

# 2007 SOUTHWEST REGIONAL FOLK ALLIANCE CONFERENCE

News from SWRFA...

The 8<sup>th</sup> Annual Southwest Regional Folk Alliance Conference will be in Austin Texas at the Woodward Hotel and Conference Center on Oct 4 – Oct 7, 2007.

The seminar topics address many facets of the music business - booking and tour planning, agents and managers, music law, the internet, getting airplay, studio know how, song sharing and discussion, wellness while on the road and looking for alternate ways to get our music to the world – such as in schools and films.

Artists, managers, agents, venue operators as well as folks who come to listen enthusiastically find a common bond, make new friends, discover new music, have fun and learn. So come on down and enjoy some Southwestern hospitality in the Capitol City.

See you soon!



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**DATES:** Oct 4 – Oct 7, 2007

**WHERE:** Woodward Hotel &  
Conference Center  
Austin, Texas

**REGISTRATION:**

\$195 by Aug 16  
\$225 after Aug 16  
*(includes 3 lunches,  
2 dinners, cocktail party)*

**Exhibit Table:**

\$45 (electricity extra)

**Official Showcase:**

\$25 to apply *(showcase application  
deadline is Aug 13)*  
\$25 add'l if accepted

**To HOST an In-Room Showcase:**

\$25 to register and publicize  
in conference booklet.

**Program Advertising:**

\$125 full page  
\$75 half page  
\$45 quarter page

*(Ads & payment must be returned by  
Sept. 1. Email Ad Copy to:  
[john@kerrville-music.com](mailto:john@kerrville-music.com))*

**Hotel Reservations:**

\$75 Single/Double per Night  
\$85 Single/Double Suite per Night  
*(does not include hotel or sales  
taxes)*

(This rate is only for conference attendees)