

What's New at the 2017 Miami International Boat Show

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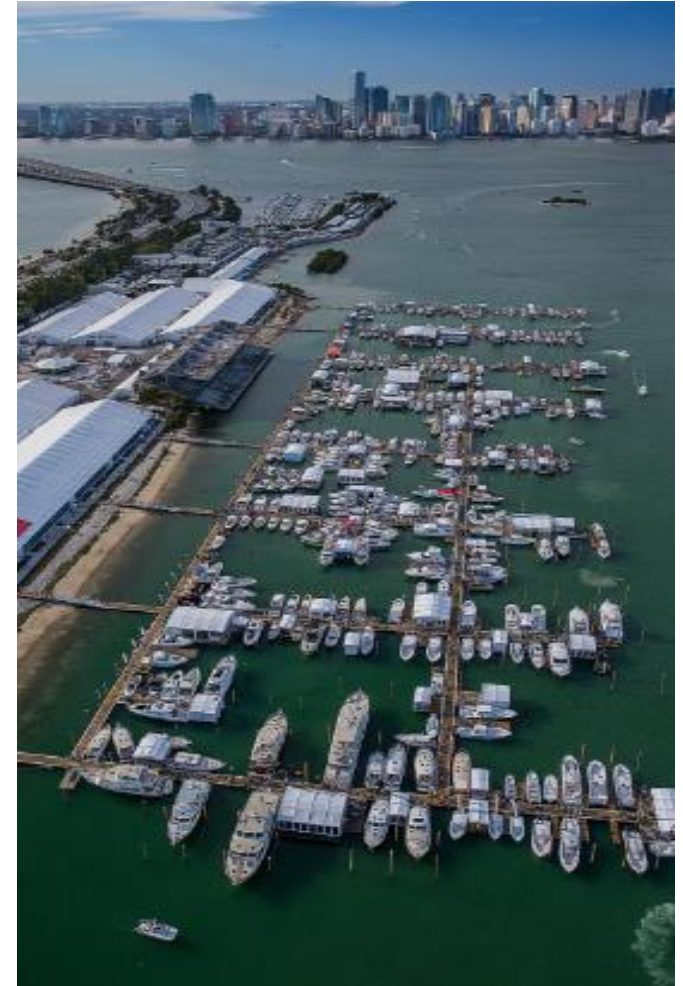
MIAMI INTERNATIONAL BOAT SHOW

AGENDA

- 2017 Show Overview. Ben Wold
- Show Enhancements. Ben Wold
- Exhibitor Checklists/Required Information. Melissa Gaffney
- Logistics/Operations. Ekita Shaw

Bigger & Better 2017 Show by the Numbers

- More than 1 million sq. ft. of exhibit space
- Over 1,300 boats and 1,100 exhibitors
- 550 boats/yachts in water, a 35% increase
 - Added over 150 more yachts and boats in water.
- 47% increase in the number of water taxis transporting 25,000 people/day
- 4 water taxi and 5 shuttle bus routes throughout Miami
- 10,000 parking spaces in downtown Miami and 3,700 pre-paid spaces on Virginia Key
- Estimated 100,000 people in attendance from 35 countries



2017 Space Sales

- **Reduced footprint on-land.** Expanded footprint in-water
 - K, L & M eliminated.
- **C tent**—additional booths created (bulk space converted to booths).
- **F tent**—converted to 100% engines and engine accessories.
- **Upland space** will be sold out.
- **In-Water**—approximately 150 more boats & motor yachts.
- Additional pier added - **Pier 9 created.**

Show Enhancements: Transportation

- 47% more and larger water taxis—enough to transport 25,000 people/day, compared to 10,000 last year.
- Eliminated long runs to Coconut Grove, Miami Beach and Sea Isle.
- Hired Hello! Florida, a local destination management company to manage shuttle bus operation.
- Using mini-buses to make center entrance turn for A, B & C parking lots.



Show Enhancements: Shuttle Bus & Water Taxi Routes

Shuttle Bus:

The four departure locations in downtown Miami include:

- Marlins Park
- American Airlines Arena
- Hyatt in downtown Miami
- Bayfront Park (Strictly Sail location).

Plus direct routes from Yachts Miami Beach

Water Taxi:

- American Airlines Arena
- Hyatt in downtown Miami
- W Hotel (formerly Viceroy) in downtown Miami on Brickell
- Bayfront Park (Strictly Sail location)

Buses and water taxis will run each day of the show from 9 am–7 pm. (**Show days only**).

Credentials/tickets are not required to ride buses but are required to board water taxis. Registration is located at the main entrance.

Show Enhancements: Parking

Exhibitors:

- Lot A (Arthur Lamb Road): 2,000 prepaid parking spaces with continuous shuttle to main entrance during all working times.
- Valet parking near Whiskey Joe's on Virginia Key from February 13–20, 2017.
- Trailer storage available in the staging yard.
- Handicap Parking: Exhibitors who need handicap parking will be accommodated in lot A designated spaces and ADA transportation will be available at all times.

Reserve Exhibitor parking and vehicle storage:

<http://www.miamiboatshow.com/exhibitors/exhibitor-parking>

Show Enhancements: Parking

For Consumers:

- 10,000 parking spaces with free shuttle service on show days in downtown Miami, include Marlins Park and American Airlines Arena.
- 3,700 pre-paid parking spaces on Virginia Key.
- Valet is also available near Whiskey Joe's.

Virginia Key parking lots include:

- Lot A 2,000 pre-paid parking spaces for exhibitors and consumers.
- Lot B (Historic Virginia Key Beach): 1,200 prepaid parking spaces for attendees.
- Lot C (Miami Seaquarium): 500 VIP and handicapped prepaid parking for attendees. Uber/Taxi drop off/pick up location.

For guaranteed parking without a pre-paid parking pass on show days, drive to Marlins Park where plenty of parking is available for \$10 per day. Marlins Park parking includes FREE Shuttle bus service to and from the show.

All parking options are available to customers online:
<http://www.miamiboatshow.com/public-transportation> .

Show Enhancements: Food & Beverage

- Hired Great Performances, renowned caterer for world-class events such as the Miami Open, and will feature a variety of new dining options.
 - Great Performances food and beverage online delivery program to exhibitors' booths/displays will feature a varied menu of snacks, appetizers, starters, salads, wraps, sandwiches, sushi, and dessert platters well as beer, wine, soft drinks and coffee.
- Order online: www.outoflinepreorder.com/mibs17

Show Enhancements: Food & Beverage



Show Enhancements: Food & Beverage



Show Enhancements: Food & Beverage



More Boats & Yachts

More than 550 new boats and yachts will be displayed in-water at the 2017 Miami International Boat Show.

New Additions:

- Beneteau: 9 Boats
- Carver/Marquis: 6 Boats
- Jupiter: 8 boats
- MJM: 2 Boats
- Tiara: 10 Boats
- Cruisers: 5 Boats
- Riviera: 10 Boats
- Van Dutch: 3 Boats
- Bonadeo: 2 Boats
- Prestige: 3–4 Boats
- Hell's Bay: 5 Boats

Expanded exhibits:

- Azimut: 4 Boats
- Chris Craft: 10 Boats
- Monterey: 16 Boats
- Formula: 8 Boats
- HydraSports: 10 Boats
- Everglades: 8 Boats
- GradyWhite: 15 Boats
- Sea Ray: 8 Additional Boats

NEW VIP Experience



VIP Experience for your Customers

Stunning View of the Show & Miami Skyline

- Located on Pier 9 aboard the **111-foot luxury yacht *Biscayne Lady***, the VIP Lounge will offer your guests a place to relax and experience the excitement of the show in an exclusive atmosphere.
- Aboard the new VIP Lounge, your customers can enjoy:
 - Upscale dining and beverage service.
 - Live music daily.
 - Air-conditioned indoor lounges as well as an open sky deck offering a stunning view of the show and Miami skyline.
 - Private restrooms.
 - Complimentary wi-fi.
 - An array of complimentary services and luxury product displays.

VIP Experience for your Customers

- VIP Experience packages are very limited (only 350 per day available).
- Packages range from \$55 to \$75 per customer depending on the option chosen. Contact Jennifer Thompson for more information (jthompson@nmma.org)



Innovation Awards

All contracted exhibitors: you are eligible to enter you new, innovative product(s) to the 2017 Miami International Boat Show Innovation Award Program! Ensure your product gets the recognition it deserves.

Deadline for entry is **December 29, 2016**. Visit the program [website](#) for full details.

Questions? Please contact:

Rachel Timko, Program Manager

(p) 312-946-6247

(e) rtimko@nmma.org

(w) <http://www.miamiboatshow.com/show-awards>



Exhibitor Center/
Important
Information

PROGRESSIVE®
MIAMI INTERNATIONAL BOAT SHOW

New Exhibitor Center

<http://www.miamiboatshow.com/exhibitors>



SHOW INFO GETTING TO THE SHOW **STRICTLY SAIL AT BAYSIDE** BOOK HOTEL

PLAN YOUR VISIT PRODUCTS & EXHIBITORS **BUY TICKETS & PARKING**

PROGRESSIVE MIAMI INTERNATIONAL BOAT SHOW

FEBRUARY 16-20, 2017

MIAMI MARINE STADIUM PARK & BASIN

EXHIBITOR CENTER

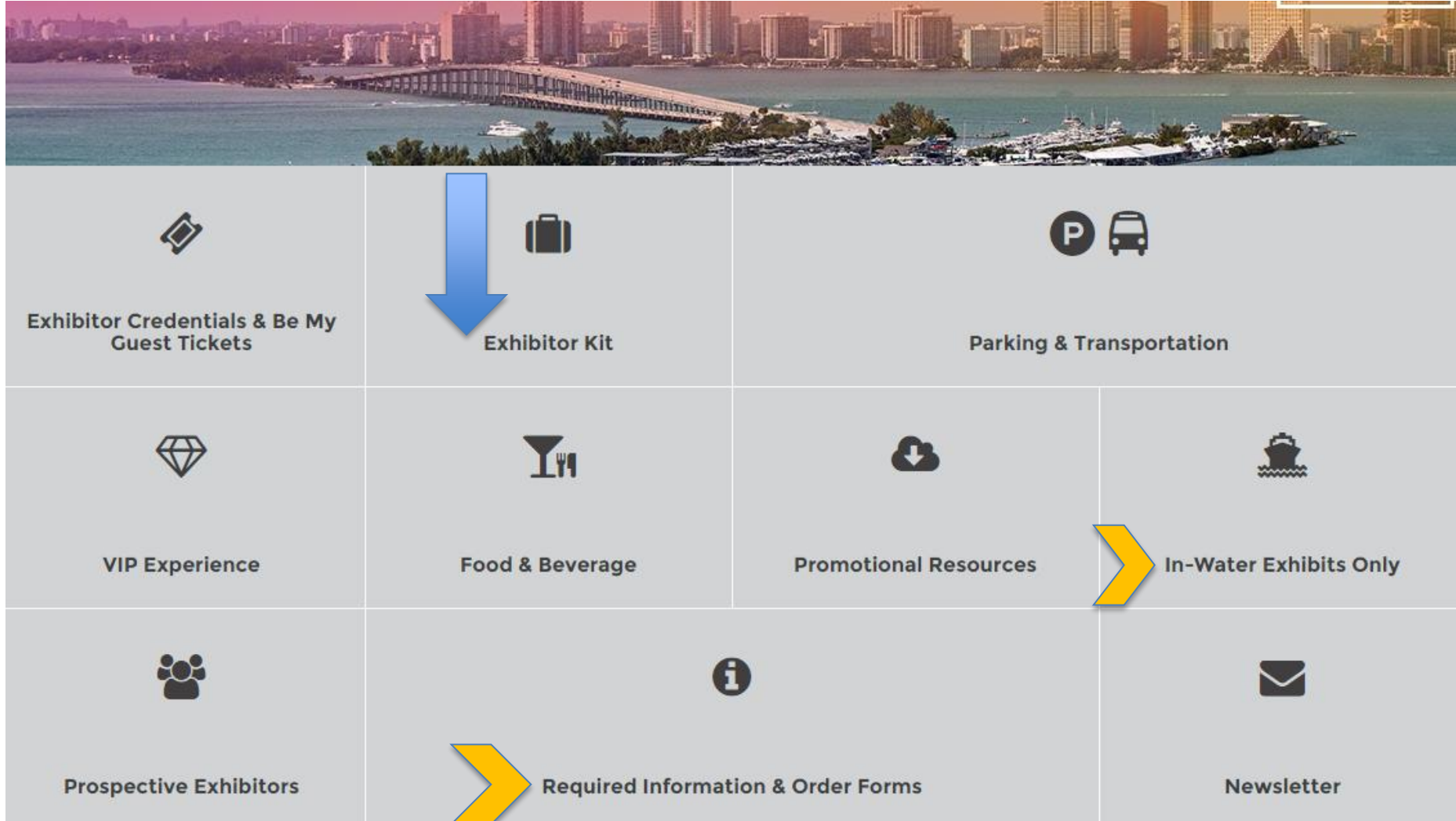
MEDIA CENTER

**The Ultimate Boat Show.
An Epic Event.**

A red arrow points to the EXHIBITOR CENTER button.

New Exhibitor Center

<http://www.miamiboatshow.com/exhibitors>



Exhibitor Kit

<http://www.miamiboatshow.com/exhibitorkit>

Exhibitor Kit

-  [Exhibitor Checklist With Important Discount Deadlines](#) [PDF - 92.29Kb]
-  [Official Service Provider Contact List](#) [PDF - 22.91Kb]
-  [General Display Information & Procedures](#) [PDF - 1733.1Kb]
-  [Upland Spec Sheet](#) [PDF - 2188.69Kb]
-  [Official Decorator Forms - Expo](#) [PDF - 4726.43Kb]
-  [Post Show Warehousing](#) [PDF - 243.18Kb]
-  [Up-land Electrical](#) [PDF - 155.75Kb]
-  [Internet Service](#) [PDF - 157.5Kb]
-  [Audio Visual Order Form](#) [PDF - 536.35Kb]
-  [ABF Freight Service](#) [PDF - 1273.5Kb]
-  [International Freight Forwarding Guidelines](#) [PDF - 67.83Kb]
-  [Floral Order Form](#) [PDF - 393.58Kb]
-  [Dolly Order Form](#) [PDF - 108.25Kb]
-  [Official Show Guide Information](#) [PDF - 41.91Kb]
-  [Export Listing](#) [PDF - 204.58Kb]
-  [Music Licensing - ASCAP](#) [PDF - 19.55Kb]
-  [2016 2017 Allocation Procedures Display Guidelins](#) [PDF - 1783.78Kb]
-  [Exhibit Regulations](#) [PDF - 201.67Kb]
-  [Florida State Taxes](#) [PDF - 22.89Kb]
-  [Security Precautions](#) [PDF - 89.01Kb]

Tips for securing your exhibit materials while on-site.

Exhibitor Checklist



Items marked with (*) are REQUIRED from All Exhibitors.
 Items marked with (**) are REQUIRED from Boat Exhibitors only.
 Items marked with (\$) are deadlines to receive the advance rate.
Premium rates will apply after deadline.

NMMA Forms

[Be My Guest Ticket Order](#)

[Boat Dolly Rental Form](#)

[Certificate of Liability Insurance – Submit to Wells Fargo](#)

[Credentials](#)

[Display Plans – Layout and Height Dimensions – all bulk space](#)

[Exhibitor Boat Information](#)

[Exhibitor Boat Information \(In Water\)](#)

[Housing Arrangements](#)

[Parking](#)

[Scaled Layout of Boat Exhibit](#)

[Show Guide Advertising Forms](#)

[Show Guide Listing](#)

[Trailer and Oversized Vehicle Storage at Staging Yard](#)

Discount Deadline

N/A

N/A

12/15/16*

a.s.a.p.*

11/1/16*

11/1/16**

11/1/16**

a.s.a.p.

2/12/17\$

1/18/17**

12/31/16

12/31/16

2/12/17\$

Service Provider Order Forms

[Expo Convention Contractors – Complete Kit](#)

(all order forms, i.e. booth equipment, labor, cleaning)

[Shipping Notification form to Expo](#)

Bulk Carpet Order Form – Installation Only or Rental

Custom Sign Order Form – Must place order for complimentary booth ID

Exhibitor Appointed Contractor

[Edd Helms Electric Services Order Form for In-Water Displays](#)

[Edd Helms Electric Services Order Form for Up-Land Displays](#)

[Eventstar Tents Rental In-Water Only](#)

Custom Printing on Tents

HVAC for Tents

Tent Only

[Freight – Domestic ABF Freight Systems](#)

[Freight – International Freight & Customs](#)

Great Performances Food & Beverage Booth Catering/Hospitality

[A Green Scene Floral](#)

[Smart Source Audio Visual and Computer Order Forms](#)

[C3 Internet/WIFI/Networking Services](#)

1/23/17

12/18/16*

1/18/17\$

1/23/17

12/11/16

11/1/16\$

1/19/17\$

11/1/16\$

11/15/16\$

12/1/16\$

1/9/17\$

12/18/16

12/18/16

a.s.a.p.

2/6/17

2/6/17

1/23/17


Logistics/
Operations

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MIAMI INTERNATIONAL BOAT SHOW

Book Your Hotel Through OnPeak & Save

www.miamiboatshow.com/accomodations



2017 Progressive Insurance Miami International Boat Show

February 16 - 20, 2017 | Miami Int'l Boat Show @ Miami Marine Stadium Park | Miami, FL


Exhibitor ▼

View Hotels

Already have a reservation? [Log in »](#)

ONPEAK OFFICIAL HOTELS

[privacy policy](#)



InterContinental Miami

Book Your Hotel Through OnPeak & Save
www.miamiboatshow.com/accomodations

Downtown Miami Lifestyle



Move-in Time Categories

- Advance Warehouse Freight
- Direct Shipment Targets
- Personal Owned Vehicles (POVs)
- Carpet Target
- Boat Target Upland
- Boat Target In-water

Freight Installation Overview



FREIGHT TARGETS SECTIONS A - J MOVE IN

	FEBRUARY 9-11, 2017
	FEBRUARY 10, 2017
	FEBRUARY 11, 2017
	FEBRUARY 12, 2017
	FEBRUARY 12-13, 2017

Freight Target Times

- Freight target time is when your freight, booth materials and products will be **placed in your space and/or ready to accept direct delivery**, whether by carrier, private vehicle or company truck.
 - **Empty crates for storage will be targeted for pickup** to allow sufficient time for removal of all crates and prepare for show opening. Please schedule the appropriate labor to have crates unpacked and tagged with empty labels based on your target time as shown below.
- | | |
|--|--|
| <ul style="list-style-type: none">• Freight/Materials delivered by: | <ul style="list-style-type: none">• Empties for storage will be picked-up by: |
| <ul style="list-style-type: none">• Friday, 2/10 - Saturday, 2/11 | Saturday, 2/11 by 5:00pm |
| <ul style="list-style-type: none">• Sunday, 2/12 - Monday, 2/13 | Monday, 2/13 by 5:00pm |
| <ul style="list-style-type: none">• Tuesday, 2/14 - Wednesday, 2/15 | Wednesday, 2/15 |

POVs

- Exhibitors that wish to unload their displays, products and materials will have a move-in window of time based on location.
- All POVs must check in at the staging yard to receive an access pass for direct unloading on-site.
- Unloading time allowed will be limited and based on space availability.
- Small package deliveries (hand carried) will be accepted at the staging yard and delivered to your booth by Expo Freight Dept. Personal vehicles with small packages will not have access to the show grounds.

Carpet and Electrical Installation

- Carpet is required in tents A through F
 - Carpet and electrical must be installed prior to your freight or boat arrival.*
 - Avoid multiple deliveries and additional expenses by delivering your carpet to the advance warehouse.
 - Notify Expo Freight Dept. if your freight will arrive on boat carriers truck. Freight & Boats are scheduled separately.
- *Boats may install tile or carpet after boat installation if they choose to cut around dollies

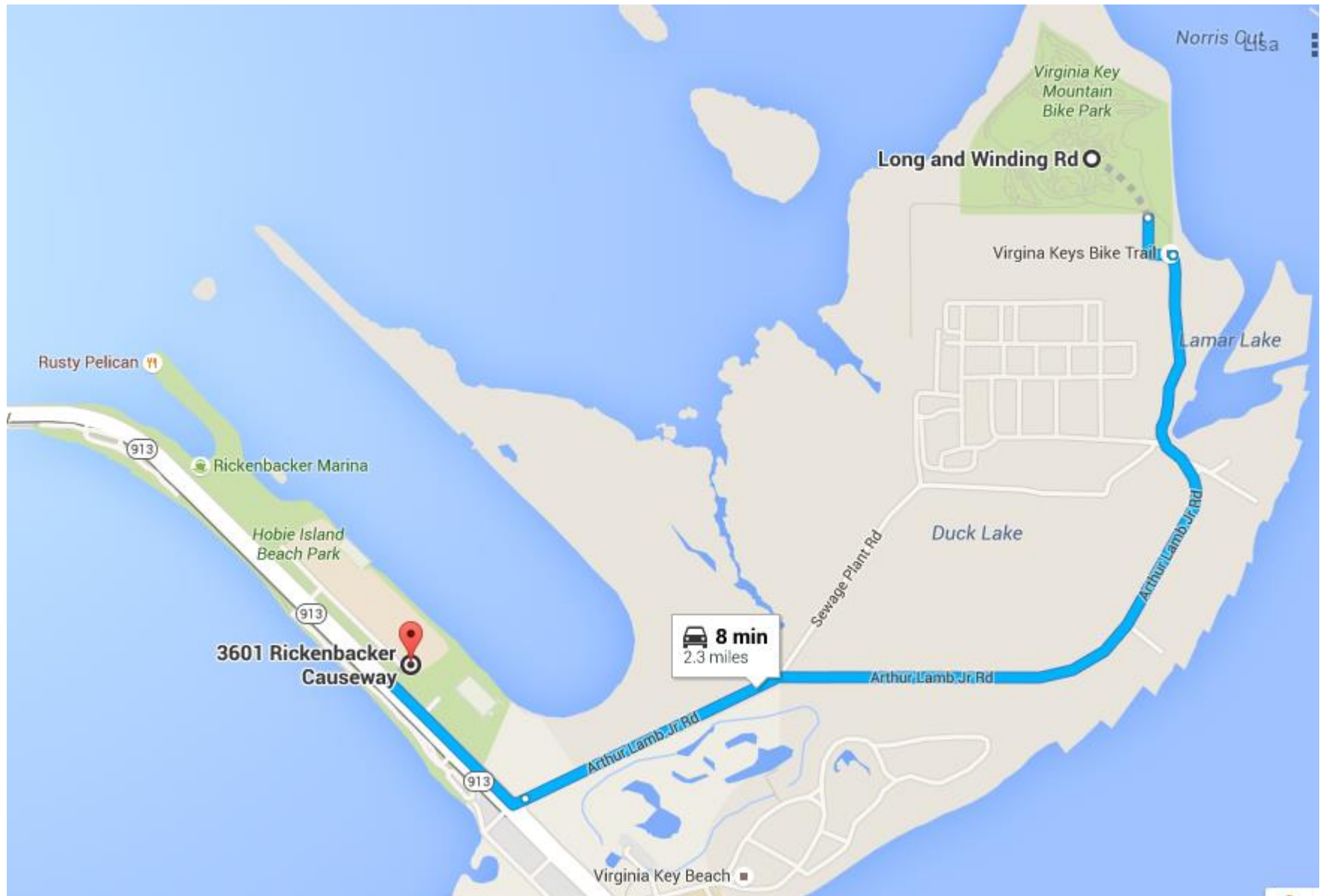
Move-in Planning

- Move-in dates for boats and freight **will be posted on-line** in the Exhibitor Center no later than **12/15/2016**.
- Use Advance Freight Warehouse for all freight/display products to avoid waiting in the Staging Yard and **have your materials in your booth prior to target time**.
- All direct deliveries including boats, freight, POVs, dealers, and carriers must check in at the staging yard.

Move-in Planning cont'd

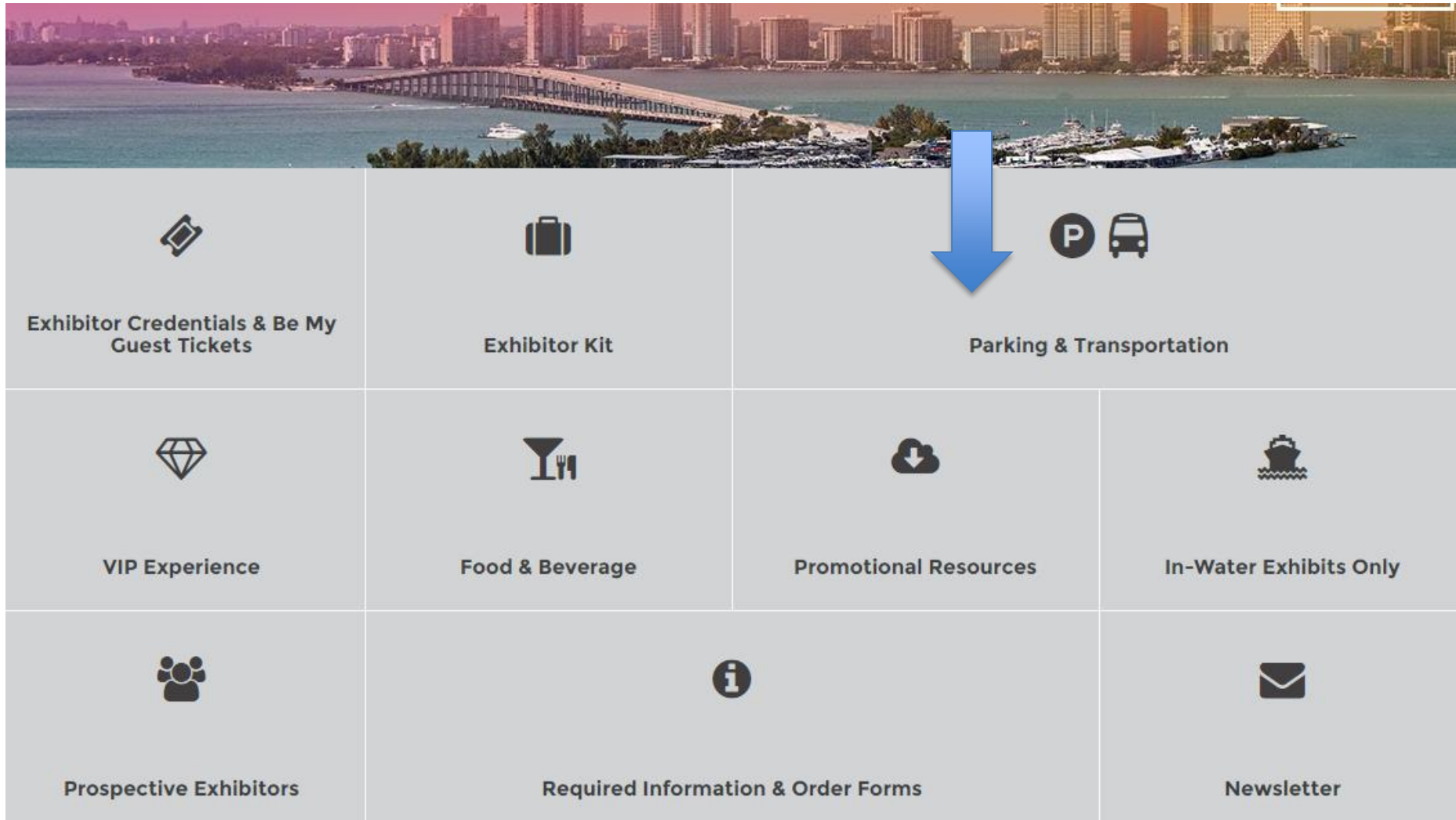
- Arrive at the staging yard at least one hour prior to freight or boat targeted move-in time.
- Plan to arrive before 7 a.m. or after 9 a.m. to avoid school and rush hour traffic on the Causeway on weekdays.
- Staging yard will be accessible for any arrivals during off-hours.
- Parking & trailer storage available for purchase via the [exhibitor parking booking page](#).

Access to Staging Yard via Arthur Lamb Road




Using the Exhibitor Center to Book Parking

<http://www.miamiboatshow.com/exhibitors>






Exhibitor Parking

**ENTER YOUR START LOCATION**

OR USE CURRENT LOCATION ↗

**CUSTOMER VERSION**
CLICK HERE

PARKING		FREE SHUTTLE & WATER TAXI	PUBLIC TRANSPORTATION
Sort by	Driving Distance ↕	\$ ↕	
1	LOT A 🚗 ?	\$25.00	BOOK
2	STAGING YARD - OVERSIZED 🚗 ?	\$50.00	BOOK
3	STAGING YARD - SEMI 🚗 ?	\$100.00	BOOK

Details

Handicap Parking
Exhibitors that need handicap parking will be accommodated in lot A designated spaces and ADA transportation will be available at all times.

Print or Download Your Confirmation
Please print your confirmation page and have handy to provide to the attendant. They will need the Pass ID to validate your parking.

Best options for getting to the show without a pre-paid parking pass

Driving
For guaranteed parking without a pre-paid parking pass, drive to the Marlins Park where plenty of parking is available for \$10 per day. Marlins Park parking includes FREE Shuttle bus service to the show. (This option is also available for advance purchase).

Empty trailers cannot be left without payment.

Free Shuttle and Water Taxi Services

In-water Boat Displays

- Upcoming **Captain's Webinar**: January 19th.
- Direct Freight deliveries will be targeted for Thurs. Feb. 9.
- Place your electric and tent orders now to ensure availability.
 - [Tents](#)
 - [Electric](#)

Using The Exhibitor Center: In-Water Exhibits Only

<http://www.miamiboatshow.com/exhibitors>



Exhibitor Credentials & Be My Guest Tickets



Exhibitor Kit



Parking & Transportation



VIP Experience



Food & Beverage



Promotional Resources



In-Water Exhibits Only



Prospective Exhibitors




Required Information & Order Forms



Newsletter

<http://www.miamiboatshow.com/exhibitors/in-water-exhibits>

In-Water Exhibits

-  [In-Water Boat Information](#) [PDF - 237.44Kb]
-  [In Water Spec Sheet](#) [PDF - 167.65Kb]
-  [Biscayne Bay Navigation Map](#) [PDF - 1359.17Kb]
-  [Tents For In-Water Display](#) [PDF - 2004.63Kb]
-  [In-Water Electrical](#) [PDF - 110.57Kb]
-  [In-Water Shipping Information](#) [PDF - 790.69Kb]
-  [Manatee and the Law - 1](#) [PDF - 371.77Kb]
-  [Manatee and the Law -2](#) [PDF - 417.36Kb]
-  [Manatee Sign](#) [PDF - 156.82Kb]

Required on In-Water Boats

-  [Marine Stadium 2017 MOP](#) [PDF - 252.51Kb]

Internet/Wi-Fi/Networking Service

C3-Wireless is the official vendor at the Progressive® Insurance Miami International Boat Show for WI-FI, Internet and networking services. If you require these services, please refer to the [order form](#) located in the Exhibitor Center.



Exhibitor Credentials

- Credentials are double-sided
- A government issued photo ID with exhibitor credentials will be required for entry to the show grounds or board water taxis.
- Admission ticket will be required for consumers to board water taxis.
- Registration and Ticket Office/Will Call is located at the main entrance to the Miami Marine Stadium for credentials or ticket purchase/pick up and is accessible via shuttle bus from Lot A.

Top 5 Things You Must Do

1. Upload insurance certificate to Wells Fargo
2. Order credentials
3. Provide Shipping Information
4. Provide Boat Information & layout
5. Order parking & trailer storage

Note: Transportation from mainland on show days only. Shuttles from lot A (Arthur Lamb Road) run continuously during move-in/out times.

Review [complete checklist](#) for all order forms

Progressive Insurance

Miami International Boat Show Team

We'd love to hear from you! Please email your comments and suggestions.

<u>Ben Wold</u> , EVP, Show Manager	312.946.6234
<u>Kevin Murphy</u> , Show Manager, Strictly Sail Miami	401.651.3220
<u>Larry Berryman</u> , Assistant Show Manager, Director of Sales	954.441.3227
<u>Melissa Gaffney</u> , Assistant Show Manager, Dir. of Operations	954.441.3230
<u>Debbie Harewood</u> , Director, Shows Business Operations	954.441.3233
<u>Joanne Zito</u> , Exhibitor Relationship Manager	954.441.3229
<u>Scott Cohen</u> , Exhibitor Relationship Manager	954.441.3242
<u>John Hagins</u> , Exhibitor Relationship Manager	954.441.3228
<u>Venus A. Berryman</u> , Senior Shows Administrator	954.441.3226
<u>Ekita Shaw</u> , Operations Manager	954.441.3239
<u>Armida Markarova</u> , Shows Marketing	312.946.6284
<u>Ellen Hopkins</u> , Public Relations	312.946.6249
<u>Julie Balzano</u> , Export Development Director	954.441.3234
<u>Nadia Martinez</u> , Administrator — International Shows	954.441.3220
<u>Courtney Erhardt</u> , Strictly Sail — Shows Administrator	312.946.6230
<u>Melissa Hall</u> , Exhibitor Registration and Ticket Coordinator	954.441.3236
<u>John Marcinek</u> , Sponsorship Opportunities	312.946.6258
<u>Alisdair Martin</u> , Show Guide Advertising	847.868.1810

THANK
YOU!

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