

ROAD RALLY 2009

Everything You Need To Know Before You Arrive

Dear Passengers,

We're all really excited that you're coming to this year's Road Rally!

We know people hate to read a bunch of instructions, but we promise that your Rally experience will be *much* easier *and* better, if you take the time to read this Road Rally Primer before you come. Print it out and read it on the plane. Read it while you're stuck in traffic. Just make sure you read it!

Hundreds of people don't, and end up standing in lines or missing opportunities because they didn't.

Enclosed is this year's Road Rally Schedule & General Info. If you've got Internet access, please click this link for the Road Rally 2009 schedule and a bunch of other great Rally information:

<http://www.taxi.com/rally/infopage.html>

Hotel Location, Transportation, And Parking

The TAXI Road Rally will be held at the **Westin Los Angeles Airport Hotel** at **5400 West Century Blvd., Los Angeles, CA 90045**. You can call the Westin at 310-216-5858 or 866-716-8132. For those of you online, simply visit the TAXI Travel Page located on our website: <http://www.taxi.com/rally/travel.html>

Los Angeles Airport (LAX) / Westin Hotel FREE Shuttle instructions:

1. From the baggage claim area, proceed to the middle island and stand under the red sign that says, "Hotel Shuttle".
2. Shuttles are BLUE and will have a flashing electronic sign on the front that alternates between Westin LAX, La Quinta Inn, and Holiday Inn.
3. Shuttles will drop off and pick up at the 3 hotels – the Westin is the first stop during drop off.
4. Shuttles will be available every 20 minutes, beginning at the top of every hour, 24 hours a day.
5. In the evening, **starting at 9:00pm, guests need to call** the Hotel Courtesy phone for pick up going to LAX. The main hotel number is **310-216-5858**.

Driving Directions to Westin Los Angeles Airport Hotel:

From Long Beach Airport

- Take Interstate 405 North
- Exit at Century Boulevard and turn left
- The hotel is less than 2 miles down on the left, just past La Cienega Boulevard
- Turn left onto the concourse to enter

From East

- Take I-105 West and exit at La Cienega Boulevard
- Take La Cienega North, and turn left onto Century Boulevard
- The hotel is located just ahead, on the left

From Burbank-Glendale-Pasadena (Bob Hope) Airport

- Take Interstate 5 South to the 110 Freeway South and follow to Interstate 105 West
- Exit at La Cienega/Aviation and turn left
- Turn right onto Aviation Boulevard, and then right onto Century Boulevard
- The hotel is located on the right

Super Shuttle airport service (if you're flying into an airport other than LAX):

1-800-258-3826

<http://www.supershuttle.com/default.aspx>

Westin LAX Hotel parking:

All day self-parking in the hotel lot - \$15.00 (\$15 coupons available at TAXI Rally Registration Desk)
All day parking – valet - \$26.00

Registration and Badge Pick Up at the Rally

Registration for the Rally begins Thursday, November 5th at 5:30pm and again on Friday, November 6th at 8:00am. (We will keep the Registration Desk open & staffed throughout the weekend to help you.)

Important: You'll need to bring a form of **PHOTO ID** (driver's license, etc.) to the TAXI Road Rally Registration Desk, which is located on the hotel's first floor, right next to the Grand Ballroom. The staffer who is registering you will hand you the stub from your ticket and place the other portion of your ticket in a box that will be used later, when we do drawings for door prizes. You'll also be given your Rally Badge and lanyard at that time, which you must wear to gain access to Rally panels and events throughout the weekend. TAXI reserves the right to give the boot to any interlopers who don't have a badge ;-)

Please Note: Your guest **MUST** also have his or her **PHOTO ID** to register as well. Keep in mind that we will not be able to give you your guest's Rally Badge and lanyard unless they *personally* make an appearance at the Registration Desk to show their Photo I.D.

If you have any problems with your guest's registration, one of the TAXI staff members at the Registration Desk will be happy to assist you.

Please Note: If you've registered yourself "plus guest" without giving us a specific guest name, **you must call us BEFORE the convention (818-222-2464) with your guest's name and address or the guest badge you reserved may be given to someone else on our waiting list.**

Getting Registered for a One-To-One Mentor Session

One-to-One Mentor Registration begins on Thursday, Nov. 5th at 6:00pm in the Grand Ballroom Foyer, near the TAXI Registration desk. Mentor sessions will fill up very quickly, as its first come, first served. In order to make mentors available to as many members as possible, there is a limit of one mentor appointment per member.

If you miss One-to-One Mentoring, Drive-By Mentoring Sessions will be held from 6:30 p.m. to 9:30 p.m. Friday and Saturday evenings in the Midway & Kennedy Rooms. Open to members & guests. First come, first served. Mentoring Sessions will end promptly at 9:30 p.m.

Picking Up Your Mentor Lunch Tickets

After picking up your Rally Badge at the TAXI Registration desk, go to the Mentor Lunch Tickets table nearby, show your Rally badge and photo ID to pick up your pre-purchased tickets.

If you missed One-to-One Mentoring, Drive-By Mentoring sessions will be held Friday & Saturday evening from 6:30 p.m. to 9:30 p.m. in the Logan & Kennedy Rooms located at the top of the escalators on the Mezzanine Level (2nd Floor). First-come, first served. Mentoring sessions will end promptly at 9:30 p.m.

What To Bring

If you're interested in performing at any of the Open Mics in the Main Ballroom, you might want to bring your own guitar. If you choose to not bring an instrument, we *will* be providing two acoustic guitars, a keyboard, two mics, 2 direct boxes, and a CD/tape player (not DAT) and PA system in the Grand Ballroom. More Open Mic details follow under the "Open Mic Nights" listing below. Times for the Open Mic sessions are listed on the "Road Rally 2009 Schedule" included in this mailing. We'll also have schedules available at the TAXI Registration desk.

We strongly suggest that you bring several copies of your CD/demo. (Read the information under "Demo Listening Panels" for details.) You should also bring a notebook with lots of empty pages and pen to take notes during the panels, which promise to be crammed with useful information.

Bringing business cards and extra CDs is always a good idea as well. You never know whom you might meet at the Road Rally, and you definitely don't want to be empty handed when you meet somebody who could change your life. Lots of connections are made every year at the Rally: co-writers, producers, managers, A&R people, publishers, etc.

Being prepared when you meet them shows that you're serious and professional. Giving them a CD that has no audio on it won't help your career, yet every year, lots of people don't check every CD before they head to the Rally. Fumbling around to find a CD, then writing on it with a Sharpie while making the industry person stand there and wait, might also make you look unprepared and unprofessional.

A note from Michael Laskow: "People come up to me at nearly every event that I speak at and say, 'This isn't my best stuff,' while handing me a CD. As the recipient, I always think to myself, 'Then *why* are you giving it to me?!"

They also say things like, 'It isn't mastered yet,' or 'It hasn't been mixed yet.' All of these are big mistakes, and could make you look amateurish. You're better off just having a CD ready to go, and not giving any excuses – they're NOT going to remember that you told them you haven't mastered your project when they listen to it (and twenty others) three days later!"

The Road Rally is a casual event. Jeans, t-shirts, and similar clothing are typical attire. You may want to bring a sweater or light jacket in case of cold weather. Typically, November in Los Angeles tends to range in the mid-70s during the day and drops to the low 60s at night. It's been known to rain in November as well, but you'll

probably never want to leave the hotel or the Rally, unless you've got vacation time scheduled on either side of the event.

Demo Listening Panels

We will be drawing member demos at random to be listened to and discussed by our speakers on *EIGHT* separate panels, which are as follows: "Broadcast Quality Demystified Panel", "Writing and Pitching for the Country Market Panel", "Do You Have Music for My Film or TV Project? Panel", "A&R Panel # 1", "Major Label A&R Panel", "Film & TV/Publisher Pitch/Q&A Panel", "Performance and Vocal Makeover with Kara DioGuardi" and the "Producers Looking For Hits Panel."

To have a shot at your demo being randomly pulled during the panel, you must drop off your CD at the "Listening Panels" table which will be located near the TAXI registration desk. A TAXI staffer will assist you. Bring a separate CD for each panel you wish to submit for because it's not always easy to elbow your way through the crowd of other attendees trying to get theirs at the same time.

Submit One Song per CD, or clearly mark which song is to be played, if you're submitting a CD with more than one song on it (i.e. A 'finished' CD). Sorry, no DATs or minidisks can be submitted.

You **must** include your membership number on each submission. CDs without membership numbers will not be played. Guests who are NOT TAXI members are NOT eligible to have songs played at the pitch panels. Only one song may be submitted per person, per panel. If you have songs in several genres, please pick the song you think is your strongest and submit it. Attendees will be permitted to retrieve submissions after the panels have ended for the day. TAXI is sorry for any rude behavior of people retrieving their CDs, but we've found that it's impossible for us to make sure every person is well-mannered :-)

Pitch Panel Tips

Broadcast Quality Demystified (11/6 @ 10:15am) – All genres are represented by the panelists during this session. **Please Note: There will not be a Drop Box for this panel – CDs will be chosen randomly from the audience – so bring your CDs!**

Writing and Pitching for the Country Market (11/6 @ 11:30am) – Country is the only genre represented by the panelists during this session. **Please mark on your CD or tape whether you are pitching for an artist deal or pitching a song for another artist to record, or both. Please include a lyric sheet (if applicable) for the song you want reviewed. Wrap your lyrics around your submission just like a TAXI burrito, and write your name and member number in big letters on the outside.**

Do You Have Music for My Film or TV Project? (11/6 @ 2:45pm) – Vocal Songs and Instrumentals will be accepted. For instrumentalists, submit 1 instrumental composition – please DO NOT submit a montage for this panel. Our panelists will cover a wide variety of styles: Orchestral, Rock, Pop, R&B, Hip Hop, Country, Blues, Singer/Songwriter, AAA, etc. **IMPORTANT: INCLUDE THE STYLE/GENRE OF YOUR SUBMISSION ON YOUR CD.**

A&R Panel # 1 - 11/6 @ 4:15pm) –The genres represented on this panel will be Electronica/Dance, Christian/Gospel, World, Americana/Folk. **IMPORTANT: INCLUDE THE STYLE/GENRE OF YOUR SUBMISSION ON YOUR CD.**

Pitch Panel Tips (continued)

Major Label A&R Panel (11/7 @ 2:15pm) – Vocal Songs will be accepted only. Our panelists will cover a wide variety of styles: Rock, Pop, R&B, Hip Hop, Country, Singer/Songwriter, AAA, etc.

IMPORTANT: INCLUDE THE STYLE/GENRE OF YOUR SUBMISSION ON YOUR CD.

Film & TV/Publisher Pitch/Q&A Panel (11/8 @ 9:30am) – Vocal Songs and Instrumentals will be accepted. For instrumentalists, submit 1 instrumental composition – please DO NOT submit a montage for this panel. Our panelists will cover a wide variety of styles: Orchestral, Rock, Pop, R&B, Hip Hop, Country, Blues, Singer/Songwriter, AAA, etc.

IMPORTANT: INCLUDE THE STYLE/GENRE OF YOUR SUBMISSION ON YOUR CD.

Performance and Vocal Makeover with Kara DioGuardi (11/8 @ 2:00pm) – Vocal Songs will be accepted only. Kara will cover a wide variety of styles: Rock, Pop, R&B, Hip Hop, Country, Singer/Songwriter, AAA, etc. **Please Note: There will not be a Drop Box for this panel – Participants will be chosen randomly from the audience – so bring your CDs!**

Producers Looking For Hits Panel (11/8 @ 4:30pm) – Songs with Vocals will be accepted, as well as Instrumental Hip Hop beats/tracks. The genres on this panel will be Urban, Rock, Pop, and Country.

IMPORTANT: INCLUDE THE STYLE/GENRE OF YOUR SUBMISSION ON YOUR CD.

Open Mic Nights

If you want the opportunity to be RANDOMLY selected for an Open Mic slot, you will need to fill out an Open Mic form, which will be given to you when you register and get your Rally Badge. If you wish to perform at the Thursday evening Open Mic, you will need to sign up on Thursday. If you are not selected as a performer on Thursday, your form will remain in the box and you will remain eligible for the Friday and Saturday night Open Mics. No one will be selected to perform twice at the open mics in the Main Ballroom. Your name will be called from the stage approximately 5 minutes (or more) before you perform. If your name is called and you're not present, you will have lost your chance to perform that night. We don't discard names, so you will be 'in the box' for other nights. Only TAXI members will be eligible to perform at the Open Mic (though guests may accompany members).

A 2nd Stage open mic is will be held in the 200-Seat Theater located on the Mezzanine level (2nd Floor) to the right of the escalators. Open to members and guests! First-come, first served.

Reminder: We will provide two acoustic guitars, a keyboard, two mics, and a CD player and PA system with microphones and direct boxes. It's okay to sing along with a track on CD, but due to popular demand, we can't allow a track to be played without the TAXI member singing or playing along with it. In the past, we had people just standing on stage while their CD was played, and the other members got a little 'cranky' ;-)

Rally Cancellations by Members or Guests

Please let us know as soon as possible if you or your guest will not be attending the Rally (818-222-2464). You may be denying someone else an opportunity to attend if you fail to notify us of your cancellation. Be a good sport and let someone on the waiting list take your spot(s) if you aren't going to make it.

