February 27-March 1, 2020
Rockland Community College
Field House
Suffern, New York

Exhibitor Kit

Welcome to the on-line Exhibitor Information Manual. Please take a moment to review it as it will assist you in preparation for a successful show. Take note of show deadlines and discounts which can save you time and money! Use the **Exhibitor Checklist** to track and meet your deadlines.

Make sure to read the information provided to prevent delays in processing. If you have any questions please contact the Show Team.

Show Office – 603-431-4315

Exhibitor Credentials

You should have received your unique link to request your exhibitor credentials. The deadline to order your credentials to be mailed is February 12, 2020. If you need your link sent to you please email sufferncredentials@nmma.org.

The maximum number of credentials is determined by the amount of square feet for which your company has contracted. More details are included on page 7, section 10 and on our website.

All Exhibitor and NMMA Trade credentials will be compared to ID's upon entry to the show on show days.

'Be My Guest' Tickets — Invite Your VIPs to the Show

New For this Year –
You will receive a link to purchase Be My Guest (BMG) Tickets.

You are now able to send multiple tickets to your customer at one time – Simply input the quantity you would like to send. They will receive one email with multiple PDF's attached.

Pricing of BMG tickets has been modified. You can still enjoy a 50% discount if you choose to send e-tickets to your customers. If you select Hard Stock or Will Call tickets, you will enjoy a 35% discount. Pricing is below.

- Redeemed **Electronic Be My Guest tickets** will continue to be **50%** ($ 7.00) off the general admission price.
- Redeemed **Hard Stock and Will Call Be My Guest tickets** will be **35%** ($ 9.10) off the general admission price.

We have updated and are implementing a new **WILL CALL** system this year for hard stock tickets. The new system will help both you and your customer have a better show experience.

You will have two options for hard stock tickets.

- Option 1 – Hard stock tickets mailed to you in advance.
  - If you choose to have your hard stock tickets mailed to you, we will not be responsible for distribution. ***We are no longer accepting tickets in envelopes.***

- Option 2 - Will Call Tickets
    - Will Call tickets will NOT be mailed to you. The site will prompt you to type in the first and last name of your customer, email is optional. If you include an email address your customer will receive an email stating, you have left tickets for them at WILL CALL and the quantity.
- The mobile site of each page of the Will Call system is optimized for use on your device (phone or tablet).
- Guests will arrive at WILL CALL onsite at the event, provide their name, an ID and which company left them the tickets. We will print the ticket(s) on demand to provide to your customer.

If you have any questions, please contact us at suffertickets@nmma.org or (866) 668-0105.

We look forward to working with you to make the 2020 show a success!

If you have any questions or concerns regarding your show space, move-in time, insurance, tickets, credentials, etc. please contact the appropriate person listed below.

Tod Alberto, Show Manager	talberto@nmma.org	***(Features & Seminars, Boat Move In)***
Jessica Blankenship, Show Administrator	Jblankenship@nmma.org	***(Insurance, Directory Listing)***
Mike Ring, Operations	mring@nmma.org	***(Space Payment, General Move In)***
Melissa Hall, Exhibitor Registration & Ticket Coordinator	mhall@nmma.org	***(Exhibitor Credentials & BMG Tickets)***

EXHIBITOR CHECKLIST

To Have A Successful Show…

[ ] NMMA Documents

Exhibitor's Certificate of Insurance	February 6, 2020
Exhibitor Credentials (Last date to have mailed in advance)	February 12, 2020

[ ] Rockland Community College Order Form

Wireless Internet (Advanced Discount)	February 21, 2020

[ ] Lighting & Decorating Co., Inc. Order Form

Electric Service (Advanced Price)	February 22, 2020

[ ] General Exposition Services Events Services Order Forms

Furniture Rental Order Form	February 17, 2020
Carpet Rental and Cleaning Order Form	February 17, 2020
Labor and Rigging Service Order Form	February 17, 2020
Advanced Shipments – to warehouse - must be received by	February 24, 2020
Discounted Advance Shipment – must be received by	February 17, 2020

SHOW INFORMATION

The material below will provide you with the answers to any questions along with important show information. 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
Rockland Community College Field House
145 College Road
Suffern, NY 10901
Website: www.sunyrockland.edu/

SHOW DATES & HOURS

Move-in

Tuesday, February 25:	1:00 p.m. – 6:00 p.m.
Wednesday, February 26:	9:00 a.m. - 6:00 p.m.
Thursday, February 27:	9:00 a.m. - 12:00 p.m. (No Drive In Permitted)

Show

Thursday, February 27:	*1:00 p.m. – 8:00 p.m.
Friday, February 28:	*12:00 p.m. – 8:00 p.m.
Saturday, February 29:	*9:30 a.m. – 7:00 p.m
Sunday, March 1:	*9:30 a.m. – 5:00 p.m.

* Exhibitor Access is 1.5 hours prior to show opening; all exhibitors must vacate the building within 15 minutes of daily show hours.

Move-out

Sunday, March 3:	5:00 p.m. – 10:00 p.m.
Monday, March 4:	7:30 a.m. - 10:30 a.m.

SHOW OFFICE
The show office is on the upper level of the building, off of the mezzanine, follow the signs and the Show Office Telephone: (603)431-4315 x4. Please call or stop by with any questions or comments for us during move-in/out and anytime during the event.

PRIOR TO THE SHOW
Tod Alberto, Show Manager: P. 603-516-2080 F. 603-431-1971 talberto@nmma.org
Jessica Blankenship, Show Administrator: P. 312-946-6228 F. 603-431-1971 jblankenship@nmma.org
Mike Ring, Operations: P. 603-516-2081 F. 603-431-1971 mring@nmma.org

NMMA Sportshows Main Office
750 Central Avenue – Suite #R
Dover, New Hampshire 03820
Ph: 603-431-4315 Fax: 603-431-1971
www.sportshows.com

OFFICIAL SERVICE CONTRACTORS

Rockland Community College
Arena Management Office
145 College Rd
Suffern, NY 10901
Ph: 845-574-4378
Contact: Gary Peskin
Email: gpeskin@sunyrockland.edu
Website: www.sunyrockland.edu

♦Wireless Internet Service

Ordering information at Wireless Internet Service Order Form

Lighting & Decorating Co, Inc.
171-173 Gould Avenue
Paterson, NJ 07503
Ph: 973-345-8080
Fx: 973-345-9080

♦Electric Service Form

Ordering information at Electric Service Order Form

General Exposition Services
205 Windsor Road
Limerick Business Center
Pottstown, PA 19464
Ph: 610-495-8866
Fx: 610-495-8870
www.generalexposition.com

♦Display Booth Furniture (Tables, Chairs, etc.)
♦Exhibit Installation & Dismantling
♦Carpet Rental, Installation
♦In-Booth Forklift Service
♦Material Handling, Freight Services
♦Sign Hanging & Installation; Sign Orders
♦Cleaning Service

Ordering information at General Exposition Services Forms

RULES & REGULATIONS PERTAINING TO FLOORING SURFACE
Rockland Community College
Field House

1. Any exhibitor who damages the RCC Field House floor surface will be held responsible by Rockland Community College Field House management for repairs, and will be required to compensate the Rockland Community College Foundation for such damage and for repairs to restore the Field House flooring to its original condition.

2. Absolutely no smoking is permitted anywhere in the Field House.

3. In constructing your booth display please be careful of tools, nails, sharp objects, and the bottom of your display materials. If in doubt, put something such as a piece of plywood on the floor under such objects. If you use screws or nails of any type in the construction of your exhibit, please make certain not to leave any on the Field House floor.

4. No vehicles with studded snow tires will be permitted to enter the RCC Field House.

5. No track-laying vehicles (such as ATV's, etc.) will be allowed to drive directly onto the RCC Field House floor. Any such vehicle brought in on a trailer must be positioned directly on ¾" thick plywood.

6. No vehicles with transmission fluid or oil leaks will be permitted to drive directly onto the show floor.

7. The wheels of any vehicle, boat trailer, etc. displayed must have non-rubber backed carpet or plywood placed directly under them.

8. Show management reserves the right to deny vehicular access onto the floor if weather dictates.

9. No dragging or pushing of heavy crates or other items on the floor will be permitted.

10. Any item with sharp protrusions or projections (that could puncture the flooring surface) must be padded.

11. Anything that is to be transported across the flooring surface must be on wheels.

12. No paint or spray paint, spray chemicals (including Armor-All or related products), abrasives, cleaners or solvents may be used inside the Field House.

13. All tables, chair legs, and other equipment used and/or displayed in the Field House will have rounded tips or other suitable protection.

14. No tape, other than that which has been purchased from the RCC Field House Management Office, may be applied to the flooring surface, and must be removed by the exhibitor before move-out.

15. Exhibitors must take all reasonable precautions concerning the protection of the Field House flooring surface.

16. No weight-bearing objects on or off a vehicle, such as a trailer hitch, may be allowed to come into direct contact with the flooring surface. Such objects must have a weight bearing surface (such as a piece of plywood) to distribute the weight more evenly over a larger area of the flooring surface.

17. No vehicle with a gross weight of more than 20,000 pounds may be brought into the RCC Field House without approval (in writing) from the Director of Plant Facilities.

18. Exhibitors using their own floor covering must use only products that do not leave a residue. Any residue will be removed at the exhibitor's expense.

THANKS FOR YOUR COOPERATION!

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1. **AUDIO-VISUAL EQUIPMENT**
   Audio-visual equipment can be rented from Superior Audio-Visual, Inc. 85 W. Nyack Rd., Nanuet, NY 10954, 845-623-5500 www.superioraudiovisual.net

   PLEASE NOTE: Show Management is not responsible for the return of exhibitor's audio-visual equipment. This is the responsibility of the exhibitor who contracted for the rental of equipment.

2. **'BE MY GUEST' TICKETS**
   See detailed information on first page of manual.

3. **BOOTH EQUIPMENT**
   The following are included in the price of your booth space:
   - 8' high drape backwall (forest green and white)
   - 32" high drape siderails (forest green and white)
   - 6" x 24" identification sign listing your company name & booth number

4. **CERTIFICATE OF INSURANCE**
   As an exhibitor, you are required to carry commercial general liability insurance. See document at the back of the manual for requirements and submission instructions or link here.

5. **CLEANING**
   Refer to General Exposition Services Online Kit at back of manual.

6. **DECORATOR – FURNITURE RENTAL, DISPLAY WORK**
   Refer to General Exposition Services Online Kit at back of manual.

7. **ELECTRICAL SERVICE**
   Refer to Electric Service Order Form at back of manual.

8. **EXHIBIT REGULATIONS**
   Please see Allocation Procedures & Display Guidelines located at the back of this manual.

9. **EXHIBITOR CREDENTIALS**
   Each exhibitor will be emailed a personalized link to order your show credentials. Please do not share your link with anyone. Once you receive your link, you will be able to add the individual names you wish to have printed on your company badges.

   - For badges to be mailed you must complete online badge registration by Wednesday, February 12, 2020. After this date you can register but badges will need to be picked up at the show.
   - Badge allotment is determined by your company's total square footage of contracted exhibit space.
   - Badges will be mailed only if your contracted space balance is paid in full.

   If you have any questions, please contact us at sufferncredentials@nmma.org or (866) 668-0105.

   New For this Year
   - **On Site Self Registration**
     Already Registered? If you have opted to have your badges held for on-site pick you can use the new **Self Registration Station** located **adjacent to exhibitor registration/will call in the lobby.** Simply scan your barcode or type in your first and last name and click search. You can print just your badge or anyone in your company that is also registered. Please note – space balance must be paid in full and you are not able to reprint a badge.

   - **Reprint Fee**
     Did you lose your badge? Leave it in your car or hotel room? This year there is a $ 10 reprint fee for all misplaced exhibitor badges.

   Reminder—Enhanced Security Protocol
   Anyone using an exhibitor badge to enter the show site will be required to present government-issued identification (ID) along with their badge. This will enhance show security and:
   - Ensure only authorized personnel have access to the show outside of show hours
   - Protect exhibitor's products and displays

- Husbands, wives, children, friends and clients are not eligible to use exhibitor badges to gain admission to the show. Any violation of this regulation will mean automatic forfeiture of exhibit space.

Our credential allotment policy is:

- 199 Sq. Ft. or less = 6 Credentials
- 200 – 399 Sq. Ft. = 10 Credentials
- 400 – 2000 Sq. Ft. = 15 Credentials
- 2001 – 3500 Sq. Ft. = 20 Credentials
- 3501 – 5000 Sq. Ft. = 25 Credentials
- 5001 – 7500 Sq. Ft. = 30 Credentials

10. **FIREARMS AND AMMUNITION, RULE PERTAINING TO DISPLAY AND SALE OF**
The display or sale of guns or ammunition is **strictly prohibited**.

11. **FLOORPLAN**
Please refer to the floorplan before you arrive for move-in to find your booth location. See site map of expo center property for parking and entrance locations (back of manual).

12. **FOOD DELIVERIES TO THE RCC FIELD HOUSE**
It is in violation of show regulations to accept food deliveries (from local restaurants, for example) at the RCC Field House.

13. **HOTEL AND ACCOMMODATIONS**
The following hotels are listed only as a convenience and **should not** be considered recommendations by show management. When making your reservation, be sure to identify yourself as an exhibitor at the World Fishing & Outdoor Exposition and confirm the rate.

Crowne Plaza Suffern-Mahwah - 2 miles from RCC
(Headquarters Hotel)
3 Executive Blvd.
Suffern, NY 10901
Telephone: 845-357-4800 **(mention group code WFO when making your reservation)**
Crowne Plaza Suffern-Mahwah
Rates: Single $115; Double $115
Click Here to Book Your Room **Must book by February 10, 2020 for special room rate**

14. **LIMOUSINE SERVICE**
Air Brook Limousine provides door-to-door private car service between JFK/LaGuardia/Newark Airports and Suffern. Reservations are required and must be made at least 24 hours in advance.

Please call Air Brook Limousine at 800-800-1990 or 201-843-6100 for more information or to make reservations.

15. **LOCATION OF EXPOSITION**
Refer to Show Information page at front of manual.

16. **MANAGEMENT**
Refer to Show Information page at front of manual.

17. **MICROPHONES/LOUD SPEAKERS/PUBLIC ADDRESS SYSTEMS, USE OF**
The use of megaphones, loud speakers, or sound projection or amplification equipment or any other type of sound or noise making apparatus **is strictly forbidden**.

18. **MOVE-IN**
All exhibit space charges must be paid in full and a signed contract submitted to NMMA before exhibitors will be allowed to set up an exhibit or obtain exhibitor badges.

Move-in days and hours are as follows:
Tuesday, February 26: 1:00 p.m. – 6:00 p.m.
Wednesday, February 27: 9:00 a.m. - 6:00 p.m.
Thursday, February 28: 9:00 a.m. - 12:00 p.m. (No Drive In Permitted)

IMPORTANT: ALL EXHIBITS MUST BE COMPLETELY SET UP BY SHOW OPENING AT 1:00PM THURSDAY, February 27!

Please note:

- Show management reserves the right to refuse vehicular access onto the exhibit floor due to weather conditions and/or the size of the vehicle, etc.
- NO vehicles will be allowed on the exhibit floor after 6:00 PM, Wednesday, February 26.

Vehicular Entrances:
Exhibitors will be permitted to use freight doors #2 and #3 on the west side of the Field House (refer to map at the end of the manual) only for the purpose of unloading exhibit materials. Any vehicles remaining for extended periods of time or parking overnight will block the fire lane, and consequently, will be towed at the owner's expense.

19. **MOVE-OUT**

Early Teardown Prohibited
Exhibitor displays may not be removed or dismantled under any circumstances until the doors close to the public at 5:00 PM on Sunday, March 1. Any exhibitor who removes his exhibit prior to closing may forfeit his exhibit space in future shows. Also, it is important for security purposes that exhibitors continue to wear their identification badges during move-out.

Freight Doors
The freight doors will be opened up for move-out as soon as possible after the show closes and vehicles will be allowed onto the show floor as traffic permits. The drayage company (General Exposition Services) will set out packing crates and boxes as quickly as possible.

MOVE-OUT SCHEDULE

Sunday, March 1	Monday, March 2
5:00PM-10:00PM	7:30AM-10:30AM

All equipment and exhibit materials must be completely removed from the building by 11:00 AM, Monday, March 2, 2020

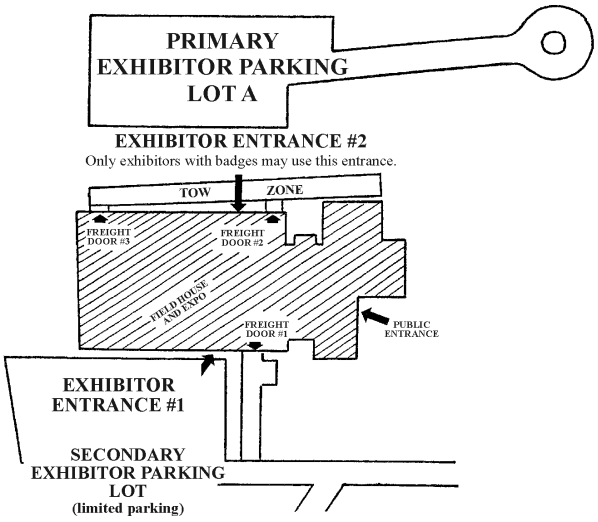
20. **MUSIC, COPYRIGHTED: PLAYING OF**

Playing of music by exhibitors during the show will not be permitted unless the exhibitor is in compliance with all copyright and/or other laws applicable to the playing of such music. Exhibitors are solely liable for any music played regardless of whether such music is contained on a video/audio tape, compact disc or electronically transmitted by radio or television or by any other means.

21. **PARKING**

On Tuesday – Thursday
Because the exposition is held on a college campus, parking must be made available Tuesday-Thursday for faculty and student use. Lot A will be the primary exhibitor parking lot Tuesday-Thursday. There will be very limited parking in Lot B on those days. HOWEVER…there is open parking throughout the campus if A & B are full.

On Friday – Sunday
Lots A & B (shown below) will be available for exhibitor parking. When both Lots A & B are filled to capacity, exhibitors must use the general parking lots. Parking permits will be available at the Field House during move-in and will be issued on the following basis:



10’ – 20’ exhibit space	One parking permit
More than 20’	Two parking permits

22. **SALES TAX**

All exhibitors selling merchandise at the show are responsible for registering with the State of New York to collect sales tax when applicable by obtaining a Certificate of Authority. Please note that the current combined tax rate for Rockland County and NY state is 8.38%.

The appropriate sales tax forms, DTF-17 and DTF Instructions, are available online on www.tax.ny.gov.

Only new applicants for a Certificate of Authority can be processed online, at www.licensecenter.ny.gov

If you have questions, call the NYS Department of Taxation and Finance at 800-698-2909 or 518-485-2889.

23. **SHIPMENTS TO THE FIELD HOUSE**

Refer to General Exposition Services Online Kit at back of manual.

24. **SHOW DAYS AND HOURS**

February 27 (Thursday)	1:00PM – 8:00PM
February 28 (Friday)	12:00PM* – 8:00 PM
February 29 (Saturday)	9:30AM* – 7:00 PM
March 1 (Sunday)	9:30AM* – 5:00 PM

*Exhibitors may enter the Field House *1.5* hours before show opening, and must vacate the building at the close of daily show hours.

During public show hours, exhibitors may enter the Field House through Exhibitor Entrance #2; however, during all other times that exhibitors have access to the Field House, they must use Exhibitor Entrance #1.

Please refer to the map in section #16 of this manual for the exact location of these exhibitor entrances.

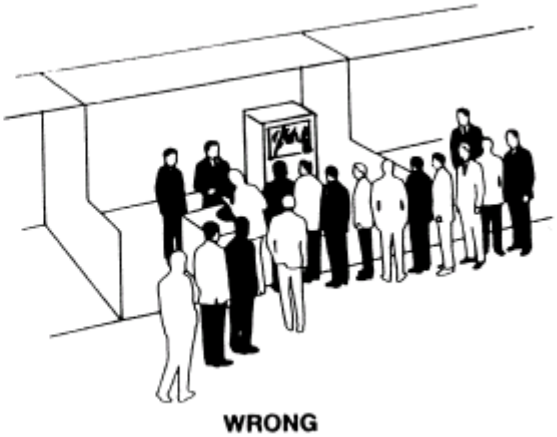
25. **VIDEO EQUIPMENT, USE OF**

Video Equipment may be used only under the following conditions:

1. If the video monitor is positioned in the front half of the booth, the table or platform on which it is located may not exceed 42” in height.
2. If the video monitor is positioned in the rear half of the booth, the top edge of the monitor may not exceed 96” in height.

If your video is positioned or directed in such a manner as to create a disadvantaged effect for other exhibitors, you will be required to relocate your video.

Also, a video which, in the judgment of show management, impairs aisle traffic must be relocated



26. **WIRELESS INTERNET SERVICE**

Refer to order form at back of manual. **Advance order deadline is February 21, 2020, please note the college only accepts check payments.**

TRAVEL DIRECTIONS TO
Rockland Community College
Field House
100 College Rd, Suffern NY

The main highway route to Rockland Community College, Suffern, New York is the New York State Thruway (Governor Thomas E. Dewey Thruway).

The nearest exit to Rockland Community College from the New York State Thruway is Exit 14B (Airmont Road).

COMING FROM:

Pennsylvania, New Jersey, via the Garden State Parkway, North: Garden State Parkway ends in New York and becomes the New York State Thruway. Continue west toward Suffern-Albany (left lane) to Exit 14B. Exit at 14B (Airmont Road). Make a right turn onto Airmont Road, and proceed North on Airmont Road to Spook Rock Road- Turn left onto College Road and proceed (North) for approximately one mile to the RCC campus (on left).

New York City and New Jersey, via George Washington Bridge: Take upper level of George Washington Bridge for Palisades Interstate Parkway (right lane). Continue on Palisades Interstate Parkway to Exit 9, New York State Thruway interchange going to Albany-Suffern. Continue on Thruway to Exit 14B (Airmont Road). Make a right turn onto Airmont Road, and proceed North on Airmont Road which becomes Highview Road, to the third set of traffic lights (College Road). Turn left onto College Road and proceed (North) for approximately one mile to the RCC Campus (on left).

New England and Westchester Parkways, via Tappan Zee Bridge: Proceed in a westerly direction toward Albany. Exit at 14B (Airmont Road). Make a right turn onto Airmont Road, and proceed North on Airmont Road which becomes Highview Road, to the third set of traffic lights (College Road). Turn left onto College Road and proceed (North) for approximately one mile to the RCC campus (on left).

Points North and West (Pennsylvania, Catskills, via Quickway, Route 17): To New York State Interchange at Harriman. Take Thruway lane leading to Tappan Zee Bridge-New York City. Exit at 14B (Airmont Road). Make a left turn onto Airmont Road, and proceed (North) on Airmont Road which becomes Highview Road, to the third set of traffic lights (College Road). Turn left onto College Road and proceed (North) for approximately one mile to the RCC campus (on left).

Route 17 North or South to Suffern: At Suffern take Route 59 (East) to College Road. Turn left onto College Road and proceed (North) approximately one mile to the RCC campus (on left).

From Bear Mountain Bridge: Palisades Parkway South to Exit 13 (Route 202). Turn right at end of exit ramp, then left at the second light (Route 306). Proceed to third light (Viola Road) and turn right. At next traffic light proceed either left or straight to the RCC campus.

WORLD FISHING AND OUTDOOR EXPOSITION TERMS, RULES AND REGULATIONS

Rules and Regulations related to the allocation of space and show display guidelines are all those adopted by the National Marine Manufacturers Association (NMMA) Shows Committee and are a binding part of the Exhibitor contract. These rules are printed annually in the booklet "NMMA Allocation Procedures and Display Guidelines". This booklet and any later additions, corrections or clarifications made by NMMA are a binding part of the Exhibitor contract. These guidelines may be found on our website, or contact NMMA for a current hard copy.

1. ADMISSIBLE EXHIBITS

a) Exhibitor agrees to display only new, unused current-model-year boats and marine related products. Exhibitor will not display any product or signage without the endorsement or approval of the manufacturer. Exhibitor represents that it has full authority and all approvals necessary to display and sell its products at this show.

b) NMMA reserves the right to determine the eligibility of any company, product, signage, or material for inclusion in the show. No exhibitor shall exhibit, or permit to be exhibited in the space allocated to them, any product, merchandise, signage or display material other than that specified in this application.

c) Exhibitor agrees that NMMA may remove any exhibits that it determines are of a disruptive, objectionable or inappropriate nature.

d) Exhibitor represents and warrants that all displayed products comply with all applicable U.S. laws, regulations and consent decree or other mandatory requirements, including any applicable safety standards that may be issued by the Consumer Product Safety Commission (CPSC), and the emission regulations issued by the U.S. Environmental Protection Agency (EPA).

2. PAYMENT FOR SPACE AND OTHER NMMA PRODUCTS, SERVICES & MEMBERSHIP DUES

a) Member rate applies only to space occupied by the member's own products.

b) Exhibitors must return their exhibit space contract and deposit by the initial deadline in order to retain their right of first refusal for their previous year's exhibit space. Right of first refusal does not apply to new shows, new venues, and show floor reallocations that may occur from time to time.

c) NMMA members must be in Good Standing at July 1st preceding the fall shows and December 1st preceding the winter shows, to receive the member discount. Good Standing requires 100% of member dues for the current membership year to have been paid, all space deposits for the show to have been made, and all other balances for products, services, certification, Grow Boating assessments and other monies due to NMMA, be not more than 60 days past due. "First time members" joining NMMA, must be in Good Standing by 30 days before the show is scheduled to open to receive the member rate.

d) Exhibitors who fail to make space payments in accordance with the terms on the reverse side will not be considered for space increases, location changes, or upgrades of any kind and are subject to space re-assignment, cutback, or cancellation without credit or refund.

e) NMMA will process all checks with notation "payment in full" or similar language. NMMA reserves the right to pursue the remaining balance in the event a payment amount is smaller than an open balance of an order that check is paying for.

3. CANCELLATIONS, CUTBACKS, and SPACE CHANGES

a) Should the Exhibitor wish to cancel this contract, the Exhibitor must contact NMMA and notice of the cutback or cancellation must be confirmed by NMMA. A contract cancellation penalty representing all or a portion of the total contract price will be assessed according to the following formula:

50% contract penalty 1 day past the first payment deadline date (as noted on the front of this contract)
100% contract penalty 1 day past the second payment deadline (as noted on the front of this contract)

If Exhibitor deposits received to date are in excess of the contract penalty, then Exhibitor will be entitled to a credit for this difference. This credit may be applied to any outstanding invoice for a past NMMA Show or service or used as a deposit for show space. It may not be used for a different show in a different market, and must be used within 12 months of written notice of cancellation. Credits will not be paid in cash. If Exhibitor deposits received to date are less than the contract penalty, Exhibitor must remit a check for this shortfall to NMMA once the cancellation or cutback has been confirmed.

b) For all Exhibitors requesting a space reduction, NMMA reserves the right to relocate the exhibit or reconfigure it as determined by NMMA. In the event that show space must be reallocated after contracts have been accepted and signed, NMMA has the right to relocate the Exhibitor's space.

4. DISPLAY CHARACTERISTICS – See Allocation Procedures & Display Guidelines

5. LATE ARRIVALS - Exhibitors arriving for set-up after their scheduled installation time can be relocated to any location specified by NMMA or, if no alternative is available, are required to forfeit their show participation rights.

6. SUBLEASING - Exhibitors may not sublease their space. Sublease in this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in an exhibitor's space. Non-exhibiting firms may not place stickers, placards, or other signs anywhere in the show.

7. SALE OF MERCHANDISE - NMMA reserves the right to limit over-the-counter sale of products for delivery at the show to designated areas. Exhibitor is solely responsible for registering for, collecting, and reporting appropriate sales taxes.

8. **LIABILITY RELEASE, WAIVER/INDEMNIFICATION/CHOICE OF LAW & FORUM/ATTORNEY FEES**

a) Exhibitor releases NMMA, its contractors and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to exhibitor's participation in the event, and the exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto.

b) Exhibitor, without regard to assignment, lease, sublease or dealer occupancy shall indemnify, hold harmless, defend and reimburse the World Fishing and Outdoor Exposition, Rockland Community College Fieldhouse, Suffern, NY. National Marine Manufacturers Association, Inc., and their managers contractors, directors, officers, employees, agents and members, and each of them ("Indemnities"), from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages, costs or expenses, of whatsoever kind and nature, including judgments, interest and reasonable attorney's fees, costs of litigation, and all other costs, expenses and charges, which Indemnities incur or may incur for any reason resulting from, relating to or arising out of Exhibitor's participation in the event, including but not limited to: (i) the negligence, gross negligence, intentional misconduct or criminal acts or omissions of indemnitor in the performance or breach of this Agreement. (ii) the breach by Exhibitor and/or its Contractors, their directors, officers, employees, agents or Exhibitor's contractors, or any of them, of any representation or covenant set forth herein; (iii) any injury to or death of any persons, or any loss of, through theft or otherwise, or damage to, property arising in any way in connection with the use and enjoyment by the Exhibitor, or any other person or entity present with the permission, express or implied, of Exhibitor of the space, equipment or the show space or hall; (iv) the use of equipment, devices furnished to or used by the Exhibitor, or other persons in connection with the show, or the use of the space, provided that the foregoing indemnification shall not apply where the damage, injury or loss results solely from the gross negligence or willful misconduct of the show sponsor, NMMA or their respective employees or contractors.

c) This Agreement shall be governed by and construed in accordance with the substantive laws of the State of Illinois without regard to its rules regarding conflicts of laws or any other law or rule that would cause the laws of any jurisdiction other than the State of Illinois to be applied. Any disputes arising out of or related in any way to this Agreement, its performance or breach, including but not limited to actions seeking equitable relief, shall be brought exclusively in, and the parties to this Agreement hereby consent to submit to the personal jurisdiction of, the courts of the state of Illinois located in the City of Chicago, or the United States District Court for the Northern District of Illinois. Exhibitor waives any objection based upon lack of personal jurisdiction, improper venue, or forum non conveniens. Each party hereby waives its right to a jury trial in the event of any such litigation. Neither party shall have any liability to the other for punitive, incidental, or consequential damages, including, but not limited to, loss of profit, revenue, or enterprise value, as a result of a breach of this agreement, tort, or otherwise, to the full extent such liability may be disclaimed by law. In any suit or action brought concerning this Agreement, its interpretation, performance or breach, including but not limited to any suit or action brought against Exhibitor by NMMA for the collection of fees or other sums due NMMA pursuant to this Agreement, the prevailing party's costs of such action, including reasonable attorneys' fees, shall be paid by the other party. The terms of this provision shall survive the termination or expiration of this Agreement.

d) Attorney Fees - Any litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort, or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party shall be awarded its reasonable attorney fees, and costs and expenses incurred.

9. ACTS OF GOD

NMMA shall have no liability to Exhibitor whatsoever for any matter or thing resulting from acts of God, (including, without limitation, fire, flood, earthquakes, hurricanes and tornadoes) or other events beyond the parties control,(including, without limitation, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or infectious disease); except that if such events prevent Exhibitor's show space being made available to Exhibitor, NMMA shall return to Exhibitor payments made by Exhibitor after deducting there-from a pro-rata share of expenses incurred in connection with said Show.

10. INSURANCE

a) NMMA shall not be responsible for any loss of or damage to any property of the Exhibitor for any reason, including theft, unless such loss or damage is caused solely by the gross negligence of NMMA or any of its employees. Exhibitor is required to follow and use all of the security arrangements made by NMMA for property and valuables when the show is not open. In addition, Exhibitor is required to provide and keep in force during the show period, including move-in and move-out periods, the following insurance:

i) Worker's compensation and employer's liability insurance covering its employees in the state in which the show is being held, in accordance with the statutes, rules and regulations promulgated by that state's governing authorities.

ii) Commercial General Liability Insurance (or its equivalent) including Products/Completed Operations, Personal and Advertising Injury, with a per occurrence limit of not less than $1,000,000 and endorsed with National Marine Manufacturers Association, Inc. and other parties as delineated in the sample insurance certificate provided to Exhibitor, as Additional Insured's.

iii) Exhibitors using owned, leased, rented or borrowed vehicles on or within the venue are required to have Automobile Liability Insurance with a per occurrence limit of not less than $1,000,000 endorsed with National Marine Manufacturers Association, Inc., and other parties as delineated in the sample insurance certificate provided to Exhibitor, as Additional Insured's.

b) Certificates of insurance, with the limits, dates of coverage, and endorsements as stated above, shall be furnished to NMMA no later than 30 days before the scheduled move-in date for the show.

c) The Exhibitor understands that neither the National Marine Manufacturers Association nor the Rockland Community College Fieldhouse maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. The Exhibitor waives any rights of subrogation available to Exhibitor or its insurance underwriters.

11. COPYRIGHTS AND OTHER INTELLECTUAL PROPERTY RIGHTS

Exhibitor hereby assumes all responsibility for, and all costs and expenses arising from, Exhibitor's or Exhibitor's agents' or employees' incorporation or use during the Event of any music, written material, dramatic rights, inventions, devices, products, or similar items that are the subject of any copyright, trademark, service mark, trade name, patent, trade secret franchise or other contractual or statutory protection. Exhibitor agrees to indemnify, defend and hold harmless NMMA and its directors, officers and employees from any claims, damages, costs or expenses, including, without limitations, attorneys' fees and expenses, incurred by any of them that arise out of or in connection with such incorporation or use, including but not limited to any action brought by ASCAP, BMI, SESAC, or other licensing organization for playing copyrighted music.

12. RULES AND REGULATIONS

a) NMMA shall have the power to adopt, amend, interpret, and enforce all show terms, rules and regulations with respect to the operation and conduct of the Show, including but not limited to those regarding the kind, nature, and eligibility of all exhibitors and exhibits at the Show and the marketing activities of exhibitors with respect to the Show. Any exhibitor observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any applicable NMMA terms, rules and regulations, will be asked to leave immediately. Additional penalties may be applied. Exhibitor shall comply with all show terms, rules and regulations, and with all pertinent and applicable laws, codes and regulations, federal, state, municipal and local, which affect the show space. Exhibitor's failure to comply with such laws, terms, rules and regulations shall entitle NMMA to terminate NMMA's obligations under this contract and remove Exhibitor from the show or shut down or darken Exhibitor's space. NMMA's decision on all such matters shall be final.

b) Exhibitor's advertising and marketing of its participation in the Show in any medium, including but not limited to such activities on websites owned or controlled by Exhibitor and elsewhere on the internet, shall comply with all contracts and shall not infringe or otherwise misuse NMMA's trademarks ("the NMMA Marks") and other intellectual property. If, in the reasonable belief of NMMA, (i) Exhibitor's activities infringe any of the NMMA Marks, or (ii) Exhibitor's activities, including Exhibitor's using, without permission, the NMMA Marks on websites or in domain names, met tags, hypertext links, or any search engine sponsored links or search engine advertising programs (e.g., Google AdWords), are likely to cause confusion, mislead, or deceive, as to the source affiliation, connection, or association of NMMA with Exhibitor or its goods, services or other commercial activities, including but not limited to diverting away from NMMA's boat show websites and to Exhibitor's website web searches using the NMMA Marks, NMMA reserves the right to cancel Exhibitor's space and revoke seniority points for future boat shows. NMMA's decision on all such matters shall be final.

c) No failure by NMMA to enforce, or any delay in the enforcement of, any rules, regulations, laws or any right, power or remedy that NMMA may have under this Agreement shall impair any right, power or remedy that NMMA may have under this Agreement.

d)Exhibitor agrees that it shall at all times comply with all applicable laws of Canada and the United States in connection with its activities, including without limitation, Canada's Anti-Spam law "CASL") and laws for the protection of personal information.

Produced by:

NMMA®

www.discoverboating.com

2020 WORLD FISHING & OUTDOOR EXPOSITION

WORLD FISHING AND OUTDOOR EXPOSITION RULES & REGULATIONS

- Motorized Vehicles are not permitted in Boat Show exhibits without Show Manager's written approval.
- Boat exhibitors may display up to 20% of unused previous model year boats in their display.
- Only fishing boats, kayaks, canoes or boats adaptable to fishing use are allowed in marine bulk displays. No pleasure craft.
- Due to the nature of the venue being on a college campus, firearms are strictly prohibited either for personal use or as part of exhibit displays.

ALLOCATION PROCEDURES & DISPLAY GUIDELINES

EFFECTIVE July 11, 2019

The following Allocation Procedures and Display guidelines are provided to guide you in preparing for the show. NMMA will retain the right, at its sole discretion, to allocate exhibit space based on the best interest of each show. The seniority point system shall guide NMMA decisions, but is not the sole factor in determining exhibit space allocation. NMMA will interpret the procedures and guidelines in this booklet to produce the best possible show for all exhibitors.

NMMA Show Seniority Points and NMMA Membership Seniority Points

NMMA show seniority points are earned by an Exhibitor's participation in NMMA boat shows and trade shows. NMMA membership points are earned based on years of membership in NMMA. Both show seniority points and membership points are benefits extended to Exhibitors/Members by NMMA. These seniority points do not constitute property and are not assets owned by Exhibitors/Members. They may not be transferred to another Exhibitor without the approval of NMMA.

NMMA Canada members—both show seniority points and membership points are benefits extended to Exhibitors/Members by NMMA.

NMMA Consumer Boat Shows/Trade Events Allocation Procedures

Definition: An Exhibitor is an entity that purchases space in any NMMA boat show or trade event and has its own seniority "track" in show records. The Exhibitor may be a corporation, corporate subsidiary, person, partnership, organization, or other legal business. A Member-Exhibitor is such an entity, which currently holds rights of membership in the NMMA, either under its own name or as part of a larger entity.

1. Consumer Shows

All Exhibitors will be ranked in a Single-Tiered seniority list according to years of participation in a specific show. An exhibitor receives one point for each year it has exhibited in the particular show in question.

Single-Tiered allocation system is applied to the following shows:

Progressive® Insurance Atlanta Boat Show®
Progressive® Insurance Atlantic City Boat Show®
Progressive® Insurance Baltimore Boat Show®
Progressive® Insurance Chicago Boat, RV & Strictly Sail Show®
Chicagoland Fishing, Travel and Outdoor Expo
Progressive® Insurance Kansas City Sportshow®
Progressive® Insurance Louisville Boat, RV & Sportshow®
Progressive® Insurance Miami International Boat Show®
Progressive® Insurance Minneapolis Boat Show®
Progressive® Insurance Nashville Boat Show®
Progressive® Insurance New England Boat Show®
Progressive® Insurance New York Boat Show®
Progressive® Insurance Northwest Sportshow®
Progressive® Insurance Norwalk Boat Show®
Saltwater Fishing Expo
Progressive® Insurance St. Louis Boat & Sportshow®
Progressive® Insurance Tampa Boat Show®
World Fishing & Outdoor Exposition

The order of priority for the allocation of available space in Single-Tiered shows is:

a. First priority goes to Exhibitors that have exhibited in the prior year.

b. Second priority goes to Members that have or have not previously exhibited and have submitted an application including payment at least 90 days prior to the show's opening.

c. Third priority goes to Non-Member Exhibitors that have previously exhibited and have submitted an application including payment at least 90 days prior to the show's opening.

d. Fourth Priority goes to Non-Members that have not previously exhibited.

NOTE: *"Prior" in the above refers to the immediate preceding year; an Exhibitor who drops out keeps their points, but is not considered a "prior year" exhibitor when returning.*

NOTE: *In the allocation phases of b) & c), space is allocated based on previous show history and the date the application and payment are received.*

NOTE: *In allocation phase d), space is allocated based on the date the application and payment are received.*

2. Progressive Insurance® Miami International Boat Show® & Strictly Sail and The International Boatbuilders' Exhibition & Conference® (IBEX)

All companies will be allocated space through a Double-Tiered seniority list, which is a combination of show points and Member points. An Exhibitor is awarded one point for each year it has exhibited in the particular show/trade event in question. Each Exhibitor receives one point for each consecutive year it has been a member of NMMA or either predecessor association – Boating Industry Association (BIA) or National Association of Engine and Boat Manufacturers (NAEBM).

The Double-Tiered allocation system is applied to the following shows/trade events:

Progressive® Insurance Miami International Boat Show® & Strictly Sail® and The International Boatbuilders' Exhibition & Conference® (IBEX)

The order of priority for the allocation of available space in Double-Tiered shows is:

a. First priority goes to Member Exhibitors that have exhibited in the prior year.

b. Second priority goes to Members that have or have not previously exhibited and have submitted an application including payment at least 90 days prior to the show's opening.

c. Third priority goes to Non-Member Exhibitors that have exhibited in the prior year.

d. Fourth priority goes to Non-Members that have or have not previously exhibited and have submitted an application including payment at least 90 days prior to the show's opening.

NOTE: *"Prior" in the above refers to the immediate preceding year; an Exhibitor who drops out keeps their show points but is not considered a "prior year" Exhibitor when returning.*

NOTE: *In the allocation phase b), space is allocated based on Member and show seniority combined. In allocation phase c), space is allocated based on total show point accumulation. In allocation phase d), space is allocated based on total show point accumulation and the date the application and payment is received.*

NOTE: *Space will not be allocated without the receipt of a signed application and payment.*

3. Additional Guidelines

a. Exhibitors History (its seniority points), is the mainstay of the NMMA allocation system. Each Exhibitor will be awarded one show point for each year in which an Exhibitor exhibited at the show. An Exhibitor's Show History record will be carefully maintained by NMMA, and no trading of space, sharing of seniority points between commonly-owned entities, or other deviations will be permitted if the result, in the opinion of the NMMA is "leap frogging" by one Exhibitor over another with more points.

   In the event that the Exhibitor shall cease conducting business in the normal course, become insolvent, make a general assignment for the benefit of creditors, suffer or permit the appointment of a receiver for its business or assets or shall avail itself of, or become subject to, any proceeding under the Federal Bankruptcy Act or any other statute of any state relating to insolvency or protection of rights of creditors ('Bankruptcy or Financial Reorganization"), then all show seniority points related to that Exhibitor or any Affiliates included in such actions are forfeited and may not be resurrected at a later date. Should Exhibitor, its Affiliates or its successor emerge from Bankruptcy or Financial Reorganization or other actions stated above at a later date and wishes to exhibit in an NMMA show, its seniority points begin at zero. Forfeited show seniority points will not be reinstated.

b. Show Point Ties for renewing Exhibitors will be broken based on the following criteria:

   1. In the case of a point tie between two or more Exhibitors, priority shall be given to the Exhibitor with the highest average square footage of space at that particular show over the preceding three calendar years.

   2. If there is still a tie, the tie shall be broken based on consecutive years exhibited.

   3. If there is still a tie, priority shall be given to the exhibitor that has submitted its application and deposit on the earliest date.

c. NMMA retains the right, at its discretion, to group like and related products, and to consider ceiling and door heights and other factors in planning exhibit areas in the best interest of each show. The seniority point system shall not interfere with such necessary management decisions.

d. Exhibition at a show in consecutive years is not required to retain show points previously accumulated (provided that the Exhibitor is in compliance with all other guidelines outlined in the rules and regulations).

e. The seniority point system shall be used for the purpose of upgrading Exhibitors to new locations within a show, and for the purpose of increasing the size of an Exhibitor's space, when such space becomes available for re-allocation among current

Exhibitors. Generally, no displacement of current, individual Exhibitors should occur. The seniority system will be "frozen" 90 days prior to the show. Applications and requests for changes received fewer than 90 days before the start of a show will be given priority based on the order in which they were received, without regard to membership or seniority.

f. Some shows have NMMA Member Only designated areas. Check your contract back for these shows/areas.

4. Dealer/Manufacturer Allocation

1. Manufacturers Turning Space Over to Dealers

   a. In cases where a manufacturer contracts for the space, they may voluntarily turn the space over to their dealer, if the dealer has been the only such dealer in that space for the previous 2 years or more. In such cases show seniority points remain with the manufacturer and do not apply to future allocation for the dealer.

   b. In cases where a manufacturer contracts for the space and the space was worked by multiple dealers, the space may not be turned over. The space will be released and re-allocated according to the seniority point system. If the individual dealers wish to apply for space, their own seniority points will determine allocation of their space and they will be considered renewing Exhibitors.

2. In cases where a manufacturer loses their ability to exhibit in a space due to a change in boat lines carried at a dealership, and wishes to apply for space, their own show seniority points will determine allocation of space and they will be considered a renewing Exhibitor. In the event the show area is under the "freeze" policy, priority will be given to that manufacturer.

3. Dealers Turning Space Over to Manufacturers

   a. In cases where a dealer contracts for the space, they may voluntarily turn the space over to their manufacturer, if the manufacturer has been the only manufacturer represented by the dealer in that space for the previous 2 years or more. In such cases show seniority points remain with the dealer and do not apply to future allocation for the manufacturer.

   b. In cases where a dealer contracts for space and that space was occupied by multiple manufacturers, that space may not be turned over. The space will be released and re-allocated according to the seniority point system. If one of the represented manufacturers wishes to apply for space, their own seniority points will determine their allocation of space and they will be considered renewing Exhibitors.

5. Space "Freeze" Policy

a. When a **show** has a higher demand for space than is available, 50% of all available space will be offered to existing Exhibitors that have requested an increase. The remaining 50% of available space will be offered to new companies that wish to exhibit in the show and have submitted an application and payment. Space will be allocated as described below in section 5b.

b. When an **area of a show** has a higher demand for space than is available, a space "freeze" policy will be imposed. When a "freeze" policy is imposed:

   i. Available space will be divided equally—50% will be allocated to those Exhibitors already in the "frozen" show or areas requesting a space increase and 50% will be allocated to those wishing to get in from the non-frozen areas.
   ii. Exhibitors being allocated new or additional space in a "frozen" show or area will receive no more than: 100 sq. ft. if a booth; 400 sq. ft. if linear bulk space; 1,500 – 2,000 sq. ft. if bulk; or 2 slips if in-water. Minor increases or decreases in space due to a change in location will not be considered when applying the space "freeze" policy.

   iii. Exhibitors in the "frozen" show or area will be eligible for a space increase (provided space is available) only after waiting at least four years after first entering the "frozen" area. Example: Exhibitor enters the "frozen" area in 2011, sits out 2012, 2013, 2014 and 2015 and is eligible in 2016.

   iv. A maximum total space size cap may apply in shows that are "frozen" or have "frozen" areas.

6. Purchase of an Exhibitor Other Than Through or Out of Bankruptcy or Financial Reorganization

In cases where one company (the "Purchaser") buys the assets of a qualifying company (the "Seller"), the following criteria will be used to determine transfer (if any) of the NMMA show seniority points, Member points, and/or existing boat show space by the Seller. If an Exhibiting company does not purchase space in any NMMA show and has not been an NMMA member in good standing for five consecutive years, it will be considered inactive, all show seniority points will be forfeited and its ability to transfer show seniority points to a new owner shall terminate. Upon notification to NMMA, Purchaser and Seller will be provided with documents needed to substantiate the transfer of any seniority points or boat show space.

Seller will complete a "Certificate of Sale" document. This document will initiate the internal process and NMMA staff will notify Purchaser of options in a timely manner. Purchaser can only exhibit newly purchased brands in existing boat show spaces once all documentation has been provided. For purposes of this section the following definitions will apply:

QUALIFYING COMPANY is a company that (i) is operating its business as a going concern at the time of the proposed sale or during the twelve months preceding the sale and has not been subject to or emerged from Bankruptcy or Financial Reorganization as defined in section 3(a), (ii) if applicable, is current in its dues payment to NMMA, (iii) has purchased or occupied space in any NMMA show at any time during the five-year period preceding the proposed sale, and (iv) is not in default in payment of any past due balance to NMMA at the time of the proposed sale.

SUBSTANTIALLY ALL OF THE ASSETS – A sale of substantially all of the assets of a company means the complete and final disposition of all or substantially all of the assets that a company had at the time it last participated in an NMMA show.

a. The show seniority points cannot be sold, sublet, given, assigned, or otherwise transferred by a company, voluntarily or involuntarily. The show seniority points can only be transferred by a Qualifying Company as part of the sale of all or substantially all of its assets to the Purchaser and must be approved by NMMA.

b. In the event substantially all of the assets of the Seller are sold, then, if the Seller's separate space is eliminated and absorbed into the Purchaser's, the seniority points of the Seller are liquidated and cannot be revived at a later date.

c. When the buyer and seller have seniority point history, the new point total of the Purchaser will be determined by the total years either company accumulated points, but no year will be counted twice.

d. All show seniority points are tied to one of the three types of manufacturing Members (boats, engines or accessories) and may not be transferred from one type of Member to another. If a Seller is a different type of Member, then a separate membership must be maintained by the Seller in order to exhibit the product of the Purchaser as a Member. In such cases, points and space are not transferable to the other type of membership. The exception to this rule is a corporate merge/display.

e. When an Exhibitor files for or becomes subject to Bankruptcy or Financial Reorganization as defined in section 3(a), all show seniority points related to that Exhibitor or any Affiliates included in such Bankruptcy or Financial Reorganization are forfeited and may not be resurrected at a later date. If the Exhibitor, its Affiliates or its successor emerges from Bankruptcy or Financial Reorganization protection at a later date, the forfeited seniority points will not be reinstated.

7. International Companies

a. Importers of boats and marine products are eligible to join NMMA as the exclusive U.S. representative of a particular international manufacturer, or as a general importing agent as an Association Member. However, such importers must have an individual membership in NMMA for each line represented if the particular line is to receive Member treatment at boat shows or trade events. Members joining as "Representatives" or "Importing Agents" cannot use that membership to apply to one or more imported product lines.

b. If a country has a group exhibit in an NMMA show or trade event, then the individual exhibitor within this group has the right to accumulate points, which will be considered if and when that company decides to have a separate exhibit of its own.

8. Member Companies

a. Any Member is generally entitled to apply for show space, and not be rejected because of its product line. The exception to this would be semi-related product (this type of product has an application to not only the marine industry but to other industries: cars, homes, etc.) where the maximum allowable amount has already been met for that product. The reverse is not true; not all Exhibitors are eligible for membership.

b. All Member Exhibitors including Associate Members enjoy Member space rates and seniority points. A Member-Exhibitor may display products for which it is not the Member (i.e., it is a dealer, distributor, or otherwise represents the product being displayed). However, if the exhibit is a single booth (10' x 10' booth or smaller), such space cost will be charged at the Non-Member rate; if larger, space cost will be pro-rated according to the amount of Member/Non-Member product, with a minimum billable space at 75 sq. ft. for each category. In such cases Member allocation priority, seniority, and space rate do not apply to exhibit space not occupied by the Member's own products or services.

c. Entities owned by a "Parent" Member company which make a product pertaining to a different type of NMMA membership, are not entitled to the membership benefits or seniority of the Parent in show matters. (Example: a boat company begins to market a new line of electronics and wants a show space. The new product line/entity starts out with no points and must take separate membership to begin to accumulate Member points.) The exception to this rule is a corporate merge/display.

d. Members are entitled to the Member-rate for space only if dues are paid prior to December 1st. New Members that join NMMA between the dues deadline and opening day of the show will receive a full Member discount. Exhibitor-Members dropping membership lose their Member benefits. Points accumulated by them during their membership will not be considered when allocating space. These Member points will be maintained as history and will be reinstated only if membership is reinstated within six months.

9. Common Ownership of Several Exhibitors

An Exhibitor can create or absorb into its display any number of "Brands." A Brand is meant to include any company product line, operating division or subsidiary; the relationship is not the governing

factor. The governing factor is that an Exhibitor is created or eliminated for a brand having a separate identity but owned by a parent company.

a. A joint venture, whether between Members or between a Member and a non-member, is a separate company and does not qualify to use the Member status of either party.

b. Dues payments from a Member company must include the applicable dues based on sales, for all brands it owns which purchase or expect to purchase space at NMMA shows/trade events at the Member space rate. Thus, Entity A, if it makes one payment to cover dues of all a parent's Member brands, must cover the dues applicable to those brands, if those brands are to enjoy Member benefits at shows.

c. When an Exhibitor requests separate space for a new brand which has a separate identity, or takes an existing brand and decides it should have a space of its own, that brand becomes an Exhibitor, begins its own show points from zero and will not be treated as a prior year Exhibitor. For Double-Tiered shows, the brand is attached to the Member record, but with its own Member points starting at zero.

d. When a parent company takes a brand which is already exhibiting separately and eliminates that brand or absorbs it into the parent's exhibit, the parent has the right to take over the space, but cannot transfer it to another brand. In such cases the show points are merged and cannot be revived at a later date. A new show point total will be determined by the total years either company accumulated points, but no year will be counted twice. In a Double-Tiered show, a new Member point total will also be determined.

   In a show, if, after eliminating or absorbing a brand into the parent companies' exhibit, the parent should ever decide to separate again or sell off a brand, that brand would start its seniority at zero.

e. In a show, Member points can go to both the Member of record and its separate brands each year. Show points go only to the individual Exhibitor of record and are specific to each show.

f. Once a brand has established its own exhibit space, all allocation procedures apply to that Exhibitor on the same basis as with every other Exhibitor.

g. An Exhibitor may in its space, present a "sampling" of other products made by entities which share common ownership under these guidelines:

   i. Total space taken up by such "sampled" products may not exceed 20 percent of the total exhibit space.

   ii. Only "static" displays of the sampled products may be displayed in the designated exhibit area.

   iii. Boats displayed as "samples" must have their own exhibit space in the same show.

   iv. The above applies to boats, engines, accessories, equipment, and services, but excepted are accessories, engines, and trailers which are integral to and part of a boat display in a boat area, and "slave" items, including logo'd merchandise. The intent of this rule is to demonstrate the diversity of a company's product lines, but not to add additional sales space for those sampled products.

10. Display Props

An exhibitor may exhibit products marketed by another manufacturer as a display prop such as an engine company using another company's boats to display engines at an in-water setting. Exhibitor will not display any product without the endorsement or approval of the manufacturer. However, exhibitor must have purchased exhibit space under its name in the same show.

11. Corporate Displays/Brand Consolidation for Exhibit Purposes

Corporate Display refers to a company whose manufacturer's different products in different NMMA divisions.

Brand Consolidation refers to a company that manufacturers different products in the same NMMA divisions.

A parent company may choose to combine all of its brands into a corporate display with one seniority total.

a. In a brand consolidation, a company may have as many brands of the parent company within its space(s) as it determines necessary based on the parents' marketing plan.
b. Brands may change from year to year and from show to show.

c. Once the individual brand seniority has been absorbed, it cannot be resurrected in the future.

d. Should the parent company ever decide to separate again or sell that brand, that brand's seniority would start at zero.

These rules apply to newly acquired brands as well as startup brands.

12. Compliance with U.S. Laws

Exhibitor represents and warrants that all displayed products comply with all applicable U.S. laws, regulations and consent decree or other mandatory requirements, including any applicable safety standards that may be issued by the Consumer Product Safety Commission (CPSC), and the emission regulations issued by the U.S. Environmental Protection Agency (EPA) (collectively the "Full Compliance Representation"). Enforcement officials from the U.S. EPA and other governmental agencies (potentially including U.S. Customs) will routinely inspect products at the show.

If applicable products do not meet the CPSC safety standard or EPA emissions compliance, they may not be displayed in any NMMA show. Exhibitors agree to cooperate fully with and respond to any questions from any government officials at the show. Exhibitors agree that neither the show parties (as defined in the exhibitor space contract) nor the show is responsible for the enforcement of emissions or safety regulations; and that none of the show parties nor the show may be held responsible for any penalties, burdens or costs that are associated with or result from the enforcement of environmental or safety laws by appropriate officials.

13. No False or Misleading Statements

Exhibitors represent and warrant that (in and around the show facility) they will not make any false or misleading statements or claims in print, orally, or in any medium about their or a competitor's products (collectively the "Truthful Advertising Representation"). For example, exhibitors will not advertise displayed products as being "EPA compliant" or "meeting EPA standards" if these products have not been certified to meet the current, applicable EPA control of emissions for propulsion marine engines and vessel standards.

14. Infringement

Exhibitor represents and warrants that any products or equipment which it exhibits in the show: (i) are and will be original with exhibitor and will not incorporate any ideas, concepts, techniques, inventions, creations, works, processes, designs or methods that are owned by or licensed exclusively to any third party, and (ii) do not and will not infringe upon or violate any patents, copyrights, trade secrets, trademarks or inventions or any other intellectual marketing rights of any third party (collectively, the "Infringement Representation").

15. Individual Exhibitors are Responsible for Enforcement

Exhibitors (not the show parties or the show) are responsible for enforcing (through the appropriate governmental or authorized officials) any claims against other exhibitors who are displaying products that allegedly violate their "Truthful Advertising Representation" (as set forth above in item #13 or their "infringement Representation" as set forth in item #14). For example, to remove an infringing product, an empowered government official should present a court-order that clearly and directly applies to the displayed, infringing product. However, exhibitors recognize and agree that the show (in its sole discretion) can require a manufacturer to remove from the show floor products that clearly and blatantly violate and breach the "Infringement Representation" as set forth in item #12 above.

16. Conduct Between Exhibitors

Exhibitors agree that they will not disrupt the show by harassing other exhibitors, or by disrupting other exhibitors' ability to conduct normal business activity at the show. In its sole discretion, NMMA may physically remove from the exhibitor's booth space any person who is engaged in threatening, disruptive, or offensive behavior.

17. Rules and Regulations

NMMA shall have the power to adopt, amend, interpret, and enforce all show terms, rules and regulations with respect to the operation and conduct of the Show, including but not limited to those regarding the kind, nature, and eligibility of all exhibitors and exhibits at the Show and the marketing activities of exhibitors with respect to the Show.

18. Non-Current Product/Boats

Boat exhibitors may display up to 20% of new and unused previous model year boats in their display. A new boat is defined as a boat that has not been registered with the State.

Display Guidelines

These guidelines and regulations are intended to provide a basis for the building and construction of exhibits at all NMMA Boat Shows. We encourage exhibitors to submit proposals for exciting and dynamic display ideas that may seem "outside the box" directly to NMMA for approval. Each facility that houses our shows has specific rules that we, as tenants of the building(s), must adhere to. Please refer to the back of your show contract and your exhibitor kit for show specific guidelines. Each show manager is aware of the rules for the specific shows they manage and can therefore determine if your display suggestion meets these rules.

All bulk/open area exhibitors or anyone planning a newly constructed, elaborate display must submit a to-scale drawing of their exhibit to NMMA for approval. Please advise us if your exhibit has not been altered since last year; you may not need to reapply for approval.

Drawings need not be professionally done, but should show a "birds-eye view" and an elevation of your exhibit area. Be sure to indicate the heights and widths of both product and display materials as well as other appropriate dimensions or placements of equipment.

This drawing should be submitted no later than 60 days prior to show opening.

Any variance to accommodate creativity or uniqueness of an exhibit must first be approved by NMMA. Product placement, although subject to NMMA review and approval, is not bound by the following configuration guidelines. Should you have any questions about these limitations or positioning of product, please do not hesitate to contact NMMA.

A. Installation:

1. Specific instructions regarding loading in/out (i.e., dates, times, and directions, etc.) will be sent to each exhibitor, and must be strictly observed. Exhibitors will be billed for extra rigging services required because of delays caused by unprepared exhibits, including carpet installation, lack of appropriate cradling equipment, etc.; lateness; or any special/unusual handling of boats or equipment. Late exhibitors

arriving after their scheduled installation time can be relocated to any location specified by NMMA or, if no alternative is available may forfeit their show participation rights.

2. Exhibitors are required to comply with all labor practices and union agreements in effect at the show site.

3. Any equipment, signs or display units provided by the show will not become the property of the exhibitor.

4. No signs, walls, product, or any part of a display shall be set up so as to block off or otherwise interfere with the view of any other display. Exhibits are limited to the space provided in the contract. Product, personnel and/or display material may not extend into the aisles or adjoining space (including trailer tongues, wheels, stairs, stern drives, display/literature racks, etc.).

5. At some shows, all indoor exhibits must be carpeted. Check your contract or call NMMA for clarification.

6. Products may be suspended from the ceiling in some shows; however, permission of the show facility and NMMA must be received in writing prior to show move-in.

7. Boats may be stacked, nested, stood erect or on end only with prior NMMA approval.

8. Cradles must arrive pre-assembled. Any boats, which, in the opinion of NMMA, have unacceptable cradling/boarding equipment, will not be handled. Boats may be exhibited on trailers, cradles, jacks, dollies, wood blocks or cradles with wheels; on Styrofoam blocks with advance NMMA approval; but cinder blocks or any other modular blocking will not be allowed.

9. Boats less than 26 feet must have dollies or cradles with wheels to be handled by NMMA.

10. No damage of any nature may be done to booth structures or to any part of the exhibit hall or show grounds. Exhibitors will be held responsible for damages. No signs may be placed on columns or walls except within exhibitor's space (building regulations permitting). No nails or screws may be driven into the floor. Exhibitors are responsible for filling holes from tent stakes or from other structures not provided by NMMA, for removing tape from floors, and for removing carpet, including whatever's used to secure it.

11. No exhibitor may bring into the show any explosives, flares, gasoline, kerosene, acetone, LPG or other flammable or combustibles. No fuel may be stored in containers, boats, RV's, or authorized vehicles. All gas tanks must have locking gas caps or be taped closed. Batteries must be disconnected from ignition systems.

B. Construction:

1. All structures must conform to local fire, safety and building codes, and are subject to inspection. Ramps, platforms, and stairs must have adequate handrails. All exhibit structures or components in excess of 12'0" must have drawings available for inspection by NMMA, facility management, the installation and dismantling contractor and/or governmental authority before and during the time display is being erected, exhibited or dismantled at the show site. These drawings should include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature is built in compliance with the details and specifications set forth on the drawings.

2. All decorations or building materials must be flameproof, and an affidavit or certificate evidencing such flame proofing must be available for potential inspection by Fire Department representatives. Open flames of any sort are prohibited.

3. All electrical wiring and equipment must meet appropriate municipal/governmental electrical codes.

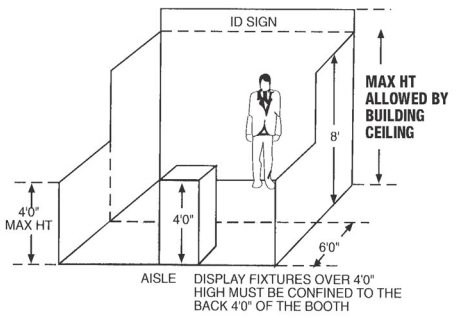
4. Exhibitors are required to finish and decorate any unfinished partitions, walls or backs of signs, which are visible to the public. Two-sided identification signs along the back wall of an exhibit that detract from the adjoining exhibit must be removed or covered up. Exposed exhibit back walls will be draped or finished at exhibitor's expense.

C. Standard Booth Exhibits:

One or more standard units (10' x 10', 10' x 9', etc.) in a straight line.

Height: Exhibit fixtures and components will be permitted to a maximum height of 8'0", plus 2'0" for back wall identification signs—overall acceptable height is ten feet (building construction permitting). Sidewalls may extend 4'0" or 1/3 the depth (whichever is greater) from the back line at a height of 8'0", but then must drop to a 4'0" height.

Depth: All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within '0" of the back line (towers included).



D. Perimeter Wall Exhibits:

Standard booth or bulk exhibits located on the outer perimeter wall of the exhibit floor.

Height: Exhibit back walls may rise continuously to a maximum height permitted by building ceiling(s), (with NMMA approval) but nothing may be attached directly to walls.

Depth: All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 4'0" of the black line (towers included).

E. Peninsula:

An exhibit space open on three sides that has a neighboring exhibitor or wall on the fourth side.

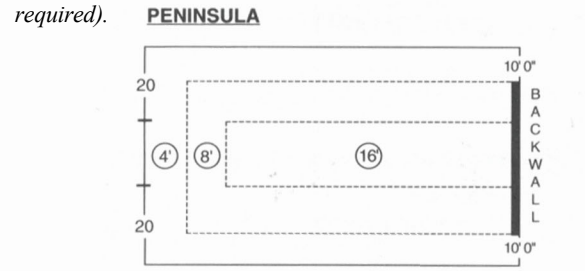
Height: Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting):

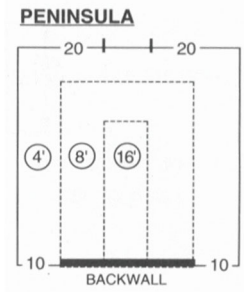
No wall/walled structure may be positioned along space edge. Any walls must be set at least 10'0" from any aisle(s).

Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed within 20 lineal feet of an adjoining aisle must not exceed 8'0" in height. Display fixtures placed more than 20 lineal feet from an adjoining aisle must not exceed 16'0" in height.

In PENINSULAS*, back wall structures (hard wall or drapery) will be permitted with NMMA approval; but, must afford 10'0" of unobstructed view on either side of the exhibit/wall. Any variance requires the mutual (written) agreement of the exhibitors sharing the common line, and is subject to annual review of both parties and NMMA. It is also each exhibitor's responsibility to drape or finish exposed/unfinished portions of back wall(s).*

NOTE: *This rule may be waived by NMMA in certain cases where the back wall is on the perimeter of the display area (advance approval required).*



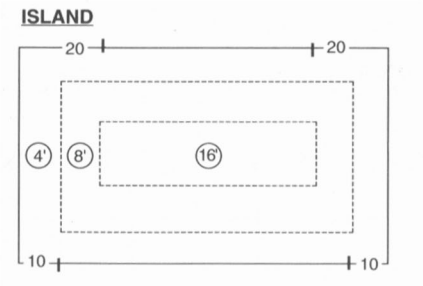


F. Island Exhibits:

An island exhibit is a space that is open on all four sides.

Height: Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting):

Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed within 20 lineal feet of an adjoining aisle must not exceed 8'0" in height. Display fixtures placed more than 20 lineal feet from an adjoining aisle must not exceed 16'0" in height.



In MULTI-STORY EXHIBITS*, regardless of whether people will occupy the upper area or not, the exhibitor must have drawings available for submission to NMMA, the installation and dismantling contractor, and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineering indicating that the structure design is properly engineered for its proposed use. Also required is a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawing. Signs must also be posted indicating the maximum number of people the structure will accommodate.*

NOTE: Peninsula booths are normally "faced" towards the cross aisle. Any "backside" portion of the exhibitor's booth that is visible must be finished at the exhibitor's expense and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

G. Linear Bulk Exhibits:

One or more oversized units (20' x 20', 25' x 30', etc.) in a straight line.

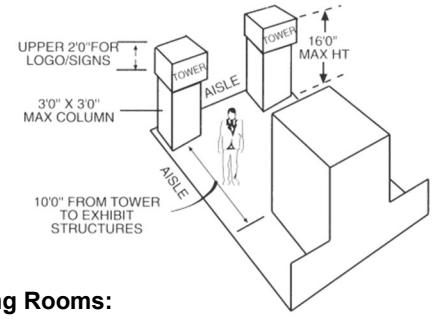
Height: Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting): No wall/walled structure may be positioned along space edge. Any walls must be set at least 10'0" from any aisle(s). Display fixtures placed within 10 lineal feet of an adjoining aisle must

not exceed 4'0" in height. Display fixtures placed more than 10 lineal feet from an adjoining aisle must not exceed 8'0" in height (with the exception of towers). Double-sided signs are not permitted if they are abutting a neighboring exhibit, either the back wall or sidewall. If they are free standing or hung in the middle of the exhibit, they are acceptable.

H. Towers:

A free-standing exhibits component that is used only in bulk spaces for identification and display purposes.

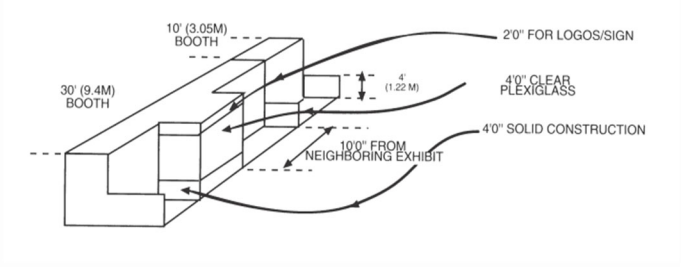
Towers are permitted at an overall size of 3'0" x 3'0" (column), and to a maximum height of 16 feet. They may be positioned along space edge(s); however, any additional exhibit structures or components must be set at least 10'0" from tower(s). Exhibitors must have drawings available for submission to NMMA, the installation and dismantling contractor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site. Drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawing.



I. Closing Rooms:

Three or four sided exhibit component used to obtain privacy for conferences or business transactions.

STANDARD BOOTH space closing rooms must be at least 10'0" from an adjoining exhibit. Closing room walls will be permitted up to a height of 8'0" with an additional 2'0" for signs/logos. Logos or other graphics may not be placed on walls, so as not to obstruct sight lines. Walls may be solid construction for a height of 4'0" only, the remaining 4'0" must be of a clear Plexiglas (a 10% tint is allowed). Dark or smoked Plexiglas walls are prohibited. BULK space closing rooms (i.e. peninsulas and islands) must conform to the display regulations for these exhibits.



J. Hanging Signs:

An exhibit component suspended above an exhibit (standard booths excepted) for the purpose of displaying graphics or identification.

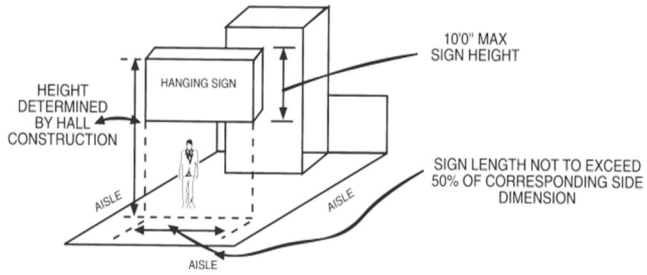
Hanging signs, banners and graphics are only allowed (building design permitting) over bulk space exhibits (i.e., islands, peninsulas or some perimeter wall exhibits). Hanging signs are prohibited in standard (linear) booth Spaces. Signs may not contain or allude to discounts or prices. Signs in a manufacturer's display will not be permitted to refer to another manufacturer except (with NMMA's approval) for component identification purposes.

Inflatable signs or forced air or helium balloons for identification purposes must be approved in advance by NMMA due to variances in facility requirements. Balloons in outdoor, bulk area exhibits must be securely fastened to the ground or a boat, and positioned so as not to present hazard. Helium balloons are not to be handed out to show visitors.

Size: The physical hanging sign measurement cannot exceed 10'0" in height. The total sign length cannot exceed 50% of the corresponding side dimension of the space. For example, a sign a hung along a 100'0" sideline may not exceed 50'0" in length and 10'0" in height. Horizontal banners must comply with the above limitations. The overall acceptable dimensions for vertical banners are 4'0" x 20'0" (hall construction permitting). This variance is due to the fact that a vertical banner spans a smaller area, and should not hinder viewing other exhibits and signs.

Height: Signs must be hung at a height determined by hall construction. This height limit will be noted in the exhibitor kit.

Placement: Signs are to be positioned so as not to hang over/into neighboring exhibits or aisles.

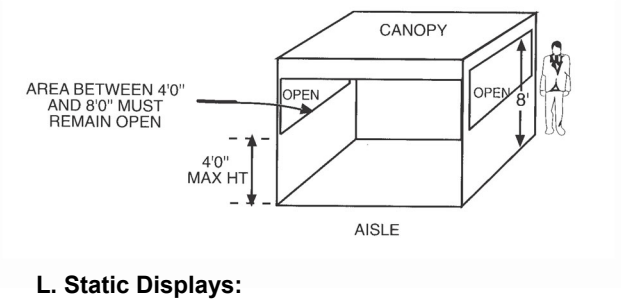


K. Canopies, Umbrellas, Ceilings & Headers:

An exhibit component supported over an exhibitor's space. Canopies are not allowed in the Louisville Boat, RV & Sportshow.

Height: False ceilings, canopies, headers and umbrellas are permitted to a height that corresponds to the height regulations for the exhibit component of which they are a part; however, that area between 4'0" and 8'0" high must remain open and free of obstruction.

Depth: Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3'0" in width when placed within 10 lineal feet of an adjoining exhibit and not confined to that area of the exhibitor's space, which is at least 5'0" from the aisle line.



L. Static Displays:

No new-boat displays are permitted in booth areas. Boat manufacturers and dealers may only exhibit in bulk display space, and are prohibited from buying booth space for "static" displays. The following exceptions are allowable:

1. Concepts not yet in production.
2. Brokerage display boards.
3. Boat Builders who are defined as custom builders as determined by NMMA.
4. Sold out shows.

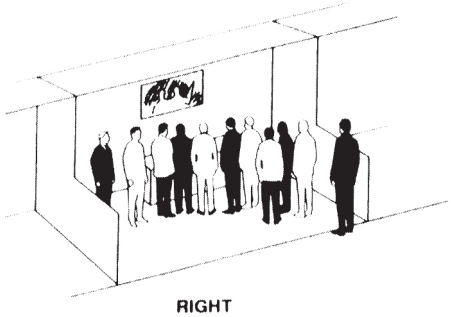
M. Vehicles on Display:

The NMMA Shows Committee policy specifically prohibits any literature, signs, sales staff and financial consideration from the vehicle supplier, manufacturers or their dealers. Any proposal for the display of an automobile, truck, or other vehicle must be presented to NMMA for approval for consideration at least 8 weeks in advance of the show. Some facilities have exclusive sponsorship agreements that may prohibit the display of automotive vehicles.

N. Demonstrations:

Any part of the exhibitor's presentation involving the interaction of exhibit personnel and their audience through demonstrations, corporate presentations, or sampling.

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2'0" from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, NMMA will have no alternative but to request that the presentation or sampling be stopped or the exhibit rearranged to contain the spectators or samplers within the exhibit space.



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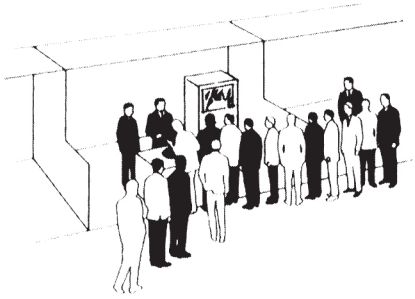

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O. On-Site Marketing:

Marketing (advertising, branding, promoting) must be confined to an exhibitor's contracted space. Marketing in common areas including but not limited to interior/exterior walls, doors, stairs, elevators, escalators, aisles, ceilings, restrooms, information booths, literature bins, and concession areas is prohibited unless pre-approval, in writing, is granted by the NMMA. The NMMA reserves the right to revoke this approval at any time.

P. Additional Display Information:

1. If copyrighted music is to be played in display, Exhibitor must obtain all necessary licenses.

2. Any bow thruster features on a boat must be disengaged while on display.

3. Signs used within an exhibit space should be produced in a professional manner.

4. Dimensions of all exhibit area are believed to be accurately stated on the floor plans. If there is a discrepancy or error, NMMA will attempt to correct the situation once it is brought to our attention.

5. Facility lighting may not illuminate all areas evenly and effectively. NMMA assumes no responsibility for providing additional lighting. If available, Exhibitor may order additional lighting at its expense (see Exhibitor Kit).

6. NMMA assumes no responsibility for temperature levels at any time.

Sound: Noise levels from demonstrations or sound systems must be kept to a minimum so as not to interfere with other exhibitors on a continual basis. NMMA will make final decision on volume levels and frequency.

Safety: All product demonstrations involving any moving and potentially hazardous machines, display or parts, must be approved in advance by NMMA at least 45 days in advance of the show opening.

Q. Character of Exhibits:

1. NMMA encourages the use of creative, innovative exhibits; however, NMMA does reserve the right to decline or prohibit any activity, exhibit or component which, in its opinion, is either not suitable or not contractually permitted in the show. This reservation concerns persons, objects, decorations, conduct, printed matter, advertising, souvenirs, catalogues and all other items that affect the character of the show.

2. Exhibits must be set up and staffed during all open hours of the show. Exhibit removal prior to the final day's close of the show is strictly forbidden. Exhibitors that do not comply with these regulations will not be offered renewal of their space in the following year's show.

3. Exhibitors have the right to distribute their catalogues and other approved printed matter (i.e. only information related to items displayed), but only within their space(s), not in the aisles or lobby.

4. Exhibitors are not permitted to use or distribute any sale device(s) which contributes to an annoying atmosphere, some of which may include public address systems, raised dais, stage-type lighting, flashing lights, beacons, loud machinery, helium balloons, ribbons, inflated signs, alarms, horns, bells (whether part of boat equipment or separate components), etc. If you are considering one of these elements in your exhibit, please contact NMMA for approval.

5. Video or audio equipment is permitted, but must be operated so as not to create a disturbance.

6. Drawings, guessing games and prize contests of any kind sponsored by individual exhibitors are subject to the prior approval of NMMA, and must also adhere to local lottery laws.

7. No alcoholic beverages or food may be served on the show floor without the consent of NMMA and the facility concessionaire.

8. On docks, exhibitors who occupy both sides or a pier's end may dress that area with carpet, banners, or tents, etc. A banner across the pier will not be allowed if there are other exhibits beyond it. Exhibitor may carpet a dock section, or put up a tent if he controls both sides, or if his neighbor across the dock agrees.

9. NMMA will arrange for the sweeping of aisles, but exhibitors must, at their own expense, keep their space clean: boats dusted, carpet vacuumed; and exhibits in good order.

10. Exhibits are required to maintain the nautical or outdoor theme of the show and should be set up in a professional manner so as not to relay a "flea market" atmosphere. Exhibit spaces should be inviting to attendees, free of clutter and garbage. Boxes may not be visibly stored within the display and should be stored under skirted tables or behind partitions.

11. All products offered for display must be deemed acceptable by NMMA. If items for display include both marine product and items that can apply to non-marine use, the boating or outdoor product must be the prominently featured item in the display.

****Partial content borrowed courtesy of the International Association of Exhibition and Events. ****

Chicago
231 S. LaSalle, Suite 2050
Chicago, IL 60604
312.946.6200 Fax: 312.946.0401

Louisville • Nashville
143A Arnold Drive
Shepherdsville, KY 40165
502.957.1666 Fax: 866.590.8907

Miami • Atlanta • Tampa
NMMA – Southern Regional Office
15100 NW 67th Ave, Suite 205
Miami Lakes, FL 33014
954.441.3220 Fax: 866.542.8673

Minneapolis • Northwest
331 2nd Avenue South, Suite 701
Minneapolis, MN 55401
612.332.8330 Fax: 612.827.1424

Atlantic City • New York
Baltimore • Norwalk • New England
330 West 38th Street, Suite 206
New York, NY 10018
646.370.3660 Fax: 888.649.7786

St. Louis • Kansas City
111 N. Taylor Ave., Suite A
Kirkwood, MO 63122
314.821.5400 Fax: 866.521.6015

Schaumberg • Suffern • Edison
750 Central Avenue, Suite R
Dover, NH 03820
603-431-4315 Fax: 603-431-1971

Progressive Insurance World Fishing and Outdoor Exposition

Exhibitor Liability Insurance – Important Notice

As an exhibitor, you are required to carry commercial general liability insurance including products and completed operations, contractor's personal injury and blanket contractual liability insurance at limits of at least $1,000,000 per occurrence and $2,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. Coverage should begin from your first move-in day (February 25, 2020) and last through your last move-out day (March 2, 2020) and name NMMA, World Fishing & Outdoor Exposition, Rockland Community College, and County of Rockland as additional insureds. The Certificate of Insurance must be provided at least 30 days before the move-in date by using the link that you will be receiving from USI insurance Services via email. The link will take you to a form that is pre-filled with your company's information based on what you provided to the show manager upon registration. Please forward the instructions provided in that email to your agent or broker to complete the online form and attach your Certificate of Insurance.

If you prefer to purchase liability insurance for this event, you may do so by accessing the purchase link provided in the email from USI Insurance Services.

The certificate holder name and address for the certificate should read:

World Fishing & Outdoor Expo
c/o NMMA
231 S. La Salle St., Ste. 2050
Chicago, IL 60604

Please refer to your NMMA Exhibit Space Agreement or contact your Exhibitor Relationship Manager if you have any questions regarding show requirements. For questions or concerns regarding insurance or website forms, please email USI Insurance Services at tradeshow@usi.com.

Links for Insurance

To upload:
https://wfis-forms.usi.com/webforms/exhibitorsinsurance/certificate.aspx?eventid=696

To purchase:
https://wfis-forms.usi.com/webforms/exhibitorsinsurance/getliabilityinsurance.aspx?eventid=696

Please do not send certificates of insurance to NMMA, the show manager, or USI Insurance Services. NMMA will automatically be notified upon completion of the on-line reporting form or purchase of insurance.

258685

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
□/2□/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:	
Your Agent or Broker Address City, State, Zip	PHONE (A/C, No, Ext):	FAX (A/C, No):
	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	NAIC #
INSURED Your Company Name Address City,State,Zip	INSURER A :	
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES **CERTIFICATE NUMBER:** 12958584 **REVISION NUMBER:** See below

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
	X COMMERCIAL GENERAL LIABILITY			Your Policy No.	1/1/2020	1/1/2021	EACH OCCURRENCE	$ 1,000,000
	CLAIMS-MADE [X] OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 100,000
							MED EXP (Any one person)	$
							PERSONAL & ADV INJURY	$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	X POLICY PRO-JECT LOC			SPECIMEN ONLY			PRODUCTS - COMP/OP AGG	$ 1,000,000
	OTHER:							$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB / OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB / CLAIMS-MADE						AGGREGATE	$
	DED / RETENTION $							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANYPROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A					PER STATUTE / OTH-ER	
							E.L. EACH ACCIDENT	$
							E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$

These dates must cover
02/2□/2020- □/2/2020

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

With respect to □ □rd□□□□□□□□□□ □d□□r□□□□□2/2□/2020□□/2/2020 (including□move-in/move-o□□□□MM□□□ □ □rd□□□□□□□□□ □d□□r□□□□□□□□□□R□□□□d□□□ □□ □ □□□□□□□ □□□□□□□□d□□ □□□□□□□R□□□□□d□, are□included as additional insureds.

CERTIFICATE HOLDER

□ □rd□□□□□□□□□ □d□□r□□□□
c/o NMMA
231 S. La Salle St., Ste. 2050
Chicago, IL 60604

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Jeanne Brandon

The ACORD name and logo are registered marks of ACORD © 1988-2015 ACORD CORPORATION. All rights reserved.

(This certificate replaces certificate# 11797282 issued on 5/24/2017)

BOOTH # _____

ALL ORDERS MUST BE ACCOMPANIED BY A CHECK IN FULL PAYMENT INCLUDING ALL APPLICABLE SALES TAXES

UNPAID ORDERS WILL BE RETURNED.

Return this form to:

LIGHTING & DECORATING COMPANY, INC.

171-173 Gould Ave., Paterson, New Jersey 07503 • (973) 345-8080 • Fax: (973) 345-9080

Please install electric service in our Booth No._____ for the World Fishing & Outdoor Exposition

at Rockland Community College. Date of Show February 27 - March 1, 2020

Outlets available as listed below, are stated according to wattage or amperage, (120 Watts equals one amp.) The costs are based upon ALTERNATING CURRENT ONLY, 115 volts, 60 cycles. One outlet (any size), consists of a duplex receptacle. Power (208 volt, 1 and 3 phase) available as listed below, is stated according to horsepower and amperage. Power lines come furnished with a fused disconnect switch only. Larger power lines can be supplied at an additional cost, which can be estimated by phoning our office with specifics.

STOP

Before ordering electrical services, determine exactly how much wattage or amperage your equipment draws. If your equipment draws more power than what you have ordered, you will be charged full show price for the size outlet you actually need. There will be no refunds for any undersized outlets previously ordered.

It is imperative that you order the proper size outlets to avoid being inconvenienced during show hours by Lighting & Decorating officials.

OUTLETS

SCHEDULE OF PRICES FOR ELECTRIC WIRING ON RENTAL BASIS

Booth Outlets for Single Electric Units Only Number Required	Advance Price	Floor Price
_____ 1-500 WATTS	$152.25	$175.32
_____ 501-1000 WATTS	$164.24	$184.54
_____ 1001-1500 WATTS	$180.85	$204.84
_____ 15 AMP DEDICATED	$199.31	$224.22
_____ 20 AMP DEDICATED	$224.22	$252.83

BOOTH LIGHTING

_____ 8' Pole with 2-150 watt floods	$145.00	$195.00
_____ 10' Pole with 4-500 watt floods	$225.00	N/A
_____ Outlet Required		

POWER

208V Single Phase

	Advance Price	Floor Price
_____ 10 AMP OR 1 HP	$236.00	$302.00
_____ 20 AMP OR 2 HP	$322.00	$430.00
_____ 30 AMP	$376.00	$511.00
_____ 50 AMP	$450.00	$575.00

OUTLETS AND LIGHTING	$
POWER	$
TOTAL	$
8.375% SALES TAX	$
TOTAL REMITTED	$

GENERAL CONDITIONS:

A SEPARATE OUTLET MUST BE ORDERED FOR EACH PIECE OF EQUIPMENT TO BE CONNECTED THAT DRAWS 500 OR MORE WATTS. THIS DOES NOT APPLY TO LIGHT BULBS.

CUSTOMER WILL BE RESPONSIBLE FOR FULL PAYMENT OF CHARGES AFTER INSTALLATION REGARDLESS OF USAGE.

All orders must be received five days prior to show or they will be considered as late orders and subject to floor price.

The Electrical General Foreman is obligated to refuse connections where wiring is not in accordance with the Board of Fire Underwriters.

All complaints must be presented by the exhibitor before the close of the exposition in order to be properly investigated.

Lighting & Decorating Co. cannot be responsible for any damages to customer's equipment due to fluctuating voltages in the convention area.

Service will be supplied to equipment in the most convenient manner. Each outlet supplied has a standard three-pronged receptacle; it shall be the responsibility of the exhibitor to supply any adaptors which may be necessary. Each motor of 3 HP or more must be equipped with fusible switch.

To facilitate installation, exhibitor must have all specific requirements available.

CREDIT CARD PAYMENT

Card Holders Name _____

Card # _____

Exp. Date _____

CVV _____

Zip Code _____

PLEASE PRINT — DO NOT WRITE

Company _____

Street & No. _____

City & State _____

Representative _____

ALL CONDITIONS AGREED TO:

Signed: _____

(Signature) (Date)

Telephone No. ( ) _____

► WIRELESS INTERNET SERVICE FACT SHEET / APPLICATION / PROCEDURE ◄ **► Effective 09/01/19- 08/31/20 ◄**

FACT SHEET

2.4 GHz ("B/G/N") open wireless internet service is available to all at no charge, on an "as is" basis with no technical support, at the Rockland Community College (RCC) Fieldhouse. As well, 5.0 GHz ("A") closed encrypted wireless internet service is available to participating exhibitors for a fee, which includes technical support.

If interested in purchasing a 5.0 GHz ("A") closed encrypted wireless connection, please provide the requested information below. Please understand that although RCC personnel will attempt to assist in connecting to the wireless network, exhibitors are responsible for:

- Providing a computer running an operating system of Windows 7 or later
- Providing a computer with a wireless network adapter with the ability to connect to RCC's 802.11 5.0 GHz ("A") closed encrypted wireless network with WPA2-PSK encryption
- Configuring the computer software settings to successfully connect to the 5.0 GHz ("A") closed encrypted wireless network
- Arriving at least two hours before the event opens, to test connectivity to the network

If an exhibitor is unable to meet these responsibilities, a connection may not be possible.

APPLICATION

I am interested in purchasing 5.0 GHz ("A") closed encrypted wireless internet service during the 2019 World Fishing & Outdoor Expo. I understand that:

- 5.0 GHz ("A") closed encrypted wireless service will be available beginning at the opening of the Expo on Thu 27 Feb 2020 and ending at the closing of the Expo for a flat rate of $ 30.00 if ordered by 5:00 PM Fri 21 Feb 2020, and for a flat rate of $ 50.00 if ordered after 5:00 PM Fri 21 Feb 2020. If it is determined by RCC personnel at the event that a reliable connection cannot be obtained and/or maintained, a refund will be issued
- An encryption key (password) available as text and QR Code will be issued to me. It is my responsibility to maintain the integrity of the encryption key, and misuse or sharing of the encryption key may be grounds for termination of my service
- Wireless service in the Fieldhouse is sufficient for routine day-to-day needs but was not designed for high capacity use or large commercial functions with multiple users, and there is no guarantee of connectivity to or reliability of a wireless signal in the Fieldhouse. Users are advised to contact Gary Peskin of the RCC Arena Management Office at (845) 574-4378 prior to ordering wireless service, to determine if their needs are compatible with RCC's wireless services
- RCC personnel are not responsible for reconfiguring the computer software settings back to the original state

Vendor Name: _____

Vendor Work Address: _____

Vendor Work Telephone: _____

Vendor Cellular Telephone: _____

Vendor Booth Location / Number: _____

Vendor Signature and Date: _____

PROCEDURE

If purchasing 5.0 GHz ("A") closed encrypted wireless internet service, remit this entire sheet, along with a check or money order made payable to Rockland Community College, to the following. RCC is unable to process nor accept any other form(s) of payment:

World Fishing & Outdoor Expo c/o NMMA
Attn: Jessica Blankenship
231 S Lasalle St, Suite 2050
Chicago, IL 60604 | Email: jblankenship@nmma.org

Feel free to telephone Gary Peskin of the RCC Arena Management Office at (845) 574-4378 with any questions you may have regarding wireless internet service.

General Exposition Services

THE TRADE SHOW SERVICE CONTRACTORS

Dear **World Fishing and Outdoor Exposition** Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **World Fishing and Outdoor Exposition being held at the Rockland County Community College on February 27 – March 1, 2020.**

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

Online Exhibit Kit Instructions:

To access our ONLINE kit for the **World Fishing and Outdoor Exposition** you have 2 options.

DIRECT LINK
https://www.generalexposition.com/online-servicekit.php (click to follow link)

MANUAL ENTRY
Please click the following link or copy and paste the link into your browser's window - www.generalexposition.com

Next, click on the Online Services button located in the upper right hand corner of the Web page. This will take you to the log in page.

AT THE LOG IN PAGE – Check the agreement box and enter the password: **NYFISH20**

Once you enter you will be given 2 options, View and Print Forms or View and Complete Forms Online.

VIEW AND PRINT OPTION:
This option provides a complete list of all the forms that can be printed out individually. This option only allows you either to mail or fax your form(s) to General Exposition Services with payment.

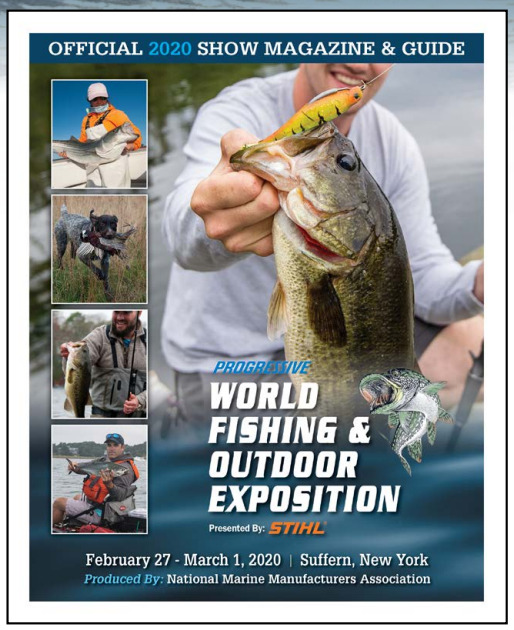
To print a form without opening, simply place your mouse over one of the forms, right click, and choose "print to target". Otherwise, you can click to open then print.

VIEW AND COMPLETE FORMS ONLINE:
This option allows you to fill out the forms and make payment directly online. This option requires a credit card to be submitted prior to entering the forms. We recommend that you print a copy of the order form, for your records, before clicking submit

We look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866, mention the upcoming **World Fishing and Outdoor Exposition,** and one of our Customer Service Reps will be happy to assist you.

205 Windsor Road, Limerick Business Center, Pottstown, PA 19464
Tel: 610-495-8866 Fax: 610-495-8870 Email: info@generalexposition.com www.generalexposition.com

The Official Show Magazine & Program For The World Fishing & Outdoor Expo!



World Fishing & Outdoor Expo
Suffern, New York
February 27 - *March 1, 2020*
{ Ad Deadline: ? }

Place your ad in the Official Show Magazine for the *World Fishing & Outdoor Expo* and **lead customers directly to your booth!**

Reinforce Your Show Message With An Ad In The Official Show Magazine!

- Drive customers directly to your booth!
- Promote your show specials!
- Extend your presence after the show!
- Over 10,000 copies distributed!
- Ask your account representative about our combo specials with On The Water Magazine.

OFFICIAL SHOW MAGAZINE CONTAINS:

- Seminar Schedules
- Speaker Profiles
- Floor map and Exhibitor booth numbers
- Feature articles related to fishing & much more!

2020 ADVERTISING RATES

Back cover	$1,000
Inside front cover	$800
Inside back cover	$750
Full page	$500
1/2 page	$350
1/4 page	$225

{ Ad Deadline: Feb 11th }

Ask your account representative about our COMBO SPECIALS with On The Water Magazine.

RESERVE YOUR AD SPACE TODAY!

Call (508) 548-4705 or email: sales@onthewater.com

On The Water® THE ANGLER'S GUIDE & NMMA® National Marine Manufacturers Association