

## LOCATION

### **Venue**

Name: Jacob K. Javits Convention Center  
Address: 655 West 34th Street, New York, NY 10001  
Telephone: 212-216-2000  
Main Entrance: Eleventh Avenue at 35th Street

### **Show Office**

Location: Located in 4B3  
Phone: 212-984-7001  
Hours: Move in: - January 13 – 14 (8AM – 6PM) – Closed January 15-16 – January 17 – 18 (8AM – 6PM)  
Move out: - January 23, 7PM – 11PM, January 24, 8AM – 10PM  
Open 2 hrs. prior to Show opening & closes at the end of the Show each day, January 19 – 23.

### **Press Office**

Location: Located on the 4B Terrace  
Telephone: 312-946-6249  
You are urged to have press information there and report any important visitors and other items that might be newsworthy to your company or the show.  
Press Office is open 8AM-5PM starting January 17, then 2 hours prior to show opening until 7 pm on show days (January 19 – 23).

### **Registration**

Location: Crystal Palace Lobby (East)  
Hours: 8AM-5PM- January 17 – 18  
Open 2 hrs. prior to Show opening & closes at the end of Show each day, January 19 – 23.

### **Freight Desk**

Location: Crystal Palace Lobby (West)  
Hours: Daily 8AM-5PM

### **Metropolitan Exposition Service Desk**

Location: Crystal Palace Lobby (West)  
Hours: Daily 8AM – 4:30PM

## SHOW DATES & HOURS

Wednesday	- January 19	12:00pm to 9:00pm
Thursday	- January 20	12:00pm to 9:00pm
Friday	- January 21	10:00am to 9:00pm
Saturday	- January 22	10:00am to 9:00pm
Sunday	- January 23	10:00am to 6:00pm



## MEETING ROOMS & SPECIAL EVENTS

There are a limited number of meeting and banquet rooms available in the Javits Center for use by exhibitors. Contact Elba Rosales-Rice at 212-984-7001 for availability.

## NEW YORK STATE SALES TAX

Under New York State law, no one may offer for sale or sell taxable merchandise or services at the show unless that person is registered with the tax department. Each vendor selling taxable merchandise at the show must clearly display a validated: "Certificate of Authority",

DTF-17. For further information contact:

(Copy and paste this link to your address bar of your browser to access the DTF-17 form.)

[http://www.tax.state.ny.us/pdf/2007/fillin/st/df17\\_407\\_fill\\_in.pdf](http://www.tax.state.ny.us/pdf/2007/fillin/st/df17_407_fill_in.pdf)

Or

Follow the link to apply online:

<http://www.nys-opal.com/>

NYS-Tax Department  
Sales Tax Registration Unit  
W.A. Harriman Campus  
Albany, NY 12227

From outside NY State call (518) 485-6800; within NY-State call (800) 462-8100

Or visit the NYS Dept of taxation and finance website - <http://www.tax.state.ny.us/>

## CONDUCT OF EXHIBITS

Booths must be manned during all show hours. Buyers are on the floor until the last minute of the show (Sunday, 5:00pm) and expect exhibitors to be present. Only firms that have contracted for space are allowed to demonstrate product, solicit orders or distribute advertising at the show. Confine distribution of literature, signage, models and sales to your exhibit space.

## EXHIBIT CLASSIFICATION

Exhibit classification is based upon space dimensions (booth: 5 x 15, 10' x 10', 10' x 20', etc.; bulk: 20' x 30', '30' x 40', 40' x 50', etc). However, there are a few exceptions. If you have any questions regarding your classification, please contact Show Management.

## STANDARD BOOTH EQUIPMENT

Exhibitors occupying in-line booth space are provided with a two line identification sign, and an eight-foot high back drape at no charge. Please complete the BOOTH IDENTIFICATION SIGN ORDER form in the Service Order Forms section of this kit. If a sign is not ordered, it will not be provided.

## DISPLAY REGULATIONS & UNION GUIDELINES

There are important regulations pertaining to exhibit structures and union labor relations in the Jacob K. Javits Convention Center and the City of New York. They are outlined in the Javits Tool Kit in the back of this manual. Please pay special attention to them.

## PARKING FACILITIES

Jacob K. Javits Convention Center has no on premise parking facilities. There are numerous private lots in the area north of 39th Street on 11th Avenue, and east of the Center on 9th and 10th Avenues.

Check <http://www.nyboatshow.com/attendees/parking.aspx> for a list of the areas least expensive parking options.

An Exhibitor Credential allows you to entrance to the Show during move-in, move-out, and 2 hours before show opening on show days.

Your company is allotted passes according to total exhibit area occupied per the following formula:

200 sq. ft. or less = 6 Credentials  
201-500 sq. ft. = 10 Credentials  
501-2000 sq. ft. or more = 12 Credentials  
2001-3500 sq. ft = 15 Credentials  
3500 sq. ft. or more = 20 Credentials

Exhibitor Credentials will only be issued to employees of your company, and will be mailed to you prior to the show.

**Only personnel working the exhibit are eligible for exhibitor Credentials.** Replacement and/or additional Credentials can be obtained at the Exhibitor Registration Counter on the Lobby Level for \$15 per Credential. Please complete and return the **Exhibitor Credential Order Form** (pg.27) by December 14 to ensure prompt processing of your passes.

*\*Do not include personnel from working dealerships. Boat manufacturers with working dealers should complete and return the **Working Dealer Information Form** (Pg. 28) including the list of companies working the show. A separate form will be sent to those dealerships requesting a list of individual names for processing.*

**GUEST TICKETS:** Exhibitors can order Exhibitor Guest Tickets (pg.32) in advance, using the order form in the Registration & Guest Ticket section of this kit. Additional tickets can be obtained onsite at Registration located in the lobby.

## **WHAT IS:**

### **An Exhibitor Credential?**

An Exhibitor Credential allows early (2 hours before opening) access into the show and removal of product from the show.

### **A Trade Credential?**

A Credential for those in the marine industry attending the show—not working an exhibit.

We will issue 2 types of Stock this year – NMMA Marine Trades and NMMA Boat & Sportshows

**NMMA Marine Trades** will replace the following: Manufacturers, Manufacturers Rep., Retailer (Dealer), Retailer & Marina, Marine Service, and Wholesaler

**NMMA Boat & Sportshows** will replace the following: Service Contractor, Working Press, Guest, Volunteer, Employee

### **An Exhibitor Guest Ticket?**

A ticket which exhibitors buy to give to their clients/friends allowing entry into the show.

Unlimited orders can be placed.

Only tickets collected at the gate will be billed to exhibitors.

Tickets are billed at a 50% discount from the box office price.

A great promotional tool!

## **WILL CALL?**

**1. Complete the Guest List Form.**

Typed or printed, alphabetized list with the guests' names and number of tickets each. (See guest list form). You have the option to separate your tickets in envelopes OR just leave a set of tickets along with the Guest list. For Example: John Smith (4), Joe Smith (2) – Leave a total of (6) tickets with your Guest List.

**2. Be sure to include your on-site phone number on the Guest List so we can get in touch with you, in case your customer's name is not on the Guest List.**

**3. You can Add, Change, Remove names as needed. You will be the only one Authorized to do so.**

**4. Multiple lists are allowed per Company, by different Sales Associates. Each Sales Associate will have a separate Guest List on file.**

**5. Inform your customers to ask for Your Company Name. We will then look up your customer's name on the Guest List and ask them to sign the Guest List.**

**6. You may also submit your Guest List along with your Exhibitor Guest Ticket Order in advance. We can hold your tickets instead of mailing them out to you to distribute. Your tickets will then be placed in a folder with your Guest List in our Will Call bins.**

## **HOW TO ORDER:**

### **Exhibitor Credential & Working Credential**

Fill out the specific form in this section of the exhibitor's kit. Include full name and title of employees working the exhibits. Fill in contact name and whether Credentials should be mailed or held for pick up.

### **Trade Credentials:**

Trade Credentials are free for NMMA and \$25.00 for non-members. On company letterhead, list employee's full name, title and type of company. Mail with payment (if applicable) or fax to: NMMA, 9050 Pines Blvd., Suite 305 Pembroke Pines, FL 33024; Fax (954) 430-3171. Attn: Debbie Harewood

### **Exhibitor Guest Tickets:**

Fill out the form in this section of the exhibitor's kit (page 32).

### **Questions:**

Call Elba Rosales-Rice at 212-984-7001. We're glad to help!

## ON SITE SHOW MANAGEMENT PHONE NUMBERS

Show Office	212-984-7001 Effective 1/13
Press Office	212-984-7008 Effective 1/13



## HOTELS

TBA

## OFFICIAL CONTRACTORS



### **FACILITY**

Jacob K. Javits Convention Center  
(212) 216-2000



### **ELECTRICAL SERVICE**

Javits Convention Center Electric Dept.  
(212) 216-2658



### **TELEPHONE SERVICE**

Javits Telephone Service (212) 216-2549



### **FLORAL DECORATIONS**

Spring Valley Floral (845) 268-7555



### **AUDIO VISUAL**

Metro Multimedia (201) 296-0600



### **DECORATOR-BOOTH FURNISHINGS & LABOR**

Metropololitan Exposition (201) 994-1300

**Feature your NEW product or latest introduction in the New York Boat Show press kit, online NEW product gallery and pre-Show media materials -- it's easy!**

Just send a short blurb about the product introduction(s) you're making at the Show and a jpeg or photo, and ... voilà, you'll be there! We release media materials starting in September and put press materials online by mid-November then update all on a regular basis until Show time. The sooner you send us the information, the more exposure you'll get! (If you are not the person who can make this happen, please pass this information along.)

**Please e-mail your contact and product information (and high resolution jpegs too if available) to Ellen Hopkins at 312.946.6249 or [ehopkins@nmma.org](mailto:ehopkins@nmma.org).**

To be included in the Show press kit and general pre-Show outreach, please get us your information by **Friday, December 10**.

## **Media Coverage at the Show Can Put the Focus on You**

**It pays to keep us in the loop.** NYBS coverage comes from the Press Center staff recommending what's a "must-see" on the show floor, along with our up-to-the-minute "*What's New & What's Hot*" list distributed to media on site. For last minute news right before the show and at the Show, you can add your new product info to our Show "sizzle" by letting the Press Center know your news.

Many media still like to work with hard copies or CD's of product information instead of electronic. Please bring 20 press kits or CD's to the Press Center on **Tuesday, January 18**, for distribution to the on-site media. If you wish to send them in advance, please contact Ellen at [ehoptkins@nmma.org](mailto:ehoptkins@nmma.org) for shipping instructions.

**Please be sure to include your company's contact person or outside public relations firm with a phone number and e-mail address.**

If you have questions or need further information, please contact Ellen Hopkins at 312.946.6249 or [ehopkins@nmma.org](mailto:ehopkins@nmma.org).

*Thanks for helping us make the New York Boat Show a media magnet!*

## **\*BOOTH EXHIBITORS ONLY\***

### **EXHIBIT INSTALLATION**

The installation schedule for booth exhibitors in the New York National Boat Show is as follows:

Friday, January 14	8:00am – 4:00pm Limited booth area move in only *
Saturday, January 15	TBD
Sunday, January 16	Closed
Monday, January 17	8:00am - 4:00pm
Tuesday, January 18	8:00am - 4:00pm

### **THERE IS NO LABOR ON AFTER 4:00PM**

Booth Exhibitors can check in directly at the trailer at 39th Street & 12th Avenue (behind the center) per the above schedule.

To ensure a smooth and efficient show installation, ship all equipment and/or display materials to ABF Warehouse. This warehouse service includes 30 days FREE storage prior to the show, transport to the Jacob K. Javits Convention Center loading docks and delivery to your booth space. Your empty crates are then stored, and returned to you at show break. Once repacked they are loaded onto outbound carriers from the show floor.

**All this is done without charge to you, the exhibitor—NMMA pays these equipment and labor costs.**

### **LABEL SHIPMENTS AS FOLLOWS:**

#### **TO ADVANCED WAREHOUSE:**

To be received by January 12 at Noon

EXHIBITOR (COMPANY) NAME  
SPACE NUMBER  
New York National Boat Show  
c/o ABF Freightways  
414 Maspeth, Ave  
Brooklyn, NY 11211  
Phone # (800) 654-7019

#### **TO JAVITS CENTER:**

To be received on/after January 13

EXHIBITOR (COMPANY) NAME  
SPACE NUMBER  
New York National Boat Show  
NMMA Freight Dept.  
c/o Jacob K. Javits Convention Center  
39th Street at 12th Avenue  
New York, NY 10001

The Advanced Warehouse will receive crated, boxed or skidded shipments as early as **Monday, December 13**. Weekend deliveries cannot be accepted at the warehouse, please plan accordingly. No uncrated or loose shipments will be accepted. Shipments will be received until noon on **Wednesday, January 12**.

\*\* All freight must be shipped prepaid. No collect shipments will be accepted. All shipments/materials should be documented on a straight bill-of-lading and a copy sent to the Advanced Warehouse at the above address.

**Exhibit materials directed to the warehouse before January 12 will be delivered to your booth and ready for you to begin setting up by 8:00am, January 17**

**All exhibits must be set and operational by 10:00am on Wednesday, January 19.**

**CRATE STORAGE:** Crates and empty containers must be prepared for removal as soon as possible after unpacking. This includes affixing “EMPTY” stickers and positioning crates/cartons on the front edge of exhibit space. “EMPTY and STORAGE” labels will be available at the NMMA Freight Desk in the Crystal Palace Lobby.  
**Do not store un-displayed products in empty containers.**

## EXHIBIT REMOVAL

**All exhibits must remain staffed and intact until the official show closing (6:00 pm, Sunday, January 23).** At this time, aisle carpeting will be removed and the exhibit floor will be prepared for the return of empty crates. It will take approximately four to six hours to return all empty crates to all exhibitors.

### Upon completion of repacking....

Exhibitors may “hand-carry small items (without the use of hand trucks or dollies) when leaving Sunday evening, but must show their Exhibitor Credential (and/or personal identification upon request) before exiting and re-entering. All other items should be prepared for early morning pick-up. We only have **one full day**, so kindly be prepared for a quick move-out.

Exhibitors shipping exhibit materials should fill out and drop off a bill-of-lading at the NMMA Freight Desk. Bills-of-lading, storage and empty labels are also available at the Freight Desk during the show.

For your convenience, “common carriers” will be represented at our freight desk and can assist you in coordinating your outbound shipment.

NMMA will “force” shipments if not removed by **Noon on Monday, January 24** (Exhibitors will be charged for this service). The NMMA cannot take responsibility for loss/damage to shipments forced from the show floor.

## **\*BULK & BOAT EXHIBITORS ONLY\***

### **EXHIBIT INSTALLATION**

**Exhibit move-in will begin on Thursday, January 13.** You will be notified by fax of your specific targeted, move-in/out dates & times by December 16. PLEASE make note of your move-in target. **Late exhibitors will be BILLED for any delays caused by their being OFF TARGET!**

### **INSTALLATION SCHEDULE**

Friday, January 15	Level 3, Halls B, E & Crystal Palace Lobby
Saturday, January 16	TBD
Sunday, January 17	Closed
Monday, January 18	Level 3, Halls E
Tuesday, January 19	Level 3, Hall B

**\* Please complete the BOAT INFORMATION form on page 30 and return it by November 19 to ensure that adequate time is given to your company for exhibit set-up.**

**ADVANCE SHIPMENTS:** You may ship your exhibit materials and/or equipment to the Convention Drayage warehouse facility where it will be stored. This service includes 30 days free storage prior to the show, transport to the Jacob K. Javits Convention Center loading docks, and delivery to your space. Your empty crates are then stored and returned to you at show break. Once repacked, they are loaded onto outbound carriers from the Javits Center.

**All this is done without charge to you, the exhibitor—NMMA pays these equipment and labor costs.**

### **LABEL ADVANCED SHIPMENTS AS FOLLOWS:**

#### **TO WAREHOUSE:**

To be received by January 12 at Noon

EXHIBITOR (COMPANY) NAME  
SPACE NUMBER  
New York Boat Show  
c/o ABF Freightways  
414 Maspeth Ave.  
Brooklyn, NY 11211  
Phone #: (800) 654-7019

The Advanced Warehouse will receive crated, boxed or skid shipments as early as **December 14**. Weekend deliveries cannot be accepted at the warehouse, please plan accordingly. No uncrated or loose shipments will be accepted. **Shipments will be received until Noon on Wednesday, January 12.**

All freight must be shipped prepaid. No collect shipments will be accepted. All shipments/materials should be documented on a straight bill-of-lading and a copy sent to advanced warehouse at the above address.

## EXHIBITOR CARPET INSTALLATION:

Bulk space exhibitors may have their own carpet installed provided they complete and return the EXHIBITOR CARPET INSTALLATION FORM in the Order Forms section, and pre-ship their carpet to the Advanced Warehouse prior to December 5. Carpet rolls should be clearly marked Attn: Metropolitan Exposition. Carpet must be in whole roll(s), not a conglomerate of pieces. A layout indicating how carpet is to be installed in space is also required. Pre-shipped carpet will be installed before your scheduled move-in time. THIS IS HIGHLY RECOMMENDED. The charge for carpet installation is due and payable with your advance order.

**All exhibits must be set and operational by 10am, Wednesday, January 19.**

**DIRECT SHIPMENTS:** Exhibitors delivering boats or exhibit materials directly to the Jacob K. Javits Convention Center will be mailed a specific move-in date & time by **December 16** indicating when your shipment will be received and delivered to your exhibit space.

### LABEL ADVANCED SHIPMENTS AS FOLLOWS:

**TO JAVITS/SHOW SITE:**  
To be received on/after January 12  
  
EXHIBITOR (COMPANY), SPACE NUMBER  
NEW YORK BOAT SHOW  
c/o Jacob K. Javits Convention Center  
39<sup>th</sup> Street & 12<sup>th</sup> Avenue  
New York, NY 10001

The Jacob K. Javits Convention Center has no facility to receive direct shipments that arrive before your assigned move-in date. Please do not direct shipments to arrive before this date. If necessary, forward shipments to the warehouse.

**It is imperative that your carrier be scheduled to arrive on your target date & time. All drivers making freight deliveries to the show must first obtain the appropriate credentials (move-in card and dock instructions) from the Inbound Freight Office located on 39<sup>th</sup> Street between 11<sup>th</sup> and 12<sup>th</sup> Avenues (behind the center, underneath the ramp). Shipments will not be accepted at the Javits Center docks without these credentials.**

Drivers are also required to stay with their vehicles while waiting, so that they can be dispatched to the convention center on quick notice.

**OVERSIZE LOADS:** Specific restrictions limit the use of highways on weekends and holidays when transporting oversized loads. Be sure to secure all required permits (New York State/City of New York and State of New Jersey) for transporting oversize loads.

Restrictions for travel will be given when permits are received. Call the NY Dept. of Over Dimension vehicles/permits for assistance. The Boats will be allowed to enter the Javits Center from 39<sup>th</sup> street ramp between 10:00PM - 5AM. You must get pre-authorization from Jon Pritko, Show Manager to have your boats set in a specified location on the Hall floor. All boats must stay on trailers and no unloading is allowed.

In New York State: Carriers with load dimensions greater than 8' wide, 13.5' high and 35' long (single vehicle) or 55' long (combo vehicle) may not travel during daylight hours (5 am – 10 pm).

In New Jersey: Carriers with load dimensions greater than 8' wide and/or exceeding 63' in length may only travel during daylight hours.

#### **For assistance contact:**

New Jersey Department of Over-dimension Vehicles/Permits (609) 633-9413  
New Jersey Motor Carriers (609) 633-9400  
New York City/State, Department of Transportation, Bureau of Permits (212) 341-3726

For more information, you can visit the website.

<http://www.nyc.gov/html/dot/html/motorist/oversize.shtml>

In New York City:

Days and Time of Travel	Limits	Travel Restrictions
Monday-Thursday 10 AM - 4 PM	Up to 10' Wide 99' 11" Long	None
Friday (and day before holiday) 10 AM - 3 PM	Up to 10' Wide 99' 11" Long	None
Monday-Friday 11 AM - 2 PM	Up to 11'11" Wide * 99' 11" Long 13'6" high, 80,000 lbs *	Only GWB or Westchester I95 To 495 via interstate ONLY
Monday-Thursday 10 AM - 5:30 AM	All Loads	None
Saturday 12:01 AM - 5:30 AM	Up to 100' Long	None
Monday	Up to 100' Long	None

\* Throgs Neck Bridge restriction: No loads over 9'6" wide, 80,000 lbs. can cross during daytime hours. These loads must go at night.

Loads 14' in height and under can travel during the day; anything over 14' must go at night.

For more information, contact the DOT Authorized Parking and Permits Bureau at (718) 433-3237.

**BOAT HANDLING:**

Access to the Javits Center is scheduled according to the location of exhibition space and the movement of boat handling equipment. Move-in times are assigned in order to accommodate everyone's handling needs, to utilize manpower and equipment efficiently, and to control traffic. Exhibitors will not be charged for handling services provided that:

1. Exhibitor or display supervisor has returned the **BOAT INFORMATION FORM (Pg. 30)**, listing boat(s) and their handling needs, including extra bridge or hard top work. A layout indicating boat placement is also necessary.
2. Exhibitor has arrived at least one hour prior to his target time and checked in at the marshalling yard, (**Javits Center Lot, 33<sup>rd</sup> Street between 11<sup>th</sup> and 12<sup>th</sup> Avenues – see map on pg. 16**) and driver is available to drive the vehicle into the Javits Center when it is time to unload. **ALL Vehicles must be removed immediately after unloading.**
3. Exhibitor is on hand to supervise boat placement within the exhibit space.
4. Boats are accompanied by the proper weight bearing, pre-assembled trailer, cradle, dolly or stand. **Wooden blocks and jack stands (chained together to ensure stability) are recommended.**

**NOTE: A \$500 per hour fee can be assessed to any exhibitor who causes a delay in schedules due to arrival past an assigned target time, double handling of boat(s) or equipment, wait-time stemming from "hard sets" onto blocks, unprepared cradle supports, or not pre-shipping carpet.**

**ELIMINATE DELAYS!**

You can help eliminate costly delays by planning ahead:

Fax or send the Boat Information sheet with scaled booth layout and installation information. Kindly include contact information.

Advance order electrical service for your exhibit prior to your boat move-in time.

Pre-ship your carpet and pre-order carpet installation to be completed prior to your boat move-in time.

Have all personnel, product and dollies/boat supports ready for placement.

**CRATE STORAGE:** Crates and empty containers must be prepared for removal as soon as possible after unpacking. This includes affixing "EMPTY" stickers and positioning crates/cartons on the front edge of exhibit space. "EMPTY" labels will be available at the NMMA Freight Desk in the lobby. **Do not store products in empty containers.**

## **EXHIBIT REMOVAL**

**All exhibits must remain staffed and intact until the official show closing (6:00 p.m., Sunday, January 23).** At this time, aisle carpeting will be removed (taking approximately two hours), and the exhibit floor prepared for the return of empty crates. It will take approximately four to six hours to return all empty crates to all exhibitors.

### **Upon completion of repacking....**

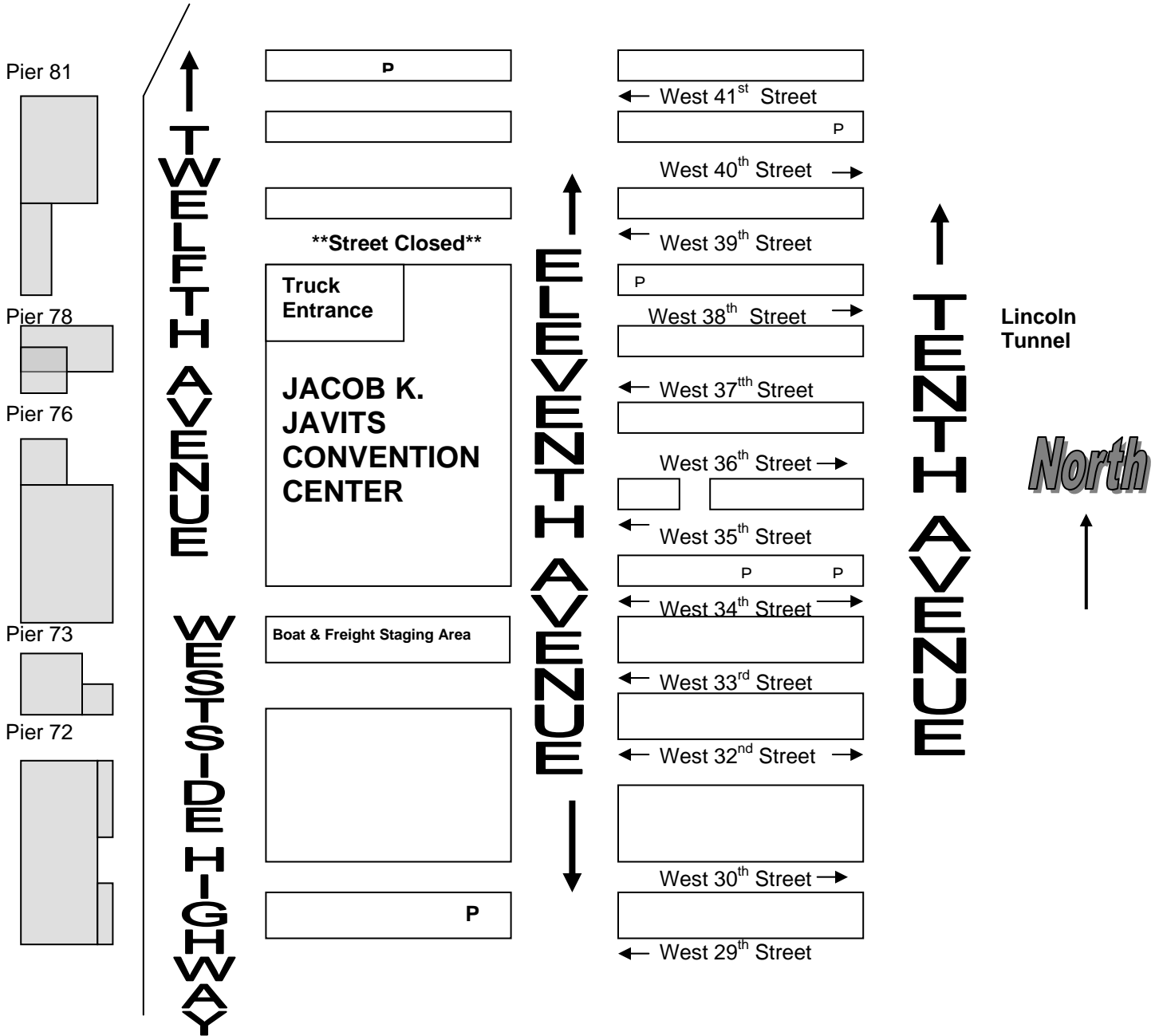
Exhibitors may “hand carry” small items (without the use of hand trucks or dollies) when leaving Sunday night, but must show their Exhibitor Credential (and/or personal identification) upon request before exiting.

Exhibitors shipping exhibit materials should fill out and drop off a bill-of-lading at the NMMA Freight Desk. Bill-of-lading, empty stickers and storage stickers are also available at this location. For your convenience, “common carriers” will be represented at our freight desk and can assist you in coordinating your outbound shipment.

**\* All exhibit materials and equipment must leave the building by 10:00 a.m. on Tuesday, January 25.** Any boat trailers, engines, motors or exhibit materials remaining in the building after the above date will be removed to storage at exhibitor’s expense and risk or removed from the floor and scrapped in order to clean the floor for the next exposition.

**All trailers, boats and trucks must be removed from the marshalling yard no later than Noon on Tuesday, January 25.**

# STAGING LOT MAP



**BOAT SHIPPING/HANDLING:** All drivers picking up or delivering boats must check in at the Boat & Freight Staging Area at least 1 hour prior to their scheduled move-in/out time. Due to limited staging any boat arriving prior to their scheduled move in will not be accepted. The Boat and Freight Staging Area will be available from January 13 – January 18 and January 23 – January 25 (Noon).

**All drivers must check in and out at all times.**

**BULK/OPEN AREA EXHIBITORS** or anyone planning a newly constructed, elaborate display must submit a to-scale drawing of their exhibit to Show Management for approval. Please advise us if your exhibit has not been altered since last year; thus, you may not need to reapply for approval. This drawing, located on the reverse side of the Boat Information Form pg. 30, should be submitted no later than Monday, November 19.

**TWO STORY EXHIBITS** require the submission of floor plans to the Building Department by a New York State registered architect. Standard guidelines are available from the Javits Center upon request. Compliance with these specifications will eliminate the need for exhibitors to file for individual building permits. Compliance with and use of these standard specifications in no way relieves the exhibitor from any insurance & indemnification requirements or liabilities. For more information or a copy of these guidelines, call **Josh Rosales at 212-984-7018**.

**HEAVY EXHIBITS:** Maximum carrying capacity of the third level exhibition floor in the Javits Center is 350 lbs. per square foot. Exhibitors displaying large cruisers or heavy engines must arrange for cradles, skidding or platforms with a bearing area on the floor sufficient to distribute the weight of boats or engines in compliance with these limitations.

Engine exhibits should, if possible, be shipped fully mounted on their exhibition stands. It will be to your advantage to arrange engine exhibits or other mechanical installation so that a minimum of labor will be required after uncrating. All work of this nature performed at the Javits Center must be done by union labor, and this includes hoisting and setting up motors or other heavy machinery where rigging, carpentry, electrical, painting or decorative work is required. It is recommended that advance arrangements be made through your display house and/or the NMMA Freight Department.

**FLAMEPROOFING:** Carpets, drapes, curtains, scenery, woodwork and other flammable materials used in construction or artistic enhancement of displays, must be treated for flame retardancy by a method or a compound approved by the New York Board of Standards and Appeals. An affidavit must be filed with the fire department or kept available in the display for the fire inspector to see on demand. Samples of merchandise for sale are exempted from above rules.

**SOUND:** Exhibitors must police their own booths to be sure the noise level from presentations is kept to a minimum and does not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be limited or discontinued.

**FUEL TANKS:** All fuel tanks must be emptied (less than 1/8<sup>th</sup> of a tank) & free of vapors. All tanks will be subjected to Fire Marshal inspection. Delays will be billed at a minimum of \$335 per hr. and \$500 overtime.



In order to make your move-in smooth and easy, please review our suggested freight procedures:

## **I. BEFORE LEAVING THE OFFICE:**

Get a copy of the original bill-of-lading, indicating the carrier, piece count, weight, origin of shipment and the consignee (destination of shipment).

Obtain pro numbers, which identify the shipment. This series of numbers enables the carrier to track shipments from their point of origin to their destination.

## **II. UPON ARRIVAL AT THE SHOW:**

Go to your booth and count the pieces in your booth. Compare this with the shipping information from your office.

Upon uncrating, if you find any concealed damage, (damage not visible upon inspection of crate exterior), go to the NMMA Freight Desk or Show Office. A report will be written and the Freight Carrier will be notified for a visual inspection.

Obtain storage and empty stickers if you wish us to store the boxes and have them brought back to you after show closing. Please only take the quantity of stickers needed for your shipment.

## **III. WHEN YOU ARE MISSING FREIGHT, ENTIRE OR PARTIAL SHIPMENT:**

If missing a piece, DO NOT UNPACK any of your freight. First look in the surrounding exhibit spaces. At times the exhibit floor becomes congested and forklifts cannot get to your booth, so shipments may be dropped off near your booth not in it.

If entire shipment is missing, call your carrier and give them the Pro number that your shipment can be tracked.

After exhausting all of the above possibilities, go to the Exhibitor Service Area and a Freight Manager will assist you.



## **MATERIAL HANDLING SERVICES LIMITS OF LIABILITY AND RESPONSIBILITY**

NMMA, as the Material Handling Contractor, shall have control over all freight docks, door, elevators and crate storage areas.

Freight will not be received at the show site prior to **January 13**. Shipments arriving before 8:00 am and after 4:30 pm Monday through Friday will be charged at the overtime rate of **\$12.00 cwt** (hundred pounds).

NMMA and its subcontractors shall not be responsible for damage to uncrated and/or un-skidded materials, improperly packed, glass breakage or concealed damage.

NMMA and its subcontractors, are not, and cannot be responsible for loss or disappearance of Exhibitor's materials after same have been delivered to Exhibitor's booth.

Inbound Shipments – There may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of the representative at the booth and during such time the shipment(s) will be left unattended in the booth. Neither NMMA nor its subcontractors shall be responsible for any loss or damage which may occur during such period.

NMMA and its subcontractors cannot be responsible for disappearance of Exhibitor's materials before the materials are picked up from the Exhibitor's booth for loading out after the show. All bills-of-lading covering outgoing shipments, which are given to NMMA by Exhibitors, will be checked at the time of pick-up from the booths and corrections made where discrepancies exist.

Outgoing Shipments-It is possible that there will be a lapse of time between the completion of packing and the actual pick-up of materials from the booths for loading onto a carrier, and during such time the shipment(s) will be left unattended in the booth. NMMA or its subcontractors will adjust the quantities of items on any bill-of-lading submitted to conform to the actual count of such items in the booth at time of pick-up.

NMMA and its subcontractors shall not be responsible for ordinary wear and tear in handling of equipment, nor for loss, delay or damage due to fire, theft, windstorm, water, vandalism, acts of God, mysterious disappearance, strikes, lockouts or work stoppage of any kind, or other causes beyond its control.

It is understood that NMMA and its subcontractors, are not insurers, that insurance, if any, shall be obtained by the Exhibitor and that any amounts payable to NMMA hereunder are based on the value of the materials handling services and the scope of the liability as herein set forth and are unrelated to the value of the Exhibitor's property being handled. Since it is impractical and extremely difficult to fix the value of each shipment handled by NMMA or its subcontractors, it is understood that NMMA and its subcontractors, do not provide for full liability should loss of damage occur. It is agreed that if NMMA or its subcontractors should be found liable for losses of damage due to a failure to properly handle Exhibitor's equipment, the liability shall be limited to the specific article which was physically lost or damaged and such liability shall be limited to a sum equal to \$.30 per pound, per article with a maximum liability of \$50.0 per incident, or \$1,000.00 per shipment, whichever is less, as agreed upon damages and not as a penalty, as the exclusive remedy. The liability of NMMA and its subcontractors shall be limited to that derived from any loss or damage which results solely from the gross negligence of NMMA or its subcontractors in the actual physical handling of the items comprising Exhibitor's shipment(s) and not for any other type of loss or damage. Any claim for loss or damage must be submitted to NMMA prior to the close of the show.

NMMA and its subcontractors, shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues or for any collateral costs, which may result from any loss or damage to an Exhibitor's materials which may make it impossible or impractical to exhibit same.

The Exhibitor agrees, in connection with the receipts, handling, temporary storage and reloading of our materials that NMMA and its subcontractors, will provide their services as our agent, and not as bailee or shipper. If any employee of NMMA or its subcontractors shall sign a delivery receipt, bill-of-lading or other document we agree that NMMA or its subcontractors, will do so as the Exhibitor's agent and the Exhibitor accepts therefore the responsibility.

In order to expedite removal of materials from the show site, NMMA shall have the authority to change designated carriers, if such carriers do not pick up on time. Where no disposition is made by the Exhibitor, materials will be taken to a warehouse to await Exhibitor's shipping instructions and the Exhibitor agrees to be responsible to pay for charges relating to such handling at the warehouse. No liability will be assumed as a result of such re-routing or handling.

Once exhibits or materials are placed in the booth, NMMA will not be responsible for condition, count, or content until such time as exhibits or materials are picked up for removal after the close of the Show.

**PROPERTY INSURANCE: BE SURE YOUR MATERIALS ARE INSURED** from the time they leave your firm until they are returned after the show. We suggest that Exhibitors arrange "all risk" coverage. This can be done by "riders" to existing policies. Contact your insurance representative. **BE SURE YOUR LIABILITY INSURANCE IS IN EFFECT AT THE SHOW SITE.** Be sure to review other insurance requirements per the contract for space.

Freight moved in or out on overtime, through no fault of NMMA, will be billed an additional \$12.00/cwt.

Freight will not be received at the show site prior to the dates stated on the front of this form.

All shipments should be made on commercial bills of lading. It is understood all shipments are released to NMMA at a value not to exceed \$.30/pound with a maximum of \$50.00 per article.

Any shipment requiring special handling due to length, width, height or weight will be handled on a time and material basis. Any single piece, due to its size, that will not fit through the doorways or elevators will be taken as far as possible and then become the responsibility of the exhibitor.

NMMA will not be responsible for the count or content after it has been placed in the booth area and will not assume responsibility for the count or content of material left in the booth prior to NMMA taking physical count and possession in preparation to moving such material.

All outbound shipments must be tendered with a **completed** NMMA bill of lading, signed and turned in to personnel at the freight service desk upon completion of packing your freight at the close of the show.

It is the exhibitor's responsibility to insure against fire, theft and all hazards while in transit to and from their booth and for the duration of the exhibition.

Exhibitor routing on outbound shipments will be honored when possible. In the event the designated carrier fails to arrive by the specified time, such shipments will be re-routed by NMMA.

NMMA assumes no responsibility for concealed damages.

Exhibits left on the exhibit floor without return instructions will be returned to the exhibitor's address, freight collect, if possible.

NMMA as the material handling contractor shall have control over the freight docks, doors, elevators and crate storage areas.

Shipments arriving before 8 a.m. and after 4 p.m., Monday through Friday, will be charged at the overtime rate of \$12.00/cwt.

## SUGGESTIONS & PRECAUTIONS

- Ship locked trunks or crates. Avoid using small cartons for shipping products and **do not** label the contents on the outside.
- Furnish your carrier with accurate bills of lading.
- Report any damaged or lost cartons to the NMMA Show Management immediately.
- Do not store non-displayed products in “empty” crates or cartons.
- Cover your displays at night.
- Do not leave briefcases, calculators, laptop PCs, cameras, etc. in unattended booths.
- Pack quickly upon receiving your empty crates at show break.
- During move-out, have an employee remain with the exhibit until all products have been repacked.

**DURING SHOW BREAK ON SUNDAY, JANUARY 23 PLEASE SPEND A FEW MOMENTS SECURING THE MERCHANDISE IN YOUR EXHIBIT**

## ACCIDENTS & INJURIES

Please report all accidents and/or injuries during the show to Show Management and security immediately. Contact any security officer, floor manager or show staff to report any situation.

## SECURITY ROOM

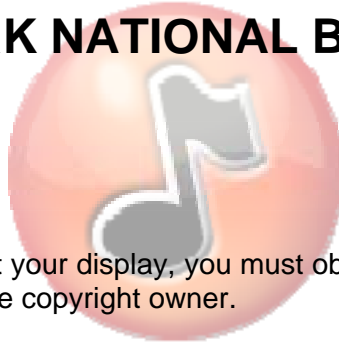
Take advantage of our Security Room. These facilities are available at the end of each day and again before show opening. The Security Room is located at the back of the hall under the low ceiling area. Please note that there is limited space available.

## INSURANCE

Neither the New York Boat Show, the Javits Center nor any show contractor can be responsible for the loss of merchandise before, during or after the show. We recommend that you contact your insurance company and secure, for a nominal fee, an all risk rider for merchandise and equipment from the point of shipment to the return to that point. Sample of insurance form on following page.



## NEW YORK NATIONAL BOAT SHOW



If any copyrighted music is to be played at your display, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner.

The licensing requirements include the playing of live as well as recorded music (records, tapes, compact discs, radio broadcast, etc.) and also include music whether it is the essence of the presentation or is used only as background on videotapes or other presentations.

To obtain a valid ASCAP or BMI license, simply write a letter to the agencies listed below and tell them of the composition and the names and dates of the show you will be playing it for.

ASCAP Licensing Dept.  
1 Lincoln Plaza  
New York, NY 10023  
(212) 621-6000

BMI Licensing Dept.  
320 West 57<sup>th</sup> Street  
New York, NY 10019  
(212) 586-2000

Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law and a breach of your contract with NMMA. **Penalties can amount to several thousand dollars.**

**Please take a few minutes to ensure a hassle-free event by acquiring the proper license.**

Other options available to you are:

- Simply don't play music in your display.
- Contact the composer to make your own deal.
- Use the music that is in the public domain.
- Use the music from music libraries that have already obtained their own licenses from ASCAP and BMI or create original work.

Music libraries include:

Associated Production Music – (323) 461-3211  
DeWolfe Music Library – (212) 382-0220  
Killer Tracks – (2323) 957-4455  
Omnimusic, Inc. – (516) 883-0121  
TRF Production Music Libraries – (800) 899-6871

Capital Music – (213) 462-6251  
FirstCom – (972) 446-8742  
Manhattan Production – (800) 227-1954  
Promusic, Inc. – (800) 322-7879

**Pay close attention to deadline dates.**

## **Show Management Forms**

Public Relations & Publicity Opportunities (pg. 7)  
Exhibitor Appointed Contractor (pg. 18)  
Exhibitor Credential Order (pg. 26)  
Working Exhibitor Information (pg. 27)  
Working Exhibitor Credential Order (pg. 28)  
Exhibitor Guest Ticket Order (pg. 29)  
Boat Information & Space Diagram (pg. 30-31)  
Dolly Rental Order (pg. 31)  
Insurance Form (pg. 39)

## **DEADLINE DATE**

December 10  
December 20  
December 20  
December 20  
December 20  
December 20  
November 19  
December 20  
December 20

## **Service Providers**

Metro Multi Media- AV Equipment  
Spring Valley Floral Decorations Order

## **Official Contractors Metropolitan Exposition (Official Decorating Contractor)**

TBA

## **Jacob Javits – Tool Kit**

Payment Form  
Electrical Services Request  
Javits Cleaning Services Request  
Plumbing Services Request  
Telecommunications Request  
Catering Services Request

January 3  
January 3  
January 3  
January 3  
January 3













# DOLLY RENTAL ORDER



**DEADLINE: November 14**

Each boat under 26' must be displayed on wheels (boat trailers, dollies or cradles with casters). If you do not have dollies, you can rent them from the NMMA.

Maximum handling weight is 7,200 lbs. per set/ 3600 each dolly.  
Limited quantities are available and orders will be filled on a first come basis.

**Rental Charges are: \$125.00 PER DOLLY**

**A \$125.00 DEPOSIT IS REQUIRED WITH ORDER!**

All dollies must be paid in full prior to show closing. If dollies are not returned at show close, exhibitor will be charged the replacement cost of \$250.00 per each dolly. Dollies are to be checked **out** and **in** by the exhibitors' on site personnel (if not, exhibitor will be billed for the replacement cost).

TYPE OF BOAT	LENGTH	BEAM	WEIGHT

**ALL ORDERS MUST BE ACCOMPANIED BY THE NMMA CREDIT CARD PAYMENT FORM (pg. 26)**

Company Name: \_\_\_\_\_ Space # \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Signature **X** \_\_\_\_\_

**PHOTOCOPY THIS FORM FOR ADDITIONAL ORDERS**

**Return To:**  
New York National Boat Show  
148 West 37th St., 11th Floor  
New York, NY 10018  
Attn: Josh Rosales  
Fax (212) 564-2728

# EXHIBITOR'S LIABILITY INSURANCE



## REPLACE FORM

NMMA makes it easy-one check will take care of all your general liability insurance needs at every NMMA Boat Show. Acordia/Northwest offers coverage in conformance with your NMMA Boat Shows exhibitor's contract at low rates... written by an A+ VII Carrier. Coverage applies for show(s) periods, plus move-in and move-out dates.

YOU GET: Commercial General Liability with limits of \$1,000,000 each member, each occurrence, subject to \$1,000,000 for any one occurrence irrespective of the number of members involved, including coverage for any Additional Insureds in accordance with each NMMA Boat Show exhibitor's contract. There is no deductible.

### **BOOTH & ON-SHORE BOAT EXHIBITORS ONLY**

**Premium Including Tax \$175 each booth/boat, each show**

### **IN-WATER BOAT EXHIBIT**

**Premium Including Tax \$225 each boat, each show**

### **DEMONSTRATION RIDES ARE NOT COVERED UNDER THIS POLICY!**

PLEASE PROCESS SUBMISSION EARLY SO COVERAGE IS IN PLACE AT LEAST THREE WEEKS PRIOR TO SHOW DATE. COVERAGE APPLIES TO NMMA BOAT SHOWS ONLY!

Make check payable to: Acordia Northwest, Inc.  
Mail this form to: Acordia Northwest, Inc. c/o Exhibitors Insurance/NMMA  
P.O. Box 91143; Seattle, WA 98101  
Fed Ex Only: 520 Pike Street, 20<sup>th</sup> Floor; Seattle WA 98101  
Phone: (206) 701-5207 Fax: (206) 701-5100  
For On-Line Purchase: [www.acordia.com/NMMA2.html](http://www.acordia.com/NMMA2.html)

Please cover me/my company in accordance with NMMA Boat Shows Liability Insurance requirements as follows:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Atlanta Boat Show                | <input type="checkbox"/> MAATS                                    | <input type="checkbox"/> St. Louis Sportshow         |
| <input type="checkbox"/> Atlantic City Boat Show          | <input type="checkbox"/> Miami Int'l Boat Show                    | <input type="checkbox"/> San Diego Boat Show         |
| <input type="checkbox"/> Baltimore Boat Show              | <input type="checkbox"/> Minneapolis Boat Show                    | <input type="checkbox"/> Schaumburg Boat & Sportshow |
| <input type="checkbox"/> Chicago Boat, RV & Outdoors Show | <input type="checkbox"/> Nashville Sportshow                      | <input type="checkbox"/> Strictly Sail Chicago       |
| <input type="checkbox"/> Des Moines Sportshow             | <input type="checkbox"/> New Orleans Boat Show                    | <input type="checkbox"/> Strictly Sail Miami         |
| <input type="checkbox"/> IBEX                             | <input type="checkbox"/> New York Int'l Boat Show                 | <input type="checkbox"/> Tampa Boat Show             |
| <input type="checkbox"/> Kansas City Sportshow            | <input type="checkbox"/> Northwest Sportshow                      | <input type="checkbox"/> Virginia In-Water Boat Expo |
| <input type="checkbox"/> Louisville Boat, RV & Sportshow  | <input type="checkbox"/> Norwalk International In-Water Boat Show |  |

( ) BOOTH & ON-SHORE BOAT EXHIBIT (# Boats \_\_\_\_\_) ( ) IN-WATER BOAT EXHIBIT (# Boats \_\_\_\_\_)

My Check for \$ \_\_\_\_\_ is enclosed. (Only checks drawn on American banks will be accepted.)

My Credit Card is \_\_\_\_\_ Expiration \_\_\_\_\_ Name on Card \_\_\_\_\_

E-mail address \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_