



Dear Exhibitor

I am delighted that you will be exhibiting in the South West International Boat Show, being held March 22–25, 2012, at the South Shore Harbour Marina, League City, Texas.

The attached **Exhibitor Handbook** has been created to assist you with your preparations for the Boat Show. It contains important information, directions and order forms for the services and supplies you will need to effectively participate.

Please complete and return the relevant forms, contained in Section III, to arrive no later than their due dates either by mail or fax.

New this year, for exhibitors, are the “*Best in Show*” Awards, designed to recognize exhibitors for marketing excellence in presenting their products and services. The three award categories will be: Best Booth Display – 200 sq ft and under, Best Onshore Display – over 200 sq ft, and Best In–Water Display.

A panel of independent judges, will use the following criteria to select the 3 winners:

- The display projects a quality image – attractive, clean and well lit.
- The display creates a positive recreational boating lifestyle image.
- The display is inviting and accessible to attendees.
- There is good traffic control with systems in place to register prospects.
- Staff is attentive and professional.
- There is consistent branding throughout the display (i.e. booth design, collateral, signage, staff attire, etc.).

So, time to get creative!

Also new for 2012 is the **Sail America** Seminar Program covering all facets of the sailing and boating lifestyle, from the magic of discovering exotic new ports around the world, to the must-have knowledge of staying safe and healthy at sea.

Listed on our website are some of the entertaining and educational seminars that are included in the price of show admission – please be sure to let your customers know about this opportunity.

The Seminar Program will be held at the **South Shore Harbour Resort & Conference Center**, which is also the official hotel of the Boat Show and conveniently located at the Marina. The Hotel will be offering a rate of \$109.00 per night for the Boat Show, with breakfast for two in the restaurant, book early to avoid disappointment!
(Tel: 281.334.1000 – Reservation code: SWIBS 2012).

You may also download the Exhibitor Handbook from our website which contains information on Bay Area Houston, travel and other local accommodations.

Please also note that South Shore Harbour Management will not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show. Additionally, no access by water will be permitted at the event and no unauthorized functions will be allowed after Boat Show hours.

If you have any questions on the Exhibitor Handbook please call us on: 561.842.8808. I look forward to seeing you and wish you all a very successful show.

Peter Bryant
President

South West International Boat Show

www.southwestinternationalboatshow.com

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SECTION I – THE SHOW

SHOW HOURS

THURSDAY, 22 nd March	12.00 PM – 7.00 PM
Official Opening Ceremony:	4.30 PM
FRIDAY, 23 rd March	12.00 PM – 7.00 PM
SATURDAY, 24 th March	10.00 AM – 7.00 PM
SUNDAY, 25 th March	12.00 PM – 6.00 PM

TICKET INFORMATION

Ticket Price

DAILY GENERAL ADMISSION

ADULT TICKET	\$13.00
SENIORS/MILITARY	\$11.00
CHILDREN 6 –15 YEARS	\$ 5.00
CHILDREN 5 and UNDER	FREE

TWO DAY PASS

\$20.00

(Valid any two days of Show)

A \$2 off Adult Admission Coupon is available on the website

SECTION II – EXHIBITOR INFORMATION

EXHIBITOR BADGES

Exhibitor Badges will be available from the Organizer's Office upon arrival for set up.

Exhibitors enter via the Exhibitor Gate at the South Entrance – Badges must be worn at all times, including setup/breakdown period of the show.

Exhibitor Badges are positively not transferable and subject to ID check, badges will be confiscated if misused.

Please list names for exhibit personnel only using the Exhibitor Badge Order Form, found in Section III and fax to: 561.840.1323 or email: info@southwestintlboatshow.com

Please print names clearly.

Exhibitor Badges or guest tickets may be left at Will Call located at the South Entrance. ID required for pick up.

BADGE DISTRIBUTION:

10'x10' Booth Exhibitors: Up to 4 Exhibitor Badges for the first contracted booth.

Each additional booth will receive 1 further Exhibitor Badge: one 10x10 booth=4 badges, two 10x10 booths=5 badges, to a max of 10 per exhibitor.

Space Only Exhibitors: Exhibitor Badges will be allocated per exhibit area size.

A=4, B=5, C=7, D=9, E=8, G=6, up to a max of 10 per exhibitor.

Slip Exhibitors: 2 Exhibitor Badges per contracted slip to a max of 10 per exhibitor.

Additional Exhibitor Badges may be purchased at a cost of \$10.00 each, badge valid for duration of show. If required, please complete the Additional Exhibitor Badge Order Form, found in Section III and the Credit Card Authorization Form.

Cleaning Crews: If you are using cleaning/maintenance personnel **please provide a list of names to the Organizer's prior to the show. Cleaning/Maintenance Crews must report to the Organizer's office each day for their credentials.**

EXHIBITOR – VIP PREVIEW INVITATIONS

Each Exhibitor will receive Ten (10) VIP Preview Invitations valid for Thursday, 22nd March only. **These will be mailed – you do not need to order.**

EXHIBITOR – GENERAL ADMISSION TICKETS:

Admission Tickets available to Exhibitors at discounted rate of \$8.00 per ticket.

If required, please complete the Order Form in Section III.

FURNISHINGS

For information and rates on other furniture items such as carpet, sofas or special request items for your exhibit please contact the organizer for details: 561.842 8808.

INSURANCE

It is required by South Shore Harbour Management that ALL Exhibitors MUST provide the Organizers of the South West International Boat Show with evidence of insurance coverage prior to participation. In addition, the South West International Boat Show, 618 US Hwy 1, Suite 400, N. Palm Beach, FL 33408, South Shore Harbour Development Ltd., 2525 South Shore Blvd, Suite 207, League City, Texas 77573, American National Insurance Company, Moody Street, Galveston, Texas 77550 and 1859 Historic Hotels Ltd., 2302 Avenue East, Suite 500, Galveston, Texas 77550 must be named as Additional Insured on certificates.

If insurance is carried under a name other than the Exhibitor's name shown on the Contract, please list your contracted Exhibitor name as a DBA.

Please fax Insurance Certificate to: 561.840.1323 or send by mail, to arrive no later than 9th March, 2012, to: South West International Boat Show, 618 US Highway 1, Suite 400, North Palm Beach, Florida 33408.

Policy Effective dates: March 19th – 26th, 2012, (includes move-in/move-out dates)
Coverage, where applicable, with limits of liability not less than:
Commercial General Liability – \$2,000,000 per occurrence
Automobile Liability – \$2,000,000 per occurrence
Worker's Compensation – \$500,000

10'x10' Booth Exhibitors without this level of coverage may purchase insurance coverage through the Show Organizer's insurance company, at a cost of \$100 per booth, for the duration of the South West International Boat Show. To receive an application form please Tel: 561.842.8808

MOVE IN/MOVE-OUT

IN WATER EXHIBITS

MOVE IN:

Boats arriving for in-water display may arrive from Monday, 19th April through Wednesday, 21st April between 8.00 am to 6.00pm. Piers 13, 14 and 15 are clearly numbered and each slip will be identified by Exhibitor name

All slip exhibitors must complete the Credit Card Authorization Form for Boat Slip Electrical Supply (contained in Section III) regardless of electrical requirement to their slips – this is a requirement of the South Shore Harbour Marina Management and Exhibitor Badges will not be released without this form being completed and returned. Meter readings will be taken by the Marina staff prior to arrival and on departure. If electrical is not used on the occupied slip there will be no charge.

MOVE-OUT:

All vessels **MUST** vacate the Marina by 12.00 Noon on Monday, 26th April. Access to site from 8.00am on Monday, 26th. Departure on a timely basis is necessary.

Please also note that South Shore Harbour Management will not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show. Additionally, no access by water will be permitted at the event.

ONSHORE EXHIBIT AREAS A-G

MOVE-IN:

Areas A-G set up hours: Monday 19th and Tuesday, 20th between 9.00am and 6.00pm
Move in must be complete by 6.00pm Tuesday.

MOVE OUT:

All Exhibitors **MUST** vacate their exhibit area/s by 11.00 am Monday, 26th April.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Management will not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show. All Exhibits MUST remain manned throughout the duration of the show.

BOOTH EXHIBITORS – 10x10's

MOVE IN:

10'x10' booth set up hours: Wednesday, 21st between 8.00am and 8.00pm
Thursday, 22nd arrivals must be agreed with Organizer.

MOVE OUT:

All Exhibitors **MUST** vacate their exhibit booth/s by 11.00 am Monday, 26th April.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Management will not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show.

All Exhibits **MUST** remain manned throughout the duration of the show.

EXHIBIT BREAKDOWN:

ABSOLUTELY NO DISMANTLING OF ANY PORTION OF ANY EXHIBIT WILL BE ALLOWED PRIOR TO THE SHOW CLOSING. FAILURE TO COMPLY MAY RESULT IN LOSS OF FUTURE EXHIBIT SPACE.

SAIL AMERICA VILLAGE: EXHIBIT AREAS A–F PLUS TENTS A & B

MOVE IN:

Exhibit set up hours: Wednesday, 21st between 8.00am and 8.00pm
Thursday, 22nd arrivals must be agreed with Organizer.

MOVE OUT:

All Exhibitors **MUST** vacate their exhibits areas/booth/s by 11.00 am Monday, 26th April.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Management will not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show.

All Exhibits **MUST** remain manned throughout the duration of the show.

EXHIBIT BREAKDOWN:

ABSOLUTELY NO DISMANTLING OF ANY PORTION OF ANY EXHIBIT WILL BE ALLOWED PRIOR TO THE SHOW CLOSING. FAILURE TO COMPLY MAY RESULT IN LOSS OF FUTURE EXHIBIT SPACE.

SERVICES

Boat Cleaning:

Available through Silda's Yacht Cleaning Service: Silda Como, Tel: 713.443.5591.

Forklift Service: Contact organizer with weight requirement at least one week prior to show: Tel: 561.842.8808

Public Ramp location:

145 South – Exit NASA Rd 1 – Turn Right on Egret Bay Blvd (Hwy 270) –
Cross over Egret Bay Bridge (Entering League City) – Turn 1st Right for Ramp.

Trailer Parking:

Located at American Yacht Sales – Contact Lance Parks: 281.334.6531 for details.
\$10 per day per trailer.

Travel Lift:

Contact John or Mark at South Texas Yacht Services. Tel: 281.334.7245 to arrange an appointment. Repair facilities are also available.

Freight:

Please contact ABF Freight Systems, Inc. 1.800.654.7019 www.abfs.com
Contact Becky Wood for Boat Show Discount rwood@abf.com

All freight, whether delivered by ABF or another company, should arrive no earlier than Monday, 19th March and be clearly marked with your company name so that it may be delivered to your exhibit area. Delivery address: South West International Boat Show/ Marina Offices, 2551 South Shore Boulevard, Suite D, League City, TX 77573

ACCOMMODATIONS & TRAVEL

Visit www.southwestinternationalboatshow.com for complete information on the Official Hotel of the Boat Show – the **South Shore Harbour Resort & Conference Center**, (\$109 per night with breakfast for 2 in the restaurant – Tel: 281.334.1000 (Reservation Code: SWIBS 2012).

This is also the venue for the Boat Show Seminar Program.

The website also contains information on Bay Area Houston, local hotels and contact information for airlines and car rental. Please ensure you reserve your hotel rooms as early as possible.

SECTION III – FORM CHECK LIST

Please ensure that your completed forms are returned in good time by **FAX** to the following number: **561.840.1323** or by **EMAIL** to: **info@southwestintlboatshow.com**
 All of the attached forms in this section are available for download from our website: www.southwestinternationalboatshow.com – under Exhibitor Handbook

FORM TO BE COMPLETED –where applicable	Deadline Date
* All Exhibitors	
** All Slip Exhibitors	
Electrical Order Form - Onshore Exhibits Only - if not already ordered on Contract	
Page 8	Feb 17
Event Furnishings - Additional Tables/Chairs Order Form	
Page 9	Feb 17
Exhibitor Badge Order Form*	
Page 10	Immediate
Exhibitor Badge Order Form - For Purchase of Additional Badges	
Page 11	Immediate
General Admission Tickets (Discounted) Order Form	
Page 12	Feb 24
Credit Card Authorization (If Ordering: Additional Badges, Onshore Electrical, Tables, Chairs or Discounted Tickets)	
Page 13	With Order Form
Credit Card Authorization For Marina Office**	
Page 14	Immediate

ELECTRICAL ORDER FORM – Onshore Exhibitors

Electrical supply, must be requested from the Organizer and paid for in advance.

Onshore Exhibitors requiring electrical supply, who have not already indicated this on their Contract, should complete this form, along with the Credit Card Authorization Form, and return by fax to 561.840.1323.

Company: _____
 (Name as it appears on Exhibit Contract)

Booth/s # /Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Fax: _____

Contact: _____ Phone: _____

Title: _____

Electrical Supply Onshore Only	Cost per Connection	# Connections Required	Total Cost
10 amps/110 volt	\$100		\$

Rate quoted for connection covers bringing service to the booth/exhibit area only and does not include connecting equipment and special wiring.

The Exhibitor holds the South West International Boat Show, the South Shore Harbour Development, Ltd., American National Insurance Company and 1859–Historic Hotels, Ltd., harmless for any losses of power beyond their control including, but not limited to, losses due to utility companies failure, permanent power distribution failure, power failure caused by vandalism, faulty exhibitor equipment or overloads caused by an exhibitor.

EVENT FURNISHINGS ORDER FORM

All 10x10 booths come with an 8ft skirted table and two folding chairs. Exhibitors requiring additional tables or chairs for their booth, or tables and chairs for their exhibit area should complete this form, along with the Credit Card Authorization Form, and return by fax to 561.840.1323.

For information and rates on items such as carpet or special request items for your exhibit please contact the organizer on: 561.842.8808

Company: _____
 (Name as it appears on Exhibit Contract)

Booth/s # Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Fax: _____

Contact: _____ Phone: _____

Title: _____

ITEM REQUIRED	COST	# REQUIRED	TOTAL COST
8FT SKIRTED TABLE	\$40.00		
FOLDING CHAIR	\$ 5.00		

EXHIBITOR BADGE ORDER FORM

Exhibitor Badges will be held for collection at the Organizers Office at the Marina.
CLEARLY PRINT below names of exhibit personnel only and fax to: **561.840.1323**
or EMAIL, in **spread sheet format**, to: info@southwestintlboatshow.com,
Exhibitor Badges are positively not transferable and are subject to ID check,
badges will be confiscated if misused.

Company: _____

(Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Date: _____

Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____

ADDITIONAL EXHIBITOR BADGE ORDER FORM

Please complete this form ONLY if you wish to purchase Additional Exhibitor Badges, at a cost of \$10.00 each – additional badges not available at Show.

Exhibitor Badges will be held for collection at the Organizers Office at the Marina.

CLEARLY PRINT below names of exhibit personnel only and fax to: 561.840.1323 or EMAIL, in spread sheet format, to: info@txintlboatshow.com,

Exhibitor Badges are positively not transferable and are subject to ID check, badges will be confiscated if misused.

Company: _____

(Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Date: _____

Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____

GENERAL ADMISSION TICKETS (DISCOUNTED) ORDER FORM
TICKETS VALID ANY ONE DAY OF THE SHOW

Exhibitors may purchase **DISCOUNTED General Admission Tickets**, in advance of the Boat Show, for distribution as personal invitations at the special cost of **\$8.00 each**.

Exhibitors requiring discounted tickets should complete this form, along with the Credit Card Authorization Form, and return by fax to 561.840.1323.

Discounted Tickets will be mailed to the contact name below:

Company: _____
 (Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Title: _____

Date: _____

NUMBER OF TICKETS REQUIRED	TOTAL COST @ \$8.00 EACH TICKET

CREDIT CARD AUTHORIZATION

If you are paying for Additional Badges, Discounted General Admission Tickets, Electrical Supply Onshore (not slips), Additional Tables or Chairs, please complete the following information and fax to: 561.840.1323 with the appropriate Order Form.

Company: _____
(Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Contact: _____

Title: _____

Phone: _____

CREDIT CARD DETAILS:

Card Type _____

Card #: _____

Exp. Date: _____ Billing Zip Code: _____

Security #: _____ Amount to be Paid: _____
(If applicable)

Name on Card: _____ Date: _____

CARDHOLDER SIGNATURE: _____

**CREDIT CARD AUTHORIZATION –
BOAT SLIP ELECTRICAL SUPPLY ONLY**

All slip exhibitors must complete this Authorization Form for Boat Slip Electrical Supply, regardless of electrical requirement to their slips – this is a requirement of the South Shore Harbour Marina Management.

Meter readings will be taken by the Marina staff prior to arrival and on departure.

If electrical is not used on the occupied slip there will be no charge.

Please complete and return this form immediately by fax to: 561.840.1323 as

Exhibitor Badges will not be released without this Authorization.

Company: _____
(Name as it appears on Exhibit Contract)

Slip/s #: _____

Contact: _____

Title: _____

Phone: _____

CREDIT CARD DETAILS:

Card Type _____

Card #: _____

Exp. Date: _____ Billing Zip Code: _____

Security #: _____ Amount to be paid: _____
(If applicable) (Will be calculated on departure)

Name on Card: _____ Date: _____

CARDHOLDER SIGNATURE: _____