

SEATTLE BOAT SHOW

Boat Show Guidelines & Rules

Approved June 15, 2006

These Boat Show Guidelines set forth the procedures for allocation and assignment of space at the Seattle Boat Show (Boat Show).

Any question or issue concerning interpretation of these guidelines shall be resolved by the Boat Show Committee, subject to review by the Board of Trustees, if requested. In interpreting these guidelines, the Boat Show Committee and the Board of Trustees shall recognize that the interests and general good of the Boat Show take precedence over the interests of the individual exhibitors.

These Boat Show Guidelines may be amended at any time by the Boat Show Committee without notice to members or exhibitors.

For the good of the show and subject to the approval of the Board of Trustees, a maximum exhibit space limit may be approved and enforced by the Boat Show Committee upon the exhibit space of: an exhibitor; exhibitors participating under the same or similar trade names; and/or an enterprise or enterprises affiliated with an exhibitor.

DEFINITIONS

Accessory Space: Location where marine accessories, services, boatlifts, docks, engines and trailers are best displayed.

Ancillary: Relating to or being auxiliary or secondary.

Area of Display: Concourse Level, West Hall, East Hall, North Hall.

Allocation Notice: Written notice to exhibitor specifying amount of space allocated to exhibitor by the Boat Show Committee, but not to be confused with Space Assignment.

Allocated Space: The sum of all allocations, including Base Allocation, Ancillary Location Allocation, Growth Allocation, Manufacturer's Product Line Allocation, and Member Location Allocation.

Assigned Space: Square footage assigned by the Boat Show Director under the direction of the Boat Show Committee for the good of the show and not to be used in allocation calculations.

Base Allocation: Minimum square footage allocated to an exhibitor/member by the Boat Show Committee for an on-time application.

Boat Space: Location where boats are best displayed by boat dealers and boat manufacturers.

Boat Dealer: Exhibitors/members holding a valid and unique state Vessel Dealer License. A Boat Dealer may be allocated and assigned space in the Boat area.

Block or Blocking: The practice of requesting that affiliated exhibitors' display space be grouped together.

Growth Allocation: A conversion of Growth Points to square footage that is added to the Base Allocation.

Growth Points: Points awarded to active members for participation as provided in IIA3.

Location(s), Ancillary: Additional location(s) owned and operated by an exhibitor/member who is a boat dealer; these may support a member location allocation, subject to meeting the following requirements:

- a. Within a 500 mile radius of the Seattle Boat Show
- b. Location must have its own Vessel Dealer License
- c. Can not be subterfuge to obtain additional space
- d. Each additional location may qualify for a location allocation only once

Location, Physical: The actual location within an Area of Display assigned to an exhibitor by the Boat Show Director.

Manufacturer's Product Line (MPL): A boat brand or line that is distinct from other boat brands, as defined and considered by the Boat Show Committee in order to allow a member to be allocated additional space. Specifically does not include models or product line extensions of an existing Manufacturer's Product Line. Criteria considered may include: distribution, marketing, and Manufacturer's Statement of Origins (MSO). The Boat Show Committee will maintain a list of MPL's.

Marine Related Exhibit: The Seattle Boat Show has always been proud that it is purely marine in nature. In order to maintain this characteristic, the NMTA Boat Show Committee has established a policy that only marine-oriented products can be displayed. This means that such items as campers, snow equipment, snowmobiles, automobiles, real estate (other than marine oriented projects), and time-share vacations will not be permitted in the show without approval of the NMTA Boat Show Committee or its designee. Displays must have ample orientation "pictures, brochures, samples, etc." showing application to the recreational marine industry.

Member Information Sheet (MIS): The NMTA's database and worksheet used to organize and communicate the basis and considerations for allocating space to members.

Priority Points: Points awarded to active members for participation as provided in IIA1.

Penalty for Subletting: Forfeiture of base allocation, growth points, and priority points.

Petition: Method by which exhibitors/members may request a variance from current guidelines regarding space allocation.

Subletting: Exhibitor agrees to use the exhibit space exclusively as set forth on the boat show application; and Exhibitor agrees not to sublet any portion of the space assigned.

Subterfuge: Something intended to misrepresent the true nature of an activity.

Vessel Dealer License: State document that evidences a member is a Boat Dealer.

I. BOAT SHOW PARTICIPATION

A. ACTIVE MEMBERSHIP

An active member, assuming space is available, may apply for exhibit space in the Boat Show.

B. AFFILIATE MEMBERSHIP

An affiliate member may petition the Board of Trustees for space in the Boat Show. Affiliate Memberships requesting space will be evaluated on the following criteria:

- 1) Space availability; and
- 2) Whether the affiliate's display is determined to be for the good of the marine industry in the judgement of the Boat Show Committee.

C. INDIVIDUAL MEMBERSHIP

An Individual member may not exhibit in the Boat Show. Individual members are mailed Boat Show applications for notification purposes only.

II. BOAT SHOW ALLOCATION PROCESS

A. PRIORITY POINTS & GROWTH POINTS

1. PRIORITY POINTS, HOW ACCUMULATED

An active member shall acquire:

- a) One (1) priority point for each consecutive year of membership in NMTA; and
- b) One (1) priority point for each year of participation in the Seattle Boat Show (application and payments must be received on time).

2. PRIORITY POINTS

Priority Points shall be considered by the Boat Show Committee in determining an applicant's:

- a) Participation in a "sold out" show.
- b) Assignment to an area of display.
- c) Request for additional space.

3. GROWTH POINTS, HOW ACCUMULATED

Beginning January 1, 2006, an active member shall acquire:

- a) One (1) growth point each consecutive year of membership in NMTA; and
- b) One (1) growth point for each year of participation in the Seattle Boat Show (application and payments must be received on time).

4. GROWTH POINTS

Growth Points may be converted to additional space as follows:

- a) Ten (10) growth points can be exchanged for an increase in an active member's base allocation by 250 square feet in boat display area, 100 square feet in the accessory display.
- b) The exchange rate of growth points for additional base allocation space can be changed at any time by the Boat Show Committee.
- c) Growth points converted to base allocation space cannot be converted back to growth points.

- d) A request to convert growth points to base allocation must happen on the Boat Show application and be received by the on-time date. Late requests for growth point conversion will not be considered.

B. SPACE ALLOCATION

1. ALLOCATION SESSIONS

There will be two (2) or more allocation sessions conducted by the Boat Show Committee

- a) Session #1 will consider
 - 1) On-time member applications for participation
 - 2) Requests for changes to allocated space
- b) Session #2 will consider (subject to space availability) in the following order:
 - 1) Late Boat Show applications for participation from memberships
 - 2) Boat Show applications from new members approved by the Board of Trustees since Session 1
 - 3) Petitions for additional space

2. ALLOCATION BY BOAT SHOW COMMITTEE

The Boat Show Committee shall allocate 90% of the total space available.

- a) During session #1 approximately 80% of the total space shall be allocated by the Boat Show Committee.
- b) During session #2 approximately 10% of the total space shall be allocated by the Boat Show Committee.
- c) The remaining 10% of the total space available will be assigned by the Boat Show Director under the direction of the Boat Show Committee during layout of the Boat Show. See Section III. Boat Show Layout Process.

3. ALLOCATION PROCESS CONSIDERATIONS

- a) Applicant Type: Active memberships with priority points, active memberships without priority points, affiliate memberships and non-members.
- b) Boat Area: 75% of an exhibitor's display shall be dedicated to boats requiring boat space. 25% of an exhibitor's display may be dedicated to accessory sales and/or services, subject to approval of the Boat Show Committee or its designee.
- c) Accessory Area: accessory sales and/or service displays and other displays including boats in a size range appropriate to the space.
- d) Space Utilization: A display utilizing less than 75 percent of assigned space for product display must have the Boat Show Committee's written approval.

4. SPECIAL ASSIGNMENT OF SPACE

Special assignment of exhibit space may be given to an exhibitor or others for the good of the show.

5. EXHIBITOR APPLICATIONS WITHOUT A BASE ALLOCATION

- a) Boat Space - An applicant qualified to participate in the Boat Show and applying for boat space but without base allocation shall receive a minimum allocation of 250 square feet, subject to the following:
 - 1) Must hold a state regulated dealer license or a manufacturer's license.
 - 2) Produce a MSO with the brand name of the applicant and/or exhibitor name.
 - 3) Maintain a facility with signage and operations comparable to like industry models.
 - 4) Maintain phone, website, or advertisement with brand name/exhibitor name of applicant.
 - 5) Provide a Washington state UBI number from Department of Revenue.
 - 6) Provide a Seattle City Customer number from the City of Seattle.
 - 7) Is not ancillary to current active member.
 - 8) Is not subterfuge.
 - 9) Is not subletting.
 - 10) Must be marine related exhibit.
 - 11) Evidence of the above satisfactory to the Boat Show Committee must be provided by the applicant.

- b) Accessory Space - An applicant qualified to participate in the Boat Show and applying for accessory space but without base allocation shall receive a minimum allocation of 100 square feet, subject to the following:
- 1) Maintain a business with operations comparable to like industry models.
 - 2) Maintain phone, website, or advertisement with brand name/exhibitor name of applicant.
 - 3) Provide a Washington state UBI number from Department of Revenue.
 - 4) Provide a Seattle City Customer number.
 - 5) Is not ancillary to current active member.
 - 6) Is not subterfuge.
 - 7) Is not subletting.
 - 8) Must be marine related exhibit.
 - 9) Evidence of the above satisfactory to the Boat Show Committee must be provided by the applicant.

6. EXHIBITOR APPLICATIONS WITH A BASE ALLOCATION

- a) **BASE ALLOCATION:** Applicants who currently meet the requirements listed in paragraph five (5) above will be allocated the lesser of the base allocation, plus growth allocation in the last two (2) years or requested by applicant for a forthcoming Boat Show. However, if during the prior two (2) years there was a hiatus in an exhibitor's participation in the Boat Show, or if an exhibitor requested a reduction in space, then the exhibitor will be allocated the lesser of the space allocated in the two (2) calendar years prior to the hiatus or requested reduction in space or requested by applicant for a forthcoming show.
- b) **NEW MANUFACTURER'S PRODUCT LINES (MPL):** An exhibitor with boat space may be allocated additional square footage sufficient to display the smallest model boat built by a newly obtained or represented boat manufacturer's product line, minimum 250 square feet. Exhibitor must provide a unique MSO identification number and brand name for use in the Member Information Sheet on the Boat Show application. If the member discontinues selling or manufacturing a manufacturer's product line for which space has been allocated and documented in the Member Information Sheet then the space for that manufacturer's product line will be forfeited. One (1) manufacturer's product line can be added per year and receive the addition to the MPL allocation. Notification about a new manufacturer's product line must be made in writing on the Boat Show application and must be received on-time to be considered.
- c) An exhibitor must employ any allocation of additional space at the Boat Show for display of the new manufacturer's or product line's smallest boat, with compliance subject to verification by the Boat Show Committee. The Boat Show Committee may impose upon said exhibitor a surcharge (payable within 30 days) of \$10 per additional square foot obtained, where an exhibitor who has obtained additional space under this section fails to display the new manufacturer's boat as represented to the Boat Show Committee in connection with the request for additional space.
- d) **ANCILLARY LOCATION ALLOCATION:** An Active member that displays in the boat area can receive 250 square feet of space to be added to its space allocation for additional locations. In order to qualify for an ancillary location allocation, the additional location must be within a 500 mile radius of the Boat Show, and each location must to have its own unique Vessel Dealer License, location, and signage. No more than one (1) store location can be added per year and receive an ancillary allocation. Notification about a new location must be made in writing on the Boat Show application and be received on-time to be considered.
- e) **ACQUIRED MEMBER ALLOCATION:** When a member has been acquired by another member, and subject to approval by the Board of Trustees, the acquiring member may receive the space allocation benefit of the acquired members MIS data. Acquisitions not operated as an ongoing business enterprise for a period of two (2) years will result in a loss of the acquired space allocation. Proof of acquisition,

satisfactory to the Board of Trustees, is required for combining member space allocations. Acquired members may only be sold with their original acquired member space allocation found on the MIS.

- f) A hiatus by an exhibitor or a requested reduction in space by an exhibitor may be taken once every five (5) years without affecting the exhibitor's base allocation. After hiatus, the exhibitor may return to the original area of display, but not necessarily to the same physical location.
- g) No exhibitor shall acquire a vested right to a prior year's physical location.

7. REQUESTS FOR ADDITIONAL SPACE OR ADJUSTMENTS FOR REDUCED SPACE

Requests will be considered by the Boat Show Committee based on the following factors:

- a) Space availability.
- b) Newly acquired manufacturer's product line (MPL), store location, or growth points converted to allocated space.
- c) Reduction in manufacturer's product line (MPL) or store location.
- d) What is determined to be for the good of the show in the judgment of the Boat Show Committee.

8. APPLICANT MAY PETITION OR RE-PETITION THE BOAT SHOW COMMITTEE FOR MORE SPACE AFTER RECEIPT OF ALLOCATION NOTICE

A petition for more space shall be submitted in writing or made in person and shall set forth reasons for the applicant's need of additional space, all of which shall be subject to the Boat Show Committee's review. The petition for reconsideration or for assignment of additional space shall be delivered to the Boat Show Director within seven (7) days of receipt by the applicant of the Boat Show Committee's allocation notice.

9. AREAS OF DISPLAY

- a) Concourse Level
- b) West Hall
- c) East Hall
- d) North Hall

III. BOAT SHOW LAYOUT PROCESS

Following session #2 of the allocation process by the Boat Show Committee, the layout of the show by the Boat Show Director is accomplished under the direction of the Boat Show Committee as follows:

A. APPROVAL BY REGULATORY AGENCIES

The defined floor plan locations in the facility are pre-approved by the required regulatory agencies.

B. ASSIGNMENT TO AREAS OF DISPLAY

Applicants allocated space by the Boat Show Committee in session #1 and session #2 are then assigned by the Boat Show Director to areas of display with due consideration to the following factors:

- 1. The good of the Boat Show, as determined by the Boat Show Committee
- 2. Boat or accessory area
- 3. Priority Points

C. REQUESTS FOR BLOCKING

Exhibitors requesting to be blocked with affiliated exhibitors so as to create one (1) large display area can request this on their Boat Show application. The exhibitor with the lowest priority points in the block will be used for determining the block's location in the area of display selected by the Boat Show Director. Vertical (between manufacturer and one (1) dealer) may be permitted, but horizontal blocking (dealer to dealer) is not allowed.

D. FINAL PHYSICAL LOCATION WITHIN AREA OF DISPLAY

The Boat Show Director will determine the exhibitor's final physical location within the area of display. No exhibitor shall acquire any vested right to a prior year's physical location; and the Boat Show Director may assign an exhibitor to two (2) or more separate physical locations, as the good of the Boat Show may require.

E. BOAT HANDLER REVIEW

During the layout process, the boat handler reviews the layout periodically for possible conflicts in boat placement during move-in and move-out. Space assignments may be revised or adjusted by the Boat Show Committee to accommodate move-in and move-out.

F. INITIAL APPROVAL

When the process is finished the Boat Show Committee Chairman and the NMTA President shall approve the plans by initialing acceptance.

IV. ORDER OF SPACE ALLOCATIONS

STEP 1

1. Any Active member participating in the last two (2) shows will be allocated the lesser of the space allocated in the last two (2) shows (excluding a hiatus) or the requested space for this year.
2. Any Active member with one (1) or fewer priority points.

STEP 2

1. Late applications from any Active member participating in the last two (2) shows will be allocated the lesser of the space allocated in the last two (2) shows (excluding a hiatus) or the requested space for this year.
2. Late applications from any Active member with one (1) or fewer priority points.
3. Affiliate members.
4. Late applications from Affiliate members.
5. Non-members (does not apply to courtesy applicants).
6. Late applications from non-members (does not include courtesy applicants).
7. Courtesy applicants.