



The National Marine Manufacturers Association is pleased to welcome you to the Gills and Game Zone at the Progressive Insurance Louisville Boat, RV & Sportshow **January 27 - 29, 2012.**

These instructions will answer your questions and provide you with important show information and order forms, and we encourage you to read all information that applies to your participation in the show.

LOCATION

Kentucky Exposition Center
937 Phillips Lane
Louisville, KY 40209

SHOW DATES & HOURS

Move-in

Thursday, January 26 8:00 a.m. – 4:00 p.m.
Friday, January 27 8:00 a.m. – 10:00 a.m.

*All exhibits must be moved in and ready by show open, noon, Friday Jan. 27.

Show

Friday, January 27 12:00 noon – 9:00 p.m.
Saturday, January 28 10:00 a.m. – 9:00 p.m.
Sunday, January 29 10:00 a.m. – 5:00 p.m.

*Exhibitor Access is two hours prior to show opening daily

Move-out

Sunday, January 29 5:01 p.m. -10:00 p.m.

*All exhibits must be removed from the building Sunday night.

SHOW OFFICE

Phone: 502-815-6625 Fax: 502-815-6629 (effective Jan 23-29, 2012)

The Louisville Show Office will be in the South Wing B Lobby, Room B106 beginning Monday, Jan 23rd at 8:00 a.m.

PRIOR TO THE SHOW (Regular Office)

Phone: 502-957-1666 Fax: 502-957-1690

Kim Muncy, Show Manager kmuncy@nmma.org
Pam LaFollette, Exhibitor Relationship Manager plafollette@nmma.org

NMMA (LOUISVILLE OFFICE)
143-A Arnold Drive
Shepherdsville, KY 40165

OFFICIAL SERVICE CONTRACTORS

Kentucky Exposition Center

937 Phillips Lane
Louisville, KY 40209
Ph: 502-367-5000
www.kyexpo.org

A.G. Exhibitions

P.O. Box 21245
Louisville, KY 40221
Ph: 502-375-5811
Fax : 502-375-0422

- Electrical services
- Air/Water services
- Labor & Equipment
- Sign hanging
- Audio/Visual, Telephone & Computer Services
- Booth Cleaning
- Material Handling, Freight Services

Find order forms under the "Order Forms" section

- Display Booth Furniture (Tables, Chairs, etc.)
- Exhibit Installation & Dismantling
- Carpet Rental, Installation
- In-Booth Forklift Service
- Sign Hanging & Installation; Sign Orders

Find order forms under the "Order Forms" section

EXHIBITOR CHECKLIST

Some forms have early-bird discounts that can save you money!

	Order form	Due Date
	Application for Temporary Sale or Display Event, Motor Vehicles	November 18, 2011
	Salesperson Application, Motor Vehicles	December 1, 2011
	Official Show Guide Listing	November 15, 2011
	Exhibitor Certificate of Insurance	December 1, 2011
	Exhibitor Credentials order form	December 16, 2011
	Exhibitor Guest Tickets order form	December 16, 2011
	Move-in/Move-out schedule	
	Exhibitor Layout of Exhibit Space	December 1, 2011
	KEC Booth Cleaning Services	December 30, 2011
	KEC Electrical Services	December 30, 2011
	KEC Equipment and Labor	December 30, 2011
	KEC Method of Payment form	December 30, 2011
	KEC Air/Water/Drainage order form	December 30, 2011
	Decorator Carpet Rental order form	January 2, 2012
	Decorator Chrome Grid order form	January 2, 2012
	Decorator Furniture Rental (tables, chairs, etc.)	January 2, 2012
	Decorator Special Furniture Rental (leather chairs, lamps, etc.)	January 2, 2012
	Decorator Display Labor, In-Booth Forklift Service	January 2, 2012
	Decorator Payment Method form	January 2, 2012
	Decorator Sign Hanging Services	January 2, 2012
	Internet, Telephone and AV Services order form	January 2, 2012
	Working Dealer form	Due with contract

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GENERAL INFORMATION

CONDUCT OF EXHIBITORS

All booths must be set and operational by 10:00 a.m. Friday, January 27th, 2012. All exhibits must be staffed during all show hours everyday. Only those companies that have contracted for exhibit space are permitted to demonstrate product, solicit orders or distribute advertising at the show. Sales, signage, models, and distribution of literature and/or promotional items must be confined to your exhibit space.

OFFICIAL SHOW GUIDE ADVERTISING & FREE LISTING

TMRG is the OFFICIAL producer of the at-show magazine/guide. Alisdair Martin is the contact person. He can be reached at 847-441-4122 or alisdair@trmgllp.com.

BE ADVISED: There is only one OFFICIAL SHOW GUIDE producer. If you have any questions about any show guide form or phone call you receive, please don't hesitate to call Pam at 502-957-1666.

Do not allow yourself to be sold on other publishers claiming to be show guide producers. You could inadvertently sign up for a 'free' listing that will result in your company being invoiced for thousands of dollars.

FOOD & BEVERAGE SERVICE

All food and beverage utilized during the show must be ordered through the Kentucky Exposition Center catering services. Any exhibitor planning to conduct food or beverage sampling in their exhibit space must first notify and receive written approval from Progressive Insurance Louisville Boat RV & Sportshow management. You can contact us at 502-957-1666 or fax: 866-590-8907.

Centerplate has exclusive concessions at the Kentucky Exposition Center. Contact Centerplate at (502) 367-1749 or go online to www.ezplanit.com (online catering services) or www.centerplate.com (corporate site).

HOTEL ACCOMMODATIONS

Room blocks have been secured at the Hilton Garden Inn – Louisville Airport and the Crowne Plaza – Louisville Airport. They offer a limited number of specially discounted guest room rates for Progressive Insurance Louisville Boat RV & Sportshow exhibitors. Be sure to note that you are an exhibitor!

Crowne Plaza – Louisville Airport
830 Phillips Lane
Louisville, KY 40209
502-367-2251
800-633-8723
cplouisville.com

Rate: \$109.00 + Tax, Single/Double
Call for Reservations: 888-233-9527

Additional Nearby Hotels

Hilton Garden Inn – Louisville Airport
2735 Crittenden Drive
Louisville, KY 40209
502-318-2346
502-637-2429 (fax)
louisvilleairport.stayhgi.com

La Quinta Inn & Suites
4125 Preston Highway
Louisville, KY 40213
502-368-0007

For a comprehensive list of nearby hotels, please visit the following link:

<http://www.hotels-rates.com/hotels/locations/Louisville/KY/usa/2123/#trafficLogID=552816045&visited=true&clickingLogId=9079877>

LOST CHILDREN & RELATIVES

All lost children and relatives should be brought to the NMMA show office immediately. The Show Office is located in the South B Lobby, Room B106.

PARKING & PARKING PASSES

Parking is managed and operated by the facility. Lot D is designated as the Exhibitor Parking Lot. Parking is not permitted in convention center locations that are assigned to facility personnel, handicap spaces or in dock areas and are subject to ticketing and towing at the vehicle owner's expense.

Exhibitors of the Progressive Insurance Louisville Boat RV & Sportshow will receive free parking passes for move-in, show dates, and move-out: January 22nd - 30th. A limited number of parking passes are available and will be allocated based on the square footage of an exhibit space.

10x10 booths/exhibits up to 500 square feet will receive 2 parking passes.

Exhibits 600-999 sq. ft. will receive 3 parking passes.

Exhibits 1000-2999 sq. ft. will receive 5 parking passes.

Exhibits 3000-plus sq. ft. will receive 10 parking passes.

Parking passes will be mailed to you along with your credentials if received by the order due date. Otherwise, they will be available for pickup in the show office during move-in. If you are a booth exhibit and are planning to arrive Thursday or Friday to move-in and set up your booth, you should be able to avoid the parking fee by arriving before 9:30 a.m. **NOTE:** The facility calendar may change without notice. Check the facility calendar at www.kyfairexpo.com. No parking refunds or reimbursements are available.

PUBLICITY

Any new, unusual, "green", and interesting product you plan to bring to the show may help garner the attention of local radio and television shows. Contact Kim or Pam if you're bringing items or celebrities of public interest to the show. We'd like to get you and your product the attention it deserves.

TELEPHONE & INTERNET SERVICES

Telephone and internet services are provided by Smart City.

Phone: 502-815-6000

www.smartcitynetworks.com

An order form is located in the "Order Forms" section.

AUDIO VISUAL EQUIPMENT AND SERVICES

Contact AV Sales for audio visual equipment rentals.

AV Sales: 502-815-6607

AV Emergency: 502-815-6608

Email: av.ky@smartcity.com

www.smartcitynetworks.com

WEB SITE LINKS

Partner with the Progressive Insurance Louisville Boat RV & Sportshow - Link to our web site! Encourage your customers to visit your booth at the show with a reciprocal link from your company's web site to the show's home page. When a visitor to your web site clicks on the Progressive Insurance Louisville Boat RV & Sportshow logo, the browser will open a new window to the Progressive Insurance Louisville Boat RV & Sportshow web site on their desktop. Go to: <http://www.louisvilleboatshow.com/exhibitors/resources/promotional.aspx> for materials and instructions.

WORKING DEALERS/EXHIBITORS

If you are a manufacturer company and will have a dealer displaying product in your contracted exhibit space, please submit a Working Dealer form. This will ensure that we have the correct contact information and prevent misunderstandings and errors. In addition, it will enable us to contact the dealer and keep them abreast of show deadlines and other opportunities as they arise.

Please see the "Order forms" section for the correct form or contact Pam at 502-957-1666.

EXHIBIT DISPLAY INFORMATION

DISPLAY GUIDELINES

The Allocation Procedures and Display Guidelines are a part of the Terms, Rules and Regulations of the contract. By signing the contract, exhibitors agree to be bound by these items. Please refer to the Display Guidelines when considering the following:

Installation	Closing Rooms	Vehicles on Display
Construction	Hanging Signs	Demonstrations
Booth and Bulk Exhibit Types	Canopies	Display Props
Towers	Static Displays	Character of Exhibits

The Allocation Procedures and Display Guidelines are on the website at:

http://www.louisvilleboatshow.com/assets/cabinets/Cabinet113/6422_Allocation_Procedures.pdf

ALL DISPLAYS

Use of nails, screws, or any material which would mark floors or walls of the exhibit hall is strictly prohibited. To ensure safety, Fire Department regulations require that nothing is to be fastened to the sprinkler system anywhere in the building.

AISLE SPACE

Aisle space may not be used for exhibit purposes or for general solicitation of business. Calling out, reaching out and stepping out into the aisles to flag down attendees or pass out materials etc. will be cause for removal from the show floor.

AUTOMOBILES, TRUCKS, AND SIMILAR

Please check with the show management before determining if an automotive vehicle will be part of your exhibit or display. Each request will be reviewed and decided on a case by case basis. Several factors must be considered including, but not limited to, sponsorships, features, and attractions. Subleasing of exhibit space is not permitted.

Failure to obtain permission from show management can result in the immediate removal of the automotive vehicle from the show site. Vehicles determined to be in non-compliance with NMMA Terms, Rules, and Regulations will not be permitted. **Show Management will have the final word on all automotive vehicles on site.**

BULK SPACE EXHIBITS

1. All parts of a display must be within the dimensions of the exhibit space. No part of a unit including propellers and slide-outs may protrude into the aisles. Any portion of a unit that is found to be in the aisle must be retracted or removed. The dimensions of the aisles have been approved by the fire marshal and must be meticulously maintained.
2. Boats or vehicles on display that have an interior space of over 100 square feet of space that can be occupied shall have a battery operated smoke detector installed in that space.
3. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors.
4. Fuel and water tanks shall not contain any fuel or water due to possibility of unbalanced load shifts.
5. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped and secured. Removal of the wire to the starter will be allowed.
6. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
7. Boat or vehicle projections that are lower than 6'8" shall be protected as to prevent injury. Example: Bow pulpits, boat props, trailer tongues.
8. No propellers may be exposed in open traffic areas.
9. Exhibit spaces longer than 50 feet must have an unobstructed escape outlet of a minimum 24 inches in width. An attendee standing inside the exhibit area should never be more than 50 feet from the egress.

The Kentucky Fire Marshal has final say in all safety requirements.

BOOTH CLEANING

You are responsible for ordering cleaning service to empty wastebaskets and vacuum carpet. This is a special order service not included in your exhibit space cost. An order form is included in the "Order Forms" section. NMMA is responsible for aisle cleaning, restrooms and public trash bins.

BOOTH EQUIPMENT PROVIDED

◆ Booth Space

Each booth space will be set with 8' high back drape, 3' high side drape divider and one (1) 7" X 44" identification sign at no additional charge to you (additional signage can be ordered directly with the official show decorator: A.G. Exhibitions). Forms are located in the "Order Forms" section.

◆ Bulk Space

Bulk exhibitor space is not provided with drape or identification signs. If your exhibit space requires pipe and drape or signage, it can be ordered directly with the official show decorator: A.G. Exhibitions. All order forms are located in the "Order Forms" section.

ELECTRICAL SERVICE

All electrical service must be exclusively provided by the Kentucky Exposition Center Electrical Service Department. No installations are provided by NMMA or the Progressive Louisville Boat RV & Sportshow. Requirements for electrical services are to be arranged with the Kentucky Exposition Center Electrical Service Department. Please see the "Order Forms" section.

EXHIBIT RULES TO SPARK CREATIVITY

In response to the increase in proposals by exhibitors for exciting and dynamic displays in their booths, the Louisville Boat RV & Sportshow will "relax" the guidelines of boat show exhibits. A policy created by NMMA Shows Committee titled "Creativity Sells at Shows" has been designed to encourage exhibitors to present their most creative display plans for NMMA consideration. Exhibitors are encouraged to step out of the box and break the traditional mold of exhibits that conform to rigid guidelines. NMMA Show Staff will be open-minded about relaxing guidelines and consider all proposals regarding exhibit displays. All proposals for exhibit structures and signs still require NMMA approval. As long as the proposal does not interfere with surrounding exhibitors and meets the Kentucky Exposition Center (and/or City of Louisville code) requirements, it has likelihood of our written approval. Examples of interference refer to blocking sight lines and creating excessive noise.

In the interest of providing the public and other exhibitors with the highest quality of boat show experience, all exhibitors are urged to "dress ship". Draping unsightly cradles or trailers, and using carpet throughout your booth are just a few of the things which can be done to improve the character of your display and attract attendees.

EXHIBITOR CREDENTIALS

An Exhibitor Credential order form is located in the "Order Forms" section. Please be sure to complete this application form and return it by December 16, 2011 by mail or fax. The maximum number of credentials issued is determined by the amount of square feet for which your company has contracted and paid in full. You will find your square footage on your contract for exhibit space. If in doubt, please feel free to contact us at 502-957-1666 for assistance.

<u>Exhibit Space</u>	<u># of Credentials Allowed:</u>
200 sq. ft. or less	6
201 – 500 sq. ft.	10
501 – 2000 sq. ft.	12
2001 – 3500 sq. ft.	15
Over 3500 sq. ft.	20

Registration: Exhibitors may have credentials mailed to them or held at the registration desk for pick up in the Show Office. **Orders received after the deadline must be picked up in the Show Office.** There will be a 24 hour delay for all credentials ordered on show site.

Will-Call: Exhibitors may leave badges or tickets at the Will Call desk in the Show Office for pick up. We recommend this option if you are expecting multiple persons to man your area throughout the Show. You may also leave a list of names of people authorized to pick up the badges.

Exhibitor credentials will not be issued until payment for exhibit space is made in full.

EXHIBITOR ENTRANCES

Your exhibitor pass allows access to the exhibit areas via Exhibitor Entrances only beginning TWO HOURS before show opening each day. Designated exhibitor entrances are: E9 pedestrian doors, South A Lobby and South B Lobby.

EXHIBITOR GUEST TICKETS

A minimum \$25 deposit is required. An unlimited number of tickets can be ordered. Only those tickets redeemed at the gate will be billed to you. Exhibitor Guest Tickets are billed at a rate of \$5.00/ticket.

Please complete the order form located in the "Order Forms" section. Orders will be processed and mailed in advance through December 16, 2011. Orders received after that date will be held for pick up in the Show Office. On-Site orders can be placed at the show office on the first move-in date and through all open hours of the show.

EXHIBITOR PREFERRED GUEST TICKETS

You may order custom design PREFERRED GUEST TICKETS with YOUR company name, YOUR logo, and YOUR advertisement on them. Supply us with the film and match print, and we will do the printing for you. You'll be billed separately for the cost of printing and production. NMMA will accept these special guest tickets at only the show(s) you specify to us. You'll only pay ½ of the face value for those customers that actually use a ticket at the door to attend the show. Please contact, Susan Lokaj at 312-946-6244 for more information.

EXHIBITOR SERVICE CENTERS

The NMMA Show Office is located next to the South B Lobby entrance, Room B106.

During Move-in, the Show Office will be open 8:00 a.m. - 8:00 p.m.

The Show Office will be open two hours prior to opening show hours and will close one hour after show close.

Decorator Services: Leave requests in the show office.

Facility Services: Call the Service Desk at 502-367-5321

All service forms are available online in the Exhibitor Kit as well as in the "Order Forms" section of this document. Make note of all deadlines for service orders in order to avoid paying the 'floor rate' for services. In addition, keep a copy of all services ordered and confirm receipt of all placed orders.

FIRE MARSHAL

The Kentucky Fire Marshal is an integral part of safety at the Kentucky Exposition Center and during the Progressive Insurance Louisville Boat RV & Sportshow. Fire Marshals strive to maintain the safety standards established for local and state fire regulations while considering national fire safety trends. Fire Marshals will be on-site at the Progressive Insurance Louisville Boat RV & Sportshow to inspect for compliance with stairway and railing regulations, smoke detectors, inspect for empty fuel tanks confirming they are free of vapors, and ensuring that you have met the local safety standards.

All exits, hallways, and aisles must be kept clear and unobstructed at all times. Materials used in exhibits must be flame retardant and are subject to inspection. Flame retardant certification may be requested. Prohibited items include: All straw, hay or live evergreen trees, compressed flammable gases, flammable or combustible liquids, and hazardous chemicals and materials (acetylene, hydrogen, propane, butane, pesticides, herbicides, poisons, gasoline, kerosene, cleaning solvents, and other petroleum-based materials).

FIRST AID

The First Aid Center is located to the right of the South B Lobby (as you enter the building) of the convention center. For the safety of all exhibitors and attendees, an emergency medical person is on duty during show hours. For assistance, please contact an NMMA show floor manager on the show floor wearing the familiar red polo shirt during set-up and tear-down, or contact the Show Office.

GRATUITIES

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Any attempt to solicit any type of gratuity by any service employee for any service(s) should be reported to the Progressive Insurance Louisville Boat RV & Sportshow office immediately.

HANGING SIGNS

Hanging signs are only permitted over bulk space exhibits. Sign hanging services can be ordered from the Kentucky Exposition Center. The KEC will determine where signage can be hung over an exhibit space and will remove any signage that is inappropriately hung. Exhibitors will be billed by the facility for damages occurred when hanging signs improperly.

HELIUM BALLOONS

The distribution of helium balloons inside the Kentucky Exposition Center is prohibited. Violators will be charged the price of removing any helium balloons from the ventilation system.

INSURANCE

All exhibitors are required to adhere to the Insurance & Indemnification guidelines as stated on the contract for Progressive Insurance Louisville Boat RV & Sportshow exhibit space. Certificates of Insurance must be received by NMMA no later than December 1, 2011. Coverage must be in effect during the entire show period, including installation and dismantle. We suggest you include the full shipment period to and from your facilities. PLEASE REFER TO THE 2012 EXHIBITOR LIABILITY INSURANCE form in the exhibitor kit online. It is the document immediately below the Exhibitor Manual and you can find it in the "Resource Forms" section of the online exhibitor kit.

INTERNET SERVICES

The exclusive provider for all phone & internet services at the Kentucky Exposition Center is Smart City. An order form is located in the "Order Forms" section.

KENTUCKY MOTOR VEHICLE COMMISSION

Application for Temporary Sale or Display Event

This application is for dealerships seeking to participate in a motor vehicle sale or display event held at a location in this state other than the dealer's licensed place of business and involves a fee payable to the Commission.

This application, attachments, and fees are required to be submitted by the Commission 45 days before the event. The form can be downloaded from the KMVC website at:

<http://transportation.ky.gov/kvtci-forms/FormsLibrary/TC98/tc983.pdf>

For your convenience, a copy can be downloaded from the "Order Forms" tab of the show website.

The application must be completed and signed by an authorized representative of the dealership and returned to the Commission by November 18, 2011 in order for dealerships to receive approval by show opening date of January 25th.

NMMA and the Progressive Insurance Louisville Boat, RV & Sportshow has been required to supply the Commission with the names of all dealerships participating in the show which will have motor vehicles on display or for sale at the event. It is expected that the Commission will conduct an audit of dealerships at the event regarding the above.

This application has become a legal requirement for motor vehicle dealerships participating in the Progressive Insurance Louisville Boat RV & Sportshow.

KENTUCY MOTOR VEHICLE COMMISSION

Application for Salesperson License

All persons employed by a dealership in a sales capacity, even if on a temporary basis, must be properly licensed as a salesperson. It will take at least two weeks to obtain a salesperson license. The form can only be obtained from KMVC. To request a form go to:

<http://transportation.ky.gov/Organizational-Resources/Forms/TC%2098-4.pdf>

For your convenience, a copy of the request can be downloaded from the "Order Forms" tab of the show website.

KENTUCKY SALES TAX REQUIREMENTS

At least a week prior to the event, contact the Kentucky Taxpayer Service Center, 620 South Third Street, Louisville, KY 40202-2446. Phone number 502-595-4512 or fax 502-595-4205 to obtain proper registration and more detailed information. The Department of Revenue will receive a list of all show exhibitors and will be on site prior to show open.

LOBBY DECORATIVE DISPLAYS

From time to time, it becomes possible to have products displayed in the lobby. NMMA will usually request the winner of the Most Creative Exhibit awards or a promotional partner to set up a display in the lobby. The product is intended for decorative use only, except in cases where the product is used as a grand prize or is a show sponsor.

1. Tires must not come into contact with the lobby floor. Carpet or other insulating material must be between the tire and the floor.
2. Signage on the display must not exceed 8.5x11 inches and should reference only the providing exhibit company name and booth location.
3. The Kentucky Fire Marshal has final say in all matters concerning lobby displays.

MOTORIZED VEHICLES

The driving of any motorized vehicle on the show floor during show hours is prohibited. This includes golf carts, ATVs, and motorized scooters or coolers. The driving of any motorized vehicle in the lobbies is prohibited at all times. See the Allocations Procedures & Display Guidelines for specific display restrictions.

MUSIC PERFORMANCE

Copyrighted music played at your display must have all necessary licenses from the copyright owner or licensing agency representing the copyright order.

RV SALES LICENSES

The Kentucky Department of Transportation requires that all persons selling RVs within the Commonwealth of Kentucky must have a Kentucky Sales License. NMMA provides KDT with a list of all RV companies participating in the show.

SECURITY

NMMA and Louisville Progressive Insurance Boat RV & Sportshow management provide basic security for the duration of the show, including move-in and move-out. All exhibitors are required by contract to have insurance for any loss or damage that may occur before, during or after the show. The NMMA, the Progressive Insurance Louisville Boat RV & Sportshow, the Kentucky Exposition Center, nor the show contractors will be responsible for the loss or damage of product before, during or after the show, including theft.

Suggestions for Security Precautions:

- Do not leave your exhibit unattended. Someone should remain in the exhibit during move-in & move-out.
- Do not indicate the contents on the outside of your cartons or crates. The cartons should be marked by company name & booth number and marked numerically, to deter theft.
- Ship locked or bolted crates only. Avoid using small cartons or cardboard boxes for products.
- Furnish complete & accurate bill of lading(s) to your shipping company.
- Securely cover or close off your display every night.
- Do not display small, easy to conceal products during move-in & move-out.
- Do not leave brief cases, calculators, cameras, cellular phones, etc. in your display.
- Pack securely and label all materials quickly at the show break.
- Issue receipts for products sold at the show.

SHIPPING AND MATERIAL HANDLING

All freight must be prepaid. Boxed, crated or palletized shipment will be received up to 2 weeks prior to the first official show day. Some fees may apply. Loose shipments will only be received during official move-in hours. KEC will deliver the received shipment to the exhibit booth as labeled.

Please be sure to review freight and material handling rates, secure the appropriate insurances needed, and review the Shipping and Material Handling Instructions of the Kentucky Exposition Center prior to shipping display products and materials. These regulations can be found in the "Resource Forms" section. Shipping freight and express shipment should be consigned directly to:

Exhibitor (your company or exhibit name)
c/o KEC, Progressive Insurance Louisville Boat RV & Sportshow, (Your booth number)
937 Phillips Lane
Louisville, KY 40209

All freight and bills of lading must be prepaid or will not be accepted by KEC. Please see the "Shipping and Material Handling form" in the "Resource Forms" section.

SHOW CLOSING/INCLIMENT WEATHER

If it becomes necessary to close the show for any reason, the show management will notify the TV news stations no later than two hours before show open.

If in doubt, please call the Show Office or the Kentucky Exposition Center switchboard at 502-367-5000.

SMOKING

NO SMOKING IS ALLOWED IN THE KENTUCKY EXPOSITON CENTER FACILITY AT ANY TIME.

PRODUCT EXCHANGE

It may be possible to exchange product that has been sold with new product. If you have sold a large sized product and wish to make it available for your customer prior to show close, please visit the Show Office the night before you wish to move said product. The Floor Manager will review the product and placement with you to determine if an exchange can be made. Exchanges will not be made during open show hours. All exchanges must occur after show close or prior to show open the next day.

STAGING YARD

The Progressive Insurance Louisville Boat RV & Sportshow Staging Yard is to be used for exhibitors needing to stage boats prior to their scheduled move in time and for storage of empty trailers through the duration of the show. No security is assigned to the staging yard. Be sure to lock all trailer hitches, etc.

K-Lot is available for staging beginning Monday, January 9th.

D-Lot is available Sunday the 22nd.

P-Lot is available beginning Monday the 23rd.

Refer to the Kentucky Exposition Center map of the grounds in the "Resource Forms" section.

*Exhibitors are not required to check in at this yard. You may proceed directly to the Kentucky Exposition Center.

SUBLEASING

Item #7 on the back of the exhibitor contract addresses Subleasing of exhibit space.

Exhibitors may not sublease their space. Sublease in this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in an exhibitor's space. Non-exhibiting firms may not place stickers, placards, or other signs anywhere in the show. Review the back of the contract for full disclosure.

TELECOMMUNICATIONS

Telephone and internet services are provided by Smart City.

Phone: 502-815-6000

www.smartcitynetworks.com

Please feel free to contact the Progressive Insurance Louisville Boat RV & Sportshow Team to assist with your inquiries at 502-957-1666.

MOVE-IN INFORMATION

ALL EXHIBITS

No one under 16 is permitted in the hall or on the docks during the move-in or move-out. Exhibitors must be paid in full before move-in will be permitted. An Exhibitor Certificate of Insurance must be on file in the Show Office prior to move-in.

Booth Exhibits (100-500 sq. ft.)

Move-in is Thursday, Jan 26th from 8:00 a.m. – 4:00 p.m. and Friday Jan 27 from 8:00 a.m. – 10:00 a.m. Driving into the building to unload will be permitted Thursday only. Absolutely no driving is permitted in the building on Friday. Do not block aisles when unloading. NO LOADING through the front lobbies 2 hours before show open (noon, Thursday and Friday).

All exhibits must be set up and ready noon Friday, Jan 27 for the Show Opening. If you have special move-in needs, please contact Pam LaFollette at 502-957-1666 or plafollette@nmma.org.

SPECIAL NOTE: Booth exhibits 10x20 – 10x40 are considered “booth” exhibits for move-out purposes and must be removed Sunday night upon show close.

Bulk Exhibits (600 sq. ft. and up or oversized 10x20 exhibits)

Move-in is Thursday, Jan 26th from 8:00 a.m. – 4:00 p.m. and Friday Jan 27 from 8:00 a.m. – 10:00 a.m. Driving into the building to unload will be permitted Thursday only. Absolutely no driving is permitted in the building on Friday. Do not block aisles when unloading. All exhibits must be set up and ready noon Friday, Jan 27 for the Show Opening.

All exhibits over 600 sq. ft. are required to submit a Layout of Exhibit Space, preferably to scale, and indicative of how you plan to place product within the space during move-in. (i.e. the direction you will move it in or how the product will face the aisles.) Please also indicate if you will be laying carpet within your exhibit space. The Layout of Exhibit Space is due December 1, 2011.

A move-in schedule will be created based upon the Layout of Exhibit Space information received. The move-in schedule will be posted in the Exhibitor Kit on the show website by December 1, 2011. Please review it for your move-in time and that of your neighbors.

The move-in schedule also contains information regarding staging areas and doors that cannot be used for move-in/move-out. All products must be new and have an unassigned certificate of origin. If requested, exhibitors must present the certificate to show management. Failure to present a certificate on a questionable product will result in that product not being able to move-in the show.

Arriving before, or after, your scheduled time may hinder your move-in efforts.

The cooperation of each exhibitor and willingness to work together is greatly appreciated. Due to the layout, it is very important that each exhibitor show consideration for the needs of their fellow exhibitors during moving.

Doors: There will be two overhead doors available: E-8, E-7, unless otherwise directed. Check the Gills & Game Zone move-in schedule for date, time and door in the “Resource Forms” section. Inner exhibits will move in first, center exhibits second, exhibits closest to the door will be last. Please make arrangements with your manufacturers to have specialty exhibits in time for your move-in.

All trailers and vehicles must exit the building once products are unloaded. Do not block the aisles!

All oversize loads require permits. Please make sure you have contacted the appropriate local and state governmental agencies to secure all necessary permits for oversize, weekend and other roadway restrictions that may apply to your display shipment.

DIRECTIONS TO THE KENTUCKY EXPOSITION CENTER

The Kentucky Exposition Center is located at the junction of I-65 and I-264 (937 Phillips Lane) in Louisville. Signs reading "Fair/Expo Center" on both interstates lead to the main gate. Visitors may want to beat the traffic by entering Gates 2 & 4 on Crittenden Drive or Gate 6 on Preston Highway. Visitors traveling from out of state will find getting to the Kentucky Exposition Center easy as we are located just minutes from the [Louisville International Airport](#).

From I-65 Northbound

Exit at the Fair/Expo Center (Exit 131 B) and follow the signs to Gate 1, the Main Gate.

From I-65 Southbound

Take Exit 132 to Crittenden Drive and merge to the far left. Gate 4 to the Fair/Expo Center will be directly on the left past the Cracker Barrel restaurant. If you continue on Crittenden Drive, Gates 2 and 3 will be on the left. To enter Gate 1, the Main Gate, go past Exit 132 and continue approximately 1/4 mile down I-65 to Exit 131B. Follow the Fair/Expo Center signs to the Main Gate.

From I-264 Westbound

Exit at the Fair/Expo Center (Exit 11) and follow the signs to Gate 1, the Main Gate. If you continue on I-264, you can exit at Crittenden Drive to enter Gates 2, 3, and 4 (on the right). To access Preston Highway (Route 61) take Exit 12. Turn right off the exit ramp and follow Preston Highway to Gate 6, which will be on the left between the Sleep Inn and Thornton's gas station.

From I-264 Eastbound

Exit at the Fair/Expo Center (Exit 11) onto Crittenden Drive and proceed to Gates 2, 3 and 4 which will be on the right. If you continue past the Crittenden Drive exit to I-65, exit at the Fair/Expo Center (Exit 12) and follow the signs to Gate 1, the Main Gate.

FORKLIFT SERVICE

Forklift service can be ordered from the Kentucky Exposition Center. Please see the "Order Forms" section. Note: submit this form early for a discounted rate.

STAGING YARD

The Progressive Insurance Louisville Boat RV & Sportshow Staging Yard is to be used for exhibitors needing to stage boats prior to their scheduled move-in time and for storage of empty trailers through the duration of the show. No security is assigned to the staging yard. Be sure to lock all trailer hitches, etc. Please make sure all vehicles in the staging yard are marked with your company name.

K-Lot is available for staging beginning Monday, January 9th.

D-Lot is available Sunday the 22nd.

P-Lot is available beginning Monday the 23rd.

Refer to the Kentucky Exposition Center map of the grounds in the "Resource Forms" section.

*Exhibitors are not required to check in at this yard. You may proceed directly to the Kentucky Exposition Center.

MOVE-OUT INFORMATION

All exhibits must remain staffed and intact until the official 5:00 p.m. show closing on Sunday, January 29th, 2012.

Dismantling exhibits and/or vacating the exhibit space prior to show close is a violation of your show contract and means for automatic withdrawal from future shows.

Once the show is clear of attendees, move-out will begin. While attendees are present, the operation of any motorized vehicle on show site is prohibited.

Booth exhibits (100-500 sq. ft.)

All booth exhibits must exit the building Sunday, January 29th, 2012 upon show closing.

Exceptions will be handled on a case-by-case basis in the Show Office.

Exhibits that are not removed at this time are the sole responsibility of the exhibiting company.

All exhibits, paraphernalia, merchandise, and supplies used in the exhibits shall be removed. Upon failure to do so, show management may remove and store the same at the expense of the exhibitor. Exhibits that cannot be removed from the building will be charged the daily wing rental rate payable to the Kentucky Exposition Center.

Bulk exhibits (600 sq. ft. and up)

Lot K can be used as a staging lot for move-out and product removal. **Exhibits closest to overhead doors E-7 and -E-8 must be removed immediately upon show closing Sunday, January 29th.** Enough products must be removed to allow other exhibits to exit the building. Prior to show close, the Floor Manager will advise you of what must be removed immediately after show closing.

Move-out will continue on Monday, January 30th from 8:00 a.m. – 5:00 p.m.

The Kentucky Exposition Center must be vacated by 5:00 p.m. Monday, January 30th, 2012. NO EXCEPTIONS.

All exhibits, paraphernalia, merchandise, and supplies used in the exhibits shall be removed no later than the final move-out day and time as stated above. Upon failure to do so, show management may remove and store the same at the expense of the exhibitor. Exhibits that cannot be removed from the building will be charged the daily wing rental rate payable to the Kentucky Exposition Center.

K-Lot is the designated staging lot for move-out. Product can be left at the risk of the exhibitor until Monday, February 6th, 2012.

EXITING VIA THE LOBBIES

Exhibitors may hand carry items through the lobbies and out the red doors. However, no hand trucks, dollies, etc. can be utilized. Damages that occur to the floor or the grates in front of the red doors will be documented and billed to the offender.

Absolutely NO MOTORIZED VEHICLES are permitted to exit via the lobby. NO EXCEPTIONS.

OUTBOUND SHIPMENTS

The Kentucky Exposition Center will have shipping labels, bills of lading, and shipping information available in the Show Office on Saturday, Jan 28th. Please review the Shipping and Material Handling form in the "Resource Forms" section.