

INTRODUCTION



Welcome back to the 46th Tampa Boat Show, September 9th - September 11th, 2011.

These instructions will answer your questions and provide you with important show information. This on-line version was created to provide convenient access to all show information and order forms, and we encourage you to read all information that applies to your participation in the show. We hope you will find this useful and effective.

LOCATION

Tampa Convention Center
333 South Franklin Street
Tampa, Florida 33602

SHOW DATES & HOURS

Move-in

Wednesday, September 7: 8:00 a.m.- 8:00 p.m.
Thursday, September 8: 8:00 a.m.- 8:00 p.m.

Show

Friday, September 9: *10:00 a.m.– 8:00 p.m. * Exhibitor Access is two hours
Saturday, September 10: *10:00 a.m.– 8:00 p.m. prior to show opening daily.
Sunday, September 11: *10:00 a.m.– 6:00 p.m.

Move-out

Sunday, September 11: 6:00 p.m.-10:00 p.m.
Monday, September 12: 8:00 a.m.- 6:00 p.m.

SHOW OFFICE

Ph: 813–276-6912 fax: 813–276-6917

The Tampa Boat Show office will be in Meeting Room #1 beginning Wednesday, September 7th next to the entrance of the Riverwalk and outdoor exhibits. Please call or stop by with any questions or comments for us. We are here to assist you.

PRIOR TO THE SHOW

Larry Berryman, Show Manager:	P. 954-441-3227	F. 954-378-3027	lberryman@nmma.org
Scott Cohen, Exhibitor Relationship Manager:	P. 954-441-3242	F. 954-378-3041	scohen@nmma.org
Theresa Marcazzo, Exhibitor Relationship Manager	P. 954-441-3228	F. 954-378-3028	tmarcazzo@nmma.org
Debbie Harewood, Operations Manager:	P. 954-441-3233	F. 954-378-3033	dharewood@nmma.org
Venus Berryman, Show Administrator:	P. 954-441-3226	F. 954-378-3026	vberryman@nmma.org

NMMA Boat Shows Main Office
9050 Pines Boulevard – Suite #305
Pembroke Pines, Florida 33024
Ph: 954-441-3220

OFFICIAL SERVICE CONTRACTORS

Tampa Convention Center

333 S. Franklin St.
Tampa, FL 33602
Ph:813-274-8511 Fx:813-274-7859
www.tampagov.net/tcc

- ◆Electrical –Indoor & Floating Docks
- ◆Plumbing – Indoor & Floating Docks
- ◆Telephone
- ◆Security
- ◆Audio/Visual, Computer Services
- ◆Booth Catering
- ◆Booth Cleaning

Find order forms under the “Tampa Convention Center Order Forms” section

Suncoast Convention Services

4800 North Highway 301
Tampa, Florida 33610
Ph: 813-628- 8301 Fx: 813-626-6510
E-mail: suncoastcs@aol.com

- ◆Display Booth Furniture (Tables, Chairs, etc.)
- ◆Exhibit Installation & Dismantling
- ◆Carpet Rental, Installation
- ◆In-Booth Forklift Service
- ◆Material Handling, Freight Services
- ◆Floral: Flowers, Arrangements, Green Plants
- ◆Sign Hanging & Installation; Sign Orders

Find order forms under the “Decorator Order Forms” section

Tampa Tent & Rental Co., Inc.

2102 West Waters Avenue
Tampa, Florida 33604
Phone: 813-933-6555
Fax: 813-932-4048

- ◆Tent Rentals for Floating Dock Display
- ◆Please contact direct for all order installations and removals.

Find order forms under the “Resource Forms” section

EXHIBITOR CHECK LIST

To Have A Successful Show...

<input type="checkbox"/>	Exhibitor's Certificate of Insurance	Submit with Space Reservation
<input type="checkbox"/>	In-Water Boat Information Form w/Electrical Requirements	August 12, 2011
<input type="checkbox"/>	Boat Information Form	August 12, 2011
<input type="checkbox"/>	Boat Layout Drawing	August 12, 2011
<input type="checkbox"/>	Exhibitor Appointed Contractors (EAC)	August 12, 2011
<input type="checkbox"/>	(EAC) Certificate of Insurance	August 12, 2011
<input type="checkbox"/>	In-Water / Floating Dock Orders	August 12, 2011
<input type="checkbox"/>	Exhibitor Credential Order Form	August 19, 2011
<input type="checkbox"/>	Exhibitor Guest Ticket Order Form	August 19, 2011
<input type="checkbox"/>	Hotel Arrangements	August 18, 2011
<input type="checkbox"/>	Utility (Telecommunications) Order Form	August 11, 2011
<input type="checkbox"/>	Audio / Visual and Computer Order Form	August 11, 2011
<input type="checkbox"/>	Cleaning Services Order Form(s)	August 11, 2011
<input type="checkbox"/>	Electrical Service Order Form	August 11, 2011
<input type="checkbox"/>	Catering Order Form	August 11, 2011
<input type="checkbox"/>	New Product Information Notice	August 11, 2011
<input type="checkbox"/>	Floral & Plants Order Form	September 2, 2011
<input type="checkbox"/>	Furniture Order Form	September 2, 2011
<input type="checkbox"/>	Labor & Forklift Order Form	September 2, 2011
<input type="checkbox"/>	Material Handling & Shipping Order Forms	September 2, 2011
<input type="checkbox"/>	Sign Hanging Order Form	September 2, 2011
<input type="checkbox"/>	Carpet Order Form	September 2, 2011

Table of Contents

Welcome and Introduction

-	Welcome/Introductory Information	i
-	Exhibitor Appointed Contractors	i
-	Exhibitor Check List	ii
-	Table of Contents	iii

General Information

		1-2
-	Aisle Space	1
-	Boat Cleaners	1
-	Booth Cleaning	1
-	Booth Equipment Provided	1
-	Conduct of Exhibitors	1
-	Directory Advertising	2
-	Food & Beverage	2
-	Hotel Information	2
-	Lost Children & Relatives	2
-	Parking	2
-	Publicity	2
-	Telecommunications	2
-	Web Site Links	2

Exhibit Display Information

		3-8
-	Care of Property (All Exhibitors)	3
-	Display Guidelines (Boats on Display) Platforms, Stairs, Guardrails/Handrails	3
-	Enclosed Exhibit Areas & Multi-Level Exhibits	4
-	In-Water Display Guidelines	4
-	Electrical Service (Indoor, Outdoor & In-Water)	4
-	Exhibit Rules to Spark Creativity	4
-	Exhibitor Appointed Contractors	5
-	Exhibitor Credential	5
-	Exhibitor Guest Tickets / Preferred Tickets	5
-	Exhibitor Service Centers	6
-	Fire Marshal	6
-	First Aid	6
-	Floating Docks (In-Water Displays)	6
-	Florida Sales Tax Requirements	6
-	Food & Beverage Service	6
-	Gratuities	6
-	Hanging Signs	6
-	Insurance	7
-	Labor	7
-	Material Handling	7
-	Music Performances	7
-	Security	7
-	Service Order Forms	8
-	Smoke Detectors	8
-	Smoking	8
-	Speed Zones	8
-	Staging Yard	8
-	Telecommunications	8
-	Tent Rental	8

Move-In and Move-Out Information

		9-13
-	Move-in for In-Water Boats	9
-	Move-in for Main Hall Boats	9
-	Check-In (Boat Displays)	9
-	Cradles & Dollies	10
-	Forklift Service	10
-	Oversize Load Permits & Restrictions	10
-	Staging Yard	10
-	Booth Exhibits	11
-	Shipping Instructions (Direct & Advance Shipments)	11
-	Move-Out	12
-	Directions to the Tampa Convention Center	13

GENERAL INFORMATION



AISLE SPACE

Aisle space may not be used for exhibit purposes or for general solicitation of business. Distribution of any literature or other exhibit material is forbidden outside your immediate exhibit area.

BOAT CLEANERS

NMMA must be notified of any boat cleaning company hired to clean your boats. You should use the EXHIBITOR APPOINTED CONTRACTOR form in the "NMMA Order Forms" section. Contractors must file a CERTIFICATE of LIABILITY Insurance with the NMMA no later than August 12, 2011 (See example in the "Mandatory Forms" section). All boat cleaning companies must abide by the rules regarding early and late building access, have appropriate credentials, and meet all security, insurance and convention center requirements.

BOOTH CLEANING

You are responsible for ordering cleaning service to empty wastebaskets and vacuum carpet. This is a special order service not included in your exhibit space cost. An order form is included in the "Tampa Convention Center Order Forms" section. NMMA is responsible for aisle cleaning, restrooms and public trash bins.

BOOTH EQUIPMENT PROVIDED

◆Indoor Booth Space

Each indoor booth space will be set with 8' high white & blue back drape, 3' high side drape divider (same colors) and one (1) 7" X 44" identification sign at no additional charge to you (additional signage can be ordered directly with the official show decorator: Suncoast Convention Services). All exhibits in the main hall must be carpeted by the exhibitor (be sure to order your electrical service requirements from the convention center electrical contractor prior to your carpet installation). Forms are located in the "Decorator Order Forms" section.

◆ Boat/Bulk Space (Indoor & Outdoor)

Boat and bulk exhibitor space is not provided with drape or identification signs. If your exhibit space requires pipe and drape or signage, it can be ordered directly with the official show decorator: Suncoast Convention Services. All indoor space must be carpeted by the exhibitor. We suggest you also carpet your outdoor exhibit for a better overall appearance for your company, but it is not required for outdoor displays (please be sure to order your electrical service requirements from the convention center electrical contractor prior to your carpet installation). All order forms are located in the "Decorator Order Forms" section.

◆ In-Water Displays

All in-water displays include either one-30amp or one-50amp electrical service for each boat displayed if you advise us by August 6, 2010 on your In-water Boat Exhibitor Information Form included in the Order Forms section of these instructions. If you do not advise us in advance you will receive one-50amp service based on availability. Additional electrical requirements can be ordered from the Tampa Convention Center. You must bring your own molded electrical "Y" connector (s). Floating Docks are available directly from NMMA; please see the Floating Dock Order Form in the "NMMA Order Forms" section for detailed information.

◆Riverwalk Displays

Riverwalk exhibitors do not receive booth equipment – Pipe and drape are available on request from Suncoast Convention Services (order forms available in the "Decorator Order Forms" section). Utilities are available from the Tampa Convention Center. Please contact NMMA Show Management if you have any questions.

CONDUCT of EXHIBITORS

All booths must be set and operational by 9:00am, Friday, September 9, 2011. All exhibits must be staffed during all show hours everyday. Only those companies that have contracted for exhibit space are permitted to demonstrate product, solicit orders or distribute advertising at the show. Sales, signage, models, and distribution of literature and/or promotional items must be confined to your exhibit space.

DIRECTORY ADVERTISING

Make sure your investment at the TAMPA BOAT SHOW really pays off for your company! You can advertise in the official show guide produced by TRMG and be seen by everyone at the show and long after! Advertising information and order forms are located in the Order Forms section of these instructions. TRMG is the only official Tampa Boat Show Guide producer. Do not allow yourself to be sold on other publishers claiming to be directory producers.

FOOD & BEVERAGE SERVICE

All food and beverage utilized during the show must be ordered through the Tampa Convention Center catering services. Any exhibitor planning to conduct food or beverage sampling in their exhibit space must first notify and receive written approval from Tampa Boat Show management. You can contact us at (954)-441-3220 or fax: (954)-430-4171. We will facilitate the approval process with the Tampa Convention Center catering representatives.

HOTEL ACCOMMODATIONS

Room blocks have been secured at the Embassy Suites Tampa Downtown and the Westin Tampa Harbour Island. They offer a limited number of specially discounted guest room rates for Tampa Boat Show exhibitors. Be sure to mention that you are with the Tampa Boat Show to receive the following special rate:

<p>Embassy Suites Tampa Downtown 513 South Florida Avenue; Tampa, FL 33602 Tel: 800-Embassy / 813-769-8300 Rate: \$139.00 Deadline: August 18, 2011 Distance: 0.0mi</p>	<p>Howard Johnson Tampa Downtown 111 W. Fortune St.; Tampa, FL 33602 Tel: 813-223-1351 Rate: Call for Rate & Deadline Distance: 0.8mi *parking & transportation to convention center included</p>
---	--

Additional Nearby Hotels

Westin Tampa Harbour Island

725 S. Harbor Island Blvd.
Tampa, FL 33602
Tel: 813-229-5000
Distance: 0.3mi

Sheraton Riverwalk

200 N. Ashley
Tampa, FL 33602
Tel: 813-223-2222
Distance: 0.3mi

Courtyard Marriott Downtown

102 E. Cass St.
Tampa, FL 33602
Tel: 813-229-1100
Distance: 0.6mi

Tampa Marriott Waterside

700 South Florida Ave.
Tampa, FL 33602
Tel: 813-221-4900
Distance: 0.1mi

LOST CHILDREN & RELATIVES

All lost children and relatives should be brought to the NMMA show office immediately. The Tampa Boat Show Office is located in Meeting Room #1, next to the entrance to the Riverwalk and outdoor exhibits. No one under 16 is permitted in the hall or on the dock during the move-in or move-out.

PARKING

The NMMA controls the show exhibit hall and not the areas around the Tampa Convention Center. Parking is allowed only in areas designated by the facility. NMMA issues an "Exhibitor Access Pass" that will facilitate your vehicle activity through the facility. Although this access pass is used to identify your vehicle for safety and security reasons, for the period of time indicated on the pass, it does not allow parking in convention center locations that are assigned to TCC personnel, handicap spaces or in dock areas. Any ticketing and/or towing will be at the vehicle owner's expense. Please note that City of Tampa Police are now on site as part of new security measures.

PUBLICITY

To assist with local radio and television pitches, we would like to know what new or unique products you plan to exhibit at the show. Please complete the New Product Information form in the "NMMA Order Forms" section.

TELECOMMUNICATIONS

The Tampa Convention Center provides all your booth phone & internet service requirements (order form located in the "Convention Center Order Forms" section. Phone lines are not available in the floating dock areas outside the convention center. Please plan your cell phone requirements accordingly.

WEB SITE LINKS

Partner with the Tampa Boat Show - Link to our web site! Encourage your customers to visit your booth at the Tampa Boat Show with a reciprocal link from your company's web site to the show's home page. When a visitor to your web site clicks on the Tampa Boat Show logo, their browser will open a new window to the Tampa Boat Show web site on their desktop.

Go to: <http://www.tampaboatshow.com/exhibitors/resources/promotional.aspx> and follow the easy directions .

Exhibit/Display Information

DISPLAY GUIDELINES

ALL DISPLAYS

Use of nails, screws, or any material which would mark floors or walls of the exhibit hall is strictly prohibited. To ensure safety, Fire Department regulations require that nothing is to be fastened to the sprinkler system anywhere in the building.

BOATS ON DISPLAY

1. Boats or vehicles on display that have an interior space of over 100 square feet of space that can be occupied shall have a battery operated smoke detector installed in that space.
2. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors.
3. Fuel and water tanks shall not contain any fuel or water due to possibility of unbalanced load shifts.
4. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped and secured. Removal of the wire to the starter will be allowed.
5. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
6. Boat or vehicle projections that are lower than 6'8" shall be protected as to prevent injury. Example: Bow pulpits, boat props, trailer tongues.
7. No propellers may be exposed in open traffic areas.

Platforms

1. Platforms that exceed 30 inches above the floor shall be provided with guardrails as to prevent guests from falling off.
2. There shall be a means to prevent guests from falling off of the platforms from the space between the platform, boat and vehicle that is on display.
3. There shall be no storage under the platforms.
4. Platforms that are over 300 square feet shall be provided with at least two means of egress.
5. Platforms shall be provided with stairs or ramps.
6. Platforms shall be constructed with sturdy materials with adequate cross bracing to prevent collapse.

Stairs

1. Changes in level means of egress shall be achieved by either a ramp or stairs where the elevation difference exceeds 12 inches.
2. Stairs shall be provided with guardrails when they are more than 30 inches above the floor.
3. Tread depth shall be at least 11 inches.
4. Tread height shall be between 4 inches to 7 inches.
5. Stair edges must be marked and visible.
6. Treads shall be slip resistant.
7. Stairs shall be uniform in dimensions.

Guardrails / Handrails

1. Guardrails shall be provided for stairs and platforms when they are more than 30 inches above the floor.
2. Guardrails shall not be less than 42 inches in height and shall be provided with intermediate rails or netting to prevent guests from falling through the guardrail. The space between the intermediate rails and netting shall not be more than 4 inches in diameter.
3. Handrails shall be provided for all guardrails on stairs.
4. Handrails shall be between 34 to 38 inches above the tread.

- These requirements have been taken from NFPA 101 and NFPA 1 which the State of Florida has adopted as their life safety code and fire prevention code. Tampa Fire Rescue is required by state law to enforce these codes.
- Initial fire and safety code inspection will commence 48 hours prior to show opening and all exhibits must be in compliance 24 hours prior to show opening.
- The Tampa Fire Marshal has final say in all safety requirements.

Display Guidelines:

ENCLOSED EXHIBIT AREAS & MULTI-LEVEL EXHIBITS

All special booth or display construction must meet local, state, federal and convention center building codes. In addition, displays must comply with the NMMA Boat Shows Allocation Procedures and Display Guidelines (available on-line at www.tampaboatshow.com). If you plan to have a booth constructed with an enclosed area (walls or ceilings), or an exhibit with multiple levels, please be sure to consult with all applicable City of Tampa code requirements and Tampa Convention Center building requirements.

IN-WATER DISPLAYS

All boats displayed in-water must have an 8 ½ x 11 place card in a prominent location and visible to the operator that reads: Warning – Manatee Area. (We have provided a copy to print in the “Resource Forms” section). This is to alert boaters and protects the manatee in its sanctuaries and is mandatory by law.

ELECTRICAL SERVICE

All electrical service at the TAMPA BOAT SHOW must be exclusively provided by the City of Tampa approved Tampa Convention Center Electrical Service Department, whether it is inside or outside the Tampa Convention Center including the in-water boat dock. No installations are provided by the NMMA or the Tampa Boat Show (NMMA/TBS includes the cost of one 30 or 50amp with in-water slip rental – see In-Water Boats below). Requirements for electrical services are to be arranged with the Tampa Convention Center Electrical Service Department.

◆Indoor and Outdoor Space

Electrical service is turned off every night unless otherwise specifically ordered by the exhibitor. Please take precautions and notify the official electrical services contractor for your overnight electrical needs to protect any safety systems or items that are perishables in your exhibit, and any other support equipment requiring overnight electrical power. An electrical order form is located in the “Tampa Convention Center Order Forms” section.

◆In-Water Boats

The Tampa Boat Show will include with each boat slip rented either one 30amp or 50amp electrical service only if you have informed us of YOUR NEEDS NO LATER than August 12, 2011 with your In-Water Boat Information Form. Thereafter, all boats will receive one 50 amp outlet, if available, and you must supply your own adapters. An In-Water Boat Information Form with electrical requirements form is located in the “NMMA Order Forms” section.

YOU MUST BRING YOUR OWN MOLDED ELECTRICAL “Y CONNECTOR(s)”.

EXHIBIT RULES to SPARK CREATIVITY

In response to the increase in proposals by exhibitors for exciting and dynamic displays in their booths, the Tampa Boat Show will “relax” the guidelines of boat show exhibits. A policy created by the NMMA Shows Committee titled “Creativity Sells at Shows” has been designed to encourage exhibitors to present their most creative display plans for NMMA consideration. Exhibitors are encouraged to step out of the box and break the traditional mold of exhibits that conform to rigid guidelines. The NMMA Show Staff will be open-minded about relaxing guidelines and consider all proposals regarding exhibit displays. Deadline for Proposals: August 5, 2011. All proposals for exhibit structures and signs still require NMMA approval. As long as the proposal does not interfere with surrounding exhibitors and meets the Tampa Convention Center (and/or City of Tampa code) requirements, it has likelihood of our written approval. Examples of interference refer to blocking sight lines and creating excessive noise.

In the interest of providing the public and other exhibitors with the highest quality of boat show experience, all exhibitors are urged to “dress ship”. Draping unsightly cradles or trailers, and using carpet throughout your booth are just a few of the things which can be done inexpensively to improve the character of your display, and attract hot prospects! (Carpet is a requirement).

EXHIBITOR APPOINTED CONTRACTORS

Any exhibitor using a contractor other than the official service contractor must notify the NMMA and Suncoast Convention Services, Inc. no later than August 12, 2011. Please complete and return the Exhibitor Appointed Contractor form located in the "NMMA Order Forms" section. Additionally, a Certificate of Liability Insurance from your appointed contractor must be forwarded to the Tampa Boat Show office fax at 954-378-3033. This is in addition to the Certificate of Insurance required for your company.

EXHIBITOR CREDENTIAL

An Exhibitor Credential order form is located in the "NMMA Order Forms" section. Please be sure to complete this application form and return it by August 19, 2011 to the NMMA by mail or fax. The maximum number of credentials issued is determined by the amount of square feet or in-water space for which your company has contracted and paid in full. You will find your square footage and number of boats on your contract for exhibit space. If in doubt, please feel free to contact us at 954-441-3220 (email: forms@nmma.org) for assistance.

<u>Exhibit Space</u>	<u># of Credentials Allowed:</u>
200 sq. ft. or less	6
201 – 500 sq. ft.	10
500 – 2000 sq. ft.	12
2001 – 3500 sq. ft.	15
Over 3501 sq. ft.	20

Exhibitor Registration will be open on-site at the NMMA Show Office beginning Wednesday, September 7, 2011 at 9:00 a.m. and will remain so during all open hours of the boat show. Your exhibitor pass allows access to the exhibit areas TWO HOURS before show opening each day. Exhibitors pre-registering may have credentials mailed to them or held at the registration desk for pick up. Please be sure to have your exhibit space paid in full to avoid any unnecessary delays.

EXHIBITOR GUEST TICKETS

Make your guests and prospects feel like VIP's. Distribute all the tickets you want; you pay for only those used! Exhibitor Guest Tickets are available at a rate of \$4.50/ticket. Exhibitors may order an unlimited number of tickets and are only obligated to pay for those tickets that are actually turned in at the gate. Please complete the order form located in the "NMMA Order Forms" section. Orders will be processed and mailed in advance through Friday, August 19. On-Site orders can be placed at the show office beginning Wednesday, September 7, at 9 a.m. through all open hours of the boat show.

EXHIBITOR PREFERRED GUEST TICKETS

You may custom design your own PREFERRED GUEST TICKETS with YOUR company name, YOUR logo, and YOUR own advertisement on them according to NMMA policy. Please provide proof /samples of your tickets for approval. NMMA will accept these special guest tickets at only the show(s) you specify to us. You'll only pay ½ of the face value for those tickets that are redeemed at the door show. Please contact, Susan Lokaj at 312-946-6244 for more information.

EXHIBITOR SERVICE CENTERS

The NMMA Show Office (Meeting Room # 1) is located next to the entrance of the Riverwalk and outdoor displays. It will be open at 9 a.m. on Wednesday, September 7, 2011 and will remain so during all open hours of the boat show.

Suncoast Convention Services and the Tampa Convention Center service desks will be located in the main hall of the convention center beginning Wednesday, September 7, 2011 at 12:00 noon. Please be sure to place your booth service orders prior to the discount deadline date(s) identified in this kit to maximize the savings to your company, and minimize delays to your set-up with last minute service needs you may encounter. Order forms are located in the "Decorator Order Forms" section.

FIRE MARSHAL

The City of Tampa Fire Department is an integral part of safety at the Tampa Convention Center and during the Tampa Boat Show. Fire Marshals strive to maintain the safety standards established for local and state fire regulations while considering national fire safety trends. Fire Marshals will be on-site at the Tampa Boat Show to inspect for compliance with stairway and railing regulations, smoke detectors, inspect for empty fuel tanks confirming they are free of vapors, and ensuring that you have met the local safety standards.

All exits, hallways, and aisles must be kept clear and unobstructed at all times. Materials used in exhibits must be flamed retardant and are subject to inspection. Flame retardant certification may be requested. Prohibited items include: All straw, hay or live evergreen trees, compressed flammable gases, flammable or combustible liquids, and hazardous chemicals and materials (acetylene, hydrogen, propane, butane, pesticides, herbicides, poisons, gasoline, kerosene, cleaning solvents, and other petroleum-based materials).

FIRST AID

The First Aid Center is located in the main hall of the convention center, inside ramp #1. For the safety of all exhibitors and attendees, an emergency medical person is on duty during show hours. For assistance, please contact an NMMA show floor manager on the show floor wearing the familiar red polo shirt during set-up and tear-down, or contact the Show Office.

FLOATING DOCKS (IN-WATER DISPLAYS)

The Tampa Boat Show can provide 10'x20' and 10'x40' floating docks on a rental basis. Complete the Floating Dock Order form in the "NMMA Order Forms" section no later than August 12, 2011. The cost for an initial 10'x20' floating dock is \$250.00. A 10' x 40' is \$500. Immediate processing is arranged for shipping, handling, and installation. Therefore, there is no refund for cancelled orders. Floating dock orders will not be accepted after August 12, 2011 due to timeframe limitations.

FLORIDA SALES TAX REQUIREMENTS

Exhibitors must register with the Florida Department of Revenue prior to bringing product into the State of Florida for sale at the show. The Department of Revenue will be on site checking for your compliance with Florida Law. We urge your cooperation. Additional information may be found in the "Resource Forms" section, or call 1-800-352-3671 (website: www.myflorida.com/dor).

FOOD & BEVERAGE SERVICE

All food and beverage utilized during the show must be ordered through the Tampa Convention Center catering services. Any exhibitor planning to conduct food or beverage sampling in their exhibit space must first notify and receive written approval from Tampa Boat Show management. You can contact us at 954-441-3220. We will facilitate the approval process with the Tampa Convention Center catering representatives.

GRATUITIES

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Any attempt to solicit any type of gratuity by any service employee for any service(s) should be reported to the Tampa Boat Show office immediately.

HANGING SIGNS

Hanging signs are only permitted over bulk space or booths along the perimeter of the main hall and are under the jurisdiction of the Tampa Convention Center. Plans for hanging signs must be approved by Tampa Boat Show Management. If you do not pre-ship your hanging sign to the Suncoast Convention Services warehouse, your sign must be present in your booth on site for your assigned scheduled hanging date and time, or your installation costs will increase due to overall schedule changes necessary, and location accessibility problems. Remember, only orders received prior to the cut-off date will receive discounted rates.

On-site orders will only be accepted at the full installation rate and only if equipment availability permits. Please be sure to schedule your sign removals with the show decorator Suncoast Convention Services for no later than your scheduled move-out time.

INSURANCE

All exhibitors are required to adhere to the Insurance & Indemnification guidelines as stated on the contract for Tampa Boat Show exhibit space. Certificates of Insurance must be received by NMMA no later than August 12, 2011. Coverage must be in effect during the entire show period, including installation and dismantle. We suggest you include the full shipment period to and from your facilities. Please refer to the sample certificate in the "Resource Forms" section for required limits and contact information.

Wells Fargo Insurance Services is available to those exhibitors who are not otherwise covered under their own policies. Wells Fargo contact information and insurance order form is provided in the Order Forms section of this kit. Please note that a Certificate of Insurance is also required from your exhibitor appointed contractor to be sent to the operations manager no later than August 12, 2011.

LABOR

Labor for exhibit installation and dismantling can be ordered through SUNCOAST CONVENTION SERVICES, Inc. Their labor order form is located in the "Decorator Order Forms" section of this kit. Under no circumstances is labor to be brought in from "off the street" services. New security regulations in place at the Tampa Convention Center require that all exhibitor personnel have identification at all times.

Craftsman at all levels must be instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed only to NMMA personnel wearing red polo shirts, or to show office staff.

MATERIAL HANDLING

Please be sure to review freight and material handling rates, secure the appropriate insurances needed, and review the Material Handling Services-Rules & Regulations prior to shipping boat display products and materials. These regulations can be found in the "Decorator Order Forms" section.

MUSIC PERFORMANCE

Copyrighted music played at your display must have all necessary licenses from the copyright owner or licensing agency representing the copyright order. For more information regarding obtaining these licenses, please reference the "Resource Forms" section.

SECURITY

NMMA and Tampa Boat Show management provide basic security for the duration of the show, including move-in and move-out. All exhibitors are required by contract to have insurance for any loss or damage that may occur before, during or after the show.

The NMMA, the Tampa Boat Show, the Tampa Convention Center, nor the show contractors will be responsible for the loss or damage of product before, during or after the show, including theft.

FOLLOWING ARE SOME SUGGESTIONS FOR SECURITY PRECAUTIONS:

- Do not indicate the contents on the outside of your cartons or crates. The cartons should be marked by company name & booth number and marked numerically, to deter theft.
- Ship locked or bolted crates only. Avoid using small cartons or cardboard boxes for products.
- Furnish complete & accurate bill of lading(s) to your shipping company.
- Do not store un-displayed product in empty crates, under tables or displays.
- Securely cover or close off your display every night.
- Do not display small, easy to conceal products during move-in & move-out.
- Do not leave brief cases, calculators, cameras, cellular phones, etc. in your display. Prototype materials and one of-a-kind items should always be secured.
- You should cover your display with cloth, tarpaulin, sheets, etc. at the close of the show nightly and remove them at morning show opening. This acts as a psychological deterrent and avoids curiosity seekers.
- Pack securely and label all materials quickly at the show break.
- Have an employee remain with your exhibit at all times, including move-in and move-out.
- Report any damage or lost cartons/crates to the show office immediately.
- Issue receipts for products sold at the show.
- If you are conducting retail sales, make change from a belt or waist pack.
- Do not leave your exhibit unattended.

SERVICE ORDER FORMS

Forms to order various services are located under the separate sections of the manual. This includes order forms for the Tampa Boat Show, Suncoast Convention Services and the Tampa Convention Center. We urge you to complete and return the service order forms for your exhibit before the stated deadline, in order to take advantage of advance order discounts. Be sure to review each of these forms to maximize the savings to your company, and to improve the return on your boat show investment.

SMOKE DETECTORS

Boats over 100 sq. ft. of interior space must have a smoke detector (temporary battery operated smoke detectors are acceptable). City of Tampa Fire Marshals will be on-site to conduct inspections.

SMOKING

NO SMOKING IS ALLOWED IN THE TAMPA CONVENTION FACILITY AT ANY TIME as required by the FLORIDA "CLEAN INDOOR AIR ACT".

SPEED ZONES:

All in-water boat exhibitors are reminded to abide by the rules governing the local waterways to and from the floating dock exhibit areas. The in-water display area is a NO-WAKE ZONE!

STAGING YARD

The Tampa Boat Show Staging Yard is to be used for exhibitors needing to stage boats prior to their scheduled move in time and for storage of empty trailers through the duration of the show.

The yard is located on Fortune St. just northeast of the Tampa Bay Performing Arts Center and will be available Monday, August 30th through Tuesday, September 14th. Refer to staging yard directions on pg. 10 Of the Move-In section of these instructions. A map is available in the "Resource Forms" section.

*Exhibitors are not required to check in at this yard. You may proceed directly to the Tampa Convention Center.

TELECOMMUNICATIONS

Contact the Tampa Convention Center for all your booth phone and internet service requirements (order form located in the "Tampa Convention Center Order Forms" section. Phone lines are not available in the floating dock areas outside the convention center. Please plan your cell phone requirements accordingly.

TENT RENTAL

Tents are available through Tampa Tent & Rental. An order form is available in the "Resource Forms" section. You may contact them directly at 813-933-6555

FORGET ANYTHING ??? / DON'T SEE IT HERE ???

Please feel free to contact the Tampa Boat Show Operations Manager, Debbie Harewood to assist with your inquiries at 954-441-3233. The operations manager is ready to help you sort out any last minute logistical details.

You are also welcome to contact the other members of your TAMPA BOAT SHOW TEAM.

Larry Berryman, Show Manager P.954-441-3228 F.954-378-3028 lberryman@nmma.org	Scott Cohen, Exhibitor Relationship Manager 954-441-3242 954-378-3041 scohen@nmma.org	Chuck Bolt Exhibitor Relationship Manager 954-441-3234 954-378-3034 cbolt@nmma.org
---	--	--

Debbie Harewood Operations Manager P.954-441-3233 F. 965-378-3033 dharewood@nmma.org	Theresa Marcazzo Exhibitor Relationship Manager 954-441-3228 954-378-3028 tmarcazzo@nmma.org	Venus Berryman Show Administrator 954-441-3226 954-378-3026 vnergyman@nmma.org
--	--	--

MOVE-IN Information

In-Water Boats:

- ◆ All exhibitors must return the Boat Information form by August 12, 2011.
- ◆ You will receive a move-in schedule under a separate cover for your exact move-in date(s) and time(s) based on the information you supply us on the Boat Exhibitor Information Form located in the Order Forms section of this kit.
- ◆ Please bring sufficient mooring lines and bumpers to secure your boat(s). The show staff reserves the right to adjust your location in the show should it become necessary.
- ◆ All exhibitors must abide by the rules governing the waterways, especially those with regard to “no wake zone” requirements around the in-water display floating docks.
- ◆ A public boat launch is available at Davis Island off of Bayshore Blvd. near the Tampa Convention Center. Show staff will be monitoring radio channel #16 to direct your boat move-in/out of the show. Directions from the Tampa Convention Center:
 - Exit the building from the circular drive or the loading dock ramp onto Franklin Street going North (turn left).
 - When you see Brorein St., (one way going left)- take a left.
 - Stay in the left lane and merge left onto Bayshore Drive as the road crosses over the Hillsborough River.
 - Follow Bayshore to the Davis Island/Hospital Exit.
 - Take the Davis Island/Hospital Exit and follow signs for Davis Blvd.
 - Follow Davis Blvd. South to the end of Davis Island to the Bayshore Blvd. Boat Ramp.

Main Hall Boats:

- ◆ All exhibitors must return the Boat Information and the Scaled Layout forms by August 12, 2011.
- ◆ You will receive a move-in schedule under a separate cover for your exact move-in date(s) and time(s) based on the information you supply us on the Main Hall Boat Information Form located in the Order Forms section of this kit.
- ◆ Boats 26' and under must be placed on dollies or trailers.
- ◆ NO CEMENT BLOCKS may be used to support boats.
- ◆ BOAT HANDLING IS AT “NO CHARGE” PROVIDED THAT: Exhibitor has returned the BOAT HANDLING INFORMATION form and the SCALED LAYOUT DRAWING of their exhibit by August 12, 2011.
- ◆ Boats between 21' and 26' are placed on dollies or trailers. (THERE WILL BE NO CRANE HANDLING).
- ◆ Carpet, signs and electric are installed prior to the scheduled boat handling.
- ◆ Your boats, dollies, carpet, etc. arrive at the designated move-in time, and you have adequate staff to proceed with the set-up of the display.
- ◆ Once boats are removed from trailers, drivers and trailers must exit immediately.
- ◆ Late/Overtime charges will apply if you miss your targeted move-in (out) time(s): \$350.00 per hour (\$525.00 each overtime hour 4:00pm and after).
- ◆ All oversize loads require permits. Please make sure you have contacted the appropriate local and state governmental agencies to secure all necessary permits for oversize, weekend and other roadway restrictions that may apply to your display shipment.

CHECK-IN

Every vehicle that needs to unload within the show grounds or enter the convention center must be assigned a “Vehicle Access Pass”. This access pass will be assigned at check in at the top of the Franklin St. loading dock See instructions on pg. 13.

This will facilitate your move-in to the facility and allows us to identify your vehicles for security and safety purposes. Any vehicle without a vehicle access pass, or those cars parked in convention center employee or handicap locations will be ticketed and/or towed by convention center security personnel, at the vehicle owner's expense.

Move-In Information Cont...

CRADLES & DOLLIES

Cradles, stands and dollies must be installed and available in your exhibit space prior to your scheduled move-in time. Make sure you inform the floor manager that your vehicle loads are carrying cradles, stands or dollies, or other items that must be installed prior to your actual move-in time.

FORKLIFT SERVICE

If you require forklift service, please be sure to review your needs with the Operations Manager prior to your on site arrival, or contact Suncoast Convention Services, Inc. for your supplemental booth order requirements. For on-site assistance, please contact an NMMA floor manager wearing the familiar red polo shirt during set up or tear down.

OVERSIZE LOAD PERMITS & RESTRICTIONS

Oversize loads require all necessary permits from the State of Florida 904-488-4961 (Tallahassee) and Hillsborough County 813-975-6039 for Tampa (district #70). An oversize load is any of the following: over eight feet wide; fourteen feet high; or longer than twenty five feet overall. There are also weekend restrictions that must also be reviewed for your needs with the offices noted above.

STAGING YARD

The Tampa Boat Show Staging Yard is to be used for exhibitors needing to stage boats prior to their scheduled move in time and for storage of empty trailers through the duration of the show.

The yard is located on Fortune St. just northeast of the Tampa Bay Performing Arts Center and will be available Tuesday September 6th, through Tuesday, September 13th.

At your target time, you may proceed directly to the Tampa Convention Center and are not required to check in at this yard. Please limit your use of this staging yard for essential staging and trailer storage only. All of your trailers must be marked with exhibiting company information.

Directions from I-275:

Exit Ashley Drive/Downtown.

Make immediate right turn onto Fortune Street.

Staging will be on your right hand side, please proceed to the back half of the lot behind the cone line.

Directions from the Tampa Convention Center:

Exit loading dock and turn left to head north on Franklin Street to Brorein Street.

Turn left on Brorein and proceed to Ashley Drive.

Turn right on Ashely Drive to head north to Tyler Street.

Turn left on Tyler Street.

Turn right on W.C. MacInnes.

Turn right on Fortune Street.

The staging yard entrance will be on your left hand side (number 4 on map).

MOVE-OUT Information

All exhibits must remain staffed and intact until the official 6:00 pm show closing on Sunday, September 11, 2011.

Once the show is clear of attendees, the aisle carpeting will be removed from the main floor (approximately one hour) and empty crates will be returned. If you have empty crates stored, plan to make your travel departure accordingly. Special needs of any kind should be addressed with the show office before closing. Please make all your staging yard plans in advance to minimize your delays.

The Tampa Convention Center must be vacated on Monday, September 12, 2011 no later than 6:00pm. Notices targeting your booth and/or boat display move-out time will be delivered to your exhibit space on Saturday morning. If boats are to be moved on single trailers, the exhibitor will be responsible for having enough trailers for the entire group of boats to be loaded at one time. Delays will be billed at a minimum of \$350.00 per hour (\$525.50 per overtime hour after 4:00pm).

◆Boats: Main Floor & In-Water

For safety reasons, no boats should be moved or begin in-water departures until all show attendees have vacated the outside display areas and floating docks. Outdoor boat exhibits that can “hook & go” without the use of a forklift or boat handling equipment may do so, as can floating dock boat exhibit departures from the outer perimeter of the floating docks. Please be sure to have any launch facility access preplanned. All boat displays must vacate the Tampa Convention Center premises no later than 6:00pm Monday, September 13, 2010.

◆Booths: Indoor & Outdoor

Exhibitors who can hand carry items to their vehicles outside the convention center may do so after the 6:00pm closing Sunday night. We ask that your entire booth be packed prior to your vehicle(s) arriving at the Tampa Convention Center. Vehicles will not be allowed access to the loading ramp without the Vehicle Access Pass issued exhibitors. All exhibits must completely vacate the Tampa Convention Center premises no later than 6:00pm Monday, September 12, 2011.

◆Riverwalk exhibitors may again use the front circle drive located on Franklin St. to move out their display.

OUTBOUND SHIPMENTS

Exhibitors shipping materials must be complete and return the bills of lading to the SUNCOAST CONVENTION SERVICES service desk in the main hall. For additional move-out information please see the show office staff or contact the operations manager directly for assistance. Review Material Handling Rules and Regulations in the “Reference Forms” section.

Directions to TCC
333 South Franklin Street
Tampa, FL 33602

FROM BRADENTON / SARASOTA / VENICE / FT. MYERS / FT.LAUDERDALE / MIAMI / NAPLES / PORT CHARLES:

Take I-75 North to Exit 256 Lee Roy Selmon (Crosstown Expressway), West on Crosstown Expressway to Exit 7 Downtown West, West on Brorein Street to Tampa Street. Turn left on Tampa Street into the parking garage.

FROM ST. PETERSBURG / MADIERIA BEACH / TREASURE ISLAND:

Take I-275 North to Jefferson Street Exit. Take a right on Cass Street. Take a left on Tampa Street. Follow Tampa Street to its end. You will run directly into the Convention Center parking garage.

FROM CLEARWATER / LARGO / PINELLAS / PALM HARBOR / TAPRON SPRINGS / OLDSMAR:

Take Courtney Campbell Causeway East (S.R. 60) to I-275 North to Jefferson Street Exit. Take a right on Cass Street. Take a left on Tampa Street. Follow Tampa Street to its end. You will run directly into the Convention Center parking garage.

FROM ORLANDO / LAKELAND / PLANT CITY / DAYTONA / JACKSONVILLE / POLK COUNTY:

Take I-4 West to Tampa to I-275 North to Jefferson Street Exit. Take a right on Cass Street. Take a left on Tampa Street. Follow Tampa Street to its end. You will run directly into the Convention Center parking garage.

FROM BRANDON / VERO BEACH / APOLLO BEACH / RIVERVIEW:

Take Leroy Selmon (Crosstown Expressway) West to Exit 7 – Downtown West. Proceed straight down exit onto Brorein Street to Tampa Street. Turn left on Tampa Street into the Convention Center parking garage).

FROM OCALA / GAINESVILLE:

Take I-75 South to I-275 North to Jefferson Street Exit. Take a right on Cass Street. Take a left on Tampa Street. Follow Tampa Street to its end. You will run directly into the Convention Center parking garage.

To Franklin Street Loading Dock (upper)

Same directions from I-275 to parking garage, but instead of going into the garage, stay in the left lane. It curves to the left and will take you to Franklin Street. Stay in the right lane – directly to your right will be the loading dock. TRUCKS NEED TO GET OFF 275, FOLLOW TAMPA STREET TO WHITING. GO LEFT. THEN RIGHT ON FRANKLIN. THE LOADING DOCK ENTRANCE IS JUST PAST THE OVERPASS ON THE RIGHT.