

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

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.