler**, **Stu Hamm** and **Danny Gottlieb**. Plus Surprise Legend Award presented by *Guitar Player* magazine.

8 p.m.

**Paul Gilbert 20th Anniversary Concert**

*Sheraton Park Hotel*

Featuring **Andy Timmons** and his band, **Paul Gilbert** and his band, and a special performance by **Racer X**. Sponsored by Hoshino USA Inc. Showtimes at 8 p.m. and 11:30 p.m. NAMM Show Badge required for entry.

8 p.m.

**Blacktop Idol**

*Hilton Anaheim*

8 p.m.

**Otis Taylor**

*Anaheim Marriott*

9 p.m.

**Printz**

Anaheim Marriott

9 p.m.

**The Uglstick**

Hilton Anaheim

10 p.m.

**Union Hobos**

Hilton Anaheim

10 p.m.

**Printz**

Anaheim Marriott

11 p.m.

**School of Rock**

Anaheim Marriott

11 p.m.

**Alan Cabasso Band with Tobi Hero**

Hilton Anaheim

Midnight

**Nemesis**

Hilton Anaheim

Midnight

**Dread Zeppelin**

Anaheim Marriott

## SUNDAY, JANUARY 18

9 a.m.

**Accordion Palooza**

Convention Center Lobby

11 a.m.

**Sonicbids**

John Lennon Bus Stage

11 a.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

Noon

**Doug Johns**

John Lennon Bus Stage

Noon

**Atomic Guitar Works**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

12:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

1 p.m.

**G-Force Revue**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

1 p.m.

**Bad Influence**

John Lennon Bus Stage

1:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

2 p.m.

**Godin Guitars**

John Lennon Bus Stage

2 p.m.

**Entice**

Anaheim Convention Center Outdoor Stage  
(between Halls B & C)

3 p.m.

**Sonicbids**

John Lennon Bus Stage

3:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

3:30 p.m.

**Mariachi Divas**

NAMM Lobby Stage

The GRAMMY-nominated **Mariachi Divas** will close The NAMM Show with a performance on the Main Stage Lobby Stage at 3:30 p.m. A great way to wrap up a week of successful meetings, helpful business sessions and productive networking!

4:30 p.m.

**Photos with Sesame Street Characters**

NAMM Idea Center (Booth #5501)

## ARTIST APPEARANCES

### THURSDAY, JANUARY 15, 2009

**Alfred Publishing Company, Inc.**

**Todd Johnson** (recognized as a 6-string electric bass pioneer) will appear at 1 p.m. **Peter Erskine** (author of *The Erskine Method for Drumset*) will appear at 3 p.m. **E.L. Lancaster** (workshop facilitator and author/co-author of 350+ music publications) will appear at 4 p.m. **Booth #4822**

**BASIX Percussion**

**Danny Gottlieb** will appear throughout the day. See schedule at **Booth #4468**.

**Breedlove Guitar**

**Ben Lacy, Jay Roberts** and **Ed Gerhard** will appear throughout the day. **Booth #1812**

**Carter Steel Guitars**

**Billy Phelps** will appear throughout the show. **Booth #5820**

**NAMM PRESENTS**

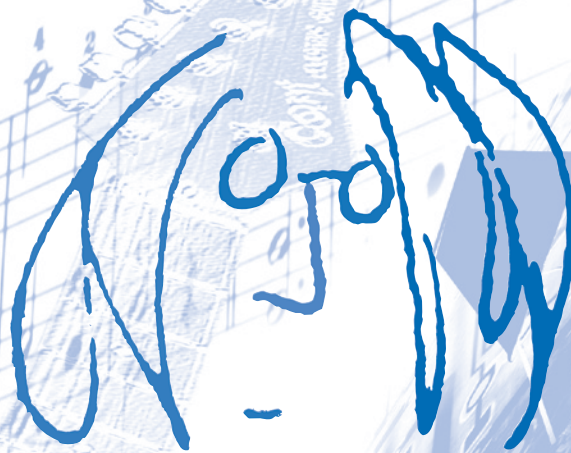
**Arena Plaza**

→ lennon bus stage

party



**lennon  
bus.org**



## **The Imagine Party**

You're invited to celebrate  
the launch of the 2009

# John Lennon Educational Tour Bus

Join us for cocktails and  
performances by

**Liyana**

Afro-Fusion straight from Zimbabwe

Thursday, January 15  
Arena Plaza • 6:00-7:30 pm

Hosted by

*Godin*  
guitars

Live sound  
provided by

**MACKIE®**

### Civilized World, Inc.

**Jimmy Haslip** (Yellowjackets), **Elliot Easton** (Cars), **Dwayne Larring** (Sonicflood), others will appear at 2 p.m. and 4 p.m. **Booth #5705**

### Cort USA

**Tommy Bolan** and others will stop by the booth throughout the day. See schedule at **Booth #4468**.

### Daisy Rock Girl Guitars

**Nikki O'Neill** will appear from 11 a.m. – 11:45 a.m. **Cristina Williams** will appear from 2 – 4:45 p.m. **Booth #4818**

### Dean Markley Strings, Inc.

**Yngwie Malmsteen**, **George Lynch**, **Nuno Bettencourt**, **Dick Dale**, **Skid Row**, **Blasko** (Ozzy Osbourne Band), **Nick Cantanese** (BLS and Speedx), **Mike Stone** (Speedx), **Michael Wilton**, **Dio**, **Michael Anthony**, **Alice in Chains**, **Atreyu**, **Chimaira**, **Nikki Sixx**, **TM Stevens**, **Bill Dickens**, **Jerry Only** (The Misfits), **Papa Roach**, **Corey Feldman**, **Slightly Stoopid**, **All American Rejects**, **Exodus**, **REO Speedwagon**, **JC Smith Blues Band**, **Pat Travers**, **CC Deville** (Poison), **Disashi** (Gym Class Heroes), **Metro Station**. See schedule at **Booth #5710**.

### EMG, Inc.

**Alexi Laiho** (Children of Bodom), **Kerry King** (Slayer), **Brendon Small** (Metalocalypse), **Nick Catanese** and **John "JD" Deservio** (Black Label Society). Ladies of EMG featuring **Chelsea Baker** and **Morgan Knoster** (Aroarah), **Nifa Strauss** and **Sara Beth** (Kill Slowly). See schedule at **Booth #4850**.

### Hoshino USA, Inc.

Appearing at the **Ibanez** booth: **Paul Gilbert**, **Steve Vai**, **Joe Satriani**, **Andy Timmons**, **Mick Thomson** (Slipknot), **Paul Gray** (Slipknot), **Herman Li** and **Sam Totman** (Dragonforce), **Peter Iwers** (In Flames), **Matt Backand** and **Paul Romanko** (Shadows Fall) **Mike D'Antonio** (Killswitch Engage) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

Appearing at the **Tama** booth: **Simon Phillips**, **John Blackwell** (Justin Timberlake), **Charlie Benante** (Anthrax), **Jason Bittner** (Shadows Fall), **John Tempesta** (The Cult), **Daniel Svensson** (In Flames), **Dave Mackintosh** (DragonForce) **Kenny Aronoff** (John Fogerty) **Dave Butterworth** (Good Charlotte), **Ronald Bruner Jr.** (Stanley Clarke), **John Dolmayan** (Scars on Broadway), **Chad Butler** (Switchfoot) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

### Jordan Electric Violins

**Katy Lawrence-Burchett** and Deering endorsee, **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5315**

### Lectrosonics, Inc.

**Ricky Phillips** (Styx) will appear at 1 p.m. **Booth #6899**

### Lowrey

**Dennis Fioramonti**, **Bob Ashworth**, **Brad Bryan**, **Bil Curry**, **Jim Wieda** will appear at 11:10 a.m., 2:10 p.m. and 4:10 p.m. **Booth #405**

### Moog Music, Inc.

**Eric Levy** of Garaj Mahal. See schedule at **Booth #6100**.

### National Reso-Phonic Guitars, Inc.

**Bob Brozman**, **Doug MacLeod**, **Mike Dowling** and **Steve James** appear throughout the day. **Booth #1610**

### Q Lighting

**Buzz Campbell** (Stray Cats, Lee Rocker, Hot Rod Lincoln), **Roger "Hurricane" Wilson**, **Danny B. Harvey**, **Jeff Mosby** will appear. See schedule at **Booth #5899**.

### Remlé Musical Products, Inc.

**Dave Pell** will appear from 10:30 a.m. – 5 p.m. **Booth #4410**

### Reverend Musical Instruments

**Pete Anderson** will appear. See schedule at **Booth #5822**.

### Sfanzo String Company

**Geoff Thorpe** and **Kiyoshi Morgan** (Vicious Rumors), **Steve Rice** and **Corey Krick** (IMAGIKA), **Terry Lauderdale**, **Dario Lorina**, **Ty Oliver**, **Juliana Tarter** and more will appear at 11 a.m. and 2 p.m. **Booth #1455**

### Tornavoz Music

**Ben Woods** and **Flametal**, **Ricky Fante**, **John West** will appear throughout the day. See schedule at **Booth #5300**.

### UNK Guitars LLC

**Carina Lirola** (singer/guitarist, Lirola) will appear at 11 a.m. and 5 p.m. **Erik Ferentino** ("The Antidivision") will appear at 1 p.m. **Chris Buono** (avant-jazz/rock guitarist) will appear at 3 p.m. **Booth #2892**

### Worldmax International, Inc.

**Gary Ponder** will appear throughout the day on the hour. **Booth #2740**

### Yorkville Sound Inc.

**Thomas Blug** will sign autographs at 11 a.m., 2 p.m., 4 p.m. **Chris Henderson** will sign autographs; see schedule at **Booth #6555**.

## FRIDAY, JANUARY 16, 2009

### Alfred Publishing Company, Inc.

**Todd Johnson** (recognized as a 6-string electric bass pioneer) will appear at 10 a.m. **Melissa Cross** (creator of *The Zen of Screaming*, vocal instruction DVD) will appear at noon. **Debra Byrd** (head vocal coach for *American Idol* and *Canadian Idol*) will appear at 2 p.m. **Billy Sheehan** (former bassist for Mr. Big; author of several publications) will appear at 3 p.m. **Brain**, **Marco Minnemann**, **Cora Coleman-Dunham**, **Nisan Stewart**, **Gerald Heyward**, and **Terry Bozzio** will appear at 4 p.m. **Booth #4822**

### Axis Percussion, Inc.

Signing autographs today: **Derek Roddy** at 1 p.m., **Steve Stephens** at 2 p.m. and **Tim Yeung** of Divine Heresy at 4 p.m. **Booth #3478**

### BASIX Percussion

**Danny Gottlieb** will appear throughout the day. See schedule at **Booth #4468**.

### Brazen Guitars

**Caleb Quale** will appear between 2 p.m. – 4 p.m. **Booth #1237**

### **Breedlove Guitar Company**

**Ben Lacy, Jay Roberts** and **Ed Gerhard** will appear throughout the day. **Booth #1812**

### **Carter Steel Guitars**

**Billy Phelps** will appear throughout the show. **Booth #5820**

### **Case Core**

**Coffin Girls** and top bands will appear at the booth. Drop by for times and details. **Booth #4130**

### **Civilized World, Inc.**

**Jimmy Haslip** (Yellowjackets), **Elliot Easton** (Cars), **Dwayne Larring** (Sonicflood), others will appear at 2 p.m. and 4 p.m. **Booth #5705**

### **Cort USA**

**Tommy Bolan** and others will stop by the booth throughout the day. See schedule at **Booth #4468**.

### **Daisy Rock Girl Guitars**

**The Bangles** will appear from 1 – 2 p.m. to demo and sign autographs. **Janet Robin** will appear from 11 a.m.– 11:45 a.m. **Booth #4818**

### **Dean Markley Strings, Inc.**

**Yngwie Malmsteen, George Lynch, Nuno Bettencourt, Dick Dale, Skid Row, Blasko** (Ozzy Osbourne Band), **Nick Cantanese** (BLS and Speedx), **Mike Stone** (Speedx), **Michael Wilton, Dio, Michael Anthony, Alice in Chains, Atreyu, Chimaira, Nikki Sixx, TM Stevens, Bill Dickens, Jerry Only** (The Misfits), **Papa Roach, Corey Feldman, Slightly Stoopid, All American Rejects, Exodus, REO Speedwagon, JC Smith Blues Band, Pat Travers, CC Deville** (Poison), **Disashi** (Gym Class Heroes), **Metro Station**. See schedule at **Booth #5710**.

### **EMG Inc.**

**Blasko** (Ozzy Osbourne), **Mike Inez** (Alice in Chains), **Rex Brown** (Pantera, Down), **Alexi Laiho** (Children of Bodom), **Kerry King** (Slayer), **Brendon Small** (Metalocalypse), **Nick Catanese and John “JD” Deservio** (Black Lable Society). See schedule at **Booth #4850**.

### **Everly Music Company, Inc.**

**George Lynch** will appear from 10:30 a.m. – 11:30 a.m. **Christopher Thorn, Josh Rand, John Bohlinger, Snoop Dogg** will also stop by. Check **Booth #4750** for schedule.

### **Farnell Guitars**

Actress, model and singer **Darcy Donovan** and **Johnny “Vatos” Hernandez** (Oingo Boingo) will sign autographs. Check **Booth #4162** for times.

### **Hoshino USA, Inc.**

Appearing at the **Ibanez** booth: **Paul Gilbert, Steve Vai, Joe Satriani, Andy Timmons, Mick Thomson** (Slipknot), **Paul Gray** (Slipknot), **Herman Li and Sam Totman** (Dragonforce), **Peter Iwers** (In Flames), **Mike D’Antonio** (Killswitch Engage) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

Appearing at the **Tama** booth: **Simon Phillips, John Blackwell** (Justin Timberlake), **Charlie Benante** (Anthrax), **Jason Bittner** (Shadows Fall), **John Tempesta** (The Cult), **Daniel Svensson** (In Flames), **Dave Butterworth** (Good Charlotte), **Ronald Bruner Jr.**

(Stanley Clarke), **John Dolmayan** (Scars on Broadway), **Chad Butler** (Switchfoot) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

### **Jodavi, Inc.**

**Dizzy Reed** (Guns N’ Roses), **Alex Grossi** (Quiet Riot), **Monster** (Jugular), **Jonathan Montoya** (Saliva). See schedule at **Booth #1377**.

### **Jordan Electric Violins**

**Katy Lawrence-Burchett** and Deering endorsee **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5315**

### **Lectrosonics, Inc.**

**Dan Crary** will appear at 11 a.m. **Johnny Hiland** will appear at 3 p.m. **Booth #6899**

### **Longo Custom Drums**

**Peppe Merolla** will appear at 2:30 p.m. **Booth #2873**

### **Lowrey**

**Dennis Fioramonti, Bob Ashworth, Brad Bryan, Bil Curry, Jim Wieda** will appear at 11:10 a.m., 2:10 p.m. and 4:10 p.m. **Booth #405**

### **Mike Lull’s Guitar Works**

Appearance at 11 a.m. by **Bryan Beller**, bass player for Steve Vai and solo artist. **Eddie Jackson** of Queensryche will make appearance, with time to be listed at booth. **Booth #5999**

### **Moody Leather, Inc.**

**Neil Zaza** and **Eric Mantel** will appear from 1 – 3:30 p.m. **Booth #4881**

### **Moog Music, Inc.**

**Eric Levy** of Garaj Mahal. See schedule at **Booth #6100**.

### **Musicorp, LLC**

**Tracy Bonham** (Barcus-Berry violins) will appear at 2:30 p.m. **Booth #5420**

### **National Reso-Phonic Guitars, Inc.**

**Bob Brozman, Doug MacLeod, Mike Dowling** and **Steve James** appear throughout the day. **Booth #1610**

### **Q Lighting**

**Roger “Hurricane” Wilson, Danny B. Harvey, Jeff Mosby** will appear. See schedule at **Booth #5899**

### **Remlé Musical Products, Inc.**

**Dave Pell** will appear from 10:30 a.m. – 5 p.m. **Booth #4410**

### **Reverend Musical Instruments**

**Pete Anderson** will appear. See schedule at **Booth #5822**.

### **Sfarzo String Company**

**Geoff Thorpe and Kiyoshi Morgan** (Viscious Rumors), **Steve Rice and Corey Krick** (IMAGIKA), **Terry Lauderdale, Dario Lorina, Ty Oliver, Juliana Tarter** and more will appear at 11 a.m. and 2 p.m. **Booth #1455**

### **Tornavoz Music**

**Ben Woods and Flametal, Ricky Fante, John West** will appear throughout the day. See schedule at **Booth #5300**.

## UNK Guitars LLC

**Carina Lirola** (singer/guitarist, Lirola) will appear at 11 a.m. and 5 p.m. **Erik Ferentino** ("The Antidivision") will appear at 1 p.m. **Chris Buono** (avant-jazz/rock guitarist) will appear at 3 p.m. **Booth #2892**

## Vigier Guitars

**Ron Thal** (Guns N' Roses) and **Bumblefoot** will appear at 2 p.m. **Oneida James Rebeccu** (bass player for Joe Cocker) will sign autographs at 3 p.m. **Booth #4762**

## Wave Distribution

**Jerry Only**, **Dez Cadena**, **Robo**, **Ryan Hewitt**, **Jim Messina** will appear at 2 p.m. **Booth #6110**

## Worldmax International, Inc.

**Gary Ponder** will appear throughout the day on the hour. **Booth #2740**

## Yorkville Sound Inc.

**Alan Holdsworth** will sign autographs at 3 p.m. **Thomas Blug** will sign autographs at 11 a.m., 2 p.m. and 4 p.m. **Booth #6555**

# SATURDAY, JANUARY 17, 2009

## Alfred Publishing Company, Inc.

**Debra Byrd** (head vocal coach for *American Idol* and *Canadian Idol*) will appear at 2 p.m. **Brendon Small** (co-creator, composer and shredder for Dethklok, featured in *Metalocalypse*) will appear at noon. **Victor Wooten** (bassist for the GRAMMY-winning supergroup, Béla Fleck & The Flecktones) will appear at 5 p.m. **Booth #4822**

## Atomic Guitar Works

**Angus Clark** (Trans-Siberian Orchestra) will appear from noon – 4 p.m. **Booth #3483**

## Axis Percussion, Inc.

Signing autographs today: **Steve Stephens** at 2 p.m., **Derek Roddy** at 3 p.m. and **Bobby Rondinelli** at 4 p.m. **Booth #3478**

## BASIX Percussion

**Danny Gottlieb** will appear throughout the day. See schedule at **Booth #4468**.

## Brazen Guitars

**Olaf Thursen** will appear between 2 p.m. – 4 p.m. **Booth #1237**

## Breedlove Guitar Company

**Ben Lacy**, **Jay Roberts** and **Ed Gerhard** will appear throughout the day. **Booth #1812**

## Carter Steel Guitars

**Billy Phelps** will appear throughout the show. **Booth #5820**

## Case Core

**Coffin Girls** and top bands will appear at the booth. Drop by for times and details. **Booth #4130**

## Civilized World, Inc.

**Jimmy Haslip** (Yellowjackets), **Elliot Easton** (Cars), **Dwayne Larring** (Sonicflood), others will appear at 2 p.m. and 4 p.m. **Booth #5705**

## Cort USA

**Tommy Bolan** and others will stop by the booth throughout the day. See schedule at **Booth #4468**.

## Daisy Rock Girl Guitars

**Ruthie Bram** will appear from 10 – 10:45 a.m. **Annie Clements** will appear from 11 – 11:45 a.m. **Julia Jordan** will appear from 1 – 1:45 p.m. **The Raymies** will appear from 3 p.m.– 3:45 p.m. **Booth #4818**

## Dean Markley Strings, Inc.

**Yngwie Malmsteen**, **George Lynch**, **Nuno Bettencourt**, **Dick Dale**, **Skid Row**, **Blasko** (Ozzy Osbourne Band), **Nick Cantanese** (BLS and Speedx), **Mike Stone** (Speedx), **Michael Wilton**, **Dio**, **Michael Anthony**, **Alice in Chains**, **Atreyu**, **Chimaira**, **Nikki Sixx**, **TM Stevens**, **Bill Dickens**, **Jerry Only** (The Misfits), **Papa Roach**, **Corey Feldman**, **Slightly Stoopid**, **All American Rejects**, **Exodus**, **REO Speedwagon**, **JC Smith Blues Band**, **Pat Travers**, **CC Deville** (Poison), **Disashi** (Gym Class Heroes), **Metro Station**. See schedule at **Booth #5710**.

## EMG Inc.

**Alexi Laiho** (Children of Bodom), **Kerry King** (Slayer), **Brendon Small** (Metalocalypse), **Nick Catanese** and **John "JD" Deservio** (Black Label Society). See schedule at **Booth #4850**.

## Everly Music Company, Inc.

**Christopher Thorn**, **Josh Rand**, **John Bohlinger**, **Snoop Dogg** will also stop by. Check **Booth #4750** for schedule.

## Farnell Guitars

Actress, model and singer **Darcy Donovan** will be unveiling her Signature Series guitar line and will be signing autographs and pictures from 1 p.m. to 4 p.m. **Johnny "Vatos" Hernandez** will also be signing autographs at **Booth #4162**.

## GHS Strings

**John 5**, **J.D. Deservio** (Black Label Society), **Gary Hoey** will appear for an autograph session. See schedule at **Booth #4684**.

## Grip Studios

"**Monster**" (Jugular) will appear from 3 – 4 p.m. **Booth #3194**

## Hoshino USA, Inc.

Appearing at the **Ibanez** booth: **Paul Gilbert**, **Steve Vai**, **Joe Satriani**, **Andy Timmons**, **Mick Thomson** (Slipknot), **Paul Gray** (Slipknot), **Herman Li** and **Sam Totman** (Dragonforce), **Peter Iwers** (In Flames), **Matt Backand** and **Paul Romanko** (Shadows Fall), **Mike D'Antonio** (Killswitch Engage) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

Appearing at the **Tama** booth: **Simon Phillips**, **John Blackwell** (Justin Timberlake), **Charlie Benante** (Anthrax), **Jason Bittner** (Shadows Fall), **John Tempesta** (The Cult), **Daniel Svensson** (In Flames), **Dave Mackintosh** (DragonForce) **Kenny Aronoff** (John Fogerty), **Dave Butterworth** (Good Charlotte), **Ronald Bruner Jr.** (Stanley Clarke), **John Dolmayan** (Scars on Broadway), **Chad Butler** (Switchfoot) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

## Jodavi, Inc.

**Dizzy Reed** (Guns N' Roses), **Alex Grossi** (Quiet Riot), **Monster** (Jugular), **Jonathan Montoya** (Saliva). See schedule at **Booth #1377**.

### Jordan Electric Violins

**Katy Lawrence-Burchett** and Deering endorsee **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5315**

### Lectrosomics, Inc.

**Dan Crary** will appear at 11 a.m. **Johnny Hiland** will appear at 3 p.m. **Booth #6899**

### Longo Custom Drums

**Peppe Merolla** will appear at 2:30 p.m. **Booth #2873**

### Lowrey

**Dennis Fioramonti, Bob Ashworth, Brad Bryan, Bil Curry, Jim Wieda** will appear at 11:10 a.m., 2:10 p.m. and 4:10 p.m. **Booth #405**

### Mike Lull's Guitar Works

Appearance at 3:30 p.m. by **Bryan Beller**, bass player for Steve Vai and solo artist. **Eddie Jackson** of Queensryche will make appearance, with time to be listed at booth. **Booth #5999**

### Moody Leather, Inc.

**Billy Sheehan** and **Joe Bonamassa** (and SRV impersonator) will appear from 1 – 4 p.m. **Booth #4881**

### Moog Music, Inc.

**Eric Levy** of Garaj Mahal. See schedule at **Booth #6100**.

### National Reso-Phonic Guitars, Inc.

**Bob Brozman, Doug MacLeod, Mike Dowling** and **Steve James** appear throughout the day. **Booth #1610**

### Q Lighting

**Roger "Hurricane" Wilson, Danny B. Harvey** and **Jeff Mosby** will appear. See schedule at **Booth #5899**.

### Remlé Musical Products, Inc.

**Dave Pell** will appear from 10:30 a.m. – 5 p.m. **Booth #4410**

### Reverend Musical Instruments

**Pete Anderson** will appear. See schedule at **Booth #5822**.

### Sfarzo String Company

**Geoff Thorpe** and **Kiyoshi Morgan** (Vicious Rumors), **Steve Rice** and **Corey Krick** (IMAGIKA), **Terry Lauderdale, Dario Lorina, Ty Oliver, Juliana Tarter** and more will appear at 11 a.m. and 2 p.m. **Booth #1455**

### Tornavoz Music

**Ben Woods** and **Flametal, Ricky Fante, John West** will appear throughout the day. See schedule at **Booth #5300**.

### UNK Guitars LLC

**Carina Lirola** (singer/guitarist, Lirola) will appear at 11 a.m. and 5 p.m. **Erik Ferentino** ("The Antidivision") will appear at 1 p.m. **Chris Buono** (avant-jazz/rock guitarist) will appear at 3 p.m. **Booth #2892**

### Vigier Guitars

**Ron Thal** (Guns N' Roses) and **Bumblefoot** will appear at 2 p.m. **Booth #4762**

### Wave Distribution

**Jerry Only, Dez Cadena, Robo, Ryan Hewitt, Jim Messina** will appear at 2 p.m. **Booth #6110**

### Worldmax International, Inc.

**Gary Ponder** will appear throughout the day on the hour. **Booth #2740**

### Yorkville Sound Inc.

**Tommy Thayer** will sign autographs at 3 p.m. **Thomas Blug** will sign autographs at 11 a.m., 2 p.m. and 4 p.m. **Booth #6555**

## SUNDAY, JANUARY 18, 2009

### Alfred Publishing Company, Inc.

**Paul Gilbert** (former guitarist for Mr. Big and Racer X; author of several publications) will appear at 1 p.m. **Booth #4822**

### BASIX Percussion

**Danny Gottlieb** will appear throughout the day. See schedule at **Booth #4468**.

### Breedlove Guitar Company

**Ben Lacy, Jay Roberts** and **Ed Gerhard** will appear throughout the day. **Booth #1812**

### Carter Steel Guitars

**Billy Phelps** will appear throughout the show. **Booth #5820**

### Civilized World, Inc.

**Jimmy Haslip** (Yellowjackets), **Elliot Easton** (Cars), **Dwayne Larring** (Sonicflood), others will appear at 2 p.m. and 4 p.m. **Booth #5705**

### Cort USA

**Tommy Bolan** and others will stop by the booth throughout the day. See schedule at **Booth #4468**.

### Daisy Rock Girl Guitars

**Chantele DiBrava** will appear from 11 – 11:45 a.m. **Booth #4818**

### Dean Markley Strings, Inc.

**Yngwie Malmsteen, George Lynch, Nuno Bettencourt, Dick Dale, Skid Row, Blasko** (Ozzy Osbourne Band), **Nick Cantanese** (BLS and Speedx), **Mike Stone** (Speedx), **Michael Wilton, Dio, Michael Anthony, Alice in Chains, Atreyu, Chimaira, Nikki Sixx, TM Stevens, Bill Dickens, Jerry Only** (The Misfits), **Papa Roach, Corey Feldman, Slightly Stoopid, All American Rejects, Exodus, REO Speedwagon, JC Smith Blues Band, Pat Travers, CC Deville** (Poison), **Disashi** (Gym Class Heroes), **Metro Station**. See schedule at **Booth #5710**.

### Hoshino USA, Inc.

Appearing at the **Ibanez** booth: **Paul Gilbert, Steve Vai, Joe Satriani, Andy Timmons, Mick Thomson** (Slipknot), **Paul Gray** (Slipknot), **Herman Li** and **Sam Totman** (Dragonforce), **Peter Iwers** (In Flames), **Matt Backand** and **Paul Romanko** (Shadows Fall), **Mike D'Antonio** (Killswitch Engage) and more. Appearances to be announced at the show; see schedule at **Booth #4634**.

Appearing at the **Tama** booth: **Simon Phillips, John Blackwell** (Justin Timberlake), **Charlie Benante** (Anthrax), **Jason Bittner** (Shadows Fall), **John Tempesta** (The Cult), **Daniel Svensson** (In Flames), **Dave Mackintosh** (DragonForce) **Kenny Aronoff** (John Fogerty), **Dave Butterworth** (Good Charlotte), **Ronald Bruner Jr.** (Stanley Clarke), **John Dolmayan** (Scars on Broadway), **Chad Butler** (Switchfoot) and more. Appearances to be announced

at the show; see schedule at **Booth #4634**.

### Jordan Electric Violins

**Katy Lawrence-Burchett** and Deering endorsee, **Dell Burchett** will appear at noon, 2 p.m., 3:30 p.m. and 5 p.m. **Booth #5315**

### Lectrosonics, Inc.

**Johnny Hiland** will appear at 3 p.m. **Booth #6899**

### Lowrey

**Dennis Fioramonti, Bob Ashworth, Brad Bryan, Bill Curry, Jim Wieda** will appear at 11:10 a.m. **Booth #405**

### Moody Leather, Inc.

**Elliot Easton** and Moody and *Playboy* photographer **Barry Fontenot** will appear from 1 – 3 p.m. **Booth #4881**

### Moog Music, Inc.

**Eric Levy** of Garaj Mahal. See schedule at **Booth #6100**.

### National Reso-Phonic Guitars, Inc.

**Bob Brozman, Doug MacLeod, Mike Dowling** and **Steve James** appear throughout the day. **Booth #1610**

### Q Lighting

**Roger "Hurricane" Wilson, Danny B. Harvey, Jeff Mosby** will appear. See schedule at **Booth #5899**.

### Remlé Musical Products, Inc.

**Dave Pell** will appear from 10:30 a.m. – 5 p.m. **Booth #4410**

### Reverend Musical Instruments

**Pete Anderson** will appear. See schedule at **Booth #5822**.

### Sfzaro String Company

**Geoff Thorpe** and **Kiyoshi Morgan** (Vicious Rumors), **Steve Rice** and **Corey Krick** (IMAGIKA), **Terry Lauderdale, Dario Lorina, Ty Oliver, Juliana Tarter** and more will appear at 11 a.m. and 2 p.m. **Booth #1455**

### Spectraflex, Inc.

**George Lynch** will appear from 10:30 – 11:15 a.m. **Booth #1685**

### Tornavoz Music

**Ben Woods** and **Flametal, Ricky Fante, John West** will appear throughout the day. See schedule at **Booth #5300**.

### Worldmax International, Inc.

**Gary Ponder** will appear throughout the day on the hour. **Booth #2740**

### Yorkville Sound Inc.

**Thomas Blug** will sign autographs at 11 a.m., 2 p.m. and 4 p.m. **Booth #6555**

### Alfred Publishing Company, Inc.

IMV DVDs, *Rolling Stone Magazine* songbooks, 10 for \$10 sheet music series, On the Beaten Path: Progressive Rock, Simply Series, Alfred's Premier Piano Course, Decade by Decade series, 5 Finger series, Broadway Presents!, Singer's Library of Musical Theatre, Broadway's Best series, I Used to Play Piano series, The Complete Idiot's Guide software, Teach Yourself to Play software, Morton Subotnik's Creating Music Series, DW DVDs, Alfred's Basic Guitar Method. **Booth #4822**

### Asher Guitars & Lap Steels

Asher Guitars & Lap Steels is known for its high-end vintage inspired instruments - played by respected musicians around the world. New to 2009 is the Asher Electro-Sonic, a round-neck version of the famed Asher lap steel. To compliment the company's line, it's debuting the Asher Electro Sonic amplifiers. **Booth #1454**

### Atomic Guitar Works

Handmade electric guitars and violins. **Booth #3483**

### Audio Innovate

The Innofader is revolutionizing the DJ market with the ultimate replacement fader. Sturdy construction and a non-contact design guarantee that the Innofader will endure the demands of even the most aggressive DJ. Various customization options guarantee compatibility with many mixers and allow DJs to achieve the perfect feel. **Booth #7304**

### Avalon Design

10th Anniversary edition VT-737-SP black and blue LEDs. **Booth #6959**

### Axis Percussion, Inc.

Axis Percussion takes great pride in specializing in precision foot pedals and drum hardware. Our products are fabricated from solid stock, each part being machined in our factory in Carson, Calif., U.S.A. We are dedicated to the highest level of quality and craftsmanship. **Booth #3478**

### Basix Percussion

Basix will be displaying some exciting new hardware, drum kits and thrones. Show specials will be announced during the show. **Booth #4468**

### Blackbird Guitars

Blackbird Guitars, building on their "big sound, small body" mantra and proprietary hollow-neck, carbon-fiber construction, premier the Blackbird Super-OM. It is among the lightest, most durable acoustic guitars available. It features the new Asymmetrical Unibody Geometry, which works seamlessly with the hollow neck/head, maximizing bass response, volume, comfort and access. **Booth #1404**

### Brazen Guitars

FANTASY-Elite FR, FANTASY-Carnival P90, FANTASY-Thorson 7-String. FANTASY, the award-winning model sets new standards of playability and design. **Booth #1237**

### Breedlove Guitar Company

Pick up your limited-edition Breedlove calendar after experiencing the newly unveiled, all-new Atlas series guitars and the 2009 Calendar guitars. **Booth #1812**

## WHAT TO SEE

### AEA

A440 Active Ribbon Mic and AEA RBQ Mic PRE with Curveshaper. **Booth #1863**

### AIM Gifts

AIM Gifts will be exhibiting several new items from their line of music gifts, including jewelry, bags, clothing, stationery, travel and household items, accessories and much more. **Booth #4223**

### Carter Steel Guitars

Featuring our Carter-Starter and Magnum PRO Select steel guitars, a surprisingly useful and truly enlightening 15-minute Seminar will be given daily by John Fabian at 11:30 a.m. and 2:30 p.m., called "Pedal Steel Guitar's E9 Nashville Tuning Demystified for Standard Guitar Players, as well as Others." Bring your questions! **Booth #5820**

### Case Core

Guitar and bass cases featuring licensed images of rock bands. **Booth #4130**

### Civilized World, Inc.

New effects from Rockbox Electronics, new guitar models from Chris Campbell Custom Guitars, new guitar models from Pat Wilkins Custom Guitars, new guitars from Toru Niitono Guitars. **Booth #5705**

### Core One Creative, Inc

Core One Creative, Inc. has announced the expansion of their popular Bullet Cable product line. 15 new connector models, including Vegas Dice, Skulls, Crosses, Coffins, Syringes, Sparkplugs and Grenades sold in packages of 2 pieces in choice of straight or angle connectors. Using the pre-gauged hex screw developed for the professional grade Core X2 Cable, Core One Creative's premier cable line, it is guaranteed to offer a perfect solderless connection that is dependable and easy to make. **Booth #5499**

### Cort USA

Cort will be introducing several new models including the Earth Custom R-acoustic, T74 bass, L900P parlor-size guitar and many other new models and colors. There will be show specials announced at the show. **Booth #4468**

### Creative Bags and Cases

MADAROZZO™, Martin Ritter's new boutique range for gig bags, cases and accessories. A fusion of fashion, functionality and protection for musical instruments. It already has distribution in 20 international markets. **Booth #1805**

### D'Addario & Company, Inc.

D'Addario EXP Strings, D'Addario Bowed Zyex Composite Strings, Planet Waves Modular Snake System, Planet Waves Headstock Tuner, Evans Drumheads Corps Clear Tenor Heads, HQ Percussion EcoPad, Rico ReedGard Case. **Booth #4834**

### Daisy Rock Girl Guitars

Remaining true to the features that have created "THE female guitar company," Daisy Rock unveils more than 20 new guitars with slim and narrow neck profiles and light-weight bodies, the perfect guitars for beginners or seasoned professionals alike. Check out the entire line at the Daisy Rock exhibit. **Booth #4818**

### DANSR, Inc.

DANSR will unveil new product promotions and merchandising, new financing plans and a B2B online ordering system. New products include the V16 T6 for tenor saxophone and the new Heritage cornet mouthpieces. **Booth #3100**

### Dean Markley Strings, Inc.

Blue Steel, Alchemy, Vintage Reissue electric, Vintage acoustic, Hendrix, S/R 2000, Artist Signature strings, Promags, PT 13 Suppressor, Micro Amps, Super Rounds. **Booth #5710**

### EMG Inc.

EMG – X Series: The new generation of active pickups. From the original active pickup company. New chrome and gold versions of the classic EMG 81 and 85. **Booth #4850**

### Everly Music Company, Inc.

Everly Music Company has announced that during the NAMM Show, dealers who visit their booth and sign up to the dealer mailing list will receive \$100 worth of Cleartone Strings inventory free. Dealers must have a retail storefront and must sell guitar-related products. Promotion designed to help existing and new dealers. Everly Music is in its 11th year in business and manufactures and distributes Cleartone Strings, Everly B-52 Strings, Star Picks and Postal Monkey Cases. **Booth #4750**

### Farnell Guitars

Electra-Lite Series molded composite semi-hollow electric guitars with amazing tones and very lightweight. **Booth #4162**

### Getzen Company, Inc.

Stop by and view our display of both Vintage and current model GETZEN instruments. Information on our "2009 Getzen Anniversary Eterna Giveaway" will be available at the booth as well. It is the Getzen Company's 70<sup>th</sup> anniversary, but we are giving the gift. **Booth #4412**

### GHS Strings

GHS Strings – Infinity Round Core bass strings coated and with a round core for better tone. Rocktron – Reaction Stomp Box series, new floor multi-efx with built-in talk box, new boutique stomp box line. GHS now distributes Rockbags and Rockstands product lines in the United States. Come see new Rockbags, cases and stands. **Booth #4684**

### GlassTones L.L.C.

Inventor Mark Payung will be introducing a new technology for stringed musical instruments. The innovation purifies the vibration of the string, hence, purifying the sound emitted. GlassTones innovation produces crystal-clear tone, bold rich and unique voice (timbre) and amazing natural sustain. **Booth #1342**

### Gretsch Co.

GRETSCHGEAR.COM manufactures official Gretsch® brand apparel and accessories. The Gretsch Gear Catalog celebrates 125 years of "That Great Gretsch Sound" with limited-edition collectibles, accessories and original Gretsch Company catalogs, posters and stickers. **Booth #3540**

The BIGSBY® exhibit will showcase vintage-style vibratos and bridges originally designed and made famous by founder Paul Bigsby half a century ago. On display will be a variety of hand-assembled vibratos in addition to die cast licensed models. Daily installation demonstrations planned. In addition, the new book, *The Story of Paul Bigsby: Father of the Modern Electric Solidbody Guitar*, will be offered for the first time. **Booth #3540**

### Grip Studios

Traditional guitar hangers need a facelift. Grip Studios introduces "The Grip," the latest in custom guitar hangers. Designed after the human hand, these unique sculptures hang your axe in style. Durable materials and steel-reinforced mounts. Cushioned inserts to make sure your instrument hangs safely and securely. Get a grip! **Booth #3194**

### Guangzhou Xinbron Electronic Technology Factory

Technology innovation is the driving force behind our growth; getting victory in quality is our magic weapon in success. Kinds of active/passive line arrays. Loudspeakers, speaker processors and amplifiers. 3BDIO will be the best choice for you! **Booth #1835**

### Hal Leonard Corporation

Thousands of songbooks, instructional publications and DVDs, featuring new series like FastTrack DVDs (\$7.95 ea.), Real Book Play-Alongs and Real Book CD-ROM, Classical Play-Along, Harmonica Play-Along; Piano Chord Songbooks; The Fish Series; Rock Riffs Instrumental Series (book/CD packs); additions to the Guitar, Bass, Drum and Jazz Play-Along series; new editions of Pro Vocal, Hal Leonard Student Piano Library; new artist, Broadway, Disney and movie collections; *High School Musical 3* and more. **Booth #4618**

### Harris Musical Products, Inc.

Set your sales apart from the ordinary with highly profitable products from Harris Musical: Guitar lamps and other musical lifestyle gifts, US Blues amps and harmonicas, Buckaroo cymbals, Spectrum guitars and packs, Wheatware biodegradables and much more. So many things you have never seen and never sold before. Innersoul. **Booth #4831**

### Heintzman Distributors Ltd.

New Gerhard Heintzman piano line, contemporary and modern style. **Booth #448**

### Hoshino USA, Inc.

New from Ibanez: Electric guitars: Fixed-bridge Vai and Gilbert Signatures. Andy Timmons Signature. RG 17.0mm Super Wizard necks, maple fretboard RG Prestige, Paul Gilbert 20th Anniversary. Bases: Japanese SR Prestige, Pete Iwers Signature, ART single-cut. Acoustic guitars: Ambiance arch-tops, new Daytrippers with onboard tuners. Electronics: T-Series acoustic amps, Tone-Lok analog phaser. New from TAMA: SC Bubinga Elite series, Starworks series. **Booth #4634**

### Jodavi, Inc.

Snap Jack Wireless – fits most professional wireless receiver units; Snap Jack XLR – magnetic detaching tips; Black Jack cables – guitar cables with a built-in silencer; ZZYX XLR I.D. Tag – XLR cables with identification dials to easily identify each cable; Snap Jack Pedalboard Series – 6-, 12-, 18-inch pedalboard cables; Solderless Snap Jack cable kit – solderless kit with magnetic tips. **Booth #1377**

### Jordan Electric Violins

Beautiful, highly figured woods and visually stunning finishes compliment our ergonomically designed, handmade 4-, 5-, 6-, 7- and 9-string electric violins, violas, cellos and basses. Be sure to experience our 6-string midi bass and exquisitely inlaid Sunrise Sunset and Passing Through electric violins. **Booth #5315**

### Kelly Concepts, LLC

Kelly Concepts, LLC is introducing their new series of popular Kelly SHU™ kick drum microphone shock mount systems, The Kelly SHU Composite™. The new series, being injection-molded from high-density polymers, promises to be attractive to buyers and more affordable to consumers offering all the benefits of the Kelly SHU Pro™ system. **Booth #2535**

### Longo Custom Drums

Longo Custom Drums is a distinct line of handcrafted, solid-shell drums. Our drums have been primarily used by professional drummers worldwide in studio recordings and live appearances. These fine drummers continue to encourage us to introduce our drums to the world. Stop by to enter our drawing for a walnut snare. **Booth #2873**

### Marshall Electronics

MXL will showcase several exciting new products. Stop by to see the mic that everyone's talking about—our new flagship tube microphone, the Genesis. MXL will also unveil new studio condenser mics, high-performance instrument mics and new, affordable microphone packages. **Booth #5994**

### Monsound

Our designers and engineers have led to the realization of a high Italian-quality product: M1750. These products, easy to use, born to offer the best sound to musicians and sound technicians. With its competitive price and unique design, MyAudio products complete the catalog. **Booth #1870**

### Moody Leather, Inc.

Moody Leather introduces two new straps for 2009! First is their SRV Pride and Joy tribute strap. This beautiful strap is an exact replica of the legend SRV, with a 4-inch width, all supple leather, black with white musical notes done in true Moody Luxury style. Come see our SRV impersonator kick off the unveiling of this exquisite replication! For the first time, Moody Leather has designed a non-leather signature strap. Moody is announcing the Billy Sheehan 3-inch wide signature model bass strap. This is the first-ever custom vinyl strap on the market! Billy himself will be there to unveil this beauty! **Booth #4881**

### Musicorp, LLC

Sierra Guitars will be introducing three new Sierra cedar-top guitar models. Stageline Stands will be introducing new Desk Top Wooden Music Stands. MBT Lighting will demonstrate six new LED lighting effects in an enclosed, technologically advanced lighting theater. **Booth #5420**

### Nady Systems, Inc.

J-Series speakers: premium high-power speaker series for use as FOH or monitor cabinets (700 W handling capacity). W-1KU: 1,000-channel select UHF wireless mic system with durable, all-metal receiver/transmitters. MM-15USB: 15-input mini mixer with USB connectivity. SCM 2090: Stereo (90 X/Y) large-diaphragm studio condenser microphone. RSM-8A: Active ribbon studio microphones. **Booth #4650**

### Peak Music Stands

Compact and portable violin stand (ST-22). This fully adjustable, ultra-lightweight stand features a high-grade aluminum frame. Both the height of the stand and its support arms can be easily adjusted to accommodate various sizes of violins, even viola. A bow hanger is integrated with the stand. Carrying bag included. Also, featuring a portable keyboard stand. **Booth #3020**

### Pearl Corporation

Demon Drive has arrived. Pearl's new direct drive bass drum pedal is packed with features and converts from long-board to short-board. Demon Drive is Heavenly Smooth and Wickedly Fast! This will be the product everyone is talking about. Pearl's complete drumset lineup is on display including a new limited edition Masters Mahogany kit. Exciting new colors will be

unveiled for Masters MCX and Vision VBX. Experience the innovation of Pearl Percussion with the all new Jingle Cajon. Adams Musical Instruments will be on display, including the new Revolution Timpani, the world's first professional-grade portable timpani with a removable base. **Booth #2638**

### Q-Lighting

Burriss Amps introduces the Royal Bluesman—perhaps the world's smallest, full-featured, custom, hand-wired tube amplifier. At 18 watts and only 14 pounds with a 11.5" x 6.75" x 7.13" footprint, the class-A Royal Bluesman is hand-wired, tube-powered and fully loaded—see it and play it.

Introducing the new Maestro 3 Folding LED Music Stand Light from Q Lighting. Powered by three AA batteries; soft light evenly covers an 11 x 17 area edge-to-edge, then folds down to fit in its own 5.25" x 3.5" protective carrying case. Muting filter and batteries included. **Booth #5899**

### Remlé Musical Products, Inc.

Lester Young's Dolnet Tenor Saxophone is on display at Beechler Mouthpieces. Lester's horn has not been played for more than 50 years. It is now in the possession of Dave Pell, who has had it meticulously restored. Dave also has the original mouthpiece. **Booth #4410**

### RENKUS-HEINZ, Inc.

IC Live—Engineered for live sound, IC Live turns the small-format line array on its end. Fast and easy setup, with or without a computer. Digitally steerable sound for the highest intelligibility. Steerable. Portable. Powerful. Experience IC Live. **Booth #6526**

### Reverend Musical Instruments

Reverend continues their Independent dealer-friendly program featuring exclusive territory, protected pricing and no big-box stores. The line includes Set-Neck and Bolt-On series electric guitars starting at \$599 street price. New guitars for 2009: Pete Anderson Signature, Jetstream w/Hardtail and left-handed models! **Booth #5822**

### Sabian Ltd.

Focusing on its cymbal and sound innovator status, SABIAN introduces its new-for-2009 Vault Artisan Hats and Crash; AAX X-Plosion Fast Crash and Splash; Vault Artisan Traditional Symphonic Hand Cymbals; Vault RADIA Nano Hats; and AA and HHX Raw Bell Dry Rides. **Booth #3254**

### Santa Cruz Guitar Co.

Exciting times at the Santa Cruz NAMM booth! Arlen Roth, Janis Ian, Otis Taylor and Tony Rice will be represented by their SCGC signature models with Otis demo-ing his guitar on Friday and Saturday. Perennial show "must sees" are SCGC's elegant custom guitars, professional ukuleles and surprise innovations. See you there! **Booth #1710**

### Seymour Duncan

Seymour Duncan will unleash three, count 'em, *three* brand new ground-breaking stompboxes, along with a slew of new pickups for electric guitar and bass. Make sure to check out the latest addition to our Blackouts line of active pickups built to rock hard. And our sister company, D-TAR, will release a new multi-source acoustic guitar pickups called, oddly enough, the Multi-Source! **Booth #4358**

### Spectraflex, Inc.

Mr. Scary Cable—George Lynch first-edition signature guitar cable. **Booth #1685**

### Stanton Magnetics, Inc.

DaScratch is a USB-MIDI controller that combines fast response, east customization and a compact form factor to create an ideal instrument for any digital DJ looking for total control over their software. Small and portable, DaScratch makes a space-friendly addition to any existing DJ gear setup. Also, C-Series of passive folded horn subwoofers. The new C-Series provides performance improvements over previous folded horns and incorporates a striking new design. The C-Series features three new models, the AB-36C, EL-36C and the JE-36C, each featuring a rugged, custom-designed Cerwin-Vega 18" case-frame speaker. **Booth #6866**

### Tonium

Pacemaker: The world's first pocket-sized DJ system. Imagine two turntables, a mixer and your entire music collection in a handheld device. The Pacemaker boasts full professional DJ functionality: two channels, crossfader, pitch control, EQ, line out, etc. **Booth #7023**

### Tornavoz Music

The world's leading supplier of nylon-string guitars and accessories, distributing nine brands including Córdoba, Ramírez, Oriente and HumiCase™. New products include the Córdoba Fusion series: nylon-string guitars for steel-string musicians, Donavon Frankenreiter's Signature Córdoba La Playa surf/travel guitar and ukulele, and Gipsy Kings' Signature guitar line. **Booth #5300**

### Trem King

A vibrato that stays in tune. Designed as a fixed bridge with full up and down vibrato action. Plays like a hardtail! The TremKing can be installed in most guitars with minor routing. Let TremKing install it for you. **Booth #5861**

### Universal Champion Electroacoustic Technology Company

In a world premier, on show will be the FIRST full true front-to-back digital wireless system. Giving hi-fi quality audio from 20Hz-20KHz. Includes multi-channel and multi-frequency options ranging from UHF through to 5.8GHz. **Booth #1787**

### UNK Guitars LLC

UNK Guitars: The UNK Standard, The UNK Special, The UNK Jr., Generator X (all made in the USA). Import Line: X-Mark Series: UX-101/TB, UX-101/BK, UX-101/WH, Generator X-Mark. **Booth #2892**

### Veritas Instrument Rental Inc.

Veritas Instrument Rental offers a unique opportunity to establish (or recapture) a profitable band & orchestra instrument rental program through an exclusive affiliation. Inventory, marketing and collections are provided with no startup cost. Territories nationwide are available. Stop by and check us out! **Booth #3604**

### Vigier Guitars

Vigier, the pioneer of carbon-fiber technology in guitar design, is proud to introduce its very first single-cutaway electric guitar. This new model will deliver the hottest sounds of all guitars in Vigier's product line. The single-cut body design reflects a combination of modernism and tradition, which is exactly what this new Vigier model is about. **Booth #4762**

MUSIC  
PLAYER  
NETWORK PRESENTS



muriel anderson's

# ALL STAR GUITAR NIGHT®

Saturday, January 17th, 2009

7:30PM, Anaheim Hilton Ballroom D

PRESENTED BY:

**Guitar Player** **BASS** **keyboards** **EQ**

Starring Muriel Anderson, Vicki Genfan,  
Ben Lacy, Jay Roberts, Pete Anderson,  
Trace Bundy, Seymour Duncan  
and Friends, Will Ray, Marc Cooper,  
Jeff Berlin with Richard Drexler,  
Stu Hamm and Danny Gottlieb

**PLUS Surprise Legend Award**

Presented by **Guitar Player Magazine**

**TICKETS AVAILABLE AT  
SPONSORS' BOOTHS**

Amazing Silent Auction  
Benefits the Music for  
Life Alliance



Special thanks to Bob Cerceo, CAD Microphones,  
Eminence, Q Lighting, Burriss Amps, Little Kids Rock



All Star Guitar Night  
Produced by TrueFire

[www.AllStarGuitarNight.com](http://www.AllStarGuitarNight.com)  
[www.ASGN.tv](http://www.ASGN.tv)

Thanks to  
for their  
continued support!



## WaveAngle

WaveAngle Inc. announces a new, smarter way to connect and perform wirelessly. The Radian™ Wireless Guitar and Bass Guitar system uses unique digital wireless technology to provide solid connectivity, superior signal quality, and killer value-add features, all in an ultra-compact package. **Booth #1756**

## WaveMachine Labs, Inc.

Established in 1999, WaveMachine Labs, Inc. is the manufacturer of the drum replacement software, Drumagog. Musicians, engineers and producers use Drumagog every day to enhance and fix drum tracks. Stop by our booth to get a demo and see what Drumagog is all about. **Booth #6905**

# NAMM UNIVERSITY

## THURSDAY, JANUARY 15

### BREAKFAST SESSION

Hilton Anaheim Hotel, Pacific Ballrooms  
*FREE breakfast served 8 a.m. – 8:30 a.m., first come, first served;*  
Session 8:30 a.m. – 9:30 a.m.

8 a.m.

### Breakfast of Champions

*Joe Lamond, President and CEO, NAMM, and Guests*

In this session, Joe Lamond, president and CEO of NAMM, will welcome some champions of business for a series of up-close and personal discussions. Listen in on the thoughts of these opinion leaders and get a rare glimpse into their views on the future of our industry in this rapidly changing business environment.

### IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B  
*Sessions Start Every 30 Minutes*

10:30 a.m. – Special Double Session

### Want to Add Video to Your Web Site? Here's How!

*Presented by Jen Lowe, Mike Nessen and Jim Hodgson*

Does your Web site consist of one static page after another? Would you like your pages to come alive with video and slide shows? Do you want to extend your site out to the social networks like YouTube and MySpace? It's not that hard to do—really! Jen Lowe and the team from BoomBoom Percussion will show you how to do it. Step-by-step. Get your NAMM Show off to a flying start. Join us for 50 minutes of action-packed, practical demonstrations. Learn about the free software tools you can use for video editing—regardless of your level of proficiency. You can do it!

11:30 a.m.

### The Key to Buying Music Product Inventory

*Presented by Alan Friedman, CPA, Friedman, Kannenberg & Company, P.C.*

Look around your store, and what do you see? Too many guitars and amps, too few accessories, the wrong mix of print music, unrented band instruments on the shelves, obsolete pro-audio gear collecting dust and aging pianos occupying

valuable flooring costs. How does that happen? In this updated session, you will learn how to buy the right quantity and mix of music products. Alan Friedman, a CPA with several music dealer clients, will give you the secret for making smart inventory buys.

Noon – Special Double Session

### How to Create Simple and Effective Advertising and Promotion

*Presented by Larry Mersereau*

If you market on a limited budget, you can't afford to miss this program. You'll learn how to get maximum return from your investment in advertising and promotion, no matter what media you use. Online, print, direct mail, mobile...there are dozens of media to choose from. You'll make better selections after this program. Plus, you'll create more effective ads and messages using "Larry's Magic Formula for Compelling Marketing Communications." You'll only get it here—don't miss it!

1 p.m.

### Get 'Em While They're Hot: Future Drum Markets

*Presented by the Percussion Marketing Council (PMC)*

Is your store or drum department selling today's "drumming lifestyle," or what was hot yesterday? Explore the future of the drum and percussion market from this panel of industry leaders, celebrities and educators. Whether you're a small music store or a multi-location chain, you'll hear insights and answers from the Percussion Marketing Council's panel of experts on where the markets are heading and the trends that are just around the corner. Discover concepts and ideas way beyond the next drum clinic or event, and learn how to attract and sell to customers you have not considered before or don't know how to reach.

1:30 p.m.

### Live Sound Advanced: What You Need to Know to Thrive

*Presented by Kent Morris, Peavey Electronics*

For MI retailers, live sound should be more than powered speakers on a stick. From line arrays to digital consoles, the market is expanding and prospering. But to succeed, you must know the technology behind the latest trends. With decades of experience in installed and touring sound, Peavey's Kent Morris will explain in straight talk the ins, outs and throughs of pro-level live sound so you can command the respect you deserve and close the biggest sales of your career.

2 p.m.

### How to Keep Your Music Students Motivated

*Presented by Jeff Gastineau, Owner, Creative Ej Inc.*

Are your music students just going through the motions with their music lessons? If so, maybe it's time to take a fresh look at your entire approach. Starting with presenting your program to prospective students and instructor selection, all the way through instruction and student performances, Jeff will show you how you can make student motivation the key principle of your lesson program.

2:30 p.m.

### **Five Reasons Customers Should Do Business with You. Don't Just Advertise Products and Price**

*Presented by Joe Bredau*

Take a look at your latest advertising piece. Now take a look at an advertising piece from your competitor. Is there a difference? Can your customers see the difference? Probably not! Industry veteran Joe Bredau will show you how to discover your competitive advantage. Advertise what makes you special! Give your customers five compelling reasons to shop at your store.

3 p.m.

### **How Can I Energize My Employees?**

*Presented by Gayle Beacock, Vice President, Beacock Music*

How can you cultivate enthusiastic customers when your own employees are not fully energized? You can't. If you want to build "buzz" about your business, you need to begin by building "buzz" in your business. Turn your store into a beehive of excitement and activity. Get your staff humming and working together as a team. Your customers will catch the enthusiasm!

If you are looking for practical tips and techniques to motivate your staff—and who isn't?—be sure to attend this session. Gayle Beacock is the perfect model of a motivated employee. Learn how she motivates herself—and her staff—to reach their goals. You will come away buzzing with ideas to energize your employees.

3:30 p.m.

### **Five Ways to Use Local Talent for Attracting Customers and Driving Sales**

*Presented by John Stiernberg*

Many manufacturers have international artist relations programs, but relatively few music products retailers have their own homegrown endorsements or event series. Where do you find talent? How much does it cost? What will the impact be on sales and profits? Join us for five actionable tips geared to using local artist relations and events to attract more customers, increase sales and set your store apart in today's ultra-competitive market.

4 p.m.

### **How to Create a Music Lesson Culture and Team at Your Store**

*Presented by Pete Gamber, Owner, Alta Loma Music*

Having lesson rooms, teachers and sales staff is no longer enough to create a successful music lesson program. If you want your lessons and sales to grow, you need a music lesson culture and music lesson team. Pete will show you how to develop a music lesson culture and a music lesson team at your store that will produce unbelievable results!

4:30 p.m.

### **Your Lesson Rooms: Your Best Place to Market to Your Students**

*Presented by Pete Gamber, Owner, Alta Loma Music*

Do you use the lesson room as a place to market to your students? Do your students get dropped off, beeline it into the lesson and then haul buns back out to mom, who has to get

the next kid off to soccer? If so, listen to Pete's ideas about how to sell more gear and services to your students.

5 p.m.

### **Beyond Music Lessons: Take Your Music Lessons to the Next Level**

*Presented by Pete Gamber, Owner, Alta Loma Music, and Panel*

Take your music lessons to "the next level" by adding exciting programs and new class offerings to what you're already offering. Get some fantastic ideas about what other NAMM Members are doing to energize and expand their lesson programs. Join Pete Gamber and industry panelists Dom Fomularo (Vic Firth Educational Director), Donna Hall (New York School of Music), Dave Sebree (founder of Rock Camp USA) and Jeff Gastineau (Creative Ej Inc.) for this session.

## **FRIDAY, JANUARY 16**

### **BREAKFAST SESSION**

Hilton Anaheim Hotel, Pacific Ballrooms

*FREE breakfast served 8 a.m. – 8:30 a.m., first come, first served; Session 8:30 a.m. – 9:30 a.m.*

8 a.m.

### **The BIG Issues: Trends and Tactics – The Next 12 Months**

*Bill Hinely and Panel*

It's the beginning of the new year and the ideal time to look ahead and explore the trends that are going to influence business over the next 12 months. In the latest BIG Issues session, Bill Hinely and a panel of experts will explore some of the emerging trends that are going to influence the music products industry during the upcoming year and beyond. Find out how these trends are going to affect you and how to control the challenges while you take advantage of the opportunities. This is the information you need to succeed and thrive in this time of economic and social change.

### **IDEA CENTER SESSIONS**

NAMM Idea Center, Booth #5501 in Hall B

*Sessions Start Every 30 Minutes*

10:30 a.m.

### **Looking for Customers? Connect with Them on YouTube, MySpace and Other Social Networks**

*Presented by Kurt Witt, Yamaha Corporation of America, and Panel*

YouTube for business? Yes. Definitely, yes! It's where your potential customers watch music videos and talk about music and musical instruments. Along with the other social networking sites, it's where you need to be if you want to reach them. But first you need to know some things in order to create that connection. Kurt Witt from Yamaha Corporation of America will show you how innovative music dealers are tapping into this exciting market and growing their business. Learn what works and why. Learn the social niceties in social networking. It's your business to know how to operate in this environment.

11 a.m.

### **How to Create Customer Traffic Without Creating Cost**

*Presented by Bob Popyk, Columnist, The Music Trades Magazine*

If you don't have a mega-store marketing budget tied together with a big checkbook and an even bigger crystal ball, here are some ideas to bring more customers into your store right away without having to go to the bank. Find out lots of easy ways to get more store traffic each day by using some initiative, tied together with some cleverness and creativity. If you want to give your sales an immediate boost without making your local media rich, check out this session.

11:30 a.m.

### **How to Sell to Customers Only Looking for Price**

*Presented by Bob Popyk, Columnist, The Music Trades Magazine*

Are customers getting "tougher" to sell to because they come in looking just for a better deal? Here are some simple ways to close a high percentage of those customers who are searching for the best deal, tell you they're "shopping around" and walk out of your store without buying. Just a couple of ideas put to use could immediately make your sales team more effective.

Noon – Special Double Session

### **Design Your Retail Store on a Dime**

*Presented by Danny Rocks and Panel*

Here's your chance to see real-life music store makeovers. Actual "before and after" photos illustrate the change. Was it worth it? How much did it cost? Did it increase sales? Join Danny Rocks and his panel of music dealers and store designers as they show you how to remodel your store. And how to do it "on a dime"!

1 p.m. – Special Double Session

### **How to Sell Without Being a JERK!**

*Presented by John Klymshyn*

This session (based on John Klymshyn's third book) is funny, practical and full of real-world examples. Why are salespeople so maligned? Why is sales seen as anything other than an honorable profession? Klymshyn shares reliable selling conversation techniques that salespeople across the United States and Canada have adopted in order to control conversations and be persuasive, yet non-threatening. A sense of humor is essential to success in selling. Klymshyn's wit, presentation style and personal experience in the selling life inform this interactive, fast-moving and funny session.

2 p.m. – Special Double Session

### **Selling Yourself to the Bank**

*Presented by Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Company, P.C.*

When it comes down to it, banks have two objectives: to make money by lending you money, and to make sure they've minimized their risk along the way. That means you must convey your business and industry knowledge to your banker in the most convincing manner possible. While a healthy financial statement is a good start, you need a whole lot more to make sure you get the financing you need to run and grow your business. Join industry accountants Alan Friedman and Daniel Jobe and learn how to win over your banker with a "sure-fire" presentation.

3 p.m.

### **How to Take Your Lessons, Programs and Camps to the Next Level**

*Presented by Donna Hall, President, New York School of Music*

Where do program ideas come from? Learn how to develop programs and how to start them, including how to market your program and organize your space. Get your students out and performing! This is a must to keep your lesson program strong and growing. Explore some ideas about how to put recitals together—no excuses allowed! Everything from coffee houses to harvest fests. This can be done with little or no cost. Summer Rock Camps: How to turn your slowest months into your most profitable ones. Camps have become hot—and hugely successful!

3:30 p.m.

### **Music Industry Legislation and Regulation: Are You Up to Speed?**

*Presented by Mary Luehrsen, NAMM, and Guests*

Regulations required by federal and state legislation can affect business efficiency and even the way you do business. Two recent regulation changes will be discussed in this session:

- 1) New requirements for wood imports, both pre-manufacturer and commercial products
- 2) White space frequency regulation that impacts wireless microphones/receivers.

Meet with industry advisers and experts to learn about the regulation guidelines, implementation and how you can stay ahead of the curve.

Roundtable information sharing for industry professionals will be held from 4–5 p.m. in the Green Room of the Hilton. Specific information concerning wood import filing requirements will be shared, along with how the new frequency regulations may impact wireless product specs and ideas for ways to share product use with customers.

4 p.m.

### **How to Promote Clinics and Get Maximum Results**

*Presented by Ravi, Music Products Industry Consultant and Magazine Columnist*

Local independent dealers must provide product education and musical inspiration in their communities. Professional clinics attract local talent, create informed customers, educate and inspire the sales force and demonstrate the value of independent retailers to an ever-growing "big box" consumer base. Columnist and consultant Ravi will teach you how to promote effectively, capitalize on an inspired audience and get the maximum ROI (return on investment). Manufacturers, retailers, clinicians, teachers and artists all share the same objective: delivering quality music to the masses. Clinics are a golden opportunity to bring the team together, beat the competition and nurture the musicians (aka customers) of today and tomorrow.

4:30 p.m. – Special Double Session

### **I Heard It / I Tried It / It Worked!**

**Best Ideas from the OMEGA Sharing Group**

*Moderated by Kevin Cranley, President, Willis Music*

Kevin Cranley and his panel of OMEGA members will share practical ideas that have worked in their stores. You don't have to look far for new ideas—they're all around us. The trick is to take someone else's great idea and adapt it to fit your store's situation. This could be a sales promotion or a merchandising plan—even a hiring and training procedure. See it, adapt it, implement it and document it so that you can use it again! Join us for this fast-paced session; bring ideas that worked for you and *win a prize!* Be prepared to take away some winning ideas that you can implement next week!

## SATURDAY, JANUARY 17

### BREAKFAST SESSION

Hilton Anaheim Hotel, Pacific Ballrooms

*FREE breakfast served 8 a.m. – 8:30 a.m., first come, first served; Session 8:30 a.m. – 9:30 a.m.*

8 a.m.

#### **25 Ideas to Improve Your Business—NOW!**

*Alan Friedman and Danny Rocks*

Are you looking for a few fresh ideas to improve your business? Are you looking to find new customers? Do you want to create more "buzz" for your next event? Do you need some help with your financial statements? Well, look no further! In one hour, you will get 25 ideas that you can take home and start to implement Monday morning. These are not just theories; they're practical, dealer-tested ideas to improve your business. Alan Friedman and Danny Rocks will guide you through the "best of the best" ideas in this fast-paced session. Music dealers will share their best ideas with you. Learn from your peers. Find out what worked—and why. Discover a few ideas that can improve your store.

### IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B

*Sessions Start Every 30 Minutes*

10:30 a.m.

#### **This Old Web Site: Why Your Site Needs a Makeover!**

*Presented by Amy Stewart, Stewart Design, Inc.*

When was the last time you updated your Web site? Last year? Last century? Unfortunately, Web sites get stale—fast! And worse, outdated sites drive potential and present customers away from your business. Is this happening to you? Want to make some changes? Come to this session to see Amy Stewart of Stewart Design, Inc. point out what's wrong with a model Web site. What turns visitors off? What prevents them from clicking through on the site? Amy will give you specific suggestions for improving your old Web site—today!

11 a.m.

#### **You Can Profit from Home-School Programs—Here's How...**

*Presented by Gayle Beacock, Vice President, Beacock Music*

Home-schooling is a cultural phenomenon—and a market with lots of potential for the music retailer. But most have had limited success at best. Want to learn how one music dealer went from 32 to 225 home-schooled students in just one year? You won't want to miss this session as Gayle Beacock shares her store's success story. Learn how you can capture a profitable slice of the home-school market.

11:30 a.m.

#### **Hot Tips (from Purchasing Affordable Health Care to Using Store Signage to Boost Sales)**

*Moderated by Danny Rocks*

Confused by the plethora of difficult-to-understand and even more difficult-to-afford health insurance products? A Mercer Health & Benefits representative will explain options to fit your budget—from major and limited medical plans to health savings accounts and discount cards. And what about consumer financing in this bear market? A representative from GE Money will explain how dealers can effectively use financing to boost sales, as well as how tools such as POP materials and signage will help consumers know they have payment options available.

Noon – Special Double Session

#### **Panel Discussion: "Ask the Experts"**

*Moderated by Zach Phillips, Editor, Music Inc.*

You, the music products retailer, asked the hard-hitting questions. Now, you'll get answers. Join this panel of *Music Inc.* magazine's esteemed columnists to hear solutions to your finance, sales, marketing, merchandising and staffing issues. These specialists will respond to questions submitted beforehand and will also take audience questions during the second half of this one-hour session.

1 p.m. – 4 p.m.

#### **Participative Selling for Music Retailers: A Complete Sales Course in Six Parts**

The following six sessions explore key components of the sales process and together provide a comprehensive overview of

the skills needed for effective selling in a retail music store.

1 p.m.

### **Participative Selling for Music Retailers, Part 1: Why Have a Sales Training Program?**

*Presented by George Hines, George's Music*

"Participative Selling for Music Retailers" is an effective process designed to maximize your relationship with your customers. When you increase the quality of your customer interactions, you greatly improve your competitiveness. Using a selling system gives you an enormous advantage over your competitors who do not employ a system.

During this first session, we will cover the Three P's of Selling, Physical Needs vs. Emotional Needs, and the Art of Participative Selling.

1:30 p.m.

### **Participative Selling for Music Retailers, Part 2: Greeting the Customer and Building Rapport**

*Presented by Kevin Cranley, Willis Music*

Customers will buy when they feel a sense of trust and connection. In order to establish trust with your customer, you begin by building rapport. This starts with the first interaction between your customers and your staff. In this session, Kevin will cover the 10-Second Rule and the 2-Minute Rule, Greetings That Work and Greetings That Don't, Your Customer is Your "Best Friend," and the Power of Rapport.

2 p.m.

### **Participative Selling for Music Retailers, Part 3: Establishing Purpose and Qualifying Needs**

*Presented by Kevin Cranley, President, Willis Music*

It's easy to make assumptions about customers. Sometimes we fail to address the real reason why a customer visits our store. Establishing the customer's purpose is an integral step in the "Participative Sales Process." Likewise, qualifying the customer's needs is one of the most valuable skills for a salesperson to understand and practice. When you are able to properly qualify your customer's needs, you can correctly meet that person's needs and make the sale. Kevin will cover these topics during this session: Why is My Customer Here?, General Questions First and Then Specific Ones, and the Budget Question.

2:30 p.m.

### **Participative Selling for Music Retailers, Part 4: Presenting Products and Creating an Irresistible Choice**

*Presented by Greg Billings, Steinway Piano Gallery of Naples*

Now that you have built rapport with your customer and have properly qualified their needs, it's time to present options—your products and services—offer an irresistible choice and gently guide the customer to a decision. In this session, Greg Billings will show you how to make your presentations dynamic, relevant and effective. Topics include Getting Permission to Make a Presentation, Refining Your Pitch, Using the Emotional Power of Music in Your Demo, and Structuring Your Presentation to Establish Yourself as a "Caring Expert."

3 p.m.

### **Participative Selling for Music Retailers, Part 5: Processing Objections and Closing the Sale**

*Presented by Greg Billings, Steinway Piano Gallery of Naples*

What happens when your customer says "No"? Do you take this as a personal rejection? It is not. Rather, it is an opportunity for you to understand the reason for the objection. Your customer is really telling you that a decision is under active consideration. You will not want to miss this session! Greg will show you how to process your customers' objections and make the closing a mere formality. Topics covered in this session will include the Objection-Handling System and How to Guide Your Customers Through the Decision-Making Process.

3:30 p.m.

### **Participative Selling for Music Retailers, Part 6: Seeking Referrals and the Sale after the Sale**

*Presented by George Hines, George's Music*

People will buy from the people who meet their expectations. Don't measure the value of your customer by the one purchase they make today. Happy customers will return to make many purchases over their lifetime. And they will promote your store to their friends and family. You cannot buy word-of-mouth advertising. George Hines will show you how to seek customer referrals so that you can make the "sale after the sale." Topics covered in this session include the Value of a Happy Customer, Asking for a Referral, How to Implement an Ongoing Contact System, and Customers for Life.

4 p.m.

### **The Key to Managing Music Product Inventory**

*Presented by Alan Friedman, CPA, Friedman, Kannenberg & Company, P.C.*

You've identified the product your customers want, you've stocked the shelves and you have a great sales team. But cash is still tight, supplier invoices are aging and we all know why—too much inventory. Even if you guess right most of the time, you're still going to guess wrong some of the time. How do you fix these buying blunders? This session will teach you how to correct buying mistakes and control your level of inventory. Alan Friedman, a CPA with several music dealer clients, will present his "one-page solution" to managing your entire inventory.

4:30 p.m. – Special Double Session

### **25 Ways to Lift Sales with Store Design and Merchandising Secrets**

*Presented by Chris Miller, President, Pacific Store Designs, Inc.*

Learn low-cost ways to triple the shop-ability of your retail presence. Get 25 ideas in just one hour—WOW! Chris Miller will share his latest store design secrets and proven merchandising techniques. Whether it's color, lighting, location, traffic flow, sight lines, focal points or using correct signage, Chris will show you how to implement a positive change in your store tomorrow. Don't miss NAMM's model store designer with experience that spans more than 27 years and 3,000 stores.

## SUNDAY, JANUARY 18

### BREAKFAST SESSION

Hilton Anaheim Hotel, Pacific Ballrooms

FREE breakfast served 8 a.m. – 8:30 a.m., first come, first served;  
Session 8:30 a.m. – 9:30 a.m.

8 a.m.

#### Best in Show—This Year's Hottest Products

Frank Alkyer, Publisher, Music Inc., and Panel

With more than 1,500 companies exhibiting and demonstrating thousands of products at the NAMM Show, sometimes it can be difficult to make sure you've seen all the important new items. Join Music Inc. publisher Frank Alkyer and his esteemed panel of retail buyers, media and gear heads as they scour the aisles and dig into the merchandise to find the best products, ideas and trends from the hidden depths of the show. You know as soon as you get home, someone always says, "Did you see the new...?" and you feel you're the only person who missed it. The chance to change all that, this rapid-fire, 60-minute snapshot covers what you need to see before leaving Anaheim.

### IDEA CENTER SESSIONS

NAMM Idea Center, Booth #5501 in Hall B

Sessions Start Every 30 Minutes

10:30 a.m.

#### I Need a Web Site: Should I Build It Myself or Buy a Pre-Built Model?

Presented by Danny Rocks, The Company Rocks

You know you need to establish or improve your music store's online presence. But you may not know how much it will cost to build your Web site. Or how long it will take. Or what resources you will need. You may not even know what you need to know—yet! In this session you will get some answers. At the very least, you will learn from two music retailers who have shared this experience. One retailer will tell you about their decision to build their Web site from the ground up. The other will tell you why they decided to let a service provider do the building for them.

11 a.m.

#### I Have a Web Site, Now What Do I Do With It?

Presented by Jen Lowe, Boom Boom Percussion

Building your Web site is the easy part. To make your site successful, you will need a plan: Where do you get content for the site? Who actually posts it to the site? How do you promote your site? How do you know who is visiting your site? How do you get customers to buy from your site? Jen Lowe and Danny Rocks will answer these questions. They will show you how to create a weekly checklist to make sure your site is set up for success!

11:30 a.m.

#### Point-of-Sale Solutions

Presented by Alan Friedman and Daniel Jobe, Friedman, Kannenberg & Company, P.C., and Panel

It's tough enough to find and implement the right accounting software. But it becomes "mission impossible" when you start requiring critical music retailing applications like point-of-sale, inventory control, e-commerce, online rentals and business-

to-business communications. While the music retailing industry does offer a few solutions, like Tri-Technical Systems, Inc.'s AIMSI, Tyler Systems and Retail Up, it's hard to know which one is the best fit for your store. Join industry accountants Alan Friedman and Daniel Jobe as they moderate a panel discussion of music retailers who use these packages every day.

Noon – Special Double Session

#### Design Your Web Site on a Dime

Presented by Danny Rocks, The Company Rocks, and Panel

Do you think it costs a fortune to design and maintain a Web site? It can, but it doesn't have to—if you have a plan. We will show you how several music dealers do this. You will see what works and what doesn't work—and learn why! Join Danny Rocks and his panel of music dealers and Web site designers as they show you how to keep your site fresh. And how to do it "on a dime"!

1 p.m.

#### Looking for Content to Add to Your Web Site? Look to Your Suppliers for Help!

Presented by Kurt Witt, Yamaha Corporation of America, and Panel

You're convinced—adding video content to your Web site is a great idea. You want to get started, but where do you get the video? Do you have to film it yourself? And how do you get it on to your Web site? Who can you turn to for help? Ask your suppliers! They want to help you. You'll be surprised at the variety of great video content they can offer—at little or no charge. Product demos. Jam sessions. Repair tips and more. Join Kurt Witt from Yamaha and his panel as they show you what's available and how you can get it. All you have to do is ask!

1:30 p.m.

#### Size Does Not Equate to Success—in E-Commerce

Presented by Bobby Boyles, Oklahoma Vintage Guitar and Gene Joly, Executive Vice President, Guitar Center

Do you think you need a big store and a big staff to be successful selling over the Internet? Think again! Actually, think about what your customer wants when shopping online. Think speedy response to questions. Think easy access to information. Think product knowledge and selection. Think big! Act small! In this session you will learn what it takes to succeed in e-commerce. Gene Joly from Musicians Friend and Guitar Center joins Bobby Boyles from Oklahoma Vintage Guitar to share their very different approaches to e-commerce. Don't miss this session!

2 p.m.

#### Electrify Your Music Lesson Studio

Presented by Jeff Gastineau, Owner, Creative Ej Inc.

Send your students home with more than just a practice schedule. Record part of their lessons—and send the recording home! Demonstrate what the music should sound like. Play one of your favorite riffs. Record a duet with your student. Motivate them with music—the music that you record them playing! Encourage your teachers to take advantage of the many inexpensive, portable recording devices and storage media that you sell in your store. Jeff Gastineau will demonstrate how to effectively incorporate recordings and other technology into your teaching studio programs.

2:30 p.m.

### **SupportMusic.com: Keep Music Education Strong in Your Community**

*Moderated by Mary Luehrsen, NAMM*

Healthy, sustainable music programs depend on community commitments and the involvement of decision-makers, including school board members, administrators, legislators, teachers and parents who believe in the reasons for keeping music and the arts as part of the school curriculum. Join the discussion and strengthen your role in keeping music education strong in your community.

3 p.m.

### **High-Tech Music Learning: Discover New Tools for the Music Room**

*Moderated by Sandy Jordan, NAMM, with Dr. Jim Frankel, Managing Director of SoundTree, the Educational Division of Korg USA / Ti:ME Vice President*

Technology is transforming the way music is composed, performed, promoted and taught. Music educators are exploring this frontier and succeeding through partnerships and support from the music industry. Join a discussion about how music and technology create a bridge to engage student learning.

3:30 p.m.

### **Far-Out Strings: Go Beyond the Traditional School Orchestra Program**

*Moderated by Sandy Jordan, NAMM, with industry panelist Ken Dattmore, Marketing Manager—Orchestral Strings, Yamaha Corporation of America*

Alternative styles, new methods and innovative designs are reshaping and reviving string programs in schools. Join the discussion and learn more about new methods and approaches that are invigorating school orchestra programs.

4 p.m.

### **Expand Music Learning for More Students Through School Guitar and Percussion Programs**

*Moderated by Eric Ebel, NAMM, with industry panelists Jessica Baron, Executive Director, Guitars in the Classroom and Alyssa Janney, Manager, Health Rhythms Division, Remo, Inc.*

Music teachers are expanding the target audience for our school music programs; offering music-making opportunities to children who may not have been drawn to traditional music education. Learn from organizations that are leading this new opportunity for every student to learn music.

### **Continental**

**800-468-7022**

Agreement Code: AFH1P1

Z Code: ZEGW

2%–15% off applicable fares; percentage based on amount and class of service.

Enter both your Z Code and Agreement Code (without a space) in the Offer Code box.

### **JetBlue**

**[www.jetblue.com/promo](http://www.jetblue.com/promo)**

Code: nammshow2009

Discount: 5%

Valid Cities: Any city to LGB or BUR

Travel Dates:

Outbound: 1/13/2009–1/15/2009

Return: 1/18/2009–1/20/2009

Promo Valid: 9/5/2008–1/14/2009

Booking flights: To use the discount, all travel must be booked online. Flights are capacity-controlled and any flight is entitled to the 5% discount as long as it meets the criteria. All flights in a reservation must include valid routes and travel dates in order to receive a discount. If only one direction of travel is valid, please book your valid flight as a one-way trip using the promotional code and the other segment as a one-way trip without the code.

## **CAR RENTAL DISCOUNTS**

### **Avis**

**800-331-1600**

Discount Code: J945605

### **Enterprise**

**800-593-0505**

Discount Code: 32H7516

### **Hertz**

**800-654-3131**

Discount Code: 1476722

## **GROUND TRANSPORTATION**

### **Best Worldwide Chauffeured Transportation**

**800-827-7411**

**[www.best-trans.com/LiveryCoach/LCNewCustomer.asp](http://www.best-trans.com/LiveryCoach/LCNewCustomer.asp)**

or visit **[www.best-trans.com](http://www.best-trans.com)**

Best Limousines & Transportation is Southern California's premier provider of chauffeured transportation services. One phone call to Best engages both our state-of-the-art 24/7 dispatch network and our professional, experienced staff who—along with the most thoroughly trained and knowledgeable chauffeurs in the industry—will insure that the ground transportation segment of your 2009 NAMM Show experience is perfect.

### **Disneyland Resort Express**

**714-978-8855**

Direct NON-STOP service from LAX and SNA (Orange County Airport) to the Anaheim Resort.

**NO RESERVATIONS REQUIRED!**

Coaches depart LAX every hour (6:30 a.m.–12:30 a.m.) with service every 30 minutes from 10:30 a.m.–7:30 p.m. Coaches depart SNA every hour (7:45 a.m.–10:45 p.m.) with service every

## **PROMOTIONS & DISCOUNTS**

### **AIRLINE DISCOUNTS**

#### **American Airlines**

**800-221-2255**

Discount Code: A1319AF. 5% off applicable fares

Zone fares offered ranging from \$300–\$700 based on region and distance flown.

30 minutes from 9:45 a.m.–7:45 p.m.

### **Karmel Shuttle Service, Inc.**

**888-995-7433** or **714-670-3480**

Get 15% off our already-low fares when making online reservations from <http://karmel.hudsonltd.net>

Airport shuttle service from LAX, Orange County (SNA), Long Beach (LGB) and Ontario (ONT) airports to/from the Anaheim Resort hotels. Our service does not loop around the airports looking for additional passengers, nor do we make stops all over the place prior to getting you to or from the Resort hotels and airports. For reservations by phone, contact us at 1.888-995-7433.

### **Primetime Shuttle**

**800.RED.VANS**

NAMM Show attendees receive \$2 off per person each way on shuttle service.

[www.redvans.com](http://www.redvans.com)

### **SuperShuttle**

**800-258-3826**

NAMM Show attendees receive \$1 off per person each way on shuttle service from SNA, or \$2 off per person each way on shuttle service from LAX. SuperShuttle also offers \$10 off ExecuCar Town Cars from each airport.

[www.supershuttle.com/default.aspx?GC=RTSU9](http://www.supershuttle.com/default.aspx?GC=RTSU9)

Discount code: RTSU9

### **Xpress Shuttle**

**800-427-7483**

One-stop airport shuttle. No loops—No hassle!

[www.xpressshuttle.com](http://www.xpressshuttle.com)

## **OTHER TRAVEL OPTIONS**

### **Amtrak**

**800.USA.RAIL, 800 (872-7245)**

Call or check the Web for schedules, fares, reservations or information.

[www.amtrak.com](http://www.amtrak.com)

### **Anaheim Public Transportation**

**888-364-2787**

Anaheim Resort Transit System (ART Bus)

[www.rideart.org](http://www.rideart.org)

NEW: Free ART Transportation for Red and Blue badges holders!

Discover the ART of riding, dining, shopping and playing on Anaheim's visitor shuttle system, ART (Anaheim Resort Transit). This NAMM Show, the ART bus is extending its service into Garden Grove and Orange, as well as offering special extended NAMM Show operating hours!

ART offers several ways to purchase passes: hotel front desks and concierge, ART kiosks and at visitor centers (Anaheim Resort Tourist Information Centers). One-day, unlimited-use adult passes are \$4, two-day \$8, three-day \$10, five-day only \$16, and children 2 and under ride free.

Special pre-arrival ART pass rates are available to all NAMM Show attendees' family and friends.

Simply go to [www.amtrak.com](http://www.amtrak.com) and select NAMM. User name is NAMM; password is NAMM09.

### **Classique Limousines**

**714-288-8853**

1227 W. Trenton Ave.

Orange, CA 92867

20% off or one hour free, whichever is greater. \*Five-hour minimum – advance reservation required.

Convenience, elegance or whatever the occasion requires, Classique Limousines will provide the transportation you need. Classique Limousines tailors its service to meet your every expectation, because your satisfaction is the key to our success. Classique Limousines' fleet is continually upgraded, making it one of the premier limousine services in Southern California (offices in both Orange and Los Angeles counties).

### **Greyhound**

**800-229-9424**

[www.greyhound.com](http://www.greyhound.com)

### **Metrolink**

**800-371-5465**

[www.metrolinktrains.com](http://www.metrolinktrains.com)

### **Orange County Transportation Authority (OCTA)**

**714.636.RIDE**

[www.octa.net](http://www.octa.net)

### **Scootaround Mobility Solutions**

**888-441-7575**

Scootaround Mobility Solutions is the nation's leading provider of scooter and wheelchair rentals. Scootaround is proud to be the exclusive scooter and wheelchair rental service for the 2009 NAMM Show. Visit [www.scootaround.com/rentals/n/namm/](http://www.scootaround.com/rentals/n/namm/) to reserve your equipment in advance!

## **TAXI SERVICE**

### **A-AAA Taxi Cab**

**714-491-0185**

2406 S. Main St.

Santa Ana, CA 92707

### **Yellow Cab of North Orange County**

**714-535-2211**

1619 E. Lincoln Ave.

Anaheim, CA 92805

## **AREA ATTRACTIONS**

**Show your badge for NAMM attendee discounts!**

### **Colette's Catering at The Meridian Club**

**714-729-0282 x22**

1535 Deerpark Drive

Fullerton, CA 92831

Save 15% on any special event or meeting space with a minimum order of \$700 in food and beverage (before tax and service charge). Not applicable on bar tab purchase; subject to availability; subject to change without notice. \*Minimum 48-hour advance notice required to book event.

## Discovery Science Center

714-542-2823 x5136

2500 N. Main St.  
Santa Ana, CA 92705

Free Dino Quest Interactive Attraction Transmitter (\$5 value).

Discovery Science Center is Orange County's leading destination for hands-on science fun. Guests can explore more than 100 hands-on exhibits in themed areas: Discovery Stadium, Techno Arts, Air & Space, Perception, Dynamic Earth, Quake Zone, KidStation, Digital Lab and Dino Quest. KIDS! Play Dino Quest Online and Rack Up Your Points!

## Flightdeck Air Combat Center

714-937-1511

1601 S. Sunkist St. "Hangar"  
Anaheim, CA 92806

Save \$10 off a \$69 "Delta Mission": 60 minutes in an authentic F-16 jet fighter flight simulator. Offer good for up to 7 pilots.  
\*Advanced reservations required.

Flightdeck Air Combat Center is Southern California's newest and most unique entertainment venue. Authentic jet fighter cockpit simulators allow individuals and groups to experience the thrill of airport take-offs, aerial maneuvers, air-to-air combat and carrier landings.

## Historic Mission San Juan Capistrano

949-234-1300

26801 Ortega Highway  
San Juan Capistrano, CA 92675

50% off adult admission with convention badge. Admission includes free a digital audio tour: "Voices of the Past."

Mission San Juan Capistrano, seventh in California's mission chain, is the best-preserved structure of its kind in the United States. Ten acres filled with cobblestone walkways, gardens, fountains, museum exhibits and early adobe buildings. Visit us online at [www.missionsjc.com/index.html](http://www.missionsjc.com/index.html).

## Hornblower Cruises and Events

949-646-0155

2431 W. Coast Highway  
Newport Beach, CA 92663

Book your own private charter and receive a complimentary boarding glass of champagne for each guest and a red carpet gangway.

Newport Beach boasts one of the largest small-boat harbors in the world, rimmed by the boat slips of the Balboa Peninsula on the south, the rocky shores of Corona Del Mar at the harbor's mouth, and bustling Mariner's Mile on the north shore.

## Medieval Times Dinner & Tournament

888-935-6878

7662 Beach Blvd.  
Buena Park, CA 90620

Adults save \$10 and children (12 and under) save \$5 off regular admission. Valid any day. Cannot be combined with other offers. \*Reservations required.

North America's No. 1 Dinner Attraction. Experience an evening of feasting and sport inside a magnificent castle. The Middle

Ages come alive at Medieval Times Dinner & Tournament! Knights on horseback compete in an authentic jousting tournament and dangerous sword fights while you feast on a delicious four-course medieval banquet.

## Musical Theatre West

562-856-1999 x232

4350 E. 7th St.  
Long Beach, CA 90804

10% off single-ticket price for performances at Carpenter Center for Performing Arts or MTW events held at the Heritage Forum.

Musical Theatre West has grown into one of Southern California's most respected regional musical theater companies. During the past 45+ years, we've presented not only established and well-known musicals, but the West Coast premieres of Cole Porter's *The New Yorkers*; *Eleanor: An American Love Story* and a new version of *Dr. Jekyll and Mr. Hyde*.

## Pacific Avalon Yacht Charters

949-673-8545

2901 W. Coast Highway, Suite 160  
Newport Beach, CA 92663

10% off any yacht charter fee on the *Majestic*, *Ambassador* or *Royal Princess*.

Our gorgeous fleet of state-of-the-art vessels has been custom-designed for special events. For your corporate event, wedding, holiday charter, birthday party, anniversary, graduation, burial at sea or other celebration on the water, Pacific Avalon is the perfect choice. We'll design the event to fit your budget and "wow" your guests!

## Pacific Symphony

714-876-2323

3631 S. Harbor Blvd., Suite 100  
Santa Ana, CA 92704

10% off any concert; subject to availability. \*Advance reservations strongly encouraged.

The Pacific Symphony is recognized as an outstanding orchestra making strides on both the national and international scene as well as in its own burgeoning cultural community.

## Pirate's Dinner Adventure

866-439-2469

7600 Beach Blvd.  
Buena Park, CA 92705

Save \$5 off each adult admission with convention badge. Offer not valid in conjunction with any other discount or coupon.  
\*Must mention this offer at time of reservation and must present NAMM Show badge at check-in.

Pirate's Dinner Adventure is acclaimed as "the world's most interactive dinner show." Guests are entertained with an astonishing display of special effects wizardry, aerial artistry, swashbuckling swordplay and dynamic duels; a classic story of good vs. evil that offers the perfect blend of action, adventure, comedy and romance; the opportunity to interact in the adventure; and a sumptuous dining experience.

### **The Muzeo**

**714-956-8936**

241 S. Anaheim Blvd.  
Anaheim, CA 92805

Show your NAMM Show badge and save 10% off admission.

The MUZEO is a new museum and cultural arts center centrally located in Orange County and is readily accessible by freeway. The MUZEO engages the community by exploring and celebrating our diverse heritage, culture and arts through creative programming. The MUZEO hosts three traveling exhibitions per year; each is enhanced with special programs, events and activities.

### **The Richard Nixon Library and Museum**

**714-364-1181**

18001 Yorba Linda Blvd.  
Yorba Linda, CA 92886

50% off rental rate for a Monday–Thursday night event.

The Richard Nixon Library and Museum is a privately supported, nonprofit institution dedicated to educating the public about the life and times of the 37th President and encouraging interest in history, government and public affairs. It conducts a range of public affairs programming, from town meetings to annual national policy conferences and an impressive roster of distinguished speakers.

### **The Wine Artist**

**949-297-3656**

21064 Bake Parkway  
Lake Forest, CA 92630

Host a private wine-tasting event where guests participate in bottling their own souvenir wine with a custom, commemorative wine label—and receive a complimentary three-bottle gift box of our signature wines.

This elegantly decorated Tuscan winery is perfect for hosting private parties, team-building, birthday parties, fundraising and charity events. where you can incorporate wine tasting. You can even personalize the wine with your own custom wine labels, featuring a photo, special message and/or company logo.

\*Advance reservations required, based on availability. Private parties between 15–80 people.

## **DINING DISCOUNTS AND PROMOTIONS**

**Show your badge for NAMM attendee discounts!**

### **21 Oceanfront**

**949-673-2100**

2100 W. Oceanfront  
Newport Beach, CA 92663

10% off food, excluding alcohol, tax and gratuity.

The best view in Orange County! The only fine dining restaurant located on the ocean in Newport Beach, we specialize in prime steaks and fresh seafood. Private and semi-private rooms available. Live entertainment nightly. Just 18 miles or 20 minutes from the Anaheim Convention Center.

### **Agio Ristorante in the Doubletree Guest Suites**

**714-750-3000**

2085 S. Harbor Blvd.  
Anaheim, CA 92802

Restaurant offering 20% discount (lunch only) to all NAMM Show attendees.

Conveniently located near the Convention Center and the Disneyland Resort, Agio has a casual yet sophisticated decor with a beautiful outdoor patio. The Italian and California-inspired menu offers seasonal dishes bursting with flavorful Italian ingredients. Open for breakfast, lunch and dinner, the Agio Ristorante offers everything from a bountiful breakfast buffet, hot paninis, fresh seafood to steaks grilled to perfection.

### **Anaheim Maingate/Red Lion**

**714-750-2801**

1850 S. Harbor Blvd.  
Anaheim, CA 92802

Free appetizer and/or dessert with any dinner purchase.

### **Anaheim White House Restaurant**

**714-772-1381**

887 S. Anaheim Blvd.  
Anaheim, CA 92805

Complimentary glass of champagne to all people showing their NAMM convention badge.

The Anaheim White House Restaurant occupies a lovely 1909 home with eight different dining areas. The menu features fresh seafood and specialties influenced by Verona, Italy. The restaurant is included in Epicurean Rendezvous' "100 Best Restaurants in Southern California" and received three stars from the Mobil Guide. The award-winning wine list features over 200 Californian and European wines.

### **Café Contigo**

**949-282-9416**

327 S. Anaheim Blvd.  
Anaheim, CA 92805

10% off all coffee, tea, fruit-blended drinks, food and pastries. Offer excludes canned and bottled drinks.

Café Contigo is a Cuban and Latino coffee house serving both traditional coffee drinks as well as those with a Latin and Cuban flair. Also serving Cuban sandwiches, soups, vegetarian dishes and excellent pastries and desserts. Café Contigo also offers weekend entertainment such as flamenco guitarists, Bolero, Trios, Trova, Latin Folk, book signings, comedy nights and much more!

### **Cafe del Sol**

**714-478-2454**

700 W. Convention Way  
Anaheim, CA 92802

20% off dinner when you show your NAMM Show badge and mention this offer.

Full-service restaurant featuring California cuisine and family favorites in a casual, contemporary atmosphere. Children's menu available.

## California Pizza Kitchen

714-991-0305

321 W. Katella Ave., #104  
Anaheim, CA 92802

20% off purchase. Offer does not include alcohol, tax, tip or retail purchases and cannot be combined with any other offer.

10% off purchase—dine in or take out. Offer does not include alcohol, tax, tip or retail purchases and cannot be combined with any other offer.

California Pizza Kitchen is the leader in California-style cuisine and is widely known for its innovative signature pizzas, pastas, soups, sandwiches, appetizers and desserts.

## Cantina Lounge

714-879-9094

2736 E. Nutwood Ave.  
Fullerton, CA 92831

20% discount on food and drinks to anyone showing their NAMM badge, excluding tax and gratuity and cannot be combined or used with any other discounts or promotional pricing (i.e., Happy Hour prices). Valid January 10–20, 2009.

Cantina Lounge has been called Orange County's only "Sports Restaurant." Nowhere else can you enjoy delicious food, watch any sports game or match on over 50 HD Plasma TVs, and stay for evening entertainment including live bands and DJs. Please visit our Web site at [www.cantinalounge.com](http://www.cantinalounge.com), or call us for large party/banquet/nightclub reservations.

## Catal Restaurant & Uva Bar

714-774-4442

1580 Disneyland Drive  
Anaheim, CA 92802

10% off food. \*Reservations recommended.

Catal Restaurant & Uva Bar is a fine dining oasis in the heart of Downtown Disney®. Located in the middle of the action, Uva Bar is a vivid bar and cafe offering casual dining with a wide selection of specialty cocktails and wines by the glass. Upstairs, Catal offers casually elegant dining rooms and spectacular balcony seating, with a Mediterranean menu that features tantalizing grilled seafood, meats and main course salads.

## Cinnabon

714-991-4313

321 Katella Ave.  
Anaheim, CA 92802

10% all purchases at Cinnabon for the weekend of Jan 15-18, 2009. Valid only at Cinnabon #819 @ the Anaheim GardenWalk.

Cinnabon bakeries have built a reputation for serving fresh, aromatic cinnamon rolls made with premium Indonesian cinnamon and topped with sweet, rich, cream cheese-based frosting. Each Cinnabon product is served hot out of the oven and baked fresh before our guests' eyes.

## Dave & Buster's

714-769-1515

20 City Blvd. West Building G, Suite 1  
Orange, CA 92868

Free \$10 game play with purchase of \$10 game play. Please

present NAMM Show badge at the front desk to redeem. Limit one coupon per visit.

Fun at Dave & Buster's means dining on great food. Grabbing a drink with friends. And winning big. Real big. Best of all, once you've been to Dave & Buster's, the fun stays with you.

## Fuzziwig's Candy Factory

714-925-9523

321 W. Katella Avenue, Suite 462  
Anaheim, CA 92802

Come in for a free promotional toy for your kids. Select items and limit one per child. While supplies last.

Eye-catching. Bright. Cheerful. Attractive. You just can't resist stepping into a Fuzziwig's Candy Factory. And once inside, the temptations are even greater – over 400 varieties of candy, hard-to-find specialty toys and plush animals thoughtfully organized and displayed to create an enjoyable shopping experience.

## Holiday Inn Buena Park Hotel & Conference Center

714-522-7000

7000 Beach Blvd.  
Buena Park, CA 90620

15% off at Ventana's Restaurant. \*Advance reservations required. Not valid with any other offer.

Ventana's Restaurant is located at the Holiday Inn Buena Park near Knott's Berry Farm and boasts delightful California cuisine and chef's specialities.

## Hotel Ménage

714-758-0900

1221 S. Harbor Blvd.  
Anaheim, CA 92805

Show your badge at Hotel Ménage and receive 10% off all food and beverage and complimentary valet parking.

Relax and enjoy a signature "Ménage a Tini" at Anaheim's first unique premier boutique hotel. Hotel Ménage blends Bali-style bohemian chic design and comfort with an award-winning Zagat-rated restaurant: K'ya. See and be seen at MIST Pool Bar or Ménage Lounge. Come out and play at Hotel Ménage... [www.hotelménage.com](http://www.hotelménage.com)

## House of Blues – Anaheim

714-520-2373

1530 S. Disneyland Drive  
Anaheim, CA 92802

Show your badge and save 10% off your bill, excluding alcohol. Save 10% off retail items (some items excluded).

Orange County's hottest live music venue and restaurant located in the Downtown Disney® District entertainment complex. In addition to an eclectic line-up of music, HOB features a full-service, southern-style restaurant with a world-famous Sunday Gospel Brunch. Banquet capacity: up to 1700. Open daily for L, D, Su Br.

### **Johnny Rockets**

**714-491-1800**

321 W. Katella Ave  
Anaheim, CA 92802  
20% off total order

Johnny Rockets is a 50's type restaurant with a diner feel we are known for or hamburgers, and shakes. For more info visit [www.johnnyrockets.com](http://www.johnnyrockets.com)

### **JWs Steakhouse**

**714-748-2451**

700 W. Convention Way  
Anaheim, CA 92802

20% off dinner when you show your convention badge and mention this offer.

Intimate, unique steakhouse offering prime meats and world-class wines. Open select days.

- Open for dinner
- Dress code: Shirt/slacks required.

### **La Brea Bakery Café**

**714-490-0233**

1556 Disneyland Drive  
Anaheim, CA 92802

Present your NAMM Show badge to receive 15% off any purchase at La Brea Bakery Café, excluding alcoholic beverages.

Stop by for inventive grilled panini sandwiches, classic salads with a twist, an impressive selection of pastries and more. We even have a menu just for kids! Whether you're enjoying a quick lunch at our Café located in the Downtown Disney District® or delighting in the unbelievable selection of artisan breads, pastries and other epicurean delights—we have just what you've been looking for. \*Parties of 6 or more must call for reservations.

### **Lizarran Tapas Restaurant**

**714-271-4081**

310 N. Harbor Blvd.  
Fullerton, CA 92832

Present your NAMM Show badge and receive 10% off.  
\*Reservations recommended on weekends.

Barcelona-based Grupo Lizarran, which currently operates 250 eateries in Spain, France, Mexico, Canada and Germany, opened its first restaurant in the United States in downtown Fullerton in mid-June 2008. Besides serving pxtos or tapas by the toothpick, the restaurant's menu includes the classic Spanish dish, paella, as well as Sangria and a wine list with plenty of offerings from Spain.

### **Mama Cozza's Italian Restaurant**

**714-635-0063**

2170 W. Ball Road  
Anaheim, CA 92804

Lunch special: Buy two (2) lunch entrées and receive \$5 off. Please tip the full amount of bill before discount; not good with any other promotion or discount. Dinner special: Free appetizer with purchase of dinner entrée. Limit one appetizer per two dinner entrées. Offer valid on any appetizer \$9.95 or less; not good with any other promotion, discount or to-go order.

Mama Cozza's Italian Restaurant is one of a kind! We are dedicated to serving fine food. Authentic...you bet! Pizza, pasta, veal, beer, lamb and chicken. Open for lunch and dinner. Large group facilities available. The ambiance is unpretentious and relaxed, and the comfortable neighborhood bar is a favorite of many.

### **McCormick & Schmick's Grille**

**714-535-9000**

321 W. Katella Ave.  
Anaheim, CA 92802

20% discount off food balance for lunches (Sunday through Saturday, 11 a.m. – 3 p.m.). Does not apply to already-discounted or promotional items. Not available for carry-out service. Tax and gratuity not included.

McCormick & Schmick's Grille offers the freshest seafood and prime steaks prepared to perfection. Our bartenders take great pride in creating handcrafted cocktails or fresh-squeezed juices for you. The Grille provides a warm, traditional ambience and impeccable service you are sure to enjoy.

### **MIX Restaurant in the Hilton Anaheim**

**714-740-4442**

777 Convention Way  
Anaheim, CA 92802

10% discount off food purchase

Our Mix Restaurant features an extensive variety of imaginative dishes created from some of the finest organic and natural ingredients available in the region. For a hearty breakfast with the entire family, a satisfying lunch between meetings or an intimate dinner for two, Mix is Anaheim's newest and most inviting spot for dining and entertaining. For reservations please call 714-740-4442 or visit [www.opentable.com](http://www.opentable.com) (As of 1/1/2009)

### **Naples Ristorante e Pizzeria**

**714-776-6200**

1550 Disneyland Drive  
Anaheim, CA 92802

10% off food. \*Reservations recommended.

One of Downtown Disney's® most dynamic dining establishments, Naples features the aromas and flavors of Southern Italy served in a whimsical setting that perfectly captures the theme parks' spirit. With its delightful, casual atmosphere, delicious thin-crust pizzas, charming patio and convenient location, Naples is the ultimate family dining destination.

### **Orange County Mining Company**

**714-997-7411**

10000 Crawford Canyon Road  
Santa Ana, CA 92705

Complimentary appetizer with dinner purchase—holidays excluded. Dining room only.

The Orange County Mining Co. is located in the hills of Orange and offers a panoramic view of Orange County. In the tradition of the mining days of Silverado Canyon, the restaurant is patterned after the "grubberies" and saloons frequented by prospectors. The Orange County Mining Co. actually sits on the canyon's old silver mine sites. Relics displayed in the restaurant are genuine artifacts of the mining era.

### **O'Neill's Bar & Grill at Arroyo Trabuco Golf Club**

**949-305-5113**

26772 Avery Parkway  
Mission Viejo, CA 92692

Play a round of golf and receive 15% off lunch and/or dinner. Round of golf for \$65 includes cart, range balls and 50% off club rentals.

O'Neill's will prove to be a very popular place after a round of golf. Enjoy great meals and cocktails while you also take in the breathtaking views of the Ladera Open Space hills, Trabuco Creek and the course. Open daily; Breakfast: 7 a.m. – 11 a.m.; Lunch & Dinner: 11 a.m. to dark.

### **Pinot Provence**

**714-444-5900**

686 Anton Blvd.  
Costa Mesa, CA 92626

10% off food. \*Reservations recommended.

Conveniently located at the Westin South Coast Plaza in Costa Mesa, Pinot Provence is radiant with the charm of the South of France. Pinot Provence captures the enchantment of Provençal dining with a harmonious flow between the sun-drenched patio and the rustic French-country interior. Set amid Orange County's chic beach communities, Provence's dishes accentuate the finesse and flavor of the Mediterranean.

### **Rainforest Cafe**

**714-772-0413**

1515 S. Disneyland Drive  
Anaheim, CA 92802

10% off breakfast from 8 a.m.–10:30 a.m., or free gift with purchase in retail village. \*Advance reservations recommended.

Rainforest Cafe recreates a tropical rainforest through a combination of live and animated wildlife and special effects. Walking into Rainforest Cafe, one is enveloped by lush vegetation, live tropical birds, simulated thunder and lightning, rain showers, majestic rock formations, talking trees, animated crocodiles, playful primates, fluttering butterflies and the sound and smells of a tropical rain forest, all set amongst a backdrop of enormous salt water fish tanks, cascading waterfalls and larger than life Banyan trees. At Rainforest Cafe we can plan breakfasts, lunches, dinners, receptions, exclusive buyouts, and educational programs for your groups. Our Rainforest Cafe locations have great group seating and semi-private dining areas.

### **Ralph Brennan's Jazz Kitchen**

**714-563-7261**

1590 S. Disneyland Drive  
Anaheim, CA 92802

Free small order of beignets with any purchase from the Jazz Kitchen Express or in-house dining. One badge per table.

Jazz on over to the Jazz Kitchen, a savvy representation of New Orleans' dual legacies—food and music—served up in a whimsical setting depicting the charm, ambience and hospitality of historic and contemporary New Orleans.

### **Robeks Juice**

**714-817-0464**

321 W. Katella Ave. Suite 188  
Anaheim, CA 92802

Buy One 24oz. Smoothie or Fresh Squeezed Juice and receive the 2nd One FREE!!!

Robeks serves healthy smoothies and healthy eats to millions of 'guests' annually who seek alternatives to fast-food and who prefer to lead healthier lifestyles.

### **Rocky Mountain Chocolate Factory**

**714-533-3261**

321 W. Katella Ave. Suite 129  
Anaheim, CA 92802

15% off all storemade products and 10% off all other products.

We are Anaheim's answer to the chocolate question. We offer boxed chocolates, gift baskets, custom chocolate catering, dipped strawberries, caramel apples and many other storemade products. Call us regarding gift baskets and special orders.

### **Roy's Anaheim**

**714-776-7697**

321 W. Katella Ave. Suite 105  
Anaheim, CA 92802

Complimentary appetizer (chef's selection) with purchase of an entree.

Founded by award-winning Chef Roy Yamaguchi, Roy's Hawaiian Fusion Cuisine has become well known throughout the world. The restaurant's exciting and innovative use of European sauces and bold Asian spices are all deliciously wrapped in a Hawaiian state of mind.

### **SunSpot, An American Restaurant**

**714-383-6000**

Anaheim Marriott Suites Hotel  
12015 Harbor Blvd.  
Garden Grove, CA 92840

Enjoy a 25% discount off the second entrée with the purchase of a higher-priced entrée. For single diners, enjoy a complimentary dessert with the purchase of a dinner entrée.

Enjoy a brand-new Uptown American restaurant with a contemporary, hip atmosphere and presenting a classic variety of popular items sure to satisfy families and business travelers alike. Child's menu. Dress: casual. Open daily for breakfast, lunch and dinner.

### **Table Ten Restaurant**

**714-526-3210**

124 W. Commonwealth Ave.  
Fullerton, CA 92832

Buy two entrées and receive two free glasses of wine. \*Reservations recommended.

Upbeat dining experience in an intimate and relaxed atmo-

sphere. Offerings include steak, seafood, pasta, salads, a full bar and a great wine list.

### **Tangata at the Bowers Museum**

**714-550-0906**

2002 N. Main St.  
Santa Ana, CA 92706

10% off food. \*Reservations recommended. 2-for-1 admission to the Bowers Museum's permanent collection. Must show convention badge.

Located amidst Bowers Museum's Spanish-style courtyard, Tangata is perfect for elegant dinners to corporate cocktail parties. Tangata serves a diverse menu of California cuisine colored with Joachim Splichal's award-winning French Signature style. Dress: casual. Courtyard capacity: up to 400 seated, 1,000 standing. Open Tuesday – Sunday for lunch and evening private events.

### **The Auld Irisher**

**714-633-3192**

1547 W. Katella Ave.  
Orange, CA 92867

One free dessert, 20 oz. pint of beer or glass of house wine for anyone with a NAMM Show badge (21 and over for beer/wine).

The Auld Irisher is Orange County's first authentic Irish pub and restaurant, imported directly from Dublin, Ireland. Located at the Stadium Promenade, next to the Honda Center and Angel Stadium of Anaheim, the Auld Irisher offers authentic Irish food, along with premium ales and spirits. We specialize in pouring the "perfect pint" of Guinness!

### **Togo's Eatery/Baskin-Robbins**

**714-385-8113**

2065 E. Katella Ave.  
Anaheim, CA 92806

20% off Togo's sandwiches, soups and salads; 20% off Baskin-Robbins ice cream purchased at regular price; 10% off catering orders over \$50; free delivery on orders over \$100.

Togo's Eatery offers great sandwiches, soups and salads! Located 10 minutes from the convention center, and we also deliver with a minimum order (see details above).

### **Tortilla Jo's**

**714-535-5000**

1510 Disneyland Drive  
Anaheim, CA 92802

10% off food. \*Reservations recommended.

Revel in the spirit of Mexico with mouth-watering traditional dishes, magnificent margaritas and live mariachis adding to the atmosphere of the indoor dining area and open-air cantina—the perfect gathering place for fun and drinks. Indulge in a mixture of Mexican culinary traditions including taquitos, "drowned" nachos and Camarones Diablos, with spicy shrimp and cracklings. Experience tradition with our hand-made tortilla station, made-to-order guacamole and lime-marinated ceviches. Grab a quick snack at the convenient taqueria, which offers quesadillas, "Mexicones" and our authentic cinnamon-sugar churros served with warm Mexican chocolate.

## **SHOPPING DISCOUNTS AND PROMOTIONS**

**Show your badge for NAMM attendee discounts!**

### **5 Points Plaza Shopping Center**

**714-841-0036**

18593 Main St.  
Huntington Beach, CA 92648

Show badge or room key to the 5 Points concierge for a free gift. Located at Titanium Tickets on the dining patio.

Where convenience, style and flavor all meet, making 5 Points Plaza the No. 1 shopping center in Huntington Beach for more than 40 years! Voted "Best Neighborhood Center in Orange County" for the past 7 years by readers of the area's daily newspaper.

### **Citadel Outlets**

**323-888-1724**

100 Citadel Drive  
Commerce, CA 90040

Free preferred customer savings and offers card. \*Pick up at Customer Service.

Citadel Outlets is L.A.'s only outlet shopping center! Located on Interstate 5 just minutes east of downtown Los Angeles and just 20 minutes north of Anaheim, it's one of Southern California's most accessible outlet shopping centers. Discover savings of up to 70% off at more than 85 of the hottest designer outlets such as Guess, Banana Republic, Tommy Hilfiger, Kenneth Cole, Calvin Klein, Nautica, BCBGMAXAZRIA, Nine West, Eddie Bauer, Ann Taylor and many more. Grab a bite at one of our eateries or enjoy breakfast, lunch or dinner at Ruby's Diner.

### **Desert Hills Premium Outlets**

**951-849-5018**

48400 Seminole Drive  
Cabazon, CA 92230

Receive a complimentary VIP Coupon Book (value \$5) with discount offers at many of the 130 designer and name-brand stores. Mention the "Show Your Anaheim Badge & Save" offer at the management office (West Wing, Suite 601). One VIP Coupon Book per person.

Desert Hills Premium Outlets offers one of the largest collections of designer outlets in the country. Include a shopping stop during your next trip to Southern California. Situated near the popular Palm Springs resorts and surrounded by majestic mountains, it's not a mirage—it's a true bargain-hunter's haven.

### **Discount Tickets & Tours**

**714-490-6100**

321 W. Katella Ave.  
Anaheim, CA 92802

Special Offer for NAMM include: Disneyland Twilight Tickets, Save over \$20.00 Each over the Regular 1-Day Ticket\*; Save \$10.00 Off all Hollywood Tours\*; Save \$5.00 on all other Sightseeing Tours and combo Ticket Packages\*

Full Service Travel Center: We Feature - Discount Theme Park Tickets, Sightseeing Tours, Internet Cafe, Currency Exchange, Resort Transit Services, Taxi, and more. \*All tickets and tour prices are subject to availability and change without notice at any time. See store for details.

## Disney's Character Warehouse Outlet Store

714-870-9363

243 Orangefair Mall  
Fullerton, CA 92832

Show your NAMM Show badge and save an additional 15% off your purchase. \*Discounts cannot be combined with any preferred shopper discounts, coupons or any other promotions.

Featuring first-quality merchandise from the Disneyland® Resort at incredible savings! Disney® T-shirts, sweatshirts, watches, hats, toys and much, much more. Located three miles north of the Disneyland® Resort at the corner of Harbor Boulevard and Orangethorpe in Fullerton.

## Harley-Davidson Anaheim-GardenWalk

714-399-0080

321 W. Katella Ave.  
Anaheim, CA 92802

10% OFF all purchases

Take 10% OFF all purchases at one of the largest Harley-Davidson boutique stores located just 3 blocks east of the Convention Center. The 3000 sq ft Harley-Davidson of Anaheim specializes in Fashion, Gifts and Collectables. The 10% OFF will also work at our 50,000 sq ft store just 5 miles away located in Fullerton. Go to [www.harleyanaheim.com](http://www.harleyanaheim.com) or [www.harleyfullerton.com](http://www.harleyfullerton.com) for complete addresses and locations. (10% OFF does not apply to Motorcycles)

## Lux Aveda Salon/Spa

714-778-3337

321 W. Katella Ave. Ste. 152  
Anaheim, CA 92802

Get a FREE \$50 Salon gift card or \$100 Spa gift card; Visit [www.luxsalon.info](http://www.luxsalon.info) to claim your free gift card.

Cutting-edge cuts and color are just the start. Aveda stylists are trained to pamper, transport and expertly care for you. We set trends on the fashion runways and then use them as inspiration - for looks that suit your life and your style. And it's all done with pure flower and plant ingredients that protect nature's beauty while enhancing yours.

## Madison and Company Fine Jewelers

714-535-1200

321 W. Katella, Suite 815  
Anaheim, CA 92802

10% off any purchase

Madison and Company Fine Jewelers is a high end custom jewelry store and carry a wide selection of fine jewelry that consists of diamonds and fine gemstones and pearls. We also custom make anything.

## O.C. Cellular Accessories

714-778-3337

321 W. Katella Ave.  
Anaheim, CA 92802

Offering 30% off for the entire month of January

Specializing in custom faceplates, leather cases, Bluetooth and wired headsets, Travel and car chargers and much more.

## Retrospect

714-817-9860

321 W. Katella Ave. Ste. 153  
Anaheim, CA 92802

10% discount, not valid with other offers

Retrospect is a clothing company offering hip, fashionable styles for affordable prices.

## Runway 5

714-878-8691

321 W. Katella Ave. Ste. 163  
Anaheim, CA 92802

20% discount, not valid with other offers

From contemporary styles to trendy "attire", this boutique will offer both women's and men's apparel for today's trend setter in everyone. The chic design of this place will inspire everyone to set their own style, from casual to nighttime glam.

## The Block at Orange

714-769-4001

20 City Blvd., Suite C5  
Orange, CA 92868

Save up to \$500. Show your convention badge at Guest Services to receive your coupon book.

The Block at Orange is located in Orange County at the intersection of three major freeways: I-5 and State Highways 22 and 57, and within 5 miles of major tourist attractions including Disneyland, Arrowhead Pond, Anaheim Stadium and The Crystal Cathedral.

## Tommy Bahama

714-829-1350

321 W. Katella Ave. Ste. 153  
Anaheim, CA 92802

Gift with Purchase

Tommy Bahama and his tropical adventures command the finer things in life: casual, comfortable sportswear, golfwear, swimwear, footwear and accessories for men and women. [www.tommybahama.com](http://www.tommybahama.com)

## White House | Black Market

714-991-7730

321 W. Katella Ave. Ste. 136  
Anaheim, CA 92802

From January 13-20 2009 mention this advertisement at the Anaheim Garden Walk location and receive 10% off your ENTIRE purchase! Discount can be combined with any current in store promotion.

With over 400 stores nationwide, White House | Black Market is known for its legendary service and unyielding commitment to satisfy our valued customers. We invite you to join us at one of our newest locations, The Anaheim Garden Walk, to experience our extraordinary service, elegant ambiance, and trend-setting styles in shades of classic white and black.

## RECREATION DISCOUNTS AND PROMOTIONS

Show your badge for NAMM attendee discounts!

### Black Gold Golf Club

714-961-0060

One Black Gold Drive  
Yorba Linda, CA 92886

Play anytime Monday–Thursday, and after 11 a.m. Friday–Sunday and holidays, and enjoy a complimentary sleeve of Nike golf balls, a logoed bag tag, a Signature Yardage Book (\$20 value) with a paid round of golf. Not valid with twilight, junior or senior rates. Valid up to 8 players. Cannot be combined with any other discount or promotion and a copy of the promotion must be brought in to the point of sale. Promotion is only valid one week before, during and one week after your scheduled convention. All promotions have no cash value.

Black Gold Golf Club is a high-end daily fee golf course located 12 miles from the Anaheim Resort in the foothills of Yorba Linda. Opened in 2001, the challenging par 72 layout stretches 6,756 yards. It incorporates several water features including a stunning waterfall off the 18th green, slight elevation changes, rolling hills, strategic bunkering and the most incredible vistas overlooking Orange County and Long Beach. On a clear day, golfers can view the Pacific Ocean and Catalina Island from several points along the course. Global Positioning System (GPS) is located on every cart that gives players exact yardage to the pin and accepts food orders at the turn. Call Black Gold or visit [www.blackgoldgolf.com](http://www.blackgoldgolf.com).

### Burke Williams Spa

714-769-1360

20 City Blvd. West C3  
Orange, CA 92868

Show your NAMM Show badge and receive 10% off services over \$105.

We provide for all of your needs while you're a guest at our spa. Luxurious full-length robes, comfortable sandals, shower facilities and generously appointed vanity areas allow you to arrive simply and leave rejuvenated. Whether you schedule several hours of pampered luxury or call us on the spur of the moment, we are dedicated to honoring your need for an escape from the stress of your world and to partake in the serenity of ours.

### CinemaFusion – in the Anaheim GardenWalk Center

714-399-0300

321 W. Katella Ave, Suite 337  
Anaheim, CA 92802

For NAMM attendees – show your badge at the box office and get \$2 off all evening admissions!

Join us at the beautiful new CinemaFusion theatre – a blend of 3 distinct audience experiences:

The Sky Lobby Theatres – Where Beer, Wine and Movies meet for our guests 21 and over, CinemaFusion IMAX – North OC's only IMAX, Traditional Stadium Experience – for all ages

### Concourse Entertainment Center

714-666-2695

3364 E. La Palma Ave.  
Anaheim, CA 92806

2-for-1 bowling: Buy one game of bowling, get one game free. Subject to lane availability; not valid on Friday or Saturday nights after 5 o'clock.

The Concourse is Orange County's largest and most beautiful state-of-the-art entertainment center. Our \$6 million facility, complete with 40 lanes, a full Sports Bar & Grill, 25 plasma TVs and weekly Cosmic Bowling, is ready to cater to your every need. Our Sports Bar & Grill features 11 plasma TVs playing your favorite sporting events in HD, as well as pool tables so you can show your skills. Our full-service bar features your favorite cocktails, bottled imported beers and pints of draft beer.

### Dana Wharf Sportfishing and Whale Watching

949-496-5794

34675 Golden Lantern  
Dana Point, CA 92675

Purchase one 1/2-day adult sportfishing trip and get the second adult trip for free. Valid Monday–Friday. \*Advanced reservations required.

Dana Wharf Sportfishing and Whale Watching offers the finest in ocean adventures, fun for the entire family. We see gray whales, dolphins and other marine animals in their natural habitat. Trips depart daily at 10:00 a.m., noon and 2:00 p.m.

### Davey's Locker Sportfishing & Whale Watching

949-673-1434

400 Main St.  
Newport Beach, CA 92661

15% off whale watching cruises, 15% off 1/2-day deep-sea fishing trips, 15% off 3/4-day deep-sea fishing trips. \*Reservations requested.

Davey's Locker is one of the largest marine recreation centers in Southern California. Our marine recreation activities include deep-sea fishing trips and whale watching cruises. Before you board you may want to visit our complete on-site tackle shop/store. We carry everything from fishing licenses, rod/reel for rent or purchase, to a complete selection of tackle. Whale watching items such as binoculars, sun screen and sun glasses are also available to help you make the most of one of our whale watching outings.

### Newport Landing Whale Watching

949.675.0551

309 Palm St., Suite A  
Newport Beach, CA 92661

15% off whale watching cruises, 15% off 1/2-day deep-sea fishing trips, 15% off 3/4-day deep-sea fishing trips. \*Reservations requested.

Newport Landing provides multiple whale watching trips daily departing from Newport Beach, centrally located in Orange County. Newport Landing offers whale watching tours year round. Our whale watching cruises are a great experience for families, churches and companies with a universal appeal to all ages. Join us on one of our open-to-the-general-public cruises—or charter one of our boats for just your group/company.

## **OC Wildlife & Beach Tour Inc.**

**949.500.6981**

P.O. Box 3249

Laguna Hills, CA 92654

\$5 off per person (minimum 4 people to receive discount) on any Wildlife & Beach Tour (tidepools or nature preserve) or Beach Coastal & Shopping Tour. Custom tours also available. Will pick up in Anaheim with a minimum of 6 people. \*Minimum 24 hours' advance notice required. Visit us at [www.ocwildlifebeachtour.com](http://www.ocwildlifebeachtour.com).

## **Tustin Ranch Golf Club**

**714.734.2102**

12442 Tustin Ranch Road

Tustin, CA 92782

Preferred Guest Green Fees, 18 Holes: M–Th \$95, F \$115, Sa–Su/holidays \$135; Electric riding cart \$15 per person, walking carts \$8 per person. Preferred Guest Green Fees, Twilight (4.5 hours before sunset): M–Th \$65, F \$80, Sa–Sun/holidays \$80; Electric riding cart \$8 per person; 25% discount on rental clubs. \*Must mention "Show Your Badge and Save" Program.

This championship 18-hole Ted Robinson designed course offers private caddie service, a unique and popular amenity at this golf course in Orange County. Experience breathtaking scenery, sparkling lakes and cascading falls at Tustin Ranch, consistently voted one of the "Best Orange County Golf Courses" by the readers of the area's daily newspaper. In addition, Tustin Ranch is a 4-star recipient of *Golf Digest Magazine's* "Places To Play."

