

Everything You Need To Know *Before* You Arrive ROAD RALLY 2016

★ ★ ★ This is really important, so *please* read it! ★ ★ ★

Dear Passengers,

We're all *really* excited that you're coming to this year's Road Rally! It's going to be great!

We know people hate to read a bunch of instructions, but we promise that your Rally experience will be *much* easier and *far* better if you take the time to read this document *before* you come. Some of the info is pre-Rally related, so you'd be smart to read it now!

★ ★ ★ If you don't read this, you could end up standing in wrong lines or missing great opportunities, awesome Door Prizes, One-to-One Mentor Sessions, and golden opportunities to pitch your music to Industry Pros because you didn't!

Please click this link for the Road Rally 2016 Ballroom Panel Schedule, Class List, Mentor List and Mentor Bios, Teacher Bios, and a *bunch* of other great Rally information: <http://www.taxi.com/taxi-road-rally-2016.html>

Make SURE You and Your Guest have already registered for the Road Rally so we've got you in our database. Do so by Monday, October 31st, 6:00 PDT. If you have NOT already registered, please do it now at:
<http://www.taxi.com/rally/16/registration.html>.

We've got some GREAT Door Prizes this year, and for *some* of those prizes we will be drawing ticket stubs from a box. If you haven't registered before the Road Rally and you're not in the database, you won't have a ticket stub and you won't be able to win the prizes. Note: Some prizes will be awarded by using Twitter. In some cases, we will ask you to tweet in the grand ballroom, and the first tweet that shows up will win the prize. If you don't already have a twitter account, set one up before you come to the Road Rally!

Make sure you take a Goody Bag when you arrive and register because the Prize Bundle Sheets and Times for Giveaways are in those Goody Bags! The Prize Bundles are worth THOUSANDS of DOLLARS, so it's really important that you go to Rally Registration (preferably on Thursday evening), CHECK IN (you *and* your guest), get your Rally Tickets, and GET YOUR RALLY BADGE!

★ ★ ★ You will not be able to submit your music for Pitch Panels or get an awesome One-to-One Mentor if you don't have your Rally Badge on your person! ★ ★ ★

We *strongly* recommend that you check in on Thursday evening, so you don't have to stand in the registration line on Friday morning and take a chance of *not* being in the Grand Ballroom when Michael draws the winner for the \$500 Cash Giveaway on Friday morning!

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 who haven't booked a room yet, you *might* still be able to do so at:

<https://www.starwoodmeeting.com/events/start.action?id=1604074086&key=1C78DCFB>

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 says, Westin LAX.
3. Shuttles will be available every 20 minutes, beginning at the top of every hour, 24 hours a day.
4. 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 - \$35.00 per day (\$8 flat fee/per day coupons available at TAXI Rally Registration Desk).

All day parking – valet - \$42.00 per day (\$20 flat fee/per day coupons available at TAXI Rally Registration Desk)

Registration and Badge Pick Up at the Rally

Registration for the Rally begins Thursday, November 3rd at 5:30pm (possibly earlier if set up goes smoothly). Registration opens again on Friday, November 4th at 8:00am. We will keep the Registration Desk open and staffed throughout the weekend (until 9:30 pm on Thursday, and 6:30 pm on Friday, and Saturday nights) to help you.

Important: You'll need to bring a PHOTO ID (driver's license, passport, etc.) to the TAXI Road Rally Registration Desk, which is located on the hotel's first floor, right next to the Grand Ballroom. The TAXI staff member 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. Keep your ticket stub on your person at all times!!! We wouldn't want to see you miss an opportunity to win a really cool Door Prize! You'll also be given your Rally Badge and lanyard when you check in at registration, which you must wear it 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 or are using a bootlegged badge!

★ ★ ★ No Rally Badge, No One-to-One Mentor, and you will not be allowed to drop your music into the Pitch Panel Boxes!! ★ ★ ★

Please Note: Your guest MUST also have his/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 no later than MONDAY, October 31st at (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 (for TAXI members ONLY) begins on Thursday, Nov. 3rd at 5:45pm in the Grand Ballroom Foyer. Our registration staff will point you to it. Mentor sessions will fill up very quickly, and they are on a first-come, first-served basis. In order to make mentors available to as many members as possible, there is a limit of one mentor appointment per TAXI member. We CANNOT guarantee that you will get the mentor of your choice. Getting in line early will help you get the Mentor of your dreams!

One-To-One Mentoring Sessions will be held Friday, November 4th and Saturday, November 5th, in the TRATTORIA RESTAURANT on the 1st Floor, near the Daily Grill restaurant. You should show up ten minutes before your session. There is no reason to come earlier than that, unless you want to waste your valuable Rally Time!

FYI: If you miss One-to-One Mentoring, we have Song, Career and Production Bar Mentoring Sessions, which will be held from 6:30 p.m. to 9:30 p.m. Friday and Saturday evenings in the O'Hare Room located across from the Concourse Ballroom on the Mezzanine Level (2nd Floor). The "Bar" sessions are open to both members *and* guests, but you must be wearing your 2016 Road Rally Badge to get your session. First come, first served. The "Bar" Mentoring Sessions will end promptly at 9:30 p.m. We cannot guarantee that you will get a "Bar" session. Getting in line early will help you get a slot!

★ ★ ★ Picking Up Your Mentor Lunch Tickets ★ ★ ★

You will be able to pick up your Mentor Lunch Tickets when the TAXI Road Rally Registration Desk opens on **Friday morning at 8:00am**, at the Mentor Lunch station. You will need to show your 2016 Rally Badge and photo ID to pick up your pre-purchased tickets. Please do NOT just show up at the Mentor Lunches and say, “But I bought a ticket!” We get people who try to sneak in every year, so we police the doors for the lunches, and you will not get in without your ticket!

What To Bring

If you're interested in performing at either of the Open Mics, you might want to bring your own guitar. If you choose to not bring an instrument, we *will* be providing an acoustic guitar, a keyboard, two mics, 2 direct boxes, a CD player, and PA system. More Open Mic details follow under the “Open Mic Nights” section below. Times for the Open Mic sessions are listed on the “Road Rally 2016 Schedule” which can be seen here under the Blue “View the Ballroom Panels” tab: <http://www.taxi.com/taxi-road-rally-2016.html>

We'll also have extra printed Ballroom schedules available at the TAXI Registration Desk.

We strongly suggest that you bring several copies of your CD/demo. It's also a good idea to bring CDs with single songs or instrumentals you might want to pitch on panels or give to industry executives. Bringing your best songs/instrumentals as “singles” on CDs, and bringing compilations of your best work is a good strategy. It's always better to have more than you think you'll need. You'll probably want to give some out to Industry Pros you meet after panels, and in the hotel bar or lobby. You'll also want to have some to give out to fellow members who you might want to collaborate with in the future. (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 will be *crammed* with useful information. iPads and laptops have become increasingly popular for note taking as well.

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, A&R People, Film and Television Music Licensing Execs, Music Supervisors, 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 could also make you look unprepared and unprofessional.

What to Wear:

The Road Rally is a casual event. Jeans, t-shirts, and regular everyday clothing are typical attire. You may want to bring a sweater or light jacket in case of cold weather. We like to keep the Grand Ballroom a bit on the chilly side, so you might want to have a hoodie, sweater, or jacket with you in the Ballroom as well! 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.

Film/TV Music Listening Panels in the Grand Ballroom

We will be drawing CDs at random to be listened to and discussed by our speakers on THREE Ballroom panels, which are as follows: “Music Library Listening Panel,” “Music Supervisor Listening and Feedback Panel,” and “The Happy Ending Pitch Panel.”

★ ★ ★ **Only one song or track may be submitted per person, per panel**, and you **MUST** have a valid Road Rally Badge when you give your music to the person at the Listening Panel Drop Boxes! ★ ★ ★

To have a shot at your music being randomly pulled during the THREE panels listed above, you must drop off your CD prior to each panel at the “Listening Panel Drop Box”, which will be **Located BETWEEN THE 2ND AND 3RD GRAND BALLROOM DOORS** at the following times:

- **Music Library Listening Panel – FRIDAY between 1:00 – 2:30 p.m.**
- **Music Supervisor Listening and Feedback Panel – SATURDAY between 2:00 – 3:30 p.m.**
- **The Happy Ending Pitch Panel – SUNDAY between 3:30 – 5:00 p.m.**

Again, submit **One Song** per CD, **One Submission per Person**, and clearly mark which song/instrumental is to be played, if you’re submitting a CD with more than one song or instrumental on it. Use a Sharpie and make it obvious if you’d like us to play the right piece of music!

Please DO NOT come up to our staff members in the Ballroom *after* the panel has started and ask them to put your CD in the drop box. It’s not fair to the other folks who were timely, and it creates havoc for our staff when they are busy trying to get the stage changed over for the next panel started!

Guests who are NOT TAXI members are NOT eligible to have songs/instrumentals played on the Music Supervisor Listening and Feedback Panel (sorry!). If you have songs or instrumentals in several genres, please pick the one you think is your *strongest* and submit it. Members will be permitted to retrieve submissions (CDs) *after* the panels have ended for the day. We will place them on table near where the sponsors are located outside of the Grand Ballroom. TAXI is sorry for any rude behavior of some people retrieving their CDs, but we’ve found that it’s impossible for us to make sure every person is well-mannered!

Genre-Specific Music Listening Panels – Concourse Ballroom

Note: These sessions are NOT for Film & TV music feedback. These sessions are for Label, Publisher, and Artist feedback only!

POP and URBAN

Friday, November 4th, 3:30pm – 5:00pm

Suzan Koc, Pop Publishing Executive at BMG/ Rondor; **Shelley Peiken**, Hit Songwriter, Pop; **Michelle Bell**, Hit Songwriter, Pop & Urban.

JAZZ and EDM

Saturday, November 5th, 9:00am – 10:30am

Bud Harner, Jazz A&R and Manager; **Jon Asher**, Songwriter, Producer, and EDM expert.

COUNTRY and CHRISTIAN

Saturday, November 5th, 3:30pm – 5:00pm

Chip Hardy, Country Hit Songwriter, Publisher, Producer; **Jaimie Owens-Collins**, Hit Christian Songwriter and Artist; **Dan Collins**, Hit Christian Record Producer.

ROCK and SINGER/SONGWRITER

Sunday, November 6th, 10:45am – 12:15pm

Chris Long, Rock A&R expert, Artist Manager; **Brooke Ferri**, Multi-Genre A&R expert.

VERY IMPORTANT: We will have drop boxes NEAR THE STAGE in the Concourse Ballroom (2nd floor!!!) just before each Genre Specific Listening Panel begins. You must have your CDs in the boxes PRIOR to the beginning of each session. Once the session starts, we will NOT be able to allow latecomers to put their music in the boxes out of fairness to the people who got their music in on time.

When we pull CDs from the box, we will call the artist or songwriter's name out. If you're not in the ballroom, your music will not be played. Again, that's in fairness to the people who are in there! Members *and* guests may submit for these sessions. **You must have a valid Road Rally 2016 badge to submit!**

Open Mic Nights

The 1st Stage Open Mic will take place in the Concourse Ballroom on the Mezzanine Level (2nd Floor) on Thursday, Friday, and Saturday nights from 8:30pm – 11:30pm (please note, this is NOT the Grand Ballroom on the Lobby Level where the panels are being held during the day). If you want the opportunity to perform at the Open Mic, you will need to sign up on the evening you wish to perform. Karl Louis (your Host and MC for the evenings), will take up to 30 names each evening prior to the start of the Open Mic. **The line to get on the list will be outside of the Concourse Ballroom starting at 7:30pm.**

The 2nd Stage Open Mic will be held in the 200-Seat Theatre located on the Mezzanine level (2nd Floor) to the right of the escalators on Thursday, Friday, and Saturday nights from 8:30pm – 11:30pm. Jon Asher, (your Host and MC on Thursday and Saturday night); and Julia Brotman (you host and MC on Friday night), will take up to 30 names each evening prior to the start of the Open Mic. **The line to get on the list will be outside of the Theatre located on the Mezzanine level (2nd Floor), starting at 7:30pm.**

The Batson Guitar *Unplugged* Open Mic is a new feature at this year's Road Rally! It will be held on the Mezzanine (at the top of the escalator) during lunch periods and in the evenings after the panels and classes have ended. There will be some really cool Batson Guitars available to use. Just walk up, get in line, and do your thing! Informal, impromptu, and fun!

ALL Open Mics are open to Members and Guests! If you've already performed at one of the Open Mics, *please* do NOT sign up for *another* Open Mic. We'd like to see as many Rally attendees as possible get a fair chance to perform!

Reminder: We will provide an acoustic guitar, a keyboard, and a CD player (so you can perform to a track if you'd like) and PA system with microphones and direct boxes at the Open Mics (but *not* at the Batson Unplugged Open Mic). If you're going to play a CD with a song or instrumental on it, you need to be on the stage when it's played!

★ TAXI reserves the right to change policies, deny access to people who do not have proper credentials, and to make minor changes to panelists due to illness, or other unforeseen problems.

See you soon,

Michael and the TAXI Staff