What’s New at the 2017 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

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.

Water Taxi:
- American Airlines Arena
- Hyatt in downtown Miami
- W Hotel (formerly Viceroy) in downtown Miami on Brickell
- Bayfront Park (Strictly Sail location)
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](http://www.outoflinepreorder.com/mibs17)
Show Enhancements: Food & Beverage
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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 your 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
New Exhibitor Center

http://www.miamiboatshow.com/exhibitors
# New Exhibitor Center

[http://www.miamiboatshow.com/exhibitors](http://www.miamiboatshow.com/exhibitors)

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<th>Exhibitor Credentials &amp; Be My Guest Tickets</th>
<th>Exhibitor Kit</th>
<th>Parking &amp; Transportation</th>
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<td>VIP Experience</td>
<td>Food &amp; Beverage</td>
<td>Promotional Resources</td>
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<tr>
<td>Prospective Exhibitors</td>
<td><strong>Required Information &amp; Order Forms</strong></td>
<td>Newsletter</td>
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</table>
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 Guidelines [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.

<table>
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<tr>
<th>NMMA Forms</th>
<th>Discount Deadline</th>
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<tbody>
<tr>
<td>Be My Guest Ticket Order</td>
<td>N/A</td>
</tr>
<tr>
<td>Boat Dolly Rental Form</td>
<td>N/A</td>
</tr>
<tr>
<td>Certificate of Liability Insurance – Submit to Wells Fargo</td>
<td>12/15/16*</td>
</tr>
<tr>
<td>Credentials</td>
<td>a.s.a.p.*</td>
</tr>
<tr>
<td>Display Plans – Layout and Height Dimensions – all bulk space</td>
<td>11/1/16*</td>
</tr>
<tr>
<td>Exhibitor Boat Information</td>
<td>11/1/16**</td>
</tr>
<tr>
<td>Exhibitor Boat Information (in Water)</td>
<td>11/1/16**</td>
</tr>
<tr>
<td>Housing Arrangements</td>
<td>a.s.a.p.</td>
</tr>
<tr>
<td>Parking</td>
<td>2/12/17$</td>
</tr>
<tr>
<td>Scaled Layout of Boat Exhibit</td>
<td>1/18/17**</td>
</tr>
<tr>
<td>Show Guide Advertising Forms</td>
<td>12/31/16</td>
</tr>
<tr>
<td>Show Guide Listing</td>
<td>12/31/16</td>
</tr>
<tr>
<td>Trailer and Oversized Vehicle Storage at Staging Yard</td>
<td>2/12/17$</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Service Provider Order Forms</th>
<th>Discount Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo Convention Contractors – Complete Kit</td>
<td>1/23/17</td>
</tr>
<tr>
<td>(all order forms, i.e. booth equipment, labor, cleaning)</td>
<td></td>
</tr>
<tr>
<td>Shipping Notification form to Expo</td>
<td>12/18/16*</td>
</tr>
<tr>
<td>Bulk Carpet Order Form – Installation Only or Rental</td>
<td>1/18/17$</td>
</tr>
<tr>
<td>Custom Sign Order Form – Must place order for complimentary booth ID</td>
<td>1/23/17</td>
</tr>
<tr>
<td>Exhibitor Appointed Contractor</td>
<td>12/11/16</td>
</tr>
<tr>
<td>Edd Helms Electric Services Order Form for In-Water Displays</td>
<td>11/1/16$</td>
</tr>
<tr>
<td>Edd Helms Electric Services Order Form for Up-Land Displays</td>
<td>1/19/17$</td>
</tr>
<tr>
<td>Eventstar Tents Rental In-Water Only</td>
<td>11/1/16$</td>
</tr>
<tr>
<td>Custom Printing on Tents</td>
<td>11/15/16$</td>
</tr>
<tr>
<td>HVAC for Tents</td>
<td>12/1/16$</td>
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<tr>
<td>Tent Only</td>
<td>1/9/17$</td>
</tr>
<tr>
<td>Freight – Domestic ABF Freight Systems</td>
<td>12/18/16</td>
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<tr>
<td>Freight – International Freight &amp; Customs</td>
<td>12/18/16</td>
</tr>
<tr>
<td>Great Performances Food &amp; Beverage Booth Catering/Hospitality</td>
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<td>A Green Scene Floral</td>
<td>2/6/17</td>
</tr>
<tr>
<td>Smart Source Audio Visual and Computer Order Forms</td>
<td>2/6/17</td>
</tr>
<tr>
<td>C3 Internet/WIFI/Networking Services</td>
<td>1/23/17</td>
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www.miamiboatshow.com/accomodations
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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.

• Freight/Materials delivered by: Empties for storage will be picked-up by:
  • Friday, 2/10 - Saturday, 2/11   Saturday, 2/11 by 5:00pm
  • Sunday, 2/12 - Monday, 2/13   Monday, 2/13 by 5:00pm
  • 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

![Map of access to staging yard via Arthur Lamb Road](image-url)
Using the Exhibitor Center to Book Parking

http://www.miamiboatshow.com/exhibitors
## Exhibitor Parking

### Enter Your Start Location

Type in start location for directions

Or use current location

### Parking

<table>
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<th>Sort by</th>
<th>Driving Distance</th>
<th>$</th>
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<tr>
<td>LOT A</td>
<td></td>
<td>$25.00</td>
<td>BOOK</td>
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<tr>
<td>STAGING YARD - OVERSIZED</td>
<td></td>
<td>$50.00</td>
<td>BOOK</td>
</tr>
<tr>
<td>STAGING YARD - SEMI</td>
<td></td>
<td>$100.00</td>
<td>BOOK</td>
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### 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.

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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

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

In-Water Exhibits

- In-Water Boat Information [PDF - 237.44Kb]
  Virginia Key
- 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.

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John Hagins, Exhibitor Relationship Manager 954.441.3228
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THANK YOU!

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