

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!