



## OVERVIEW

The National Marine Manufacturers Association and the Miami International Boat Show Team are pleased to welcome you to the 71st Miami International Boat Show & Strictly Sail.

**Link to order forms directly from the Exhibitor Checklist or Service Providers list** on the Exhibit Kit home page.

All services provided by Expo Convention Contractors, Inc. are available on-line with your login and password. Please look for your Expo Convention Contractors password sent directly to you via email, or contact their Customer Service at **305.751.1234**.

### LOCATIONS:

Miami Beach Convention Center, 1901 Convention Center Drive, Miami Beach, FL 33139  
Sea Isle Marina & Yachting Center, 1635 N. Bayshore Drive, Miami, FL 33132  
Miamarina at Bayside, 401 Biscayne Blvd., Miami, FL 33132

### SHOW DATES & HOURS:

#### Move-In:

Saturday	February 11	8:00a.m. - 4:00p.m.	approved targets only
Sunday	February 12	8:00a.m. - 4:00p.m.	approved targets only
Monday	February 13	8:00a.m. - 4:00p.m.	direct freight deliveries begin @ MBCC Sea Isle Marina boats begin
Tuesday	February 14	8:00a.m. - 4:00p.m.	booth exhibitors begin in Pavilion & @ Sea Isle
Wednesday	February 15	8:00a.m. - 4:00p.m.	all areas

**NOTE: SPECIFIC MOVE-IN AND MOVE-OUT DATE AND TIME WILL BE ASSIGNED FOR BOAT AND BULK SPACES (400sq.ft.) OR LARGER AT THE MIAMI BEACH CONVENTION CENTER. ALL BOAT SLIPS AT THE SEA ISLE MARINA WILL BE AVAILABLE FOR MOVE-IN MONDAY, FEBRUARY 13, THROUGH WEDNESDAY, FEBRUARY 15, 2012.**

**All advance warehouse freight will be delivered to exhibit booths by Monday, February 13, 2012, unless pre-scheduled otherwise. Booth exhibitors with private vehicles and self-unloading may begin at the Miami Beach Convention Center on Monday, February 13, and at the Pavilion Tent and Sea Isle Marina on Tuesday, February 14, 2012.**

<b>Show:</b>	Thursday	February 16	10:00a.m. - 6:00p.m.*	<b>Exhibitors may access the show grounds at 8:00 a.m. on show days.</b>
	Friday	February 17	10:00a.m. - 8:00p.m.*	
	Saturday	February 18	10:00a.m. - 8:00p.m.*	
	Sunday	February 19	10:00a.m. - 8:00p.m.*	
	Monday	February 20	10:00a.m. - 6:00p.m.*	

**\*Sea Isle Marina & Yachting Center and Miamarina at Bayside open at 10:00am and close at 6:00pm daily.**

<b>Move-Out:</b>	Monday	February 20	6:00p.m. – 9:00p.m.
	Tuesday	February 21	8:00a.m. - 4:30p.m.
	Wednesday	February 22	8:00a.m. – 4:30p.m. All check-in at staging <b>NLT 10 a.m.</b>
	Thursday	February 23	8:00a.m. – 4:30p.m.

Note: Exhibitors may work past 4:00p.m. daily, however, overtime rates may apply.

**SHOW OFFICES ON SITE:** MBCC: 786-276-2700 Fax: 954-378-3026 Sea Isle Marina: 305-358-6549

The Miami International Boat Show office will be in room C33 on the 3<sup>rd</sup> floor skywalk level of the Miami Beach Convention Center. A convenient show office is also located at the Sea Isle Marina & Yachting Center show site. Please call or stop by with any questions or comments for us. We are here to assist you.

## **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 materials is forbidden outside your contracted exhibit space. Please review the [NMMA Allocation Procedures & Display Guidelines](#). You are welcome to contact your sales representative or the operations manager for any questions or concerns that may arise.

### **BUSINESS CENTER:**

Business center services are available on-site at the Miami Beach Convention Center on the 3<sup>rd</sup> floor skywalk. Call directly with any questions you may have to 786-276-2696.

### **BOAT CLEANERS:**

**NMMA must be notified of any boat cleaning company hired to clean your boats.** Please submit the Exhibitor Appointed Contractor Form. Cleaning companies must complete an NMMA credential order form to include all employees that will need access to your exhibit(s), and return with a work schedule for services and required insurance certificate to the Operations Manager. All boat cleaning companies must abide by the show rules regarding early access to clean, appropriate credentials, security, and insurance requirements.

### **CONDUCT OF EXHIBITORS:**

All exhibits must be set and operational by Wednesday evening, February 15, 2012. All exhibits must be staffed during show hours everyday. Only companies that have contracted for exhibit space are permitted to demonstrate, solicit orders or distribute advertising at the show. Sales, signage, models, and distribution of literature must be confined to your exhibit space.

### **COURTESY CARS & VANS:**

Courtesy car passes are available to companies who wish to provide private shuttle service to their guests. All vehicles must pick up and drop-off passengers at the designated area on the north side of Hall A of the Miami Beach Convention Center (20<sup>th</sup> Street and Washington Ave). For further details, contact Melissa Gaffney, Operations Manager, at 954-441-3230. Access to the courtesy car area is for exhibitors with courtesy car passes only.

### **DIRECTORY ADVERTISING:**

Make sure your investment at the Miami International Boat Show really pays off. You can advertise in the official show directory produced by TRMG and be seen by everyone at the show and long after. Advertising information and order forms are available in the Exhibitor Kit.

### **EXHIBITOR APPOINTED CONTRACTORS:**

Any exhibitor using a contractor other than an **“official service contractor”** listed under the Service Providers in the exhibitor kit, must submit the EAC form no later than December 15, 2011. Additionally, the required **Certificate of Insurance and deposit** from your appointed contractor must be forwarded along with the Exhibitor-Appointed Contractor form. Please be sure to notify your exhibitor appointed contractor of all move-in / move-out and other assigned schedules your company must meet. Any delays caused by your “E.A.C.” will be billed to your company.

### **EXHIBITOR SERVICE CENTER:**

Most show contractors will have offices located in room C-127 located alongside the escalator in C lobby. Inquiries regarding freight, carpet, signs, labor, general decorating, electric, telephone, cleaning, floral, audio/visual and tents should be directed to this area. Exhibitors at the Sea Isle Marina should inquire at the on-site show office.

### **FIRST AID:**

The **First Aid Center** is located at the Miami Beach Convention Center in **C lobby**. For the safety of all exhibitors and attendees, paramedics are on duty during all show hours. All injuries should be directed to the First Aid room when possible, or dial 911 for emergency response.

### **FLORIDA SALES TAX REQUIREMENTS:**

Exhibitors must register with the **Florida Department of Revenue** prior to bringing product into Florida for sale at the show. The Department of Revenue will be checking for compliance with the Florida Law, so we urge your cooperation. Additional information may be found at the State of Florida web site <http://dor.myflorida.com/dor/taxes> .

### **FOOD SERVICE:**

The official exclusive food vendor at the Miami Beach Convention Center is Centerplate. All food and beverage intended for consumption during the show must be ordered through the Center's exclusive caterer. Centerplate Order forms and Menus are available in the exhibitor kit.

### **GRATUITIES:**

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than the established mid-morning and mid-afternoon union paid break times. Any attempt to solicit a gratuity by any employee for any services should be reported immediately to the NMMA Show Management office and/or to Expo Convention Contractors located in room C-127.

### **HOTEL & TRAVEL ARRANGEMENTS:**

**onPeak is the *ONLY* Official Housing Partner for the Miami International Boat Show & Strictly Sail.**

When you make your hotel reservation for the Miami International Boat Show & Strictly Sail through the official hotel reservation service, you get more than a great deal, you get the satisfaction of knowing you have the entire show behind you. The official hotel reservations service ensures you a great rate and the only reservation service backed by the biggest show in town.

#### **4 Ways to Book:**

1. **Online:** [Click here](#) to book your room online.
2. **Email:** [miamiboatshow@onpeakevents.com](mailto:miamiboatshow@onpeakevents.com)
3. **Call:** 888-998-2784 (US)
4. **Fax:** **2012 Reservation Form will be available shortly** you may print and fax to (404) 393-3172

### **INFORMATION CENTERS:**

Information Centers will be located at the Miami Beach Convention Center in the A and B lobbies, inside the City Hall and Dade Blvd. entrances on Convention Center Drive and at the Pavilion Tent inside entrance locations. Messages can be dropped off or phoned in and will be delivered directly to your exhibit. On-site phone number is 786-276-4700.

### **INSURANCE:**

All exhibitors are required to adhere to the **Insurance & Indemnification** guidelines as stated on your contract for exhibit space. Coverage must be in effect during the entire show period including installation and dismantle. Wells Fargo Insurance Services Northwest, Inc. offers insurance to those exhibitors who are not otherwise covered under their own policies. We suggest your insurance coverage extends from the departure point of all your booth materials through the **entire period** that your booth materials arrive at their next destination. Please be sure to review the rules and regulations for the [NMMA Limits of Liability and Responsibility](#). **Certificates must be submitted on-line directly to Wells Fargo as instructed on the insurance certificate requirements notice in the exhibitor kit.**

### **LABOR GRIEVANCES:**

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 Expo Convention Contractors, Inc. Exhibitors are asked to refrain from voicing labor complaints directly to craft personnel. Any questions regarding contract labor should be directed to Miami International Boat Show Management or Expo Convention Contractors, Inc.

### **LOST CHILDREN / RELATIVES:**

All lost children should be brought to the respective Miami International Boat Show & Strictly Sail office immediately. The show offices are located as follows: Miami Beach Convention Center, 3<sup>rd</sup> floor in room C33, or the Sea Isle Marina & Yachting Center main entrance, or Miamarina at Bayside main entrance.

### **MEDIA CENTER:**

NMMA's on-site **public relations office will be** located at the Miami Beach Convention Center in rooms A110 & A111. Please feel free to stop by or phone anytime after Monday, February 13, 2012. The phone number during the show will be 786-276-4705. If you would like to reach us anytime prior to the show, please call Sarah Ryser at 312-946-6285 or email [sryser@nmma.org](mailto:sryser@nmma.org).

### **MEETING ROOMS:**

Meeting rooms are available to exhibitors on a first come first serve basis. Reservations can be made with the **Meeting Room Request Form** in the exhibitor kit.

### **PARKING:**

Exhibitor parking during the **show days only** will be available at the Miami Beach Convention Center behind the Pavilion Tent. Space is limited and available on a first-come, first-served basis. Parking in this area will **not be available during the move-in and out due to staging**. All vehicles must move to a legal parking space in municipal areas after unloading during the move-in and out days. Reservations for show day parking can be made by submitting the parking order form in the exhibitor kit until space is sold out.

Additional space may be available at the Miami Beach High School and municipal garages and/or lots. Please check our quick link from the Exhibitor Kit Home Page for additional updates.

### **RADIOS:**

Radios and cell phones can be rented from **FLORIDA RADIO RENTAL, Inc.** Please refer to the order form in the Supplier Order Forms section of this kit. Please note: if you are planning to bring your own radios to the show, please register your frequencies with Florida Radio to avoid any duplication that would interfere with your reception on-site. This will ensure everyone a clear operating frequency. Please be sure that your radio(s) are appropriately licensed with the FCC to avoid penalties and fines.

### **REGISTRATION:**

The registration area is located at the Miami Beach Convention Center in room A108/109 just off of the A lobby. The on-site telephone number for the registration department beginning Monday, February 13, 2012 will be 786-276-4708. Companies with a balance due will not be issued passes until their balance is satisfied.

### **SECURITY:**

NMMA provides basic security for the duration of the show, including move-in and move-out. Neither NMMA nor any show contractors will be responsible for any loss or damage. All exhibitors are required to have insurance for any loss or damage that may occur before, during, or after the show. For your protection, please review the [Security Precautions](#) located in the Exhibitor Kit. **Credentials will be required during all move-in, show, and move-out days. Please be sure everyone working in the exhibit area has credentials during all times.**

### **SHUTTLE BUS SERVICE:**

Continuous Boat Show Shuttle Buses will run between all three show sites, Miami Beach Convention Center, Sea Isle Marina, and Miamarina at Bayside, and the Park & Ride located the American Airlines Arena during all show hours. Please check our quick link from the Exhibitor Kit Home Page for additional updates and map.

### **SMOKING:**

No smoking is allowed in the Miami Beach Convention Center facility at any time as required by the State of Florida "CLEAN INDOOR AIR ACT".

## Exhibit/Display Information

### **TELEPHONE SERVICE:**

Telephone and internet services are provided by Smart City at the Miami Beach Convention Center. Cell phone and hand held radio services are provided by Florida Radio Rental, Inc. For Sea Isle Marina & Yachting Center telephone services not provided by the Ship's Store, contact AT&T.

### **BOOTH EQUIPMENT PROVIDED: ALL EXHIBITS**

- **Indoor Booth Space**

Each booth space under 400 square feet will be set with 8' high navy and white back drape, 3' high navy side dividers, and one (1) 7" x 44" identification sign at no additional charge. All exhibits in the main hall (aisles A-V) must be carpeted. Only second floor exhibit rooms (Big Game Room, marine mart east, west and skywalk) and first floor rooms (number beginning with 1600, some 1700, 1800s, and 1900s) have permanent carpet. Permanent carpet can be covered with exhibitor carpet if you desire. Electrical service must be ordered separately.

- **Boat/Bulk Space (indoor & outdoor)**

Boat and bulk exhibit space (20 x 20 or larger) is not provided with drape or identification signs. If you require pipe and drape, it can be ordered from the official show decorator: Expo Convention Contractors. All indoor exhibit space must be carpeted. We suggest that you carpet your outdoor exhibit for a better appearance, but it is not required for outdoor displays. Electrical service must be ordered separately.

- **Pavilion Tent Space**

Each booth space will be set with 8' high yellow and white back drape, 3' high yellow side dividers, one (1) 7" x 44" identification sign, and floor decking at no additional charge. We suggest you order carpet for over the flooring for a better appearance but, it is not required. Electrical service must be ordered separately (with the exception of overhead lighting provided in tent spaces).

- **Other Tent Space (# beginning with 3000,3100,4300, &4400 at the MBCC and all Sea Isle booth spaces)**

Each space will be set with a tent, (1) 7" x 44" identification sign, and (1) pre-installed overhead florescent light fixture. Other electrical service and tent **side panels** must be ordered separately from Elite Tents.

### **CLEANING:**

Exhibitors are responsible for ordering cleaning service to empty wastebaskets and vacuum carpet in their exhibit space.

### **ELECTRICAL SERVICE:**

All electrical service must be conducted by the official electrical contractor, Edd Helms Electric. Please note electrical service is turned off every night unless otherwise specifically ordered. Please take necessary precautions to protect any perishables or sensitive equipment in your exhibit.

*Electrical Service for Sea Isle Marina & Yachting Center:* Slips are provided with 50/220 power. Exhibitors are required to furnish their own power cords. If 30/110 power is required, please bring an adapter.

### **SIGNS:**

All signs must be professionally produced in keeping with the [NMMA Allocation Procedures & Display Guidelines](#). Exhibitors are permitted to display signs representing their products only in those areas for which they have contracted display space.

### **HANGING SIGNS:**

Plans for hanging signs must be approved in advance by NMMA Show Management. Hanging signs are only permitted over bulk space or booths along the perimeter of the main hall. A bulk space is an area of 400 sq. ft. greater. Hanging signs are not permitted in some Linear Bulk Space, side rooms, second floor exhibits, or the Pavilion tent. Signs may not be hung lower than **25' from the floor in Center exhibit halls A, B, or D.**

Refer to the "Sign Hanging" form located in the Expo Convention Contractors Exhibitor Kit. If you do not pre-ship your hanging sign to the warehouse, your sign must be present in your booth at your scheduled sign hanging date and time, or your installation costs will increase due to schedule changes.

Expo Convention Contractor's will contact you prior to the show to confirm the scheduled move-in date you would like to have your sign hung (due to the movement of equipment to place boats, there may be some restrictions on when your sign can be hung).

## **BOAT EXHIBITS**

### **Dolly Rental:**

Each boat 26' and under must be displayed on wheels (boat trailers, dollies, or cradles with casters). If you do not have dollies available on site for your targeted move-in you can rent them from NMMA. Please refer to the NMMA Dolly Rental Order Form for additional information and rates.

### **Fuel Tanks:**

All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of gas vapors. Fuel tanks shall not be more than ¼ full or contain more than 4 gallons of fuel, whichever is less. The screw in type cap located on the gunnels is considered sealed. At least one battery cable shall be removed from the batteries used to start the engine. The disconnected battery cable shall then be taped. In order to facilitate a smooth move-in process, please disclose in advance on the NMMA Boat Information Form, any vessel that will have a minimal amount of fuel due to testing or transportation.

[Please review the City of Miami Beach Fire Department Show Procedures](#), located in the exhibitor kit, for a complete list of requirements for boats on display. CMB Fire Marshals will be on site conducting inspections. Delays caused by fuel tank problems will be billed at a minimum of \$350.00 an hour and \$525.00 on overtime hour. (Bilge and water tanks must also be emptied prior to arrivals.)

## **TENT EXHIBITS**

Exhibitors who wish to install tents within their exhibit space **must order from our exclusive contractor Elite Tents** by completing and returning the Elite Tent Order Form no later than Monday, **January 2, 2012**. All tent installations are subject to NMMA approval.

## **SEA ISLE MARINA & YACHTING CENTER EXHIBITS**

### **Pump-Out Facilities:**

Pump out facilities are conveniently located on the north fuel dock of the Sea Isle Marina & Yachting Center, adjacent to the gas pump. The slip is approximately 14' x 20' and has a 50' hose.

### **Live Aboard Passes:**

Exhibitors and crews staying aboard boats during the show are required to obtain a "Live Aboard Pass" from the NMMA Show Office. This pass, along with an exhibitor credential will allow access after show hours.