

## **LOCATION**

### **VENUE**

Name: Atlantic City Convention Center  
Address: One Miss America Way, Atlantic City, NJ 08401  
Telephone: 609-449-2000  
Main Entrance: Kirkman Boulevard

### **SHOW OFFICE**

Location: Located in the northeast corner of Hall D  
Telephone: 609-449-3941  
Fax: 646-673-8851  
Hours: 8AM-5PM – January 30 – 31, February 1-2 & 8-9  
Open 2 hours prior to Show opening; closes at the end of the Show each day, February 3-7

### **PRESS AREA**

Location: Hall D Lobby  
Telephone: 609-449-3947  
Hours: Services begin 9:00 a.m. on Tuesday, February 1.  
You are urged to have press information there and report any important visitors and other items that might be newsworthy to your company or the show.

### **REGISTRATION/WILL CALL**

Location: Hall D Lobby  
Hours: 10AM - 5PM - February 2<sup>nd</sup> and 3<sup>rd</sup> opening 9am – 6pm  
Open 2 hours prior to Show opening & closes one-half hour prior to show close each day, February 2–6.

### **INFO**

Location: Hall D entrance – open during show hours only, February 2 – 6

### **FREIGHT DESK**

Location: Hall C Lobby  
Hours: Daily 8AM-5PM

### **VISTA SERVICE DESK**

Location: Hall C Lobby  
Hours: Daily 8AM-4PM

### **EXHIBITOR LOUNGE**

Location: Hall D  
Hours: Show Days/Hours – Open during show days, 1 hour prior to show open to 1 hour before show close.

### **SHOW DATES & HOURS**

Wednesday	- February 2, 2011	1:00pm to 8:00pm
Thursday	- February 3, 2011	1:00pm to 8:00pm
Friday	- February 4, 2011	11:00pm to 8:00pm
Saturday	- February 5, 2011	10:00am to 8:00pm
Sunday	- February 6, 2011	10:00am to 5:00pm

## MEETING ROOMS & SPECIAL EVENTS

Meetings and banquet rooms are available in the Atlantic City Convention Center. Meeting rooms must be relinquished back to the Atlantic City Convention Center by **Sunday, February 6**. Contact Flo Kelly at the Atlantic City Convention Visitor Authority at **609-449-7144** for further information regarding meeting rooms and to place your order.

## NEW JERSEY STATE SALES TAX

It is mandatory that all exhibitors must be registered to conduct business within the state of New Jersey. To register or to receive information on the taxation, please contact the New Jersey Bureau of Taxation at 609-645-6673. NJ State Tax form ST-3NR for Non-New Jersey vendors, is located in the State of New Jersey Division of Taxation website. <http://www.state.nj.us/treasury/taxation/index.html?forms.htm~mainFrame>. Or you can get the forms on page 39 in the order Form section.

## CONDUCT OF EXHIBITS

Booths must be manned during **all** show hours. Only firms that have contracted for space are allowed to demonstrate product, solicit orders or distribute advertising at the show. Confine distribution of literature, signage, models and sales to your exhibit space.

## EXHIBIT CLASSIFICATION

Exhibit classification is based upon space dimensions (booth: 80 sq. ft. – 599 sq. ft.; bulk: 600 sq. ft. or above). However, there are a few exceptions. If you have any questions regarding your classification, please contact Show Management.

## STANDARD BOOTH EQUIPMENT

Exhibitors occupying booth space (80 sq. ft. – 599 sq. ft.) are provided with a 7" x 44" identification sign, an 8' high back drape, 36" high side rails, one 6' draped table, and two side chairs. Table, chairs and signs are provided per contract and not per 10' x 10' area. If additional or custom furnishings are required please fill out the Vista order forms located in the Service Order Form section of this kit. Please note if a sign is not ordered, it will not be provided.

**BOAT/BULK SPACE EXHIBITORS – Exhibitors will either receive carpet with the choice of red, black, teal, or gray carpet. Or you can have your own carpet installed at no additional cost. Please make sure you note your choice on the boat info form located on page 28.**

## DISPLAY REGULATIONS & UNION GUIDELINES

There are important regulations pertaining to exhibit structures and union labor relations in the Atlantic City Convention Center. They are outlined on page 16. Please pay special attention to them.

## PARKING FACILITIES

There are numerous public lots and garages in proximity of the Center. See Map on following page

Atlantic City Convention Center has a parking garage located on the North side of the facility. There are 750 parking spaces on the first level of the Center (Garage height 7') - Opens 1hr prior to show opening for **attendees only**. \$12 for the first 4hrs, \$2 for next 5<sup>th</sup> hour and \$1 for each additional hour. No vans allowed.

### Ohio Avenue Lot

\$15 per day and it can accommodate higher vehicles. If your vehicle is larger than 15' you will be charged for two spots. Passes will be sold on 1/29. Passes will also be sold in the Parking Authority Office located in the Center's garage. If your vehicle is larger than 15' you will be charged for two spots.

### SJTA Lot- Fairmount & Mississippi Avenue (Across from Angelo's)

\$10 per day - Free shuttle running to/from center on show days only

### Trump Marina

\$5 per day

Free shuttle running to/from the Center on show days only

### Caesars and Trump Plaza

Free shuttle running to/from the Center on show days only

### Borgata Hotel Casino & Spa

Free shuttle running to/from the center on show days only

# Atlantic City Parking Locations

## Casino Parking Garages:

**Atlantic City Hilton** @ Boston Avenue and the Boardwalk

**Tropicana Casino and Resort** @ Brighton Avenue between Atlantic and Pacific Avenues

**Trump Plaza** @ Mississippi Avenue and the Boardwalk

**Caesars Atlantic City** @ Arkansas Avenue and the Boardwalk

**Bally's Atlantic City** @ Michigan Avenue and the Boardwalk

**Sands Casino Hotel** @ Indiana Avenue and the Boardwalk

**Resorts Atlantic City** @ North Carolina Avenue and the Boardwalk

**Trump Taj Mahal** @ Virginia Avenue and the Boardwalk

**Showboat Hotel and Casino** @ Delaware Avenue and the Boardwalk

**Caesar's Parking Garage** on Michigan and Pacific Avenues

## Convention Center and Other Atlantic City Parking (★):

**Convention Center Garage** @ Michigan Avenue at Convention Center.

At the end of the Atlantic City Expressway turn left onto Arctic Avenue, then turn left onto Michigan Avenue and proceed straight ahead into the garage.

**New York Avenue Parking Garage/Park America** @ South New York Avenue between Pacific and Atlantic Avenues. Proceed East on Missouri Avenue (towards ocean) to Pacific Avenue. Make a left onto Pacific Avenue. Follow Pacific to New York Avenue. Make a left onto New York Avenue. Parking garage will be on your right. *Sands Casino Hotel vicinity.*

**South Jersey Transportation Parking Lot** @ Corner of Missouri and Atlantic Avenues. Proceed East on Missouri Avenue (towards ocean) to Atlantic Avenue. Lot is on corner. Make right onto Atlantic Avenue for entrance. *Trump Plaza vicinity.*

**South Jersey Transportation Parking Lot** @ Corner of Fairmont and Mississippi Avenues. Proceed South on Fairmont Avenue. Lot entrance on right. *Atlantic City Expressway vicinity.*

**Praise the Lord Parking Lot** @ Corner of Ohio and Atlantic Avenues. Proceed East on Missouri Avenue (towards ocean) to Atlantic Avenue. Make a left onto Atlantic Avenue. Proceed to Ohio Avenue. Lot will be on the corner. Make a right onto Ohio Avenue for entrance. *Bally's Atlantic City vicinity.*

**David's Parking Lot** @ Pacific Avenue between Mississippi and Georgia Avenues. Proceed East on Missouri Avenue (towards ocean) to Pacific Avenue. Make a right onto Pacific Avenue. Parking lot will be on your right between Mississippi and Georgia Avenues directly across from Boardwalk Hall. *Trump Plaza vicinity.*

**Ray Hart's Parking Lot** @ Atlantic Avenue between Mississippi and Georgia Avenues. Proceed East on Missouri Avenue (towards ocean) to Atlantic Avenue. Make a right onto Atlantic Avenue. Parking lot will be on your left between Mississippi and Georgia Avenues. *Trump Plaza vicinity.*

**G&M Parking Lot** @ On Georgia Avenue between Pacific and Atlantic Avenues. Proceed East on Missouri Avenue (towards ocean) to Pacific Avenue. Make a right onto Pacific Avenue. Proceed to Georgia Avenue. Make a right onto Georgia Avenue. Parking lot will be on your left. *Trump Plaza vicinity.*

**Kentucky Avenue Parking Lot** @ Corner of Pacific and Kentucky Avenues. Proceed East on Missouri Avenue (towards ocean) to Pacific Avenue. Make a left onto Pacific Avenue. Proceed to Kentucky Avenue. Lot is on the corner. Make a right onto Kentucky Avenue for entrance. *Sands Casino Hotel vicinity.*

**Comfort Inn Parking Lot** @ Kentucky Avenue between Pacific Avenue and the Boardwalk. Proceed East on Missouri Avenue (towards ocean) to Pacific Avenue. Make a left onto Pacific Avenue. Proceed to Kentucky Avenue. Make a right onto Kentucky Avenue. Parking lot will be down the block on your right. *Sands Casino Hotel vicinity.*

**B&B Parking Lot** - Kentucky Avenue between Pacific Avenue and the Boardwalk. Proceed East on Missouri Avenue (towards ocean) to Pacific Avenue. Make a left onto Pacific Avenue. Proceed to Kentucky Avenue. Make a right onto Kentucky Avenue. Parking lot will be down the block on your left. *Sands Casino Hotel vicinity.*

**Ohio Avenue Parking Lot** @ Ohio and Baltic Avenues. At the end of the Atlantic City Expressway turn left onto Arctic Avenue. Follow Arctic Avenue 3 blocks to Indiana Avenue. Turn left onto Indiana Avenue, then turn left onto Baltic Avenue (next block); the entrance to the Ohio Avenue lot is 1/2 block on the right. *Convention Center vicinity.*

**AC Outlets - The Walk Parking (★):** Parking is located at the end of Michigan Avenue behind Applebee's and H&M, as well as the Ohio Avenue lot listed above. Shuttle service to the AC Outlets-The Walk is also available from surface lots on Fairmount Avenue between Ohio and Michigan Avenues and on Atlantic Avenue across from Trump Plaza. The Caesar's garages also convenient to AC Outlets-The Walk.



**WHAT IS:****AN EXHIBITOR GUEST TICKET?**

A ticket exhibitor can buy to give to their clients/friends allowing entry into the show.  
 Tickets will be billed at a 50% discount off the box office price.  
 Only tickets collected at the gate will be billed to exhibitors.  
 Tickets are a great promotional tool!

**AN EXHIBITOR CREDENTIAL?**

**Exhibitor attendees have the choice to wear a wristband each day or present a photo ID for re-entry each time they leave and return the show grounds.**

A Credential worn by your company employees working the exhibit.  
 Allows 2 hour early access into the show and removal of product from the show.  
 (Management requires photo I.D. with each entry).  
 The number of exhibitor passes is limited by the total space the exhibitor has contracted for  
 (Please refer to "Exhibitor Credential Order Form" for details).

**A WORKING EXHIBITOR CREDENTIAL?**

An exhibitor Credential for staff other than the exhibitor's employees working in your exhibit (e.g.: distributors, dealers).

**A TRADE CREDENTIAL?**

**Trade attendees have the choice to wear a wristband each day or present a photo ID for re-entry each time they leave and return the show grounds.**

**A Trade Credential?**

A Credential for those in the marine industry attending the show—not working an exhibit.  
 We will issue 2 types of Stock this year – NMMA Marine Trades and NMMA Boat & Sportshows  
**NMMA Marine Trades** will replace the following: Manufacturers, Manufacturers Rep., Retailer (Dealer), Retailer & Marina, Marine Service, and Wholesaler  
**NMMA Boat & Sportshows** will replace the following: Service Contractor, Working Press, Guest, Volunteer, and Employee

**WILL CALL?**

1. Complete the Guest List Form.  
 Typed or printed, alphabetized list with the guests' names and number of tickets each. (See guest list form). You have the option to separate your tickets in envelopes OR just leave a set of tickets along with the Guest list. For Example: John Smith (4), Joe Smith (2) – Leave a total of (6) tickets with your Guest List.
2. Be sure to include your on-site phone number on the Guest List so we can get in touch with you, in case your customer's name is not on the Guest List.
3. You can Add, Change, Remove names as needed. You will be the only one Authorized to do so.
4. Multiple lists are allowed per Company, by different Sales Associates. Each Sales Associate will have a separate Guest List on file.
5. Inform your customers to ask for Your Company Name. We will then look up your customer's name on the Guest List and ask them to sign the Guest List.
6. You may also submit your Guest List along with your Exhibitor Guest Ticket Order in advance. We can hold your tickets instead of mailing them out to you to distribute. Your tickets will then be placed in a folder with your Guest List in our Will Call bins.

## HOW DO I ORDER:

### EXHIBITOR CREDENTIAL

Complete and return the Exhibitor Credential Order form located in this section of the exhibitors instruction kit. Include full name and title of employees. Provide the contact name and whether Credentials should be mailed or held for pick-up.

### TRADE CREDENTIALS (\$25.00\* each)

On company letterhead, list employees' full name, title, and type of company, check or credit card information. (see Credit Card Payment Form on page 26)

Mail to: NMMA – Registration Dept.  
9050 Pines Boulevard - #305  
Pembroke Pines, Florida 33024  
or  
Fax to:  
(954) 430 - 8043

\* \$25.00 fee is for each Trade Credential ordered by non-NMMA members.

### EXHIBITOR GUEST TICKETS

Fill out the Exhibitor Guest Ticket order form located in this section of the Exhibitors' Kit.

### ORDERING ON-LINE

Trade Credentials can be ordered on line at: [www.discoverboating.com/registration](http://www.discoverboating.com/registration)

### ANY QUESTIONS PLEASE CALL 212-984-7001

Your company is allotted passes according to total exhibit area occupied per the following formula:

200 sq. ft. or less = 6 Credentials  
201-500 sq. ft. = 10 Credentials  
501-2000 sq. ft. or more = 12 Credentials  
2001-3500 sq. ft = 15 Credentials  
3500 sq. ft. or more = 20 Credentials

Exhibitor Credentials will only be issued to employees of your company, and will be mailed to you prior to the show. **Only personnel working the exhibit are eligible for exhibitor Credentials.** Replacement and/or additional passes can be obtained at the Exhibitor Registration Counter in the Hall C Lobby for \$15 per Credential. Please complete and return the **Exhibitor Credential Order Form** (pg.24) by December 14 to ensure prompt processing of your passes. \*Do not include personnel from working dealerships. Boat manufacturers with working dealers should complete and return the **Working Exhibitor Information Form** (Pg. 25) including the list of companies working the show. A separate form will be sent to those dealerships requesting a list of individual names for processing.

**GUEST TICKETS:** Exhibitors can order Guest Tickets (pg. 27) in advance, using the form in the Order Forms section of this kit. Additional tickets can be obtained on-site at Registration located in the lobby.

**ON SITE SHOW MANAGEMENT PHONE NUMBERS**

Show Office 212-984-7001 Effective 1/29/11  
Show Office Fax 646-673-8851 Effective 1/29/11



**For lodging reservations**

**Sheraton Atlantic City Convention Center Hotel -- Headquarters Hotel**  
1-888-627-7212

**OFFICIAL CONTRACTORS**



**FACILITY**  
Atlantic City Convention Center  
609-449-2000



**TELEPHONE SERVICE**  
Telecommunications Department  
609-449-2069



**AUDIO VISUAL**  
Presentation Services  
609-449-2474



**DECORATOR-BOOTH FURNISHINGS & LABOR**  
Vista Convention Services  
609-485-2421



**ELECTRICAL SERVICE**  
AC Convention Center  
609-449-2291



**FLORAL DECORATIONS**  
Gerad's Exclusive Florist & Decorators  
609-646-4150

**DEADLINE: December 10**

**THE 2011 ATLANTIC CITY BOAT SHOW IS A MEDIA MAGNET AND PUTS YOUR NEW PRODUCTS AND BESTSELLERS IN THE SPOTLIGHT!**

There is a great opportunity for you to promote your hottest new products that will be available at the Atlantic City Boat Show. I am encouraging you to send me the below requested information to be included in the show press kit, on the show's web site and at the ACIPBS Press Office. Last year, hundreds of reporters, photographers, television producers and freelance writers got their information by referencing such sources.

While new boats and gear are important, trends in boat and accessory purchases are also newsworthy and are included in ACIPBS press materials. Please don't hesitate to also submit your best selling models, provided they will be at the show, or any breaking news about your company.

**SHOW DIRECTORY, PRE-SHOW PRESS OUTREACH AND SHOW PRESS KIT**

Please fill out the public relations information form that was included with your contract or simply take a minute to e-mail the information requested. We're counting on you to supply the product information and photos. By submitting the requested information, you've taken the first step to increasing media coverage of your best-selling and hottest new products!

**Contact Sarah Ryser:** for editorial coverage in the Show directory

**Contact Sarah Ryser:** for the press kit and general Show outreach

Copy may be e-mailed, faxed or mailed. Photography may be sent as standard photographs, slides or as digital files (300 dpi or higher; JPEG, EPS, TIFF formats will be accepted.) To ensure electronic photos arrive in tact, we recommend sending the photos on CD but will also accept through e-mail @ [sryser@nmma.org](mailto:sryser@nmma.org).

**PLEASE MAKE SURE PHOTOS ARE PROPERLY IDENTIFIED**

Please note: The "What's New & What's Hot" section on the web site is updated on a regular basis. Remember, the sooner you send us your information, the more exposure you'll get! Please send or e-mail all information to:

**Atlantic City Boat Show Public Relations**

**Attn: Sarah Ryser**

**231 S. LaSalle Street**

**Suite 2050**

**Chicago, IL 60604**

**Phone: (312) 946-6285**

**Fax: (312) 946-0401**

**Please be sure to include the name of your company's contact person or outside public relations firm with a phone number and e-mail address.**

If you have questions or need further information, please call Sarah Ryser at 312-946-6285

## BOOTH EXHIBITORS ONLY (80 sq. ft. – 599 sq. ft.)

The NMMA will provide the Following Booth Package:

- 8' high back drape- blue/white
- 36" high draped side raises- blue
- Drayage/ 30 Day Warehousing
- (1) 6' white draped table
- (2) Side Chairs

*The above is per contracted space not 10' x 10' area.*

### INSTALLATION SCHEDULE

Monday, January 31:	8:00am- 5:00pm
Tuesday, February 1:	8:00am- 5:00pm

Additional equipment, furnishing and labor are available through Vista Convention Services at published rates.

All Exhibits must be carpeted regardless of size or location. Exhibitors can bring their own carpet however labor to install/remove carpet must be performed by VISTA Convention Services.

Carpet may be ordered through VISTA Convention Services which includes labor to install/remove carpet.

**Vista Installation Rules – Exhibitors in a 10'x10', 10'x20' in-line booths and 20'x20' island booths can install/dismantle their display without requiring the assistance from union labor. This includes but not limited to carpet installation.**

### **EXHIBIT INSTALLATION**

The installation schedule for booth exhibitors in the Atlantic City International Power Boat Show can be found on the next page: All in-line booths will be moved in on Monday and Tuesday January 31 – February 1 from 8am-5pm. **Any exhibitors wishing to unload Wednesday, February 2 will not be permitted to enter through the loading dock area.** All exhibitors who wish to unload on Wednesday will have to hand-carry their items to their exhibits. Please plan accordingly.

Booth Exhibitors can check in directly with Show Staff on the loading docks located behind the Convention Center. Please enter the loading docks from Bacharach Blvd and Ohio Avenue entrance.

To ensure a smooth and efficient show installation, ship in advance all equipment and/or display materials to the VISTA Convention Services Warehouse. This warehouse service includes 30 days FREE storage prior to the show, transport to the Atlantic City Convention Center loading docks and delivery to your booth space. Your empty crates are then stored, and returned to you at show break. Once repacked, they are loaded onto outbound carriers from the show floor.

**All this is done without charge to you, the exhibitor—NMMA pays these equipment and labor costs.**

LABEL SHIPMENTS AS FOLLOWS:

#### **TO WAREHOUSE:**

To be received by 4 p.m. Thursday, January 27

EXHIBITOR (COMPANY) NAME  
SPACE NUMBER  
Atlantic City Boat Show  
c/o Vista Convention Services  
6634 Delilah Road  
Egg Harbor Twp., NJ 08234  
Phone #: (609) 383-6020

#### **TO AC CONVENTION CENTER:**

To be received on/after Monday, January 31

EXHIBITOR (COMPANY) NAME  
SPACE NUMBER  
Atlantic City Boat Show  
c/o Atlantic City Convention Center  
Bacharach Blvd.  
Atlantic City, NJ 08401

The Vista Convention Services Warehouse will receive crated, boxed or skidded shipments as early as **Wednesday, December 28**. Weekend deliveries cannot be accepted at the warehouse, please plan accordingly. No uncrated or loose shipments will be accepted. Shipments will be received until **4pm Thursday, January 27**.

All freight must be shipped prepaid. No collect shipments will be accepted. All shipments/materials should be documented on a straight bill-of-lading and a copy sent to Vista Convention Services Warehouse at the above address.

Exhibit materials directed to the warehouse before January 27 will be delivered to your booth and ready for you to begin setting up by January 31.

**All exhibits must be set and operational by 8:00pm on Tuesday, February 1.**



**CRATE STORAGE:** Crates and empty containers must be prepared for removal as soon as possible after unpacking. This includes affixing "EMPTY" stickers and positioning crates/cartons on the front edge of exhibit space. "EMPTY and STORAGE" labels will be available at the Vista Service Desk located in the Hall C Lobby. **Do not store un-displayed products in empty containers.**

## **EXHIBIT REMOVAL**

**All exhibits must remain staffed and intact until the official show closing (5:00 pm, Sunday, February 6).** At this time, aisle carpeting will be removed and the exhibit floor will be prepared for the return of empty crates. It will take approximately four to six hours to return all empty crates to all exhibitors.

No vehicles will be permitted up the ramp before 5:30PM on Sunday. **We urge you to pack your materials completely before bringing your vehicle to the loading dock area.**

Exhibitors may "hand-carry small items" (without the use of hand trucks or dollies) when leaving Sunday evening, but must show their Exhibitor Credential (and/or personal identification upon request) before exiting and re-entering.

VISTA will not load outbound carriers after 7:00PM on Sunday. Be sure to stop by the VISTA Service Desk, prior to move out and complete a bill-of-lading if you are shipping from the AC Center. Please contact your carriers to arrive Monday morning February 9.

Keep in mind labor for dismantling displays is required. Please visit the VISTA Service Desk to order labor.

### **Forced Shipments**

Exhibitors unable to meet this move-out schedule will be re-routed onto alternate carriers. Exhibitors are responsible for any and all additional charges incurred resulting from such re-routing.

NMMA will "force" shipments not removed by **Noon on Monday, February 8**. The NMMA cannot take responsibility for loss/damage to shipments forced from the show floor.

**All exhibit materials and equipment must leave the building by 12:00 pm on Tuesday, February 8.**

## BULK & BOAT EXHIBITORS ONLY

### EXHIBIT INSTALLATION

Exhibit move-in will begin on Saturday, January 30. You will be notified via fax by January 2<sup>nd</sup> of your specific targeted, move-in/out dates & times. PLEASE make note of your move-in target.

### INSTALLATION SCHEDULE

Saturday, January 29:	8:00am- 5:00pm
Sunday, January 30:	TBD
Monday, January 31:	8:00am- 6:00pm

Please complete the BOAT INFORMATION form and Layout on pages 28-29 to ensure that adequate time is given to your company for exhibit set-up.

There are two methods by which you can ship your exhibit material and/or equipment to *the Atlantic City Boat Show*, Advanced Shipments and Target/Direct Shipments

**ADVANCE SHIPMENTS:** You may ship your exhibit materials and/or equipment to the Vista Convention Services Warehouse facility where it will be stored. This service includes 30 days free storage prior to the show, transport to the Atlantic City Convention Center loading docks, and delivery to your space. Your empty crates are then stored and returned to you at show break. Once repacked, they are loaded onto outbound carriers from the Center. **All this is done without charge to you, the exhibitor—NMMA pays these equipment and labor costs.**

**Send WAREHOUSE shipments to:**  
To be received by 4 p.m. Thursday, January 27

EXHIBITOR (COMPANY) NAME  
SPACE NUMBER  
For Atlantic City Boat Show  
c/o Vista Convention Services  
6634 Delilah Road  
Egg Harbor Township, NJ 08234  
Phone # (609) 383-6020

The Vista Convention Services Warehouse will receive crated, boxed or skid shipments as early as **Wednesday, December 28**. Weekend deliveries cannot be accepted at the warehouse, please plan accordingly. No uncrated or loose shipments will be accepted. **Shipments will be received until 4:00 p.m. on Thursday, January 27.**

All freight must be shipped prepaid. No collect shipments will be accepted. All shipments/materials should be documented on a straight bill-of-lading and a copy sent to Vista Convention Services Warehouse at the above address.

**TARGETED/DIRECT SHIPMENTS:** Exhibitors delivering exhibit materials directly to the Atlantic City Convention Center may do so on or after Monday, January 31.

**Send TARGETED/DIRECT shipments to:**  
To be received on assigned target date & time

EXHIBITOR (COMPANY), SPACE NUMBER  
Atlantic City Boat Show  
c/o Vista Convention Services  
Bacharach Blvd.  
Atlantic City, NJ 08401

The Atlantic City Convention Center has no facility to receive direct shipments. Please do not direct shipments to arrive before Monday, **January 31** if necessary forward shipments to the warehouse.

It is imperative that **your carrier be scheduled to arrive on your target date & time.** All drivers making freight deliveries to the show must first obtain the appropriate credentials (move-in card and dock instructions) from the NMMA Show Management Staff located on the bottom of the ramp on Bacharach Blvd. **Shipments will not be accepted at the Atlantic City Convention Center docks without these credentials.**

Drivers are also required to stay with their vehicles while waiting, so that they can be dispatched to the convention center on quick notice.

**OVERSIZE LOADS:** Specific restrictions limit the use of highways on weekends and holidays when transporting oversized loads. Be sure to secure all required permits (State of New Jersey) for transporting oversized loads.

In New Jersey: Carriers with load dimensions greater than 8' wide and/or exceeding 63' in length may only travel during daylight hours.

**For assistance contact:**

New Jersey Department of Over Dimension Vehicles/Permits (609) 633-9413  
New Jersey Motor Carriers Division (609) 633-9400

**EXHIBITOR CARPET INSTALLATION:**

This year when contracting for space in the show, you have a choice of either receiving rented carpet from Vista or having your own carpet installed at no additional cost. Please indicate on the Boat Info (page 28) if you have chosen to rent carpet and color choice or have your own carpet installed.

Carpet must be pre-shipped to the Vista Convention Service Warehouse before 4:00 p.m. on **January 27**. Carpet should be in a whole roll(s), not a conglomerate of pieces. A layout indicating how carpet is to be installed in space is also required.

All Exhibits must be carpeted regardless of size or location. Exhibitors can bring their own carpet however labor to install/remove carpet must be performed by VISTA Convention Services.

**Vista Installation Rules – Exhibitors in a 10'x10', 10'x20' in-line booths and 20'x20' island booths can install/dismantle their display without requiring the assistance from union labor. This includes but not limited to carpet installation.**

**All exhibits must be set and operational by 8:00 pm on Tuesday, February 1.**

## **BOAT HANDLING INSTALLATION:**

Access to the Atlantic City Convention Center is scheduled according to the location of exhibition space and the movement of boat handling equipment. Move-in times are assigned in order to accommodate everyone's handling needs, to utilize manpower and equipment efficiently, and to control traffic. Exhibitors will not be charged for handling services provided that:

- ❑ Exhibitor or display supervisor has returned the **BOAT INFORMATION/LAYOUT FORM (Pg. 28)**, listing boat(s) and their handling needs, including extra bridge or hard top work. Boat layout submission is also necessary pg. 29.
- ❑ Exhibitor has arrived at least one hour prior to his target time and checked in at the A.C. Wescoat Boat Yard for boats coming via water and Trump Marina Employee Parking Lot for boat being hauled over the road. See below for specific detailed instructions. **ALL Vehicles must be removed immediately after unloading.**
- ❑ Exhibitor is on hand to supervise boat placement within the exhibit space.
  
- ❑ Boats are accompanied by the proper weight bearing, pre-assembled trailer, dolly or stand. **Wooden blocks and jack stands (chained together to ensure stability) are recommended.**
- ❑ Exhibitor has provided a certificate of Insurance by December 10.
- ❑ All carpet must be pre-shipped to eliminate move-in delays.
  
- ❑ Boats that are not restricted by height or load limits for over-the-road travel **MUST** be brought to the Boat Staging Yard which is the Trump Marina Employee Parking lot located on the eastbound side of Rt. 30 (White Horse Pike) just before the Penrose Canal Causeway. (see map on next page for directions) Once at the staging yard you will check in with NMMA Show Management who will confirm your move-in date and time as well as issue you a pre-move-in card that will allow you to get in line to enter the convention center.
- ❑ NMMA Show Management will direct you when you are able to leave staging and go to the Center.
  
- ❑ Enter the Center via Bacharach Blvd. at the Ohio Ave entrance (Northwest side of the building).
  
- ❑ NMMA Show Management will be on hand to direct you to your location within the Center.

Any boat or exhibitor who does not meet the above requirements may not be handled/hailed and risks being turned away. Show Management (NMMA) has the final say when deciding on restricting boats that exceed or do not meet any/all of the requirements mentioned. The decision will be based on feasibility, logistical issues and safety.

**The charge for "hard sets" of boats 26 feet (and under) is \$500 per boat.**



## **EXHIBIT REMOVAL:**

**All exhibits must remain staffed and intact until the official show closing (5:00 p.m., Sunday).** At this time, aisle carpeting will be removed (taking approximately two hours), and the exhibit floor prepared for the return of empty crates. It will take approximately four to six hours to return all empty crates to all exhibitors.

### **Upon completion of repacking...**

Exhibitors may "hand-carry small items (without the use of hand trucks or dollies) when leaving Sunday evening, but must show their Exhibitor Credential (and/or personal identification upon request) before exiting and re-entering.

Boats that can be pushed by hand are permitted to leave on Sunday starting at 5:30 p.m. All electric power to boats will be shut down at 5:00PM on Sunday. Please make sure that all equipment is powered off prior to 5:00PM to avoid any delays.

All vehicles must enter the loading dock through the Ohio Avenue & Bacharach Boulevard ramp. **No vehicles are permitted to enter the building via the exit ramp of the loading dock.**

Please direct boat haulers to check-in **1 hour prior** to your scheduled move-out time at the staging lot. The staging lot is the Trump Marina Employee lot on Rt. 30 (White Horse Pike) located on the eastbound side before the Penrose Canal Causeway. (see map on previous page) They will then be directed to the AC Center where our traffic coordinator will direct your carrier(s) to the show floor as needed. In order to maintain an expeditious move-out all exhibitors **MUST** report to the staging lot. We will work hard to bring your haulers up to the show floor as quickly as possible. Please be prepared with any move-out equipment required prior to their arrival on the show floor.

VISTA will not load outbound carriers after 7:00PM on Sunday. Be sure to stop by the VISTA Service Desk, prior to move out and complete a bill-of-lading if you are shipping from the AC Center. Please contact your carriers to arrive Monday morning February 7.

Keep in mind labor for dismantling displays is required. Please visit the VISTA Service Desk to order labor.

### **Forced Shipments**

Exhibitors unable to meet this move-out schedule will be re-routed onto alternate carriers. Exhibitors are responsible for any and all additional charges incurred resulting from such re-routing.

NMMA will "force" shipments not removed by **Noon on Monday, February 7**. The NMMA cannot take responsibility for loss/damage to shipments forced from the show floor.

**All exhibit materials and equipment must leave the building by 12:00 pm on Tuesday, February 8.**

**All trailers, boats and trucks must be removed from the Marshalling Yard (Trump Marina Employee Lot) no later than 11:59 p.m. on Friday, February 11.**

**BULK/OPEN AREA EXHIBITORS:** Must submit the **Boat Information form** along with the **boat layout diagram**.

**HEAVY EXHIBITS:** Exhibitors displaying large cruisers or heavy engines must arrange for cradles, skidding or platforms with a bearing area on the floor sufficient to distribute the weight of boats or engines in compliance with these limitations.

Engine exhibits should, if possible, be shipped fully mounted on their exhibition stands. It will be to your advantage to arrange engine exhibits or other mechanical installation so that a minimum of labor will be required after uncrating. All work of this nature performed at the Center must be done by union labor, and this includes hoisting and setting up motors or other heavy machinery where rigging, carpentry, electrical, painting or decorative work is required. It is recommended that advance arrangements be made through your own display house.

**FLAMEPROOFING:** Carpets, drapes, curtains, scenery, woodwork and other flammable materials used in construction or artistic enhancement of displays, must be treated for flame retardancy by a method or a compound approved by the Atlantic City Convention Center.

**SOUND:** Exhibitors must police their own booths to be sure the noise level from presentations is kept to a minimum and does not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be limited or discontinued.

**FUEL TANKS:** All fuel tanks must be emptied (less than 1/8<sup>th</sup> of a tank) & free of vapors. All tanks will be subjected to Fire Marshal inspection.

**DEADLINE: November 30**

**FOLLOWING THESE INSTRUCTIONS IS REQUIRED WHEN USING A CONTRACTOR OTHER THAN AN OFFICIAL NMMA SERVICE CONTRACTOR (listed in Supplier Order Forms).**

An exhibitor appointed contractor (EAC) is any company other than the designated "official" contractors listed in the exhibitor kit, who provides a service (display/installation and tear-down, boat cleaners, models, florists, photographers, audio/visual, etc.) and needs access to your exhibit anytime during the installation, the show dates and dismantling.

NMMA management will consider exceptions to the use of NMMA official contractors only if the following criteria are met:

1. Complete and mail this form to NMMA Boat Shows no later than **November 30**.
2. Each EAC must provide a **Certificate of Insurance, naming the National Marine Manufacturers Association as an additional insured** with the following limits: Commercial General Liability coverage including contractual Liability coverage of at least **\$1,000,000** per occurrence and **\$1,000,000** aggregate. Statutory Worker's Compensation with Employer's Liability coverage in accordance with statutory regulations of the State of New York (photocopies not accepted).
3. Agree to abide by all rules, regulations and amendments of the show.
4. Agree to abide by all union rules and regulations.
5. Wear identification at all times.

**These requirements will be strictly enforced. If the exhibitor and/or EAC fails to supply these forms by November 30 the EAC will not be permitted access to the exhibit floor. Any delays will be billed at \$325.00 an hour or \$500.00 an hour overtime.**

Exhibiting Company: \_\_\_\_\_ Booth \_\_\_\_\_

Exhibit Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Type of work to be performed by Contractor: \_\_\_\_\_

Appointed Contractor: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**EXCLUSIVE CONTRACTORS: For insurance, safety and security purposes, the contractor designated by NMMA boat show management must be used for services such as catering, electrical, plumbing, telephone, drayage and rigging - NO exceptions will be made.**

**Return To:**  
NMMA  
Attn: Josh Rosales  
148 West 37<sup>th</sup> Street, 11<sup>th</sup> Floor  
New York, NY 10018  
Fax: 212-564-2728

In order to make your move-in smooth and easy, please review our suggested freight procedures:

## **I. BEFORE LEAVING THE OFFICE:**

1. Get a copy of the original bill-of-lading, indicating the carrier, piece count, weight, origin of shipment and the consignee (destination of shipment).
2. Obtain pro numbers, which identify the shipment. This series of numbers enables the carrier to trace shipments from their point of origin to their destination.

## **II. UPON ARRIVAL AT THE SHOW:**

1. Go to your booth and count the pieces in your booth. Compare this with the shipping information from your office.
2. Upon uncrating, if you find any concealed damage, (damage not visible upon inspection of crate exterior), go to the NMMA Show Office or the VISTA Service Desk. A report will be written and the Freight Carrier will be notified for a visual inspection.
3. Obtain storage and empty stickers if you wish us to store the boxes and have them brought back to you after show closing. Please only take the quantity of stickers for your shipment.

## **III. WHEN YOU ARE MISSING FREIGHT, ENTIRE OR PARTIAL SHIPMENT:**

1. If missing a piece, DO NOT UN-PACK any of your freight. First look in the surrounding exhibit spaces. At times the exhibit floor becomes congested and forklifts cannot get to your booth, so shipments may be dropped off near your booth not in it.
2. If entire shipment is missing, call your carrier and give them the Pro number that your shipment can be traced.
3. After exhausting all of the above possibilities, go to the Exhibitor Service Area and a Freight Manager will assist you.

## MATERIAL HANDLING SERVICES LIMITS OF LIABILITY AND RESPONSIBILITY

NMMA, as the Material Handling Contractor, shall have control over all freight docks, door, elevators and crate storage areas.

Freight will not be received at the show site prior to **January 31**. Shipments arriving before 8:00 am and after 4:30 pm Monday through Friday will be charged at the overtime rate of **\$11.00 cwt** (hundred pounds).

NMMA and its subcontractors shall not be responsible for damage to uncrated and/or unskidded materials, improperly packed, glass breakage or concealed damage.

NMMA and its subcontractors, are not, and cannot be responsible for loss or disappearance of Exhibitor's materials after same have been delivered to Exhibitor's booth.

**Inbound Shipments** – There may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of the representative at the booth and during such time the shipment(s) will be left unattended in the booth. Neither NMMA nor its subcontractors shall be responsible for any loss or damage which may occur during such period.

NMMA and its subcontractors, cannot be responsible for disappearance of Exhibitor's materials before the materials are picked up from the Exhibitor's booth for loading out after the show. All bills-of-lading covering outgoing shipments, which are given to NMMA by Exhibitors, will be checked at the time of pick-up from the booths and corrections made where discrepancies exist.

**Outgoing Shipments**—It is possible that there will be a lapse of time between the completion of packing and the actual pick-up of materials from the booths for loading onto a carrier, and during such time the shipment(s) will be left unattended in the booth. NMMA or its subcontractors, will adjust the quantities of items on any bill-of-lading submitted to conform to the actual count of such items in the booth at time of pick-up.

NMMA and its subcontractors, shall not be responsible for ordinary wear and tear in handling of equipment, nor for loss, delay or damage due to fire, theft, windstorm, water, vandalism, acts of God, mysterious disappearance, strikes, lockouts or work stoppage of any kind, or other causes beyond its control.

It is understood that NMMA and its subcontractors, are not insurers, that insurance, if any, shall be obtained by the Exhibitor and that any amounts payable to NMMA hereunder are based on the value of the materials handling services and the scope of the liability as herein set forth and are unrelated to the value of the Exhibitor's property being handled. Since it is impractical and extremely difficult to fix the value of each shipment handled by NMMA or its subcontractors, it is understood that NMMA and its subcontractors, do not provide for full liability should loss of damage occur. It is agreed that if NMMA or its subcontractors should be found liable for losses of damage due to a failure to properly handle Exhibitor's equipment, the liability shall be limited to the specific article which was physically lost or damaged and such liability shall be limited to a sum equal to \$.30 per pound, per article with a maximum liability of \$50.0 per incident, or \$1,000.00 per shipment, whichever is less, as agreed upon damages and not as a penalty, as the exclusive remedy. The liability of NMMA and its subcontractors shall be limited to that derived from any loss or damage which results solely from the gross negligence of NMMA or its subcontractors in the actual physical handling of the items comprising Exhibitor's shipment(s) and not for any other type of loss or damage. Any claim for loss or damage must be submitted to NMMA prior to the close of the show.

NMMA and its subcontractors, shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues or for any collateral costs, which may result from any loss or damage to an Exhibitor's materials which may make it impossible or impractical to exhibit same.

The Exhibitor agrees, in connection with the receipts, handling, temporary storage and reloading of our materials that NMMA and its subcontractors, will provide their services as our agent, and not as bailee or shipper. If any employee of NMMA or its subcontractors, shall sign a delivery receipt, bill-of-lading or other document we agree that NMMA or its subcontractors, will do so as the Exhibitor's agent and the Exhibitor accepts therefore the responsibility.

In order to expedite removal of materials from the show site, NMMA shall have the authority to change designated carriers, if such carriers do not pick up on time. Where no disposition is made by the Exhibitor, materials will be taken to a warehouse to await Exhibitor's shipping instructions and the Exhibitor agrees to be responsible to pay for charges relating to such handling at the warehouse. No liability will be assumed as a result of such re-routing or handling.

Once exhibits or materials are placed in the booth, NMMA will not be responsible for condition, count, or content until such time as exhibits or materials are picked up for removal after the close of the Show.

**PROPERTY INSURANCE:** BE SURE YOUR MATERIALS ARE INSURED from the time they leave your firm until they are returned after the show. We suggest that Exhibitors arrange "all risk" coverage. This can be done by "riders" to existing policies. Contact your insurance representative. BE SURE YOUR LIABILITY INSURANCE IS IN EFFECT AT THE SHOW SITE. Be sure to review other insurance requirements per the contract for space.

## SUGGESTIONS & PRECAUTIONS

- Ship locked trunks or crates. Avoid using small cartons for shipping products and **do not** label the contents on the outside.
- Furnish your carrier with accurate bills of lading.
- Report any damaged or lost cartons to the NMMA Freight Desk immediately.
- Do not store non-displayed products in “empty” crates or cartons.
- Cover your displays at night.
- Do not leave briefcases, calculators, laptop PCs, cameras, etc. in unattended booths.
- Pack quickly upon receiving your empty crates at show break.
- During move-out, have an employee remain with the exhibit until all products have been repacked.

**DURING SHOW BREAK ON SUNDAY PLEASE SPEND A FEW MOMENTS SECURING THE MERCHANDISE IN YOUR EXHIBIT**

## ACCIDENTS & INJURIES

Please report all accidents and/or injuries during the show to Show Management and security immediately. Contact any security officer, floor manager or show staff to report any situation.

## SECURITY ROOM

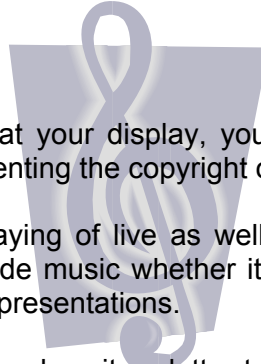
Take advantage of our secured room. These facilities are available at the end of each day and again before show opening. The secured room is located at next to the show office. Please note that there is limited space available.

## INSURANCE

Neither, the Atlantic City International Power Boat Show, the Atlantic City Convention Center nor any show contractor can be responsible for the loss of merchandise before, during or after the show. We recommend that you contact your insurance company and secure, for a nominal fee, an all risk rider for merchandise and equipment from the point of shipment to the return to that point. See next page for sample of insurance certificate. If you need to obtain insurance please see Insurance Form on page 38.

# Certificate of Insurance SAMPLE

## PERFORMANCE OF MUSIC AT THE ATLANTIC CITY INT'L POWER BOAT SHOW



If any copyrighted music is to be played at your display, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner.

The licensing requirements include the playing of live as well as recorded music (records, tapes, compact discs, radio broadcast, etc.) and also include music whether it is the essence of the presentation or is used only as background on videotapes or other presentations.

To obtain a valid ASCAP or BMI license, simply write a letter to the agencies listed below and tell them of the composition and the names and dates of the show you will be playing it for.

ASCAP Licensing Dept.  
1 Lincoln Plaza  
New York, NY 10023  
(212) 621-6000

BMI Licensing Dept.  
320 West 57<sup>th</sup> Street  
New York, NY 10019  
(212) 586-2000

Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law and a breach of your contract with NMMA. **Penalties can amount to several thousand dollars.**

**Please take a few minutes to ensure a hassle-free event by acquiring the proper license.**

Other options available to you are:

1. Simply don't play music in your display.
2. Contact the composer to make your own deal.
3. Use the music that is in the public domain.
4. Use the music from music libraries that have already obtained their own licenses from ASCAP and BMI or create original work.

Music libraries include:

Associated Production Music – (323) 461-3211  
DeWolfe Music Library – (212) 382-0220  
Killer Tracks – (323) 957-4455  
Omnimusic, Inc. – (516) 883-0121  
TRF Production Music Libraries – (212) 265-8090

Capital Music – (213) 462-6251  
FirstCom – (972) 446-8742  
Manhattan Production – (800) 227-1954  
Promusic, Inc. – (800) 3227-8790

**Pay close attention to deadline dates**

**Show Management Forms**

**DEADLINE DATE**

Public Relations & Publicity Opportunities (pg.7)	December 10
Independent Contractor Usage (pg. 17)	December 10
Exhibitor Credential Order (pg. 24)	December 10
Working Exhibitor Information (pg. 25)	December 10
Working Exhibitor Credential Order (pg. 26)	December 10
Exhibitor Guest Ticket Order (pg. 27)	December 10
Boat Information & Space Diagram (pg.28-29)	December 10
Booth ID-Sign Order (pg. 30)	January 21
Insurance Form (pg. 31)	

Gerad's Floral Decorations Order

**Official Contractors VISTA Convention Services (Official Decorating Contractor)**

Introduction	
Booth Package	
Payment Policies	
Payment & Credit Card Authorization	January 21
Limits of Liability & Responsibility	
Standard Booth Furnishing	January 21
Carpet Order	January 21
Plush Carpet Order	January 21
Carpets Installation Order	January 21
Per board Order	January 21
Grid Walls Order	January 21
VCS Modular Units Order	January 21
Showcase Order	January 21
Special Sign Order	January 21
Booth Cleaning Order	January 21
Exhibitor Rights	
I&D Labor Order	January 21
Hanging Sign Order	January 21
Rigging Labor Order	January 21
Material Handling Order	January 21
Advanced Shipping Labels	

**Atlantic City Convention Center Services**

Plumbing Order	January 14
Electrical Order	January 14
Telecom & Internet Service Order	January 14
Audio Video Order- AVHQ	January 14
Food & Beverage- Aramark	

# EXHIBITOR CREDENTIAL ORDER FORM



**DEADLINE: December 14**

COMPANY \_\_\_\_\_

SPACE # \_\_\_\_\_

Please use one form per contracted space

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

SUBMITTED BY \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

PLEASE CHECK ONE:

EMAIL \_\_\_\_\_

**EMPLOYEE INFORMATION - PLEASE PRINT CLEARLY.**

Your company is allotted punch passes according to total exhibit area occupied.

\_\_\_\_\_ FIRST NAME \_\_\_\_\_ LAST NAME

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

(6) LIMIT FOR EXHIBITORS IN 200 SQ.FT. OR LESS\*

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

(10) LIMIT FOR EXHIBITOR IN 500 SQ.FT. OR LESS\*

11 \_\_\_\_\_

12 \_\_\_\_\_

(12) LIMIT FOR EXHIBITOR IN 2,000 SQ.FT. OR LESS\*

13 \_\_\_\_\_

14 \_\_\_\_\_

15 \_\_\_\_\_

(15) LIMIT FOR EXHIBITOR IN 3,500 SQ.FT. OR LESS\*

16 \_\_\_\_\_

17 \_\_\_\_\_

18 \_\_\_\_\_

19 \_\_\_\_\_

20 \_\_\_\_\_

(20) LIMIT FOR EXHIBITOR IN 3,501 SQ.FT. OR MORE\*

Hold Credentials at Registration for individual pick-up. (Proper ID must be presented at time of pick-up.)

Mail Credentials to person submitting this form.

**CREDENTIALS WILL NOT BE ISSUED UNTIL FULL PAYMENT HAS BEEN RECEIVED.**

It is your responsibility to distribute Credentials to the proper employees. Credentials must be used ONLY by the company executive and employees regularly engaged in the conduct of your exhibit. Failure to comply with this rule will result in forfeiture.

\* A \$15.00 CHARGE WILL BE COLLECTED FOR ADDITIONAL (OVER THE LIMIT) OR REPLACEMENT OF CREDENTIALS.

MANAGEMENT USE ONLY

RECEIVED: \_\_\_\_\_

SQ FT: \_\_\_\_\_

CONTRACT #: \_\_\_\_\_

MAILED: \_\_\_\_\_

**Please complete this form and submit it to:**

**NMMA  
148 W. 37<sup>th</sup> Street, 11<sup>th</sup> Floor  
New York, NY 10018  
Attn: Jacquie Hoyte  
Fax: 212-564-2728**

# WORKING EXHIBITOR INFORMATION



**DEADLINE: December 14**

**Atlantic City Convention Center**

**January 31-February 4, 2007**

**Exhibitor of Record/Contract Contact:**

Contact Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Country: \_\_\_\_\_

We do not have any working dealers.

If space is contracted to a manufacturer, please list all dealers that will be working in your space. If space is contracted to a dealer, please list all factory representatives that will be working in your space. We will forward a separate Credential order form directly to each Working Exhibitor listed below.

**Primary working exhibitor responsible for managing the exhibit:**

Company Name: \_\_\_\_\_ Web: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**This company will be mailed an exhibitor kit.**

**List Additional Working Exhibitor Companies**

Company Name: _____ Address: _____ City/State/Zip: _____ Phone: _____ Fax: _____ Web: _____ Contact Name: _____ Contact Email: _____	Company Name: _____ Address: _____ City/State/Zip: _____ Phone: _____ Fax: _____ Web: _____ Contact Name: _____ Contact Email: _____
Company Name: _____ Address: _____ City/State/Zip: _____ Phone: _____ Fax: _____ Web: _____ Contact Name: _____ Contact Email: _____	Company Name: _____ Address: _____ City/State/Zip: _____ Phone: _____ Fax: _____ Web: _____ Contact Name: _____ Contact Email: _____

Note: Any changes to working exhibitor companies & contacts must be forwarded immediately. We will forward a separate Credential order form directly to each Working Exhibitor listed above. By signing and submitting this form to NMMA, Exhibitor acknowledges, agrees and consents to receipt of notices from NMMA and its affiliates by facsimile or electronically, using the contact information set forth on this form.

Your Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**QUESTIONS?**  
Please contact: \_\_\_\_\_ (Please Print)

Elba Rosales-Rice  
Email: [Erosales-rice@nmma](mailto:Erosales-rice@nmma)

Phone: 212.984.7001  
25

Fax: 212.564.2728  
Web: [www.acboatshow.com](http://www.acboatshow.com)

# WORKING EXHIBITOR CREDENTIAL



**DEADLINE: December 14**

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

SUBMITTED BY \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

**EMPLOYEE INFORMATION - PLEASE PRINT CLEARLY.**

Your company is allotted punch passes according to total exhibit area occupied.

\_\_\_\_\_ FIRST NAME \_\_\_\_\_ LAST NAME

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

(6) LIMIT FOR EXHIBITORS IN 200 SQ.FT. OR LESS\*

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

(10) LIMIT FOR EXHIBITOR IN 500 SQ.FT. OR LESS\*

11 \_\_\_\_\_

12 \_\_\_\_\_

(12) LIMIT FOR EXHIBITOR IN 2,000 SQ.FT. OR LESS\*

13 \_\_\_\_\_

14 \_\_\_\_\_

15 \_\_\_\_\_

(15) LIMIT FOR EXHIBITOR IN 3,500 SQ.FT. OR LESS\*

16 \_\_\_\_\_

17 \_\_\_\_\_

18 \_\_\_\_\_

19 \_\_\_\_\_

20 \_\_\_\_\_

(20) LIMIT FOR EXHIBITOR IN 3,501 SQ.FT. OR MORE\*

SPACE # \_\_\_\_\_

Please use one form per contracted space

PLEASE CHECK ONE:

Hold Credentials at Registration for individual pick-up. (Proper ID must be presented at time of pick-up.)

Mail Credentials to person submitting this form.

**CREDENTIALS WILL NOT BE ISSUED UNTIL FULL PAYMENT HAS BEEN RECEIVED.**

It is your responsibility to distribute Credentials to the proper employees. Credentials must be used ONLY by the company executive and employees regularly engaged in the conduct of your exhibit. Failure to comply with this rule will result in forfeiture.

\* A \$15.00 CHARGE WILL BE COLLECTED FOR ADDITIONAL (OVER THE LIMIT) OR REPLACEMENT OF CREDENTIALS.

MANAGEMENT USE ONLY

RECEIVED: \_\_\_\_\_

SQ FT: \_\_\_\_\_

CONTRACT #: \_\_\_\_\_

MAILED: \_\_\_\_\_

**Please complete this form and submit it to:**

**NMMA**

**Attn: Jacquie Hoyte**

**148 W. 37<sup>th</sup> Street, 11<sup>th</sup> Floor**

**New York, NY 10018**

**Fax: 212-564-2728**

# EXHIBITOR GUEST TICKET ORDER



**DEADLINE: December 14**

**Make your guests and prospects feel like VIP's!  
Distribute all the tickets you want, pay only for those used.**

EXHIBITOR GUEST TICKETS are important promotional tools. They not only spread good will but, also offer your best customers & prospects admission at a discount. You can order as many as you want, because you only pay for those turned in at the gate. They will be billed to you at 1/2 (\$7.50) an adult admission price per ticket after the Show. No worries about refunds or tickets that were given out but not used. The special design of the tickets allows stamping or printing of your company's name and space number; so that special customers beat a path right to your display. Mail them out to your prospects, include them with your monthly statements or give them out at your showroom.

**LATE ORDERS OR ADDITIONAL TICKETS CAN BE PICKED UP AT REGISTRATION**

I am the:  Exhibitor  Working Dealer  Other

PLEASE SEND [ \_\_\_\_\_ ] EXHIBITOR GUEST TICKETS  
(MIN. ORDER 50 TICKETS)

**MAIL TICKETS TO:** PLEASE PRINT LEGIBLY

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_

FAX: ( \_\_\_\_\_ ) \_\_\_\_\_

EMAIL: \_\_\_\_\_

**TICKET RANGE ISSUED:**

\_\_\_\_\_ TO \_\_\_\_\_

**ADD'L TICKETS** **QTY**

\_\_\_\_\_ TO \_\_\_\_\_

REQUESTED BY: \_\_\_\_\_

\_\_\_\_\_ TO \_\_\_\_\_

REQUESTED BY: \_\_\_\_\_

\_\_\_\_\_ TO \_\_\_\_\_

REQUESTED BY: \_\_\_\_\_

\_\_\_\_\_ TO \_\_\_\_\_

REQUESTED BY: \_\_\_\_\_

**Please select ONE:**

**Print Company Name** as it appears above. Tickets will be printed with your company name on each ticket.

**Print Company Logo.** If you wish to have your company logo printed on the tickets, please email the file.

(black & white .bmp, .jpg, .tif formats preferred) to [erosales-rice@nmma.org](mailto:erosales-rice@nmma.org). Problems or questions, call 212-984-7001.

**REQUIRED**

*Please complete this section. Your order will NOT be processed without a valid credit card on file.*

Please check one:  Bill me\*  Charge my Credit Card Upon Billing Date

Name on card: \_\_\_\_\_ Signature: X \_\_\_\_\_  
Please print I agree to pay total amount according to card issuer agreement

Credit Card # \_\_\_\_\_  Visa  MC  AMEX Exp. Date \_\_\_\_ / \_\_\_\_

\*Credit card information is REQUIRED Your credit card will only be charged if payment is NOT received within 60 days of invoice date.

**MAIL OR FAX THIS FORM TO:**

NMMA  
148 West 37<sup>TH</sup> Street  
New York, NY 10018  
ATTN: Elba Rosales-Rice  
Fax: 212-564-2728





**DEADLINE: January 14**

**ONLY BOOTH EXHIBITORS  
MAY HAVE A 7" X 44" BOOTH  
IDENTIFICATION SIGN MADE AT NO EXTRA COST.**

Booth signs include your exhibiting company name, booth number, your city and state. If you will need a booth ID sign, please complete the following information and return this form. If you do not require a sign, no action is necessary.

**Sign Copy**

Company name: _____	Space: _____
City: _____	State: _____

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Submitted By: \_\_\_\_\_ Title: \_\_\_\_\_

Signature **X** \_\_\_\_\_ Date: \_\_\_\_\_

**RETURN TO:  
VISTA Convention Services  
6804 Delilah Road  
P.O. Box 3000  
Pleasantville, NJ 08232  
Fax: 609-485-2392**

NMMA makes it easy-one check will take care of all your general liability insurance needs at every NMMA Boat Show. Acordia/Northwest offers coverage in conformance with your NMMA Boat Shows exhibitor's contract at low rates... written by an A+ VII Carrier. Coverage applies for show(s) periods, plus move-in and move-out dates.

YOU GET: Commercial General Liability with limits of \$1,000,000 each member, each occurrence, subject to \$1,000,000 for any one occurrence irrespective of the number of members involved, including coverage for any Additional Insureds in accordance with each NMMA Boat Show exhibitor's contract. There is no deductible.

**BOOTH & ON-SHORE BOAT EXHIBITORS ONLY**

**Premium Including Tax \$175 each booth/boat, each show**

**IN-WATER BOAT EXHIBIT**

**Premium Including Tax \$225 each boat, each show**

**DEMONSTRATION RIDES ARE NOT COVERED UNDER THIS POLICY!**

PLEASE PROCESS SUBMISSION EARLY SO COVERAGE IS IN PLACE AT LEAST THREE WEEKS PRIOR TO SHOW DATE. COVERAGE APPLIES TO NMMA BOAT SHOWS ONLY!

Make check payable to: Acordia Northwest, Inc.  
 Mail this form to: Acordia Northwest, Inc. c/o Exhibitors Insurance/NMMA  
 P.O. Box 91143; Seattle, WA 98101  
 Fed Ex Only: 520 Pike Street, 20<sup>th</sup> Floor; Seattle WA 98101  
 Phone: (206) 701-5207 Fax: (206) 701-5100  
 For On-Line Purchase: [www.acordia.com/NMMA2.html](http://www.acordia.com/NMMA2.html)

Please cover me/my company in accordance with NMMA Boat Shows Liability Insurance requirements as follows:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Atlanta Boat Show                | <input type="checkbox"/> MAATS                                    | <input type="checkbox"/> St. Louis Sportshow         |
| <input type="checkbox"/> Atlantic City Boat Show          | <input type="checkbox"/> Miami Int'l Boat Show                    | <input type="checkbox"/> San Diego Boat Show         |
| <input type="checkbox"/> Baltimore Boat Show              | <input type="checkbox"/> Minneapolis Boat Show                    | <input type="checkbox"/> Schaumburg Boat & Sportshow |
| <input type="checkbox"/> Chicago Boat, RV & Outdoors Show | <input type="checkbox"/> Nashville Sportshow                      | <input type="checkbox"/> Strictly Sail Chicago       |
| <input type="checkbox"/> Des Moines Sportshow             | <input type="checkbox"/> New Orleans Boat Show                    | <input type="checkbox"/> Strictly Sail Miami         |
| <input type="checkbox"/> IBEX                             | <input type="checkbox"/> New York Int'l Boat Show                 | <input type="checkbox"/> Tampa Boat Show             |
| <input type="checkbox"/> Kansas City Sportshow            | <input type="checkbox"/> Northwest Sportshow                      | <input type="checkbox"/> Virginia In-Water Boat Expo |
| <input type="checkbox"/> Louisville Boat, RV & Sportshow  | <input type="checkbox"/> Norwalk International In-Water Boat Show |  |

( ) BOOTH & ON-SHORE BOAT EXHIBIT (# Boats \_\_\_\_\_) ( ) IN-WATER BOAT EXHIBIT (# Boats \_\_\_\_\_)

My Check for \$\_\_\_\_\_ is enclosed. (Only checks drawn on American banks will be accepted.)  
 My Credit Card is \_\_\_\_\_ Expiration \_\_\_\_\_ Name on Card \_\_\_\_\_

E-mail address \_\_\_\_\_  
 NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_