



Exhibitor Kit + Planning Guide

11.17.15

Agenda

- Website Overview
- Exhibitor Kit Checklists/Required Information
- Logistics/Operations
- Guest Services
- Marketing + Promotional Materials

A recording of this webinar (including presentation) will be sent out immediately following this call.

Website Overview

NEW: Website

SHOW INFO **GETTING TO THE SHOW** **STRICTLY SAIL AT BAYSIDE** **BOOK HOTEL** **PLAN YOUR VISIT** **PRODUCTS & EXHIBITORS** **BUY TICKETS & PARKING** **MEDIA CENTER** **FOR EXHIBITORS**

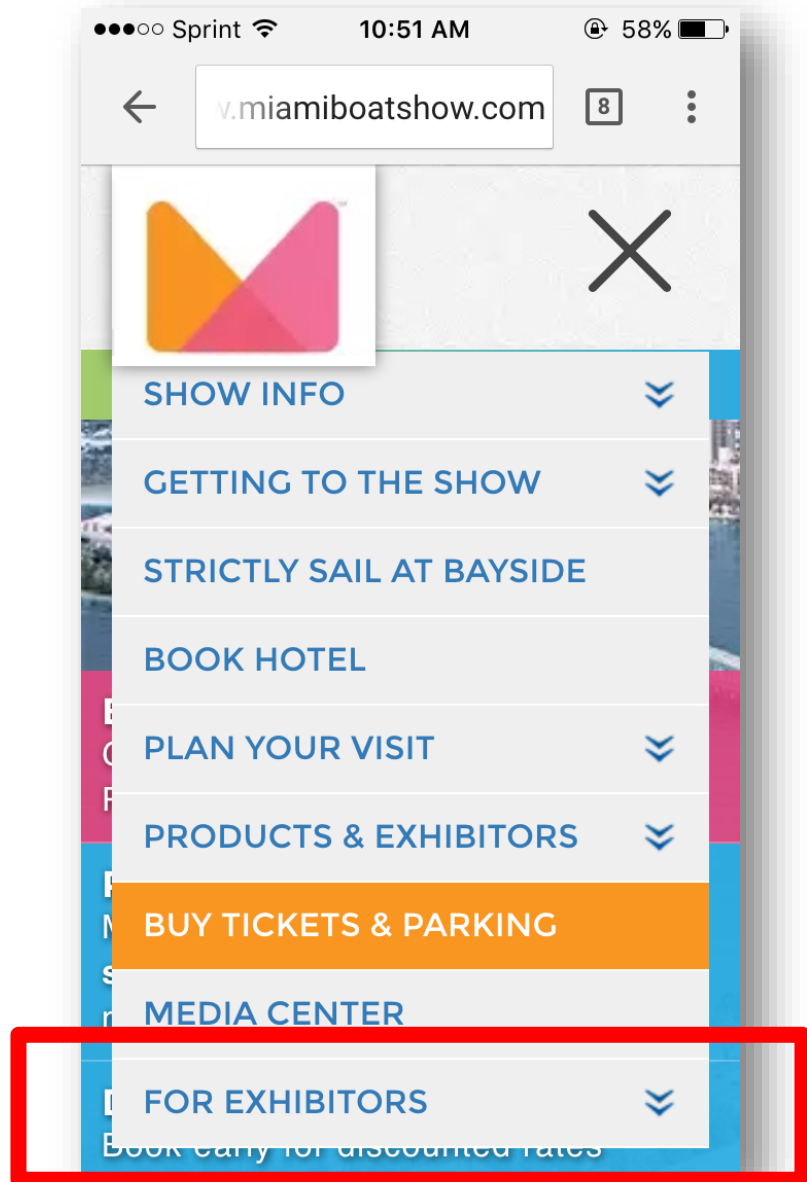
PROGRESSIVE MIAMI INTERNATIONAL BOAT SHOW

NEW LOCATION

MIAMI MARINE STADIUM PARK & BASIN
FEBRUARY 11-15, 2016

- PARK & RIDE**
More than 10,000 spaces with **free shuttle bus and water taxi** service minutes to the show
- DOWNTOWN HOTELS**
Book early for discounted rates
- NEW EXPERIENCE**
New dining and entertainment options
- BOATER'S ED**
On-water boating workshops
- TEST THE WATERS**
Paddle boarding &
- DEMO DOCKS**
Take your dream

Website : Mobile Experience








Exhibitor Kit

Checklists/Required Information

Using The Exhibitor Kit

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

[SHOW INFO](#) [GETTING TO THE SHOW](#) [STRICTLY SAIL AT BAYSIDE](#) [BOOK HOTEL](#)  [PLAN YOUR VISIT](#) [PRODUCTS & EXHIBITORS](#) [BUY TICKETS & PARKING](#) [MEDIA CENTER](#) [FOR EXHIBITORS](#)   





Exhibitor Kit

Get your exhibitor checklist for the Miami International Boat Show [here!](#)

Required Forms/Orders From All Exhibitors:

Certificate of Insurance

All exhibitors are required to submit a certificate of insurance prior to booth setup onsite. To upload your certificate, please [CLICK HERE](#). To purchase insurance, please [CLICK HERE](#).

-  [Certificate of Insurance - Sample](#) [PDF - 116.76Kb]
-  [Limits of Liability & Responsibility - Material Handling](#) [PDF - 19.06Kb]

Exhibitor Credentials

Exhibitors, a unique link will be sent to you in a separate e-mail to order your show credentials on November 13th. Please do not share your link with anyone.

The deadline to order credentials online to be mailed is January 29, 2016

Exhibitor Checklist, Important Forms & Due Dates

Exhibitor Checklist

Miami International Boat Show Exhibitor Checklist 2016

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, and
Premium rates will apply after deadline.*

		Check When Completed
<u>Housing Arrangements</u>	A.S.A.P.	_____
<u>Featured Products</u>	A.S.A.P.	_____
<u>Certificate of Liability Insurance to Wells Fargo</u>	A.S.A.P.	_____*
Telecommunications Requirements Information	Nov. 01, 2015	_____
<u>Display Plans- layout and height dimensions-all bulk space</u>	Nov. 01, 2015	_____ NEW
<u>Exhibitor Boat Information</u>	Nov. 01, 2015	_____**
<u>Scaled Layout of Boat Exhibit</u>	Nov. 01, 2015	_____**
<u>Exhibitor Boat Information (In Water)</u>	Nov. 01, 2015	_____**
<u>Tent Rental In-water only</u>	Nov. 15, 2015	_____ \$

Custom Printing on tent 11/15/2015

Shipping Notification Form

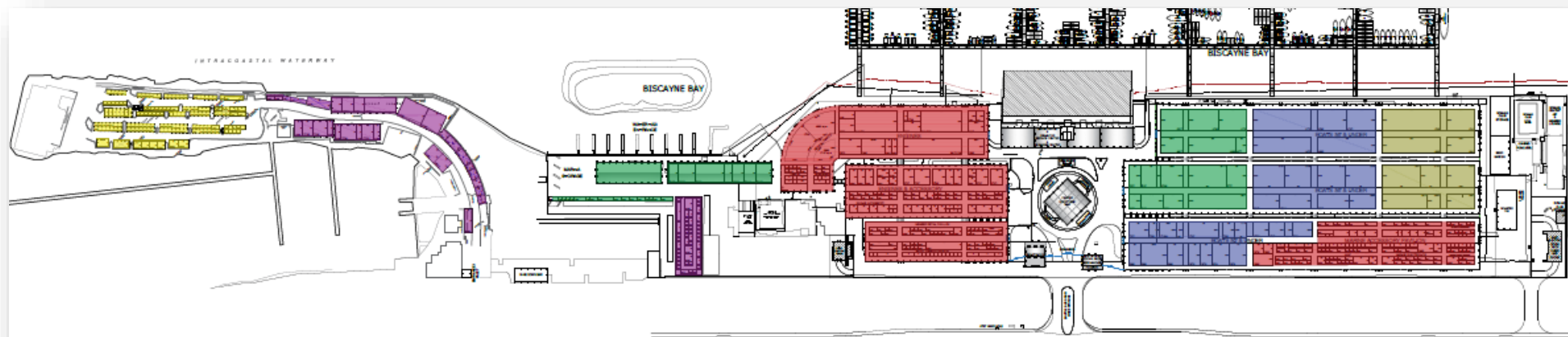
Required information to determine your target time and best delivery method:

1. Zone/Exhibit type and space number
2. Size and model/type of vehicle
3. Freight type (crated, pallets, boxes or loose goods)
4. Number of pieces and approximate weight









Logistics/Operations

Installation Overview



MOVE-IN SCHEDULE

	(FREIGHT) - FEBRUARY 3-5, 2016		(BOATS) - FEBRUARY 7, 2016
	(BOATS) - FEBRUARY 5, 2016		(BOATS & MARINE EQUIP.) - FEBRUARY 8, 2016
	(BOATS) - FEBRUARY 6, 2016		(RETAIL BOOTHS) - FEBRUARY 9-10, 2016

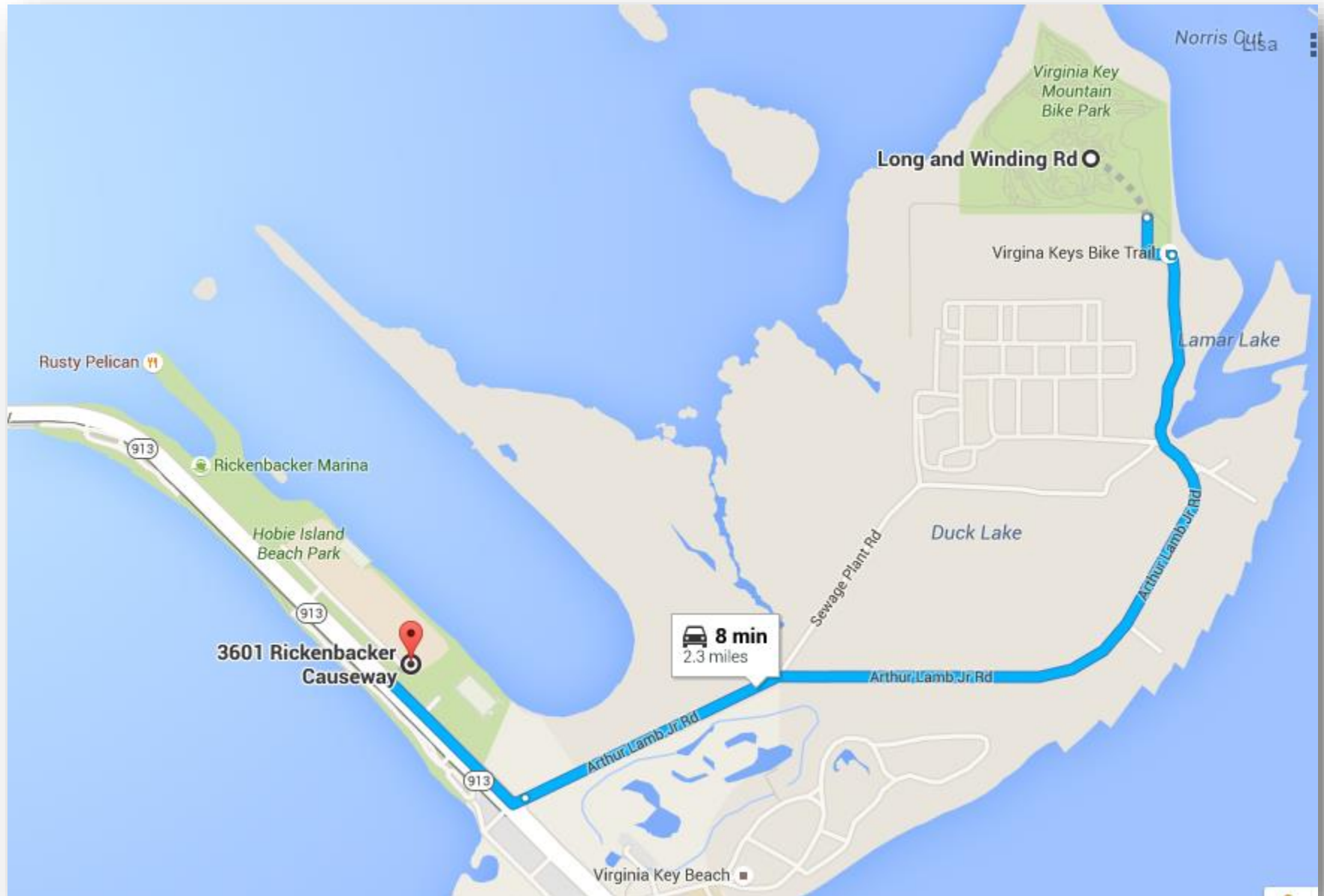
Planning Your Arrival

- Move-in dates
 - Move-in dates posted in the exhibitor kit by NMMA by **Dec. 1**
 - freight by Expo Convention Contractors by **Jan. 1**
- Use Advance Freight Warehouse for all freight/display products
- ALL direct deliveries of any nature will go directly to the staging yard

Planning Your Arrival cont'd

- Arrive at the staging yard **at least** one hour prior to target move-in time during the hours:
 - 7:00 **PM** to 7:00 **AM**, seven days a week and
 - 9:00 **AM** to 2:00 **PM** weekdays
 - Staging yard will be open 24 hours to accommodate you or your carrier's arrival and early staging.
- Exhibitor and Carrier trucks must avoid travel on the Causeway from 7:00 a.m. – 9:00 a.m. and 2 p.m. – 7 p.m. weekdays.

Access to Staging Yard via Arthur Lamb Road



Indoor Bulk Space Exhibits

- Carpet is **required** in tents A through H
 - 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
- *Boats may install tile or carpet after boat installation if they choose to cut around dollies

Open Air Exhibits J - M

- Bulk and booth spaces in exhibits J-M are **not required** to carpet
- All decoration including floor covering, display equipment and furniture must be ordered separately from Expo Convention Contractors.
- All J-M exhibitors must order booth lighting from Edd Helms Electrical.

Freight

- **Pre-ship** to the advance warehouse for most efficient method of delivery to your booth
- All direct deliveries should be **packed for shipping** to expedite delivery and avoid special handling
- **Small loads will be consolidated** at the Staging Yard by Expo Freight Dept. for transfer to exhibit booths by target time
- **Heavy and full loads will be escorted** directly to booths, and assistance with unloading will be provided to expedite process.
 - Limited access to show grounds for personal vehicles

For Reference: Contact List

Full contact list can be accessed [here](#)

- **Expo Convention Contractors, Inc.**
Freight Dept.
 - miamiboatshowfreight@expocci.com
 - 305.751.1234/ Fax: 305.751.1298
 - Nancy Stewart: nstewart@expocci.com
- **Edd Helms Electric, Inc.**
 - 305.653.2520 / Fax: 305.770.8298
 - Christopher Menegay: tradeshows@eddhelms.com
- **Parking**
 - (786) 401-2247
 - boatshowparking@parkjockey.com

Parking

1. Book Your Parking

Book now to get the best spot!

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



Parking Pass **Lot A**

<input type="checkbox"/> 2/8: Move-In Day 1	\$15
<input type="checkbox"/> 2/9: Move-In Day 2	\$15
<input type="checkbox"/> 2/10: Move-In Day 3	\$15
<input type="checkbox"/> 2/11 - 2/15: Boat Show pass	\$175
<input type="checkbox"/> 2/16: Move-Out Day	\$15

ORDER NOW

Parking Pass **Lot B**

<input type="checkbox"/> Thursday 2/11	\$35
<input type="checkbox"/> Friday 2/12	\$35
<input type="checkbox"/> Saturday 2/13	\$35
<input type="checkbox"/> Sunday 2/14	\$35
<input type="checkbox"/> Monday 2/15	\$35

ORDER NOW

→ **Book NOW**
for a chance to win
the brand new
iPad Pro



2. Book Parking for your VIP

Treat your VIP. Book parking for them!

<https://www.parkjockey.com/events/boatshow/guest>



BOOK FOR YOUR VIP
IN NOVEMBER & GET



FOR YOUR BOAT FROM
BOATYARD.COM

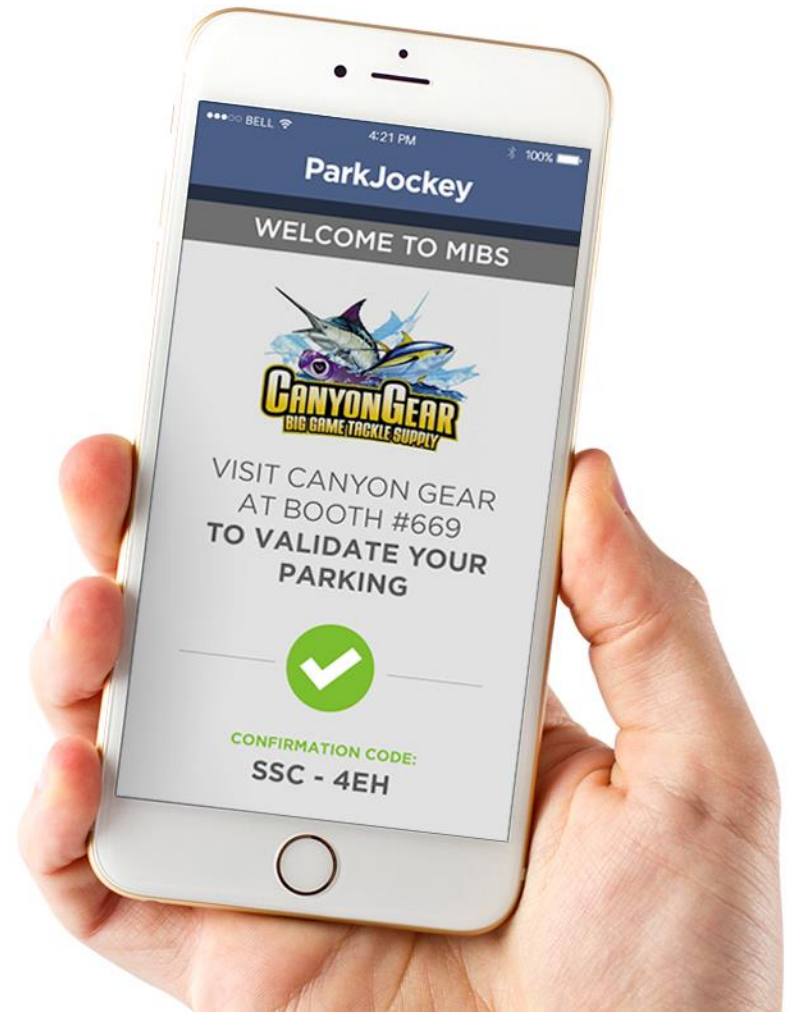
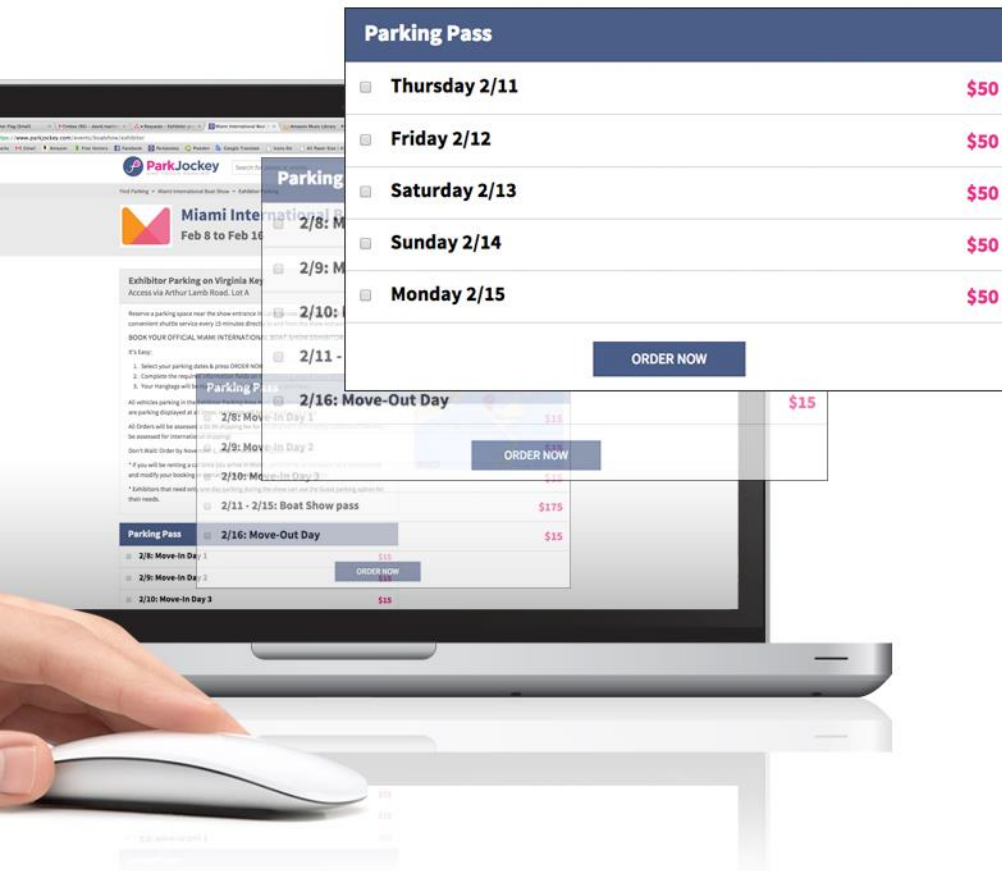
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YOU CAN GET A FULL REFUND
FOR VIP TICKETS, BY CANCELLING
BEFORE THE **1ST OF JANUARY**

3. Attract Guests to Your Booth

Pay for guest parking when they visit your booth with validation

<https://www.parkjockey.com/events/boatshow/valet>



Exhibitors & Visitors parking on Virginia

Key Must Have Hangtag

Hangtags will be mailed out end of November



Helpful Reminder: Maps

[Printable Shuttle Map](#)

Resource maps for exhibitors:

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





Guest Services

Guest Services: Credentials + Be My Guest Ticket Program

Place your orders using a link **unique** to your company.

- You will receive unique links in **TWO** separate emails.
 - Email 1: Order show credentials
 - Email 2: Order Be My Guest Tickets.

Do not share your link!

Guest Services: Credentials

- Maximum number of Exhibitor Credentials available at no charge is determined by the total amount of square footage of exhibit space your company has under contract.
 - Additional/Replacement Credentials are at a cost of \$20.00.
- Credentials will be mailed when your contracted space balance is **paid in full**.

For questions: please contact us at miamicredentials@nmma.org.

Deadline to order Exhibitor Credentials online to be **mailed to you** is **January 29th, 2016**. Credentials ordered after the deadline must be picked up on show site at Registration.

Square footage	# of credentials
100-199	6
200-399	10
400-2,000	15
2,001-3,500	20
3,501-5,000	25
5,001 – 7,500	30
7.501+	40

Guest Services: Be My Guest Ticket Program

Invite your best customers and prospects to visit you at the show with "Be My Guest" Tickets. These tickets are discounted 50 % off the general admission price.

1. Order online
2. Pay a \$50.00 non-refundable deposit
3. Order as many tickets as you like!

Only tickets **redeemed** by your guests will be charged to your card on file within 30 days after the show.

Select e-tickets OR hard-stock ticket mailed to **you**:

- 1. e-tickets:** Personalize all or some of your Electronic Be My Guest tickets with your customer's name.
 - List with customer names must be sent within 24 hours of your order to miamitickets@nmma.org
- 2. Hard-stock:** Deadline to order hard-stock Be My Guest Tickets **to be mailed** is January 29, 2016.

Please allow 1–2 weeks processing. For questions related to Be My Guest Tickets, please email miamitickets@nmma.org

Guest Services: Hospitality

[Exhibitor booth hospitality menu](#)

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HOTEL



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PARKING



MEDIA CENTER

FOR EXHIBITORS ▾

Food & Beverage

Dining that caters to every taste!

This year's show has it all—from casual on-the-go fare to fine dining. New food and beverage options include:

The Wine Down Lounge — Uncork. Unwind. Enjoy. Relax with a glass of wine paired with your choice of cheeses, charcuterie and other small plates

Roasted Pig — Go whole hog! Savor a selection of tasty BBQ and grilled fare served in a casual, comfortable atmosphere

Kids Corner — Keep your little ones happy with kid-friendly cuisine including build your own pizza, a fro-yo station and more

Havana Club & Cigar Bar — Dig the island vibe as you sample Cuban cuisine and take a break from the show to enjoy a cigar in the smoking lounge

Beer Garden — Good times on tap. Throw down a cold brew and enjoy pub favorites, salads, and other bites including sushi

Virginia Key sit-down restaurants that will be part of the show include:

Rusty Pelican — The Rusty Pelican offers eclectic and impressive contemporary American cuisine and the freshest local seafood, along with dazzling waterfront views, artfully hand-crafted cocktails, glamorous décor and top-notch service.

Whiskey Joe's Bar & Grill — Experience Miami like a local with handcrafted cocktails, fresh casual fare and hometown service, along with happy hours and live music.

In addition, Concession Stands offering grab-and-go fare will be located throughout the show.

Concession Stands — Find grab-and-go favorites such as hot dogs, burgers, fries, and more at concessions located throughout the show

Guest Services: On-Site Concierge

Concierge Services will be available at the main entrances to the Miami Marine Stadium, to assist guests with local City information and reservations for dining and entertainment.

Sponsored by the Greater Miami Convention and Visitors Bureau.



Guest Services: Wi-Fi

- **Public Wi-Fi** will be available in on-site restaurants and NMMA Member and VIP Lounges.
- **Cell phone coverage will be on-site** to ensure service on networks for your personal data plans .
- **Internet connections** for exhibitor booths may be ordered separately from our official supplier.



Marketing + Promotional Materials

2016 PROGRESSIVE® INSURANCE MIAMI INTERNATIONAL BOAT SHOW® INNOVATION AWARDS BY THE NUMBERS

YEARS IN EXISTENCE



17 Number of products awarded in 2015

31 Number of product categories

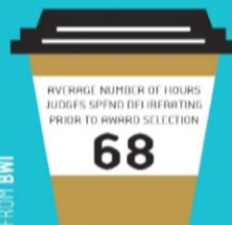
250 Maximum number of words for product entry description

Maximum number of days from show in which a product must go to market

60



NUMBER OF JUDGES



Maximum number of minutes a product entry video should be

3



Average number of hours taken by nominees to prepare entry

TOP 5 PLACES YOUR ENTRY IS PROMOTED:

- 1 Boat Show PR
- 2 Official Show Guide
- 3 At Your Booth with Signage
- 4 www.miamiboatshow.com
- 5 Boat Show and NMMA Social Media

Average length of applause for winners

19

SECONDS

Average length of awards presentation

11

MINUTES

Average length of bragging rights for winners

A

LIFETIME!

Average length of envy from competition

A

LIFETIME!



97

NUMBER OF ENTRIES IN THE 2015 MIAMI INNOVATION AWARDS
A RECORD AMOUNT!



Dozens NUMBER OF MEDIA STORIES GENERATED BY INNOVATION AWARDS ENTRANTS IN 2015

GET YOUR NEW PRODUCT THE RECOGNITION IT DESERVES!

Enter the 2016 MIBS Innovation Awards by January 6, 2016. Contact Rachel Timko for more details.

FOR MORE DETAILS, AND TO ENTER CONTACT:
Rachel Timko, e: rtimko@nmma.org or t: 312-946-6247
www.miamiboatshow.com/innovationawards



Innovation Awards

All contracted exhibitors: you are eligible to enter your new, innovative product(s) to the 2016 Miami International Boat Show Innovation Award Program!

Deadline for entry is **January 6, 2016**. Visit the [program webpage](http://www.miamiboatshow.com/innovationawards) for full details.

Questions? Please contact:

Rachel Timko, Program Manager

(p) 312-946-6247

(e) rtimko@nmma.org

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

Text Opt In


- Real-time communication/important updates about the show
- Text messages delivered to your mobile device in real-time before, during and after the show
- Text the word **Webinar** to 89800

Promotional Materials


www.miamiboatshow.com/promotional

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MEDIA CENTERFOR EXHIBITORS


Exhibitor Promotional Materials



LOGOS

A variety of new show logos are available to add to your website, customer invitations, pamphlets, and more.


GET LOGOS



EMAIL & WEB ASSETS

Use branded email signatures and web banners to remind customers that you are exhibiting at the show.


GET ASSETS



SHOW RESOURCES

Download a variety of resources, from transportation/parking maps to dining and entertainment guides, that will benefit you AND your customers.

VIEW RESOURCES



GET SOCIAL

Connect with your customers and promote your exhibit at the show via social media. Tap into our social networks to reach engaged, motivated boaters. Plus access show posts and content you can use across all of your social media channels.

GET SOCIAL

Your NMMA Show Team

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



Cathy Rick-Joule

VP, NMMA Boat Shows Division
954.441.3231
Email: crick-joule@nmma.org



Melissa Gaffney

Assistant Show Manager, Director of Operations
954.441.3230
Email: mgaffney@nmma.org



Larry Berryman

Assistant Show Manager, Director of Sales
954.441.3227
Email: lberryman@nmma.org



Kevin Murphy

Show Manager, Strictly Sail
401.619.7735
Email: kmurphy@nmma.org



Debbie Harewood

Director, Shows Business Operations - Trade Registration Manager,
Temporary Staffing
954.441.3233
Email: dharewood@nmma.org



Scott Cohen

Exhibitor Relationship Manager
954.441.3242
Email: scohen@nmma.org



Joanne Zito

Exhibitor Relationship Manager
954.441.3229
Email: jzito@nmma.org



John Hagins

Exhibitor Relationship Manager
954.441.3228
Email: jhagins@nmma.org



Sherri Cuvala

Exhibitor Relationship Manager, Strictly Sail
312.946.6240
Email: scuvala@nmma.org



Venus Berryman

Senior Show Administrator
954.441.3226
Email: vberryman@nmma.org



Melissa Hall
 Registration and Ticket Coordinator
 954.441.3238
 Email: mhall@nmma.org



Julie Balzano
 Export Development Director
 954.441.3234
 Email: jbazano@nmma.org



George Navarro
 Director, Transportation & Security
 305-519-5945
 Email: thenavarroteam@gmail.com



Lisa Dick
 Digital Marketing & Featured Products
 312.948.6288
 Email: ldick@nmma.org



Ellen Hopkins
 NMMA Public Relations
 312.948.6249
 Email: ehopkins@nmma.org



Alisdair Martin
 Show Guide Advertising
 847-441-4122
 Email: alisdair@tmgllp.com



Courtney Erhardt
 Strictly Sail -- Shows Administrator
 312.948.6237
 Email: cerhardt@nmma.org



Nadia Martinez
 Administrator - International Shows
 954.441.3220
 Email: nmartinez@nmma.org



Cindy Pechous
 Show Advertising
 312.948.6239
 Email: cpechous@nmma.org



Ani Grigorian
 Digital Marketing & Boat Finder Program
 312.948.6211
 Email: agrigorian@nmma.org



Kelly Kaylor Rooney
 NMMA Public Relations
 312.948.6282
 Email: kkaylor@nmma.org



THANK YOU!

This webinar recording and corresponding slides will be emailed to you within 24 hours.
Exhibitor Newsletter [sign up](#)