

Everything You Need To Know *Before* You Arrive ROAD RALLY 2018

★ ★ ★ 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 2018 Ballroom Panel Schedule, Class List, Mentor List and Mentor Bios, Teacher Bios, and a *bunch* of other great Rally information.

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 29th, 6:00 PDT. If you have NOT already registered, please do it now [here](#).

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.

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 [here](#).

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 (\$10 flat fee/per day coupons available at TAXI Rally Registration Desk).

All day parking – valet - \$42.00 per day (\$22 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 1st at 5:30pm (possibly earlier if set up goes smoothly). Registration opens again on Friday, November 2nd 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 Box!! ★ ★ ★

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 29th 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. 1st 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!

If there happen to be any left over One-to-One Mentor slots, they will be assigned on a first-come, first-served basis from the Main Road Rally Registration area before the Mentoring sessions begin, and at Trattoria Restaurant after the sessions begin.

One-To-One Mentoring Sessions will be held Friday, November 2nd and Saturday, November 3rd, 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!

★ ★ ★ **There will be NO CD players at the One-To-One Mentor sessions this year, so you'll need to bring your music on a mobile device (phone, iPad, computer) with a headphone/aux port. If your phone does not have a headphone jack, please bring the necessary adapters.** ★ ★ ★

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 2018 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!

★ ★ ★ **Music Industry Eat & Greet Tickets** ★ ★ ★

You're lunch tickets will now be preprinted on your 2018 Rally Badge and available at the TAXI Registration Desk.

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 2018 Schedule" which can be seen [here](#) under the Blue "View the Ballroom Panels" tab.

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

IMPORTANT: Music played during the “Film & TV Song Pitch and Feedback Panel,” “Instrumental Pitch and Feedback Panel,” and “Music Supervisor Pitch Panel” will be chosen randomly from a playlist generated from a panel-specific TAXI Listing that will run prior to the Rally. Submissions *not* played during the panel will be screened on a yes/no basis after the Rally, and Forwards will be sent to all the panelists. **There will be NO CD Drop Boxes for these specific panels at the Road Rally.**

To submit to the “Film & TV Song Pitch and Feedback Panel,” [click here](#).

To submit to the “Instrumental Pitch and Feedback Panel,” [click here](#).

To submit to the “Music Supervisor Pitch Panel,” [click here](#).

To Summarize, you get two chances at having the panelists hear your song

1. Randomly during the panel
2. By getting Forwarded by TAXI's A&R people after the Rally!

For “The Happy Ending Pitch Panel” we *will* be drawing CDs at random. To have a shot at your music being randomly pulled during the “Happy Ending Pitch Panel,” you must drop off your CD at the “Listening Panel Drop Box”, which will be **Located BETWEEN THE 2ND AND 3RD GRAND BALLROOM DOORS on SUNDAY between 3:30 – 5:00 p.m.**

★ ★ Only one song or track may be submitted per person, per panel! ★ ★

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!

Members will be permitted to retrieve submissions (CDs) *after* the “Happy Ending Pitch Panel” has 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 are different panels from the Pitch Panels in the Grand Ballroom. These sessions are NOT for Film & TV music feedback. These sessions are for Label, Publisher, and Artist feedback only! Bring CDs with you to the Panel.

POP and URBAN

Friday, November 2nd, 6:30pm – 8:00pm

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

ROCK and SINGER/SONGWRITER

Saturday, November 3rd, 6:30pm – 8:00pm

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

COUNTRY and CHRISTIAN

Sunday, November 5th, 10:45am – 12:15pm

Paul Marshall, Country Songwriting Expert; **Michael Anderson**, Hit Country & Christian Songwriter

JAZZ and EDM

Sunday, November 4th, 1:45pm – 3:15pm

Jon Asher, Songwriter, Producer, and EDM expert; **Terry Wollman**, Jazz A&R and Manager

VERY IMPORTANT: We will now be giving you one raffle ticket as you enter the Concourse Ballroom (2nd floor!!) just before each session begins. **You must have your raffle ticket at the *beginning* of each session.** Latecomers will **NOT** be able to get a ticket out of fairness to the people who got there on time. To choose songs for the panel, we will pull a random ticket from a box and call the ticket number out for you to bring up your CD. Members *and* guests may submit for these sessions. **You must have a valid Road Rally 2018 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 8:10pm.**

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 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 Theatre located on the Mezzanine level (2nd Floor), starting at 8:10pm.**

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. 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!

Collaboration Room

During the Open Mic nights from 8:30pm – 11:30pm, come meet like-minded songwriters and musicians to collaborate—whether it be for jam sessions, co-writing, or practice for the Open Mic Nights. The Collaboration Room will be in National on the 2nd floor by the Concourse Ballroom.

★ 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