

2010



EXHIBITOR HANDBOOK

August 12-15

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The Exhibitor Handbook is also available online at
www.exhibitor.seattleboatshow.com

I. GENERAL SHOW INFORMATION

LOCATION	Shilshole Bay Marina, Seattle
SHOW DATES	August 12 (Thursday) – August 15 (Sunday), 2010
SHOW HOURS	Thursday: Noon – 8 p.m. Friday: Noon – 8 p.m. Saturday: 10 a.m. – 8 p.m. Sunday: 10 a.m. – 6 p.m.
TICKET INFORMATION	Adults: \$10 Youth 11 - 17: \$5 Children 10 & Under: Free with paid Adult
SHOW MANAGEMENT	Northwest Marine Trade Association 1900 N. Northlake Way, Ste. #233, Seattle, WA 98103 Main Office: (206) 634-0911 tel (206) 632-0078 fax Boat Show Manager: Brad Vickers, Email: brad@nmta.net
DECORATOR	GES Exposition Services 4060 Lind Avenue SW, Renton, WA 98055 (253) 250-2115 tel (866) 329-1437 fax Online contact: www.ges.com/contact
ELECTRICAL SERVICE	Hollywood Lights 660 S Dakota St., Seattle, WA 98108 (206) 838-5063 tel (206) 215-9370 fax Email: star@hollywoodlights.biz
TENT RENTAL	Pacific Party Canopies 445 Pease Road, Burlington, WA 98233 (360) 707-2115 tel (360) 707-0414 fax E-mail: jeff@pacificpartycanopies.com

DIRECTIONS TO MARINA: On I-5 N take Exit 172 which empties into N. 85th Street leading west toward the marina. The street names will change as you travel west (first to NW 85th Street then to Golden Gardens Dr NW) but follow this road all the way to the stop sign at Seaview Ave NW (approximately 4.5 miles). When you reach sharp downhill curves on Golden Gardens Dr NW you're close to the stop sign. At the stop sign, turn left onto Seaview Ave NW and go almost .6 miles to the main entrance to Shilshole Bay Marina. The show is located at "I" Dock, on the West side of the street, next to the Port Building. 7001 Seaview Avenue NW.

II. RULES AND GUIDELINES

1. CURRENT MODEL BOATS: New boats must be at least 25' centerline length not including rudder to be displayed in the water. New boats under 25' will be displayed on land in the "trailerable boat" display area. Centerline length is measured from tip of bow (excluding any attachments such as bow sprits or pulpits) to the outside of the stern. Attachments such as outboard brackets, sea drive units and swim steps cannot be used for length measurements. A swim platform which is built into the hull as a continuous piece, and can be considered to provide floatation as well, may be included in this measurement. It must also be reflected as being included in the manufacturer's statement of length.

"Current Model" is defined as any boat that has a hull serial number of 2009 or 2010 and is still in a current production series. It may be sold but not delivered and it may not have a name or registration numbers on it.

If a boat is displayed for sale that is not in compliance, the exhibitor will be assessed a 25% penalty fee of the total space assigned on the final invoice. If the invoice is not paid within 60 days of its date or a repeat violation occurs, the exhibitor will lose space the following year.

2. BROKERAGE BOATS, BOTH POWER AND SAIL: Brokerage boats must be at least 30' centerline length not including rudder, and must be readily available with published prices and brochures. Brokerage boats can be displayed in the water only.

Any boat that has been used or sold with a 2009 or earlier hull number will be exhibited as a brokerage boat if it meets the criteria listed above. All brokerage boats are subject to Boat Show Committee approval and may be in a separate location at the Show.

If a boat is displayed for sale that is not in compliance, the exhibitor will be assessed a 25% penalty fee of the total space assigned on the final invoice. If the invoice is not paid within 60 days of its date or a repeat violation occurs, the exhibitor will lose space the following year.

3. SUBLET AND COMBINED EXHIBITS: Under the terms of the application/contract for exhibit space, exhibitors are not allowed to sublet or combine any portion of their exhibit space without written approval of the NMTA Boat Show Committee or its designee. A sublet is defined as "the rental or granting of exhibit space to another party by any one other than the Boat Show Manager or designee."

4. ACCESS TO BOATS: Exhibitors shall provide a safe access from dock to boats. If access is constructed, the construction shall be safe and constructed in a professional manner. Steps shall extend no more than three (3) feet onto the dock. Float height is 16"-20" off the water.

5. DEMONSTRATIONS: No demonstration or movement of boats is permitted during the Show. No running of boat engines is permitted during the hours the Show is open to the public. Accessory exhibitors who demonstrate their products must organize the demonstration areas

within the exhibitor's space so as not to interfere with any aisle traffic. The demonstration table/area must be placed a minimum of two (2) feet from the aisle line.

6. SOUND: Exhibitors are asked to monitor their own booths to be sure the noise levels from demonstrations or video systems is kept to a minimum and does not interfere with others. The use of sound systems or equipment producing sound is an exception to the rule, not a right. The NMTA Boat Show Committee or its designee reserves the right to determine at what point the sound interferes with others and must be discontinued. Video equipment must be placed a minimum of two (2) feet from the aisle line.

7. FENDERS AND LINES: Stern-loading requires an additional amount of line and fenders. Please come to the Show prepared with at least six (6) large fenders per boat.

8. POWER TO BOATS: NMTA will provide electrical power (50 amp maximum) to all boats displayed in-the-water. Plug adapters may be needed. Please take care to ensure that your power needs do not exceed what is available. Be prepared to share the available power with your neighbor(s). Power is not available in the trailerable boat display area.

9. STAYING ABOARD OVERNIGHT: You may stay aboard your boat at night if you are not from the Seattle area. You must make arrangements in advance with the Boat Show Director. A list of exhibitors staying aboard will be given to Security Officers. If your name is not on the list you will be asked to leave. Proper identification (driver's license) will be required.

III. BOOTH EXHIBIT

1. BOOTH SPECIFICATIONS: Each booth will be at least 10' wide by 8' deep. Back wall is 8' high . All booths come with the following:

One (1) 500 watt standard electrical outlet.

One (1) Canopy to cover booth

One (1) 8' Back wall

Two (2) Three-foot side curtains on divider rails

2. MARINE-ORIENTED PRODUCTS ONLY: The Seattle Boat Show at Shilshole Bay Marina has always been proud of the fact that it is purely marine in nature. In order to maintain this characteristic, the NMTA Boat Show Committee has established a policy that marine-oriented products only can be displayed. This means that such items as campers, snow equipment, snowmobiles, real estate (other than marine oriented projects), and time-share vacations will not be permitted in the show without the 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.

3. CHARACTER OF EXHIBITS: Only products of the assigned exhibitor may be exhibited within the assigned space.

4. GUIDELINES FOR DISPLAY

A. All Displays

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Each exhibitor is also entitled to use as much of the total floor space as possible as long as such use does not interfere with the rights of other exhibitors. In the event of a dispute, the NMTA Boat Show Committee or its designee will determine whether or not an obstruction exists. Consideration will be given but not limited to the following factors: 1) Size of aisle frontage 2) Type of partition or display; i.e. solid wall vs. see-through. The decision of the NMTA Boat Show Committee or its designee will be final.

B. Accessory Displays

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3". Intent: If a portion of an exhibit booth extends above 8'3" high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

Depth: All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 4'0" from the aisle line. Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space – 30 lineal feet or more – should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" and within 10 lineal feet of a neighboring exhibit is intended to accomplish both these aims.

5. SIGNS: NMTA has no interest in the prices at which the exhibitors are willing to sell their products but is interested in maintaining a high standard in displays and presentations.

6. MUSIC: A video with background music may be played in Applicants exhibit provided Applicant has first secured a license covering "public performance rights" or "all rights" to play the music contained in said video and has executed a Hold Harmless and Agreement Re Use of Music At Boat Show Exhibit. Said Agreement must be delivered to NMTA prior to the opening of the show. A Hold Harmless Agreement Form is included at the end of this handbook.

7. FOOD AND BEVERAGES: No refreshments, food or intoxicating beverages shall be made available to the public (except by designated vendors), or consumed on boats or piers during the hours the show is open to the public.

8. DISTRIBUTION OF LITERATURE AND GIVEAWAYS: No person or firm will be allowed to distribute literature or merchandise outside of their own exhibit area. Persons or firms not exhibiting in the boat show will not be allowed to distribute any literature or merchandise without the written consent of the NMTA Boat Show Committee or its designee.

9. INSURANCE ENDORSEMENT: Applicant shall maintain bodily injury and property damage insurance coverage, including contractual liability, in the minimum amounts of \$1,000,000 per occurrence and \$1,000,000 in the aggregate where aggregate limits apply, and shall name the Northwest Marine Trade Association, its employees, Officers, and Board of Trustees, and King County as additional insured under the policy. Applicant shall maintain all risk property insurance covering applicant's own property and property of others in the Applicant's care, custody, or control. Applicant agrees to waive subrogation against the Northwest Marine Trade Association and Port of Seattle, its employees for loss of or damage to Applicant's property and property of others in the Applicant's care, custody or control. Certificates of insurance must be furnished to the NMTA prior to move-in. Applicant's insurance shall be primary in any and all claims.

10. MOVE-IN: Exhibitors will be notified of their specific move-in time no later than August 2, 2010. Please be staged and ready at your appointed time or risk not being placed where you were assigned. Boats arriving at Shilshole Bay Marina prior to Monday, August 9 will be responsible for all guest moorage fees. The general move-in schedule is listed below:

In-Water Boat Displays
Monday, August 9 – Wednesday, August 11

Shoreside/Boat Displays
Monday, August 9 and continue through Wednesday August 11.

Accessory Displays
Tuesday, August 10 and Wednesday August 11

Note:

Hand trucks will not be provided by NMTA during move-in.
There will be only one fork lift available on a self serve basis.

11. MOVE-OUT:

In-Water Boat Displays

Sunday, August 15 after 6:00 p.m. – some boats

Monday, August 16 – all boats by 3 pm

Shoreside / Boat Displays

Sunday, August 15 after 6:00 p.m.

Monday, August 16 – all boats by 3 pm

Accessory/Tent Displays

Sunday, August 15 after 6:00 p.m. – all displays

12. BUSINESS LICENSES:

A. City Of Seattle

Effective January 1994, the City of Seattle instituted Ordinance 117002. It stipulates that the fee for a consumer show license shall be \$5.00 per day per exhibitor. It is the duty of the show producer (NMTA) to remit this fee in advance to the City of Seattle.

Exhibitors who have a current City of Seattle customer number are exempt from this requirement as long as they provide NMTA with their customer number (see front of the boat show application in the name/address area).

Exhibitors who do not provide NMTA with a current City of Seattle customer number will be billed by NMTA.

Questions? Contact Seattle Department of Licenses and Consumer Affairs, Special Events at 206-684-8401.

B. Washington State Department of Revenue

Effective July, 1 2003 **ALL** Seattle Boat Show exhibitors **MUST** have an open tax registration number with the Washington State Department of Revenue. Exhibitors not registered with the Department of Revenue **CANNOT** participate in the show. Contact the Department of Revenue at 1-866-248-1287 # 7 or 1-800-647-7706 to get your **free** tax number (UBI #) and remittance form.

Exhibitors selling at retail must collect and remit the appropriate Washington State retail sales tax. If your business is not required to collect Washington State retail sales tax you may be required to remit Business & Occupation tax. The state B&O tax is a gross receipts tax calculated on the wholesale selling price.. It is measured on the value of products, gross proceeds of sale, or gross income of the business. Washington, unlike many other states, does **not** have an income tax.

If you attend events on a continuing basis in Washington State, you are responsible to call and open your UBI number for each show you attend. You can do this online at: <https://dor.wa.gov/content/doingbusiness/registering/tempreg.aspx> or by calling toll free 1-800-647-7706. Please copy the enclosed Registration (UBI) number and provide it to the promoter or coordinator at all future events in Washington State. If you have questions please contact Lori Monroe at 1-866-248-1287 #7.

C. Washington State Department of Licensing

For information regarding a vessel Dealer license, contact Dealer/Manufacturer Services, 1125 Washington St. SE, Olympia, WA 98507, telephone number 360-664-6466.

13. SECURITY: NMTA will provide security from 6:00 p.m. – 9:00 a.m. each night beginning Monday, August 9 through Monday, August 16. It is recommended that exhibitors take precautions such as placing covers over displays when leaving for the evening, locking boats and keeping expensive items out of eyesight to prevent any possible losses. If you need to access your exhibit after the show is closed, you will need your exhibitor badge to enter the exhibitor area.

14 EXHIBITOR BADGES: ALL EMPLOYEES WORKING AT A BOOTH MUST HAVE AN EXHIBITOR BADGE DURING THE SHOW. EVERY PERSON WILL NEED A BADGE TO ENTER THE SHOW. ALL BADGES WILL BE PERSONALIZED.

Each exhibitor will receive a quantity of badges free of charge based on the following formula:

Five (5) badges for the first 100 square feet of Exhibit Space.

One (1) additional badge for each additional 200 square feet of exhibit space.

Additional badges may be purchased for \$10.00. Badges are non-refundable and must be paid for when purchased.

Badges will be available for pick up in the Boat Show office at Shilshole Bay Marina.

You MUST complete the Exhibitor Badge Form at the end of this handbook to personalize your badges or to order additional badges.

15. EXHIBITOR GUEST TICKETS: Guest Tickets will be available for the private use of the exhibitors. These are the General Admission tickets available to exhibitors only at the discounted price of \$3.00 each.

An exhibitor may purchase up to 100 tickets before the opening of the show and an unlimited number at the Boat Show office during the show. Tickets may be purchased by completing and returning the order form at the end of this hand book. **ALL TICKETS ARE NON-REFUNDABLE AND MUST BE PAID FOR WHEN PURCHASED.**

IV.

HOLD HARMLESS AGREEMENT AND AGREEMENT REGARDING USE OF MUSIC AT BOAT SHOW EXHIBITS

The undersigned exhibitor, exhibiting at the 2010 Seattle Boat Show at Shilshole Bay Marina, agrees to hold NMTA, its employees, officers, Board of Trustees, agents, committee members and volunteers, harmless from all defense costs, attorney fees and other expenses, including all damage awards in favor of BMI, ASCAP and/or any composer or their representative, arising from copyright infringement claims as a result of the undersigned's use of videos containing music at the undersigned exhibit.

The undersigned exhibitor intends to use at its exhibit the following named videos:

- 1.
- 2.
- 3.

The undersigned exhibitor warrants that it has a license covering "public performance rights" or "all rights" to play the music contained in the aforesaid videos at its exhibit, *a copy of which license and song list is attached hereto and has been furnished NMTA.*

The undersigned exhibitor further acknowledges and agrees that it will not play said video/s in the event ASCAP, BMI or any composer express any objection.

Name: _____ Company Name: _____

Signature: _____ Date: _____

FORMS MUST BE RECEIVED BY July 31, 2010!



V. GUEST TICKETS

Guest Tickets are \$3 each and are available only to Seattle Boat Show exhibitors. Use Guest Tickets to invite your key customers to the Boat Show. A maximum 100 tickets may be ordered in advance, but there is no limit on quantity of Guest Tickets you may purchase during the Boat Show. All Guest tickets are non-refundable.

GUEST TICKET ORDER FORM

I would like to order _____ **Guest Tickets** at \$3.00 each for a total of \$_____ .

All guest tickets must be prepaid. I would like to pay with the following:

Check enclosed Visa MasterCard (*Sorry, No AMEX*)

Card #: _____ Exp. Date: _____

AUTHORIZED Name on Credit Card Company Name

- I will pick up my Guest Tickets at the Boat Show Office during Show Office Hours.
- Please mail my Guest Tickets to the address listed below. (Mail orders must be received at the NMTA office by July 31, 2010).

GUEST TICKET MAILING ADDRESS

Name: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____ Phone: _____



FAX TO NMTA AT: (206) 632-0078

Mail to: NMTA, 1900 N. Northlake Way, # 233, Seattle, WA 98103

***Tickets are non-refundable**



EXHIBITOR BADGE ORDER FORM

All employees actively working at any exhibitor's display at the show must have their own badge during the show and will need a badge to enter the building. **Badges are photo IDs.** Image capture and badge processing will take place in the Show Office. Employees who've already had their photo taken at a previous NMTA Boat Show may have their badge pre-printed and available for pick-up during move-in at the Show Office. Each exhibitor will be given a quantity of badges free of charge based on the following formula:

- Five (5) badges for the first 100 square feet of exhibit space**
- One (1) additional badge for each additional 200 square feet of exhibit space**

Please list employees who will be actively working at the 2010 Seattle Boat Show at Shilshole and fax it to us at (206) 632-0078.

1. _____
2. _____
3. _____
4. _____
5. _____
- *****
6. _____
7. _____
8. _____
9. _____
10. _____



(Example Photo ID Badge)

_____ **ADDITIONAL BADGES(*) at \$10.00 each (including sales tax) = \$ _____**

Name: _____

Company: _____

City: _____ State: _____ Zip: _____ Phone: _____

Card (Visa/Mastercard) #: _____ Exp. Date: _____

(Sorry, No AMEX) **FAX TO NMTA AT: (206) 632-0078**
 or mail to NMTA at: 1900 N. Northlake Way, # 233, Seattle, WA 98103
ORDERS MUST BE RECEIVED BY July 31, 2010!

*Badges are non-refundable and must be paid for when ordered by check or Visa / MasterCard.

