

# Application Instructions

## 55<sup>th</sup> Louisville Boat RV & Sportshow

### January 25-29, 2012

- To Proceed with Application for Exhibit Space
  - List all products/brand names you will exhibit - If it's not on your contract, it won't be in your exhibit.
  - Sign the application and return to Pam:
    - Fax: 866-590-8907
    - Email: [plafollette@nmma.org](mailto:plafollette@nmma.org)
    - Mail: NMMA, 143-A Arnold Drive, Shepherdsville, KY 40165
  
- Payment Schedule:
  - 1<sup>st</sup> Payment: 25% Deposit Due: with application
  - 2<sup>nd</sup> Payment: 25% Deposit Due: August 19, 2011
  - 3<sup>rd</sup> Payment: 50% Balance Due: November 4, 2011
  
- Payment Options: Note: contracts without deposits will not be considered.
  - Check: Make payable to **National Marine Manufacturers Association**.
    - Checks made out to the specific show name will be returned and can cause delays in the application process.
    - Mail to: NMMA Payment Center, 33928 Treasury Center, Chicago, IL 60691
  - Credit Card:
    - In accordance with Payment Card Industry (PCI) Standards, NMMA has adopted an online system to process all credit card transactions.
    - To pay via credit card, please call Pam at 502-957-1666 to request a User ID and Password to access your open orders on our website: <http://orders.nmma.org>
  
- Upon confirmation of your space assignment, a countersigned contract will be e-mailed to your office.
  
- The Allocations Procedures and Display Guidelines information is part of your contract and available on our website at [www.LouisvilleBoatRvShow.com](http://www.LouisvilleBoatRvShow.com) in the Exhibitor Center.
  
- Official Show Guide & Advertising Forms:**
  - ALL requests for directory listings and/or ad space in the Official Show Directory for the Louisville Boat RV & Sportshow will come directly from the Exhibitor Relationship Manager (Pam LaFollette) and will have her name on it.
  
  - **Be suspicious of any other solicitation for 'free' listings. If you receive any information regarding a directory listing and have questions, please call Pam at 502-957-1666.**
  
  - Return the Directory Listing form to NMMA, 143-A Arnold Drive, Shepherdsville, KY 40165.

Questions??

Please contact: Pam LaFollette, Exhibitor Relationship Manager  
Phone (502)957-1666 Fax (866)590-8907  
[plafollette@nmma.org](mailto:plafollette@nmma.org)