GUITAR SHOW #2027

BOLOGNA FIERE - MAY 14-16, 2027

Togheter with Eufonica

In collaboration with MEI INDIPENDENTI DAL 1995

SOUND POLICY

Sound Policy – Quick Overview

	SILENT	QUIET-PLAY
Test Mode	Headphones only or acoustic	Amplified
Max volume	In Silent zones no sound emission from amplified sources is permitted	Permitted noise level 75 dB
General bans	● PA systems, line arrays, recorded music, or amplification of sources not connected to test instruments are prohibited; ● Acoustic percussion instruments are not allowed. Only electronic instruments (e.g., electronic drum kits) with headphone listening are permitted.	
Use of amplifiers	Only with disabled cabinet: Audio signal must be routed through a load box / IR loader.	Testing without headphones Max 5 minutes per visitor. Playing without an audience is prohibited.
Sound Reset	● Every hour from minute 45 to minute 00 (e.g., 10:45–11:00); ● Absolute silence in Quiet-Play area; ● No tests, demos, or sounds allowed unless via headphones; ● Goal: reduce background noise and improve acoustic comfort.	
Schedule	● Friday 14 May 2027: all halls in Silent mode from 10.00 am to 2.00 pm (headphone or acoustic testing only); from 2.00 pm until the end of the day, amplified testing in the Quiet-Play zones with Sound Reset. ● Saturday 15 and Sunday 16 May 2027: amplified testing in the Quiet-Play zones throughout the day, with hourly Sound Reset (from minute 45 to minute 00).	
Checks and sanctions	Constant presence of control staff. 1. First warning: verbal. 2. Second warning: written. 3. Temporary booth closure with posted notice.	
Instrument Testing and Artist Performances at Booths	**Instrument Testing**: individual, spontaneous use of an instrument or device by a visitor. **Performance:** any performance by one or more artists (musicians, endorsers, demonstrators) using the Exhibitor's products in front of an audience. To host performances at the booth: ● Booth must be at least 16 sqm; ● Must be authorized by the Organizer upon request (requesting headphone systems for performances is considered a request to host performances); ● Public listening must be exclusively via headphones; ● If using own headphone system, it must be wired to avoid interference with Organizer's wireless systems; ● Audience must remain within the booth and not block aisles.	

Sound Policy – General Provisions

To ensure fair, sustainable, and respectful sound management for all participants, the Organizer adopts the following binding Sound Policy for all Exhibitors. This policy outlines behavioral rules regarding sound emission, acoustic limits, allowed instruments, and control methods, with the aim of preserving the quality of the exhibition environment, supporting coexistence of different activities, and enhancing the visitor experience.

The exhibition area is divided into two sound zones: **Silent, Quiet-Play**, each with specific characteristics and regulations.

Silent Area: Designed for acoustic testing of instruments in a controlled environment. Acoustic instruments may always be tested. Electrified instruments are allowed only with headphones. Amplifiers may only be used if the speaker cabinet is disabled or disconnected, and the audio signal is routed through digital systems such as Impulse Response loaders or load boxes, ensuring no sound is emitted into the environment. Any device producing audible direct sound is prohibited.

The **Quiet-Play Area** is dedicated to testing electrified instruments, effects, and amplifiers, with sound output allowed up to a maximum limit of 75 dB. In this case as well, the use of headphones is strongly recommended, and amplified testing without headphones is subject to the same five-minute limit per visitor. Sound emission for demonstration or promotional purposes is not permitted in the absence of an audience. In this area too, sound output is allowed exclusively during actual testing.

To maintain a sustainable environment and reduce auditory fatigue, the Organizer enforces the mandatory **Sound Reset** procedure in *Quiet-Play* area: every hour from minute 45 to the next hour (e.g., 10:45–11:00, 11:45–12:00, etc.), all sound tests and demonstrations must cease. Exhibitors must maintain absolute silence during these 15 minutes, restoring acoustic comfort. Non-compliance will result in disciplinary action as described below.

These rules apply especially on **Friday, May 14**, when *Quiet-Play* area will observe **extended Silent mode from 10:00 to 14:00**, allowing only headphone or acoustic tests. From 14:00 onwards, amplified tests will be allowed with Sound Reset enforced.
On **Saturday, May 15** and **Sunday, May 16**, amplified testing will be allowed all day in *Quiet-Play*, following each area's rules and with hourly Sound Reset.

The use of **PA systems, line arrays, or similar sound systems** for playing recorded music or amplifying sound sources inside the booth is strictly prohibited. Amplification is only allowed for musical instruments being tested and only via dedicated amplifiers or headphone systems. Acoustic percussion instruments are **strictly prohibited**; only electronic percussion instruments (e.g., electronic drum kits, electrified cajons) are allowed if used with headphones only.

To facilitate the correct application of this Sound Policy, the Organizer invites all Exhibitors to carefully read this document, which forms an integral part of the Regulations. It is also recommended to direct loudspeakers inward toward the stand, prioritize the use of high-quality headphones for individual demos, position testing areas away from main aisles, and inform the public through signage about testing rules (in particular, the maximum duration of 5 minutes for amplified testing without headphones).

To ensure compliance, the Organizer will implement a monitoring and enforcement system, with staff present in fixed positions throughout the event. In case of violation, the following penalties apply:

1. **Verbal warning**, logged by staff.
2. **Written warning**, if repeated or not corrected.
3. **Temporary booth closure**, for the remainder of the current day at minimum.

In such cases, the Organizer may physically block access to the booth (e.g., with a curtain), accompanied by a clearly visible notice.

Additionally, **specific regulations apply to performances**, which are distinctly different from public product demos.

Artist performances (musicians, endorsers, demonstrators) using Exhibitor products in front of an audience are allowed **only in booths of at least 16 sqm**, and **only if pre-approved** by the Organizer. **Direct sound emission devices (speakers, cabinets, etc.) are prohibited.**
Audience experience must occur via headphone systems provided by the Organizer. If using their own system, Exhibitors must use a wired setup (to avoid wireless interference) and inform the Organizer in advance. Exhibitors are fully responsible for audience management, ensuring they stay within the booth and do not obstruct aisles.

Stage areas and event areas managed by the Organizer are excluded from this Sound Policy and are governed by the official programme of the event.

This Sound Policy forms an integral part of the General Regulations of Participation pursuant to Articles 18, 19 and 24.3; in the event of any inconsistency, the General Regulations prevail. By signing the participation form, **it is deemed fully known and accepted**.

Last updated date: 17/07/2026