

PROGRESSIVE **Louisville**

Boat, RV & Sportshow

The National Marine Manufacturers Association welcomes you to the 2020 Progressive® Louisville Boat, RV & Sportshow January 22-26, 2020.

This manual is designed to prepare you for exhibiting at the event.

LOCATION

Kentucky Exposition Center
937 Phillips Lane
Louisville, KY 40209

SHOW DATES & HOURS

Move-in hours (Scheduled times apply)

Sunday	January 19	7:00 a.m. - 5:00 p.m.
Monday	January 20	8:00 a.m. - 6:00 p.m.
Tuesday	January 21	8:00 a.m. - 6:00 p.m.
Wednesday	January 22	8:00 a.m. – 12:00 p.m. (By special requests and Hand carry only)

All exhibits must be ready by Wednesday at 4:00 pm for 5:00 pm show open.

Show hours

Wednesday	January 22	5:00 p.m. – 9:00 p.m.
Thursday	January 23	12:00 noon – 9:00 p.m.
Friday	January 24	12:00 noon – 9:00 p.m.
Saturday	January 25	10:00 a.m. – 9:00 p.m.
Sunday	January 26	10:00 a.m. – 5:00 p.m.

Exhibitor Access is two hours prior to show opening daily

Move-out (Scheduled times apply)

Sunday, January 26 5:01 p.m. -10:00 p.m. (all booths within the 10' x 10' booth rows must be removed Sunday night)
Monday, January 27 8:00 a.m. - 5:00 p.m. ***All exhibits must be removed by 5:00 p.m.**

SHOW OFFICE (effective Jan 19-27, 2020 only)

Location: South Wing B Lobby, Room B106 beginning Sunday, Jan 19 at 12:00 p.m.

Regular Office

143-A Arnold Drive, Shepherdsville, KY 40165 Main Phone: 502-957-1666 Fax: 866-590-8907

Kim Muncy	Show Manager	(502) 957-0471	kmuncy@nmma.org
Lorraine Leveronne	Exhibitor Relationship Manager	(502) 957-1690	lleveronne@nmma.org
Jackie Pashia	Show Administrator	(314) 821-5400	jpashia@nmma.org

OFFICIAL SERVICE CONTRACTORS

Facility

Kentucky Exposition Center
Address: 937 Phillips Lane Louisville, KY 40209
Phone: 502-367-5000
www.kyexpo.org
[Click here to order facility services.](#)

Provides the following services:

◆Electrical ◆Air, Water, Drainage ◆Security ◆Phone/Internet

Decorator

A.G. Exhibitions
Address: P.O. Box 21245 Louisville, KY 40221
Phone: 502-969-8588 Fax: 502-968-4788
Order forms available online at: <http://www.louisvilleboatshow.com/exhibitorkit>

Provides the following services:

◆Carpet Rental ◆Display Booth Furniture ◆Exhibit Installation & Dismantling
◆Freight Services ◆Floral Services, Plants ◆Sign Hanging

Hotel

All rooms must be booked through Connections Housing by using the link below or calling them directly. Be sure to book early, hotels will sell out quickly.

[Click here](#) to book or modify your hotel reservation for the show now!

Or contact Connections Housing Call Center: Monday-Friday, 9:00 am-8:00 pm EST, 855-476-6976 or 702-476-6976

Hotels-

Holiday Inn Louisville Airport Fair Expo- Cut-Off Date: January 7, 2020
Hampton Inn Louisville Airport - Cut-Off Date: January 7, 2020
Crowne Plaza Louisville Airport - Cut-Off Date: January 7, 2020
Hilton Garden Louisville Airport - Cut-Off Date: January 7, 2020
Four Points Louisville Airport - Cut-Off Date: January 7, 2020

Frequently Requested Services:

Electricity/Air/Water/Drainage Service

These services must be exclusively provided by the Kentucky Exposition Center. No installations are provided by NMMA or the Progressive Louisville Boat RV & Sportshow. Call the Service Desk at 502-367-5321 or [click here](#) to order online.

Internet and Telephone Services

Phone: 502-367-5275
Order these services online [here](#).

Audio Visual Equipment

Contact KY Venues IT department for audio visual equipment rentals.
AV Sales: 502-367-5275 502-367-5321 E-mail: exhibitor.services@KYVenues.com

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EXHIBITOR CREDENTIALS

Each exhibitor will need a credential for access to the show. Exhibitor credentials will not be issued until payment for exhibit space is made in full. 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 you have any questions please contact us at louisvillecredentials@nmma.org.

Exhibit Space	# of Credentials Provided:
199 sq. ft. or less	6
200 – 399 sq. ft.	10
400 – 2000 sq. ft.	15
2001 – 3500 sq. ft.	20
3501 – 5000 sq. ft.	25
5001 – 7500 sq. ft.	30
7501 + sq. ft.	40

Order your Credentials online-

A unique link will be sent to you in a separate e-mail to order your show badges. Please do not share your link with anyone.

The maximum number of badges issued is determined by the total amount of square feet of exhibit space your company has under contract. Additional/Replacement Badges are at a cost of \$10.00.

Badges will be mailed when your contracted space balance is paid in full.

If you have any questions please contact us at louisvillecredentials@nmma.org.

The deadline to order Exhibitor Badges online to be mailed is **January 8, 2020. Badges ordered after the deadline will have to be picked up on show site.**

NEW ADMISSION PRACTICE

To enhance show security, anyone using an exhibitor badge to access the show site will be required to present government-issued identification (ID) along with their badge. Checking IDs of persons entering the show with an exhibitor badge will ensure that only authorized personnel have access to the show outside of show hours and will protect our exhibitor's products. We appreciate your cooperation with this new security protocol. All Exhibitor and NMMA Trade badges will be scanned upon entry to the show on show days.

BE MY GUEST TICKETS – Discounted Exhibitor Invite Tickets

“Be My Guest” system

The “Be My Guest” (BMG) ticket process allows exhibitors to create, design and manage their own tickets. To make it easy to use, the system is similar in design to the credential sites. **Please do not share your link with anyone.**

To ensure a more efficient and improved experience at the Progressive Insurance Louisville Boat, RV & Sportshow Show please note the following policy changes for Be My Guest Tickets and on-site Will Call New For this Year –

You are now able to send multiple tickets to your customer at one time – Simply input the quantity you would like to send. They will receive one email with multiple PDF's attached.

Pricing of BMG tickets has been modified. You can still enjoy a 50% discount if you choose to send e-tickets to your customers. If you select Hard Stock or Will Call tickets, you will enjoy a 35% discount. Pricing is below. Redeemed **Electronic Be My Guest tickets** will continue to be **50%** (\$ 6.00) off the general admission price.

- Redeemed **Hard Stock and Will Call Be My Guest tickets** will be **35%** (\$ 7.80) off the general admission price.

We have updated and are implementing a new **WILL CALL** system this year for hard stock tickets. The new system will help both you and your customer have a better show experience.

You will have two options for hard stock tickets.

- Option 1 – Hard stock tickets mailed to you in advance.
 - If you choose to have your hard stock tickets mailed to you, we will not be responsible for distribution. **We are no longer accepting tickets in envelopes.**
- Option 2 - Will call tickets
 - Will call tickets will NOT be mailed to you. The site will prompt you to type in the first and last name of your customer, email is optional. If you include an email address your customer will receive an email stating, you have left tickets for them at will call and the quantity.
 - The mobile site of the will call system is optimized for use on your device (phone or tablet).
 - Guests will arrive at will call onsite at the event, provide their name, an ID and which company left them the tickets. We will print the ticket(s) on demand to provide to your customer.

These new processes will help by

- No more illegible handwritten envelopes of multiple sizes etc.
- Faster moving lines.
- You will be able to easily see who has or who has not picked up tickets and on what day.

If you have any questions, please contact Melissa Hall at mhall@nmma.org or call her at (954) 441-3236.

What remains the same-

1. Request e-tickets
2. Customize your e-ticket at an additional cost
 - a. Bold your **Company Name - FREE**
 - b. Include a company logo
 - c. Add text to your e-ticket—25 words or less (i.e. Visit us in space A1)
 - d. Add your brand logo to the footer
 - e. Attach a preferred e-ticket (Your company campaign/flyer, etc.)
3. Upload a spreadsheet of your customer base and email in a few easy steps
 - a. Email customers—whenever you want
4. Order tickets for other NMMA Shows you are exhibiting in without logging out
5. Pay a \$50.00 non-refundable deposit via credit card and order as many tickets as you like
 - a. A minimum of 10 tickets is required with the deposit.
 - b. Orders of 9 tickets or less are paid in full at the time of checkout and are not refundable.
6. Your credit card will be charged for the total redeemed tickets, less your deposit, within 30 days of the show's closing date
7. New orders originating on site will be charged a \$50 non-refundable deposit.
8. The ability to order and send e-tickets and will call tickets is open throughout the show.

If you have any questions, please contact us at louisvilletickets@nmma.org or (866) 668-0105.

ALLOCATION PROCEDURES AND DISPLAY GUIDELINES

The **Allocation Procedures** and **Display Guidelines** are in the [Exhibitor Kit](#) of the show website under the Allocation, Display and Parking Guidelines heading and 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

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 is enforced and must be strictly maintained. No part of your exhibit may protrude into the aisles including steps, slide-outs, propellers, props, etc. Aisles 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. Distribution of any literature or other exhibit material outside your exhibit is forbidden.

ANIMALS/PETS

Pets or animals are not permitted in the building, except as a medical aid/service pet. Pets or animals which are approved to be in the building must be on a leash, within a pen or under similar conditions at all times.

AUTOMOBILES, TRUCKS, AND SIMILAR

Subletting your space to automobile dealers or others is prohibited. If you plan to have an automotive vehicle as part of your exhibit or display, please contact show management. 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.

Failure to obtain permission from show management can result in the immediate removal of the 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.**

BOAT/RV CLEANING

NMMA must be notified of any cleaning company hired to clean your boats/RVs. All cleaning companies must abide by the rules regarding early and late building access, have appropriate credentials, and meet all security, insurance and convention center 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.

[Click here](#) to download the order form.

BOOTH EQUIPMENT PROVIDED

◆ Booth Space - Each booth space will be set with 8' high back drape, 3' high side drape divider and one 7" X 44" identification sign at no additional charge (cut-off dates apply for signage). Additional signage can be ordered directly with the official show decorator A.G. Exhibitions, download the order form [here](#). Chairs, furniture, carpet can be purchased through the decorator or you may bring your own.

◆ 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 from the official show decorator A.G. Exhibitions by clicking [here](#).

BULK SPACE EXHIBITS

The Kentucky Fire Marshal has final determination of safety regulation compliance.

1. **All parts of a display must be within the dimensions of the exhibit space.**
2. 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.
3. 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.
4. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors.
5. Fuel and water tanks shall not contain any fuel or water due to possibility of unbalanced load shifts.
6. 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.
7. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
8. Boat or vehicle projections that are lower than 6'8" shall be protected as to prevent injury. Example: Bow pulpits, boat props, trailer tongues, RV trailer slide-outs.
9. No propellers may be exposed in open traffic areas.
10. 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.

COTTON CANDY: NO.

CONDUCT OF EXHIBITORS

All booths must be set and operational by 5:00 p.m. Wednesday (Show Open). All exhibits must be staffed during all show hours every day. 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. Review the Terms on the back of your contract for more information.

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. Order online [here](#).

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/RV 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/RV 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 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 – Be My Guest Tickets

On-Site orders can be placed at the show office beginning Monday of Move-In at 8:00 a.m. through all open hours of the show. New orders originating on-site will be charged a \$50.00 no-refundable deposit. Tickets will be printed on hard ticket stock. Reference Exhibitor Guest Tickets on pages 5 and 6 of this manual for more details.

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. - 5:00 p.m. During the show, the Show Office will be open two hours prior to opening show hours and will close one hour after show close.

Decorator Services: During move-in, a service desk is available by the E-10 overhead door. After show open, you may leave decorator service requests in the show office and we will forward to the decorator.

Facility Services: During move-in, a service desk is available by the E-10 overhead door. After show open, call the Service Desk at 502-367-5321.

The online exhibitor kit has links to all service provider websites under the heading “Service Providers.” To save money, order early. Keep a copy of all services ordered and confirm receipt of all placed orders.

FIRE MARSHAL

Fire Marshals will be on-site at the Progressive Insurance Louisville Boat RV & Sportshow to inspect for compliance with aisle width and clearance, stairway and railing regulations, smoke detectors, empty/vapor free fuel tanks, flame resistant materials, exhibit entrances and emergency exits, and generally ensuring exhibits meet 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 or contact the Show Office.

FOOD & BEVERAGE SERVICE

All food and beverage utilized during the show must be ordered through Levy Restaurants, 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 502-957-1690 or fax: 866-590-8907. Levy Restaurants has exclusive concessions at the Kentucky Exposition Center, call (502) 614-6705.

FORKLIFT SERVICE

Forklift service can be ordered from A.G. Exhibitions. Phone: 502-375-5811 Fax: 502-375-0422

They will not use forklifts to load/unload boats. Most boat exhibits use A-frames or dollies to unload or will leave boats on trailers. Order forms available online [here](#).

Note: submit this form early for a discounted rate.

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.

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 or any other damage to the ventilation system caused by the helium balloons.

INSURANCE – Required of All Exhibits

As an exhibitor, you are required to carry commercial general liability insurance including products and completed operations, contractor's personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. Coverage should begin from your first move-in day (January 19, 2020) and last through your last move-out day (January 27, 2020) and name **NMMA, Louisville Boat, RV & Sportshow, Kentucky Exposition Center, and Kentucky State Fair Board** as additional insureds. The Certificate of Insurance must be provided at least 30 days before the move-in date by using the link that you will be receiving from USI Insurance Services via email. The link will take you to a form that is pre-filled with your company's information based on what you provided to the show manager upon registration. Please forward the link to your broker/agent and have them follow the instructions provided in that email to complete the online form and attach your Certificate of Insurance.

If you prefer to purchase liability insurance for this event, you may do so by accessing the purchase link below.

The certificate holder name and address for the certificate should read:

**Progressive Insurance Louisville Boat, RV and Sportshow
c/o NMMA
231 S. La Salle St., Ste. 2050
Chicago, IL 60604**

Please refer to your NMMA Exhibit Space Agreement or contact your Exhibitor Relationship Manager if you have any questions regarding show requirements. For questions or concerns regarding insurance or website forms, please email USI Insurance Services at tradeshow@usi.com.

Links for Insurance

To upload:

<https://wfi-forms.usi.com/webforms/exhibitorsinsurance/certificate.aspx?eventid=686>

To purchase:

<https://wfi-forms.usi.com/webforms/exhibitorsinsurance/getliabilityinsurance.aspx?eventid=686>

Please do not send certificates of insurance to NMMA, the show manager, or USI Insurance Services. NMMA will automatically be notified upon completion of the on-line reporting form or purchase of insurance.

INTERNET and TELEPHONE SERVICES

Internet and Telephone Services

Phone: 502-367-5275

[Click here](#) to order these services online.

Audio Visual Equipment

Contact KY Venues IT department for audio visual equipment rentals.

AV Sales: 502-367-5275 502-367-5321 E-mail: exhibitor.services@KYVenues.com

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:

[Click here for Application for Temporary Sale or Display Event](#)

For your convenience, a copy can be downloaded from the "RV/Motor Vehicle Requirements" section of the online exhibitor kit.

The application must be completed and signed by an authorized representative of the dealership and returned to the Commission by November 15, 2019 in order for dealerships to receive approval by show open.

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.

[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:

[Click here for Information on Salesperson License.](#)

For your convenience, a copy of the request can be downloaded from the online exhibitor kit.

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. If available, NMMA usually offers this space to 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. If asked to supply such a display, please note:

- Tires must not come into contact with the lobby floor. Carpet or other insulating material must be between the tire and the floor.
- No signage on the display. Adding signage will result in additional charges of exhibit space.
- The Kentucky Fire Marshal has final say in all matters concerning lobby displays.

LAYOUT OF EXHIBIT SPACE – Bulk Exhibits

Bulk Exhibits are required to submit a Layout of Exhibit Space, preferably to scale, and indicative of how you plan to place product within your exhibit space during move-in (i.e. the direction you will move it in or how the product will face the aisles) **by November 15**. An overall move-in schedule is developed from this information. Failure to provide a Layout could therefore negatively affect your move-in plans.

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.

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.

OFFICIAL SHOW GUIDE ADVERTISING & FREE LISTING

A magazine of the show, exhibitors, and industry-related articles is distributed free to attendees and is part of the “Who’s Exhibiting” page of the show website. Using your personalized link, you can update:

- Show Guide Info – update your company listing as you would like it to appear on the printed Official Show Guide and List of Exhibitors on the show website
- Accessories – add product categories to your company so customers can search for you by product or services (printed show guide only)
- Boat/RV Categories – applies to exhibitors with boats/RVs displayed at the show

Company Account Info & Event Contact Info changes must be requested via email to Lorraine Leveronne, lleveronne@nmma.org (502-957-1690).

Your company listing is free.

TMRG is the ONLY producer of the Official Show Guide. Additional advertising can also be purchased. Alisdair Martin is the contact person for purchased ads. He can be reached at 847-441-4122 or alisdair@trmgllp.com.

BE ADVISED: There is only one OFFICIAL SHOW GUIDE producer. Do not fall prey to other publishers who promote themselves to you with offers of “free listings” to “show guides.” You may inadvertently sign up for thousands of dollars of debt. If you have any questions about any show guide form or phone call you receive, please contact a member of show management.

PARKING & GATE PASSES

Exhibitors will receive a limited number of free gate passes while supplies last which will be good for move-in, show dates, and move-out.

Gate passes will be available for pickup in the show office during move-in Monday and Tuesday. Parking is managed and operated by the facility. Lot D is designated as the Exhibitor Parking Lot. Empty trailers and haulers must be moved to LOT K or they will be towed at your expense.

Parking is not permitted in Expo 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.

Gate passes are allocated based on the total square feet of an Exhibitor’s exhibit space.

POPCORN: NO

PRODUCT EXCHANGE

It may be possible to remove sold units and add unsold units to your display 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.

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 Lorraine 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.

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. NMMA, the Progressive Insurance Louisville Boat RV & Sportshow, the Kentucky Exposition Center, and the show contractors are not responsible for the loss or damage of product before, during or after the show, including theft.

SHIPPING AND MATERIAL HANDLING

Freight handling charges will be applied to all shipments received by KEC. All freight and bills of lading must be prepaid or will not be accepted by KEC. Boxed, crated or palletized shipment will be received up to 2 weeks prior to the first official show day. Loose shipments will only be received during official move-in hours. KEC will deliver the received shipment to the exhibit booth as labeled.

Order material handling and freight services via the facility online system:

<https://kyexpo.org/order-services/>

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

Please see the “Shipping and Material Handling form” in the exhibitor kit under “Service Providers.”

SHOW CLOSING/INCLEMENT 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.

SIGNAGE and SIGN HANGING

Hanging signs are only permitted over bulk space exhibits and sign hanging must be ordered through A.G. Exhibitions. The Kentucky Exposition Center will remove any signage that is inappropriately hung. Exhibitors will be billed by the facility for damages incurred by improper hanging of signs.

Bulk Signage: please refer to page 8 of the Allocation Procedures and Display Guidelines for restrictions and limitations pertaining to signage.

Booth Signage: please refer to page 7 of the Allocation Procedures and Display Guidelines for restrictions and limitations pertaining to signage in and around your booth.

SMOKING

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

SUBLEASING

Item #6 on the back of the exhibitor contract prohibits the 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.

Subleasing jeopardizes the safety of attendees and the quality of the show. It is also an insurance nightmare. **Companies found to be subletting space will be required to sign an official show contract and pay the 10x10 booth rate for space.**

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: [Exhibitor Promotional Materials](#) in the online exhibitor kit for free materials and instructions.

WILL CALL

We have updated and are implementing a new **WILL CALL** system this year for hard stock tickets. The new system will help both you and your customer have a better show experience.

You will have two options for hard stock tickets.

- Option 1 – Hard stock tickets mailed to you in advance.
 - If you choose to have your hard stock tickets mailed to you, we will not be responsible for distribution. ***We are no longer accepting tickets in envelopes.***
- Option 2 - Will call tickets
 - Will call tickets will NOT be mailed to you. The site will prompt you to type in the first and last name of your customer, email is optional. If you include an email address your customer will receive an email stating, you have left tickets for them at will call and the quantity.
 - The mobile site of the will call system is optimized for use on your device (phone or tablet).
 - Guests will arrive at will call onsite at the event, provide their name, an ID and which company left them the tickets. We will print the ticket(s) on demand to provide to your customer.

These new processes will help by

- No more illegible handwritten envelopes of multiple sizes etc.
- Faster moving lines.
- You will be able to easily see who has or who has not picked up tickets and on what day.

If you have any questions, please contact Melissa Hall at mhall@nmma.org or call her at (954) 441-3236.

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. Working Dealer Form found here: [Working Dealer Form](#)

MOVE-IN INFORMATION

All Exhibits

This schedule is subject to change without notice. Please check the website for updates prior to your move-in.

No one under 16 is permitted in the hall or on the docks during the move-in or move-out.

- Exhibitor Payment - Exhibitors must be paid in full before move-in will be permitted.
- Exhibitor Insurance - An Exhibitor Certificate of Insurance must be on file in the Show Office prior to move-in.
- The cooperation of each exhibitor and willingness to work together is greatly appreciated. It is very important that each exhibitor show consideration for the needs of their fellow exhibitors during moving.

Booth Exhibits (100-500 sq. ft.)

Move-in: Tuesday from 8:00 a.m. – 5:00 p.m.

- Exhibitors will have targeted move-in date & time and will be notified by email. Also, the move-in schedule will be posted in the Exhibitor Kit on the show website by Dec 1. Arriving before or after your scheduled time may hinder your move-in efforts.
- Driving into the building, if available, will be permitted on Tuesday for unloading. Remove your vehicle from the building immediately after unloading to keep aisle clear.
- Excessive or over-large booth exhibits need to make arrangements to drive in and drop off materials on Monday. Arriving early without notice may prove unfruitful.
- Limited move-in on Wednesday. You may finish your set up on Wednesday; however, will need to make special arrangements for move-in on Wednesday. Hand Carry ONLY!
- NO LOADING through the front lobbies.
- All exhibits must be set up and ready by 4:00 p.m. Wednesday for the 5:00 p.m. show opening.
- If you have oversized exhibits, a long trailer or other special move-in needs, please contact Lorraine Leveronne at 502-957-1690 or lleveronne@nmma.org to be rescheduled.

SPECIAL NOTE: Failure to arrive during your assigned move-in window could hinder your move-in efforts.

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

Move-in: Sunday, January 20 - Tuesday, January 22.

Exhibitors will have targeted move-in date & time and will be notified by email. Also, the move-in schedule will be posted in the Exhibitor Kit on the show website by Dec 1. Arriving before or after your scheduled time may hinder your move-in efforts.

- The move-in schedule is created based upon the Layout of Exhibit Space information received from exhibitors.
- 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. This is due to the show team by Nov 15. **Failure to submit your layout to the show team can result in less convenient move in process for your exhibit.**
- Boat & RV exhibitors may display up to 20% of unused previous model year in their display. NMMA encourages all products to be current-model-year. Non-compliant exhibits must be removed. 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.
- All exhibits must be set up and ready by 4:00 p.m. Wednesday. (Show Open 5:00 p.m.)
- There will be two overhead doors available: E-9 and E-19, unless otherwise directed. Check your move-in schedule for date, time and door. 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.
- Remove all cars, trucks, & trailers from the building immediately after unloading. Keep aisles clear!

- 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.
- The cooperation of each exhibitor and willingness to work together is greatly appreciated. It is imperative exhibitors demonstrate consideration for the needs of their fellow exhibitors during moving.

STAGING YARD

The Progressive Insurance Louisville Boat RV & Sportshow Staging Yard is to be used for exhibitors needing to stage boats/RVs prior to their scheduled move in time and for storage of empty trailers through the duration of the show. There is no need to check into any of the staging yards as there is no security assigned to any of them. Be sure to lock all trailer hitches, etc. Make sure all vehicles in the staging yard are marked with your company name.

K-Lot

Available beginning January 10: Pre-show– staging

Lot K is where all empty trailers should be stored during show dates.

D-Lot

January 18 – 20: Pre-show staging.

January 21 – 27: Exhibitor Parking only.

NO storage of empty trailers in this area during the show. (Move to Lot K or be towed at your expense.)

Adhere to all Kentucky Exposition Center parking rules and regulations. Violators will be subject to citations from Kentucky Exposition Center security and/or Louisville Metro Police.

Absolutely no parking between horse barns, under awnings, or in fire lanes.

P-Lot Available beginning Monday, January 20.

Refer to the Kentucky Exposition Center map of the grounds in the “Move-In/Out Information” section of the exhibitor kit on the show website.

MOVE-OUT INFORMATION

Absolutely no starting of engines or driving of any kind of vehicle while attendees are in the show room. This constitutes a hazard for which you will be held responsible.

Once the show is clear of attendees, move-out will begin.

All exhibits must remain staffed and intact until the official show closing on Sunday. 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.

[Booth exhibits \(100-500 sq. ft.\)](#)

All booth exhibits must exit the building Sunday (Show Close) upon show closing.

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 is available for staging during move-out and product removal.

E-19 and E-9 are the largest doors available during move-in and move-out. **Exhibits closest to these doors**

must be removed immediately upon show closing. 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 (day after show close) from 8:00 a.m. – 5:00 p.m.

The Kentucky Exposition Center **must be vacated by 5:00 p.m. Monday. 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.

STAGING YARD: Move-out

K-Lot is the designated staging lot for move-out. Product can be left at the risk of the exhibitor until Monday after show close.

EXITING VIA THE LOBBIES

Absolutely NO loading/unloading out of the lobbies whatsoever.

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. Please review the Shipping and Material Handling form in the "Service Providers" section of the online exhibitor kit.

Be sure your shipment is properly packaged, sealed, and wrapped for shipping.

Be sure each package is properly marked with your company name and booth number.

[Click here](#) for shipping forms.

DIRECTIONS TO THE KENTUCKY EXPO 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.