

IMPORTANT INFORMATION



The National Marine Manufacturers Association is pleased to welcome you to the **49th Annual Atlanta Boat Show, January 12 – 15, 2012.**

This on-line version of the Exhibitor Instruction Manual was created to provide convenient access to all show information and order forms. We encourage you to read all information that applies to your participation in the show. We hope you find this helpful and effective.

LOCATION

Georgia World Congress Center
285 Andrew Young International Blvd., NW - Hall C
Atlanta, GA 30313

DATES & HOURS

Move-in

Saturday, January 7	8:00am – 6:00pm
Sunday, January 8	DARK DAY – (Access by written request only) No labor or equipment is available)
Monday, January 9	8:00am – 6:00pm
Tuesday, January 10	8:00am – 6:00pm
Wednesday, January 11	8:00am – 6:00pm

Please contact us with special requests or if you need to stay later than the designated hours.

Show Dates & Hours

Thursday, January 12 – Friday, January 13	11:00am - 8:00pm
Saturday, January 14	10:00am – 8:00pm
Sunday, January 15	10:00am – 6:00pm

Move-out

Sunday, January 16	6:00pm – 10:00pm
Monday, January 17-Tuesday, January 18	8:00am – 6:00pm

Show Office/ Registration Ph: 770-951-2500 or 404-222-5200 (Active January 7th)

The Show Office is in the lobby just before the central entrance to the exhibit hall. Please call or stop by with any questions or comments for us. We are here to assist you.

PRIOR TO THE SHOW

Larry Berryman, Show Manager: 954-441-3227	lberryman@nmma.org
Debbie Harewood, Operations Manager: 954-441-3233	dharewood@nmma.org
Scott Cohen, Booth & Bulk Sales: 954-441-3242	scohen@nmma.org
Venus A. Berryman, Show Administrator: 954-441-3226	vberryman@nmma.org

NMMA Boat Shows, 9050 Pines Boulevard – Suite #305, Pembroke Pines, Florida 33024
Tel: 954-441-3220, FAX: 954-430-4171

OFFICIAL SHOW CONTRACTORS

GEORGIA WORLD CONGRESS CENTER

Ph: 404-223-4800
Fax: 404-223-5514
Web: www.gwcc.com
*Electrical Service, Plumbing, Air, Natural Gas

CCLD

Ph: 404-222-5500
Fax: 404-222-5514
www.cclld.net
*Telephone, Internet

Levy Restaurants

Ph: 404-223-4500
Fax: 404-223-4511
*Booth Catering and Food Service
Email foodservices@levyrestaurants.gwcc.com

SHEPARD EXHIBITION SERVICES

Ph: 404-720-8600
Fax: 404-720-8775
Customer Service Email: Atlanta@shepades.com
Web: www.shepardes.com
*Display Booth Furniture (Tables, Chairs, etc.)
*Carpet Rental, Installation
*Exhibit Installation & Dismantling
*Material Handling, Freight Services
*Sign Hanging & Installation; Sign Orders

TLC FLORAL

Ph: 770-507-6777
Fax: 770-474-4676
Web: www.tlc-florist.com

Find order forms for the above contractors in the “Service Provider” section of the on-line kit.

Table of Contents

Welcome and Introduction

-	Welcome/Introductory Information	i
-	Exhibitor Appointed Contractors	i
-	Exhibitor Check List	ii
-	Table of Contents	iii

General Information

1-7

-	Aisle Space	1
-	Boat Cleaners	1
-	Booth Cleaning	1
-	Booth Equipment Provided	1
-	Care of Property	1
-	Conduct of Exhibitors	1
-	Cradles & Dollies	2
-	Directory Advertising	2
-	Electrical Service	2
-	Empty Crate Storage	2
-	Exhibitor Appointed Contractors (EAC)	2
-	Exhibitor Credentials	2
-	Exhibitor Guest Tickets	3
-	Exhibitor Service Centers	3
-	Fire Marshal	3
-	First Aid	3
-	Food & Beverage	3
-	Forklift Service	3
-	Freight	3
-	Fuel Tanks	3
-	Furniture Rental & Decorating Services	4
-	Gratuities	4
-	Hotel Information	4
-	Insurance	4
-	Labor	4
-	Lost Children & Relatives	4
-	Parking	5
-	Publicity	5
-	Safety & Fire Regulations	5
-	Sales Tax	5
-	Security	6
-	Shipping	6
-	Signage	6
-	Smoking	7
-	Staging Yard	7
-	Telecommunications	7
-	Web Site Links	7

Exhibit Display Information

8-9

-	Display Guidelines (Boats on Display)	8
-	Platforms, Stairs, Guardrails/Handrails	8
-	Enclosed Exhibit Areas & Multi-Level Exhibits	9
-	Music Performance at NMMA Shows	

Move-In and Move-Out Information

10-13

-	◆Move-in Main Hall Boats	10
-	Move-in for Booth Exhibitors	10
-	Cradles & Dollies	10
-	Forklift Service	10
-	Oversize Load Permits & Restrictions	10
-	Parking	11
-	Staging Yard	11
-	◆Booth Exhibits	11
-	Check In	11
-	Move-Out	11
-	Directions to the GWCC & Staging Yard	12
-	GWCC & Downtown Atlanta Map	13

EXHIBITOR CHECKLIST

To Have A Successful Show...

Deadline Dates

- | | |
|---|----------------------------|
| <input type="checkbox"/> Official Show Guide Directory Advertising | ASAP |
| <input type="checkbox"/> Main Hall Boat Information Form | December 16 th |
| <input type="checkbox"/> Main Hall Boat Layout Drawing | December 16 th |
| <input type="checkbox"/> Exhibitor's Certificate of Insurance | December 16 th |
| <input type="checkbox"/> Exhibitor Appointed Contractors (EAC) | December 16 th |
| <input type="checkbox"/> (EAC) Certificate of Insurance | December 16 th |
| <input type="checkbox"/> Exhibitor Credential Order Form | December 16 th |
| <input type="checkbox"/> Exhibitor Guest Ticket Order Form | December 16 th |
| <input type="checkbox"/> Dolly Rental Order Form | December 16 th |
| <input type="checkbox"/> Booth Package Order Form | December 22 nd |
| <input type="checkbox"/> Levy Food Service Order Form | December 22 nd |
| <input type="checkbox"/> Electrical Service Order Form | December 22 nd |
| <input type="checkbox"/> Plumbing Service Order Form | December 22 nd |
| <input type="checkbox"/> Telecommunication & Network Service Order Form | December 22 nd |
| <input type="checkbox"/> Furniture & Accessories Order Form | December 22 nd |
| <input type="checkbox"/> Hotel Arrangements | varies – see Hotel Section |
| <input type="checkbox"/> Free Promotional & Sales Opportunities | December 16 th |
| <input type="checkbox"/> Labor Order Form | December 22 nd |
| <input type="checkbox"/> Sign Hanging Order Form | December 22 nd |
| <input type="checkbox"/> Carpeting & Cleaning | December 22 nd |

GENERAL INFORMATION

AISLE SPACE

Aisle space may not be used for exhibit purposes or for general solicitation of business. Distribution of any literature or other exhibit material is forbidden outside your immediate exhibit area.

BOAT CLEANERS

NMMA must be notified of any boat cleaning company hired to clean your boats. You should use the EXHIBITOR APPOINTED CONTRACTOR form in Order Forms section of this kit. Contractors must file a CERTIFICATE of LIABILITY INSURANCE with the NMMA no later than December 16th, 2011. All boat 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 services to empty wastebaskets and vacuum carpet. This is a special order of service not included in your exhibit space cost. An order form is included in the Service Provider section. NMMA is responsible for aisle cleaning, restrooms and public trash bins.

BOOTH EQUIPMENT PROVIDED

◆Booth Space

In-line booth space will be set with 8' high back drape, 3' high side drape divider and one (1) 7"x44" identification sign at no additional charge to you (additional signage can be ordered and billed with Shepard Exposition Services). All exhibits must be carpeted by the exhibitor. Be sure to order your electrical service requirements from the GWCC prior to your carpet installation. Order forms are included in the Service Provider section.

◆Boat/Bulk Space

Boat and 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 and billed with Shepard Exposition Services. All displays must be carpeted by the exhibitor. Be sure to order your electrical service requirements from the GWCC prior to your carpet installation. Order forms are located in the Service Provider section of the exhibitor kit.

CARE OF PROPERTY

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

CONDUCT of EXHIBITS

All displays must be set and operational by 9:00am, Thursday, January 12, 2012. All exhibits must be staffed during all show hours. 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.

CRADLES & DOLLIES

Cradles, stands and dollies must be installed and available in your exhibit space prior to your scheduled move-in time. Make sure you inform the floor manager if or when your vehicle loads are carrying cradles, stands or dollies, or other items that must be installed prior to your actual move-in time. A limited number of dollies are available for rent and available on a first come basis. Please find an order form in the NMMA Order Forms section.

DIRECTORY ADVERTISING

Make sure your show investment really pays off for your company! You can advertise in the official show directory produced by TRMG Publications and be seen by everyone at the show and long after! Advertising rate information and order forms are located in the Resource Form section of the kit. TRMG Publications is the only Atlanta Boat Show Guide producer.

WARNING!!!

DO NOT ACCEPT ANYTHING FROM FAIR GUIDE

You may have received information from FAIR GUIDE (Construct Data Directories) which indicates that you'll receive a listing in their directory. Their promotional material offers a directory listing and mentions the Atlanta Boat Show. Please be advised that FAIR GUIDE is NOT affiliated with the ATLANTA BOAT SHOW or any NMMA boat show. They will charge you for any listing you submit.

FAIR GUIDE is an Austrian company that misrepresents their directory listing in an attempt to have you purchase an expensive directory listing. Please disregard any mailing you receive from FAIR GUIDE.

ELECTRICAL SERVICE

All electrical service must be exclusively performed with the Georgia World Congress Center. No outlets or installations are provided by the NMMA. Electrical service is turned off every night unless otherwise specifically ordered by the exhibitor. Please take precautions and notify the GWCC for your overnight electrical needs to protect any safety systems or items that are perishable in your exhibit, and any other support equipment requiring overnight electrical power. Order forms are located in the Service Provider section of the instructions.

EMPTY CRATE STORAGE

Empty crates can be removed, stored and returned at the end of the show for your convenience. NMMA cannot be responsible for materials and/or property left in stored crates or display materials and crates left behind by exhibitors, freight companies or any hired service company.

EXHIBITOR APPOINTED CONTRACTORS

Any exhibitor using a contractor other than the "official service contractor" must notify the Atlanta Boat Show no later than December 16, 2011. Please complete and return the Exhibitor Appointed Contractor form located in NMMA Order Forms section. Additionally, a Certificate of Liability Insurance from your appointed contractor must be forwarded to our office by fax (954-430-4171). This is in addition to the Certificate of Insurance required for your company.

EXHIBITOR CREDENTIALS

An Exhibitor Credential order form is located in the NMMA Order Forms section. Please be sure to complete this application form and return it by December 16, 2011. The form is interactive and can be completed on-line. 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 Venus A. Berryman at 954-441-3226 (fax at 954-378-3026) for assistance.

Booth & Bulk Exhibits	# of Credentials Allowed:
200 sq. ft. or less	6
201 – 500 sq. ft.	10
500 – 2000 sq. ft.	12
2001 – 3500 sq. ft.	15
over 3501 sq. ft.	20

Exhibitor Registration will be open on-site at the show beginning Saturday, January 7th at 9:00am and will remain open during all hours of the show. Your Exhibitor Credential allows you access to the exhibit areas TWO HOURS before show opening each day. Exhibitors pre-registering may have credentials mailed to them or held at the registration desk for pick up. Please be sure to have your exhibit space paid in full to avoid any unnecessary delays.

EXHIBITOR GUEST TICKETS

Make your guests and prospects feel like VIP's. Distribute all the tickets you want; you pay for only those used! Exhibitor Guest Tickets are available at a rate of \$5.00 per ticket. Exhibitors may order an unlimited number of tickets and are only obligated to pay for those tickets that are actually turned in at the gate. Please complete the interactive order form located in the NMMA Order Forms section, and return it as soon as possible (orders received after December 16, 2011 should be picked up on site at the show office).

EXHIBITOR SERVICE CENTERS

Shepard Exhibition Services and the Georgia World Congress Center service desks will be located in the connector concourse above the Main Hall beginning Monday January 9th at 1:00 pm. Please be sure to place your service orders prior to the discount deadline date(s).

FIRE MARSHAL

The City of Atlanta Fire Department is an integral part of safety at the Georgia World Congress Center during the Atlanta Boat Show. 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 to inspect for compliance with the 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. Please contact Debbie Harewood at (954) 441-3233 with any questions.

FIRST AID

The First Aid Center is located in room "C1A" to the right as you exit the main entrance into the lobby of Hall C. For the safety of all attendees, an emergency medical person is on duty during the show hours. For assistance, please contact an NMMA floor manager on the show floor wearing the familiar red polo shirt during set-up and tear-down, or contact the Show Office.

FOOD AND BEVERAGE SERVICES

All food and beverage utilized during the show must be ordered through the Georgia World Congress Center catering service – Levy Restaurants. Any exhibitor planning to conduct food or beverage sampling in their exhibit space must first notify and receive written approval from the Atlanta Boat Show management. We will facilitate the approval process with the Georgia World Congress Center catering representatives.

FORKLIFT SERVICE

Please be sure to review your boat handling needs with Debbie Harewood prior to your on site arrival. Contact Shepard Exposition Services, Inc. for your supplemental booth order requirements. For assistance on-site please contact an NMMA floor manager wearing the familiar red polo shirt during set up or tear down.

FREIGHT

On-site freight services are handled through the Atlanta Boat Show. Please refer to the "Shipping Instructions" for addressing information & other details. Advance freight is handled through Shepard. Please refer to freight costs on order forms in the Service Provider Order forms section.

FUEL TANKS

All fuel tanks must be emptied and free of vapor prior to entering the building. Any equipment damage or property liability damage claims resulting from fuel tank or water tank levels not meeting requirements shall be the responsibility of the exhibitor not complying with the regulations.

FURNITURE RENTAL & DECORATING SERVICES

The official decorator, Shepard Exposition Services Inc., offers a wide range of services including: display drapes and stanchions, furniture, signage, labor personnel, carpentry services, carpet installation and pre-fabricated booths. Forms are located in the Service Provider Order Forms section of this kit. Remember to place your orders before the discount deadline date indicated to realize discounts for your company.

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 Show Office immediately.

HOTEL & TRAVEL ARRANGEMENTS

To assist in planning your hotel accommodations, we have secured a block of guest rooms at the hotels listed below. They offer a limited number of specially discounted guest rooms for the show exhibitors, rooms fill up quickly. When calling the hotel of your choice, please be sure to reference the Atlanta Boat Show's room block to receive special rates.

Hilton Gardens

275 Baker Street
Atlanta, GA 30313
(404) 577-2001 (p)
(404) 577-2002 (f)

Nearby Hotels – Please contact directly for room rates.

Crowne Plaza Atlanta Perimeter NW

6345 Powers Ferry Road
Atlanta, GA 30339
(770) 955-1700
Toll Free: 877-227-6963

Omni Hotel at CNN Center

100 CNN Center
Atlanta, Georgia 30303
(404) 659-0000

INSURANCE

All exhibitors are required to adhere to the Insurance & Indemnification guidelines as stated on the contract for the Atlanta Boat Show exhibit space. Wells Fargo is now collecting Certificates of Insurance for NMMA-Atlanta Boat Show. The new Insurance Notice Form has a hyperlink to the purchase page and also to the exhibitor representation page where you must complete your company information (or can email it to your agent or broker at the top of the form) and attach a certificate. The exhibitor (or the agent or other party completing the online form) must have their certificate of insurance ready before they can submit the form. Please follow instructions of the document. All certificates must be received by NMMA no later than December 16, 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 facility. Wells Fargo insurance is available to those exhibitors who are not otherwise covered under their own policies.

LABOR

Labor for exhibit installation and dismantling can be ordered through Shepard Exposition Services, The labor order form is located in the Service Provider Order forms section of this manual. Under no circumstances is labor to be brought in from "off the street" services. Security regulations in place at the Georgia World Congress require that all exhibitor personnel have identification at all times.

Craftsman at all levels must be instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed only to NMMA.

LOST CHILDREN & RELATIVES

All lost children and relatives should be brought to the show office immediately. The Show Office is located in the lobby of Hall C, just before the entrance to the exhibit hall.

PARKING

The GWCC operates five surface lots and two parking decks-all located within the convention, sports and entertainment campus

Parking rates are \$10 or less for all-day parking and never increase due to event day activity in downtown. All lots are gated and attendants are on duty during all show/event hours. Drivers will receive a time-stamped ticket that they will give to the parking attendant along with their payment upon their departure. For more information please log on to http://gwcc.com/exhibitors/facility_services/Parking_Services.aspx. Choose Online the Parking link, select "Exhibitor Permits" and then select Atlanta Boat Show. Select the days you want to purchase, create a log in, complete the billing information, and print the voucher. The GWCC offers a Campus Courtesy Shuttle

that provides free shuttle service to attendees from parking lots to your event and vice versa. The shuttle stops at all parking lots and decks as well as the main entrances to the building. It makes continuous loops around the campus during show days. Look for the Campus Courtesy Shuttle sign nearest you for a ride on the fast and free shuttle.

PUBLICITY

The Atlanta Boat Show has a dedicated PR team that works year round to promote the show and our exhibitors. To assist with local radio and television pitches, we would like to know what new or unique products you plan to exhibit at the show. Please review the New or Unique Products & Free Opportunities Form found in the Exhibitor Kit at <http://www.atlantaboatshow.com/exhibitors/resources/exhibitorkit.aspx>

SAFETY & FIRE REGULATIONS

Unsafe conduct or conditions including maintenance hazards should be reported immediately to GWCC Security and supervisory event personnel of the responsible party. Hazardous work areas are defined as any area on the premises where exhibits, equipment and freight are being handled (e.g., loading dock areas, exhibit halls, service corridors, staging areas) but may also include public areas in the main concourse. Within these areas and throughout the premises, the following guidelines will be enforced:

1. No alcoholic beverages or illegal or controlled substances are permitted.
2. No horseplay, practical joking, etc. is allowed.
3. No speeding (over 5 mph) or reckless use of vehicles is allowed.
4. No flammable liquids may be brought into or stored in the building, nor may anyone refuel their vehicle in these areas. Refueling must occur at least fifty (50) feet outside the building.
5. Access to fire exit doors and corridors must be maintained
6. All utility panels, switch gear, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
7. Oil spills, loose or missing floor box covers and other apparent safety hazards should be reported immediately to GWCC
8. Work activities in the upper level concourse areas require additional supervision to ensure safety of guests attending other events. Control rope, signage and other warning devices may be required.

The NFPA101 Life Safety Code has been adopted, with specific revisions and interpretations, as a guideline for the review of events held at the GWCC.

SALES TAX REQUIREMENTS

Exhibitors must register with the Georgia Department of Revenue prior to bringing product into the State of Georgia for sale at the show. Please contact the Georgia Department of Revenue at 404-968-0480 to address any questions. A Georgia Sales Tax Form for compliance with the Georgia Department of Revenue is available in the "Resource Forms Section"

SECURITY

Basic security is provided for the duration of the show, including move-in and move-out. Neither the NMMA, Atlanta Boat Show, the Georgia World Congress Center, nor any show contractor or representative(s) can be responsible for your loss or damage. All exhibitors are required by contract to have insurance for any loss or damage that may occur before, during or after the show. Following are some suggestions for security precautions:

- ✓ 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 product shipments.
- ✓ Furnish complete & accurate bill of lading(s) to your shipping company.
- ✓ Do not store un-displayed or excess product in empty crates, under tables or displays.
- ✓ 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. Prototype materials, one of a kind items should always be secured.
- ✓ You should cover your display with cloth, tarpaulin, sheets, etc. at the close of the show nightly and remove them at morning show opening. This acts as a psychological deterrent and avoids curiosity seekers.
- ✓ Pack securely and label all materials quickly at the show break.

- ✓ Have an employee remain with your exhibit at all times, including move-in and move-out.
- ✓ Report any damage or lost cartons/crates to the show office immediately.
- ✓ Issue receipts for products sold at the show.
- ✓ If you are conducting retail sales, make change from a belt or waist pack.
- ✓ Do not leave your exhibit unattended.

SHIPPING INSTRUCTIONS

Please be sure to review freight and material handling information, secure the appropriate road permits, and insurance prior to shipping boat display products and materials.

Direct Shipments

Direct shipment deliveries to the Georgia World Congress Center should be scheduled to arrive no sooner than Friday, January 6, 2011. Send DIRECT shipments to:

EXHIBITING COMPANY NAME & BOOTH SPACE # _____
 For: Atlanta Boat Show
 c/o: Georgia World Congress Center
 285 Andrew Young International Blvd, NW, Hall C
 Atlanta, GA 30313

Advance Shipments

You may advance ship your exhibit materials to the show decorator warehouse to arrive no later than Tuesday, January 3rd. Any shipment arriving at the Shepard warehouse after Tuesday January 3rd will have a 30% surcharge applied to the handling rates listed on the order form. **Send WAREHOUSE SHIPMENTS to:**

EXHIBITING COMPANY NAME & BOOTH SPACE # _____
 For: Atlanta Boat Show
 c/o: Shepard Exposition Services
 1531 Carroll Drive
 Atlanta, GA 30318

Weekend and holiday deliveries cannot be accepted at the warehouse. Please plan accordingly. All freight must be PREPAID. No collect shipments will be accepted. Advance shipment exhibit materials shipped directly to the warehouse will be delivered to your booth space ready for you to begin set-up by your scheduled move-in time. Receipt and material handling to your booth will be charged as per Shepard Exposition Services material handling order form rates in the Order Form section of this manual.

Outbound Shipments

Exhibitors shipping materials must complete and return material handling forms to the NMMA at the Hall C Loading Dock. Review Material Handling Rules and Regulations in the "Reference Forms" section.

SIGNAGE

HANGING SIGNS-Hanging signs are only permitted over bulk space and are under the jurisdiction of the GWCC. Plans for hanging signs must be approved by the Atlanta Boat Show. If you do not pre-ship your hanging signs to the Shepard Exposition Services warehouse, your sign must be present in your booth on site for your assigned scheduled hanging date and time, or your installation costs will increase due to overall schedule changes necessary, and location accessibility problems. Remember, only orders received prior to the cut-off date will receive discounted rates.

On-site orders will only be accepted at the full installation rate and only if equipment availability permits. Please be sure to schedule your sign removals with the show decorator: Shepard Exposition Services for no later than your scheduled move-out time.

HAND DRAWN SIGNS ARE NOT PERMITTED! All signs must be professionally produced in keeping with NMMA display guidelines. Exhibitors are permitted to display signs representing their products only in those areas for which they have contracted display space. Please contact Shepard Exposition Services to place your sign orders. Please contact us with any questions.

SMOKING

Smoking is not permitted in the Georgia World Congress Center AT ANY TIME as required by the Georgia CLEAN INDOOR AIR ACT

STAGING YARD

The Staging Yard will be open for staging boats and trailers beginning at 10:00am on Friday, January 6th, through 11:00am Tuesday January 17th, when it officially closes. It is located off Ivan Van Allen Blvd between Northside Drive and Marietta Street in lot# 3. The yard will be secured during the hours of 7:30am - 8pm during Move-In and Move-Out. The Atlanta Boat Show cannot be responsible and will not accept any liability for display product or materials left behind in the staging yard. A Staging Yard map is in the "Resource Form" section of your on-line kit.

TELEPHONE SERVICE

Contact the Georgia World Congress Center for your phone service requirements. The order form is located in the Service Provider Order forms section.

WEB SITE LINKS

Partner with the Atlanta Boat Show – Link to our website! Encourage your customers to visit your booth at the Atlanta Boat show with a reciprocal link from your company's web site to the show's home page. When a visitor to your website clicks on the Atlanta Boat Show logo, their browser will open a new window to the Atlanta Boat Show website on their desktop.

Go to: www.atlantaboatshow.com and follow the easy directions located in the "Exhibitors/Press" tab under "Promotional Materials" to exchange logos and set up the links.

EXHIBIT / DISPLAY INFORMATION

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 is just one of the things which can be done inexpensively to improve the character of your display, and attract hot prospects!

NMMA’s complete Display Guidelines can be found on www.atlantaboatshow.com. All proposals for exhibit structures and signs require show manager’s approval. As long as your display enhancements do not interfere with surrounding exhibitors, your proposal has the likelihood of our written approval. Examples of interference refer to blocking sight lines and creating excessive noise. Please contact Larry Berryman with questions.

! 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.

BOATS ON DISPLAY

1. 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.
2. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors.
3. Fuel and water tanks shall not contain any fuel or water due to possibility of unbalanced load shifts.
4. 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.
5. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
6. Boat or vehicle projections that are lower than 6’8” shall be protected as to prevent injury. Example: Bow pulpits, boat props, trailer tongues.
7. No propellers may be exposed in open traffic areas.

Platforms

1. Platforms that exceed 30 inches above the floor shall be provided with guardrails as to prevent guests from falling off.
2. There shall be a means to prevent guests from falling off of the platforms from the space between the platform, boat and vehicle that is on display.
3. There shall be no storage under the platforms.
4. Platforms that are over 300 square feet shall be provided with at least two means of egress.
5. Platforms shall be provided with stairs or ramps.
6. Platforms shall be constructed with sturdy materials with adequate cross bracing to prevent collapse.

Stairs

1. Changes in level means of egress shall be achieved by either a ramp or stairs where the elevation difference exceeds 12 inches.
2. Stairs shall be provided with guardrails when they are more than 30 inches above the floor.
3. Tread depth shall be at least 11 inches.
4. Tread height shall be between 4 inches to 7 inches.
5. Stair edges must be marked and visible.
6. Treads shall be slip resistant.
7. Stairs shall be uniform in dimensions.

Guardrails / Handrails

1. Guardrails shall be provided for stairs and platforms when they are more than 30 inches above the floor.
2. Guardrails shall not be less than 42 inches in height and shall be provided with intermediate rails or netting to prevent guests from falling through the guardrail. The space between the intermediate rails and netting shall not be more than 4 inches in diameter.
3. Handrails shall be provided for all guardrails on stairs and be between 34 to 38 inches above the tread.

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

EXHIBIT / DISPLAY INFORMATION CONTINUED...

ENCLOSED EXHIBIT AREAS & MULTI-LEVEL EXHIBITS

All special booth or display construction must meet local, state, federal and convention center building codes. In addition, displays must comply with the NMMA Boat Shows Allocation Procedures and Display Guidelines (available on-line at www.atlantaboatshow.com/exhibitors/resources/exhibitorkit.aspx) If you plan to have a booth constructed with an enclosed area (walls or ceilings), or an exhibit with multiple levels, please be sure to consult with all applicable City of Atlanta code requirements and Georgia World Congress Center building requirements.

MUSIC PERFORMANCE AT NMMA SHOWS

If any copyrighted music is to be played at your display, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner.

The licensing requirements include the playing of live as well as recorded music (records, tapes, compact discs, radio broadcasts, etc.) and also include music whether it is the essence of the presentation or is used only as background on videotapes or other presentations.

To obtain a valid ASCAP or BMI license, simply write a letter to the agencies listed below and tell them of the composition and the names and dates of the show you will be playing it for.

ASCAP Licensing Dept.
1 Lincoln Plaza
New York, NY 10023
(212) 595-3050

BMI Licensing Dept.
320 West 57th Street
New York, NY 10019
(212) 586-2000

Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law and a breach of your contract with NMMA Boat Shows. Penalties can amount to several thousand dollars.

Please take a few minutes to ensure a hassle-free event by acquiring the proper license.

Other options available to you are:

Simply don't play music in your display.

Contact the composer and make your own deal.

Use music that is in the public domain.

Obtain music from music libraries that may have already obtained their own licenses from ASCAP and BMI or create original work.

The 3M Cantata System (a music library) is available through the International Association of Exposition Management (IAEM) at (317) 638-6236.

Other Music Libraries are:

Associated Production Music – (213) 461-3211

DeWolfe Music Library – (212) 382-0220

Killer Tracks – (213) 957-4455

Omnimusic, Inc. (516) 883-0121

TRF Production Music Libraries – (212) 265-8090

Capital Music – (213) 462-6251

FirstCom – (214) 934-2222

Manhattan Production Music – (800) 227-1954

Promusic, Inc.- (305) 776-2070

If you encounter any difficulty with either ASCAP or BMI in your attempt to acquire a license, please contact us immediately.

MOVE-IN / OUT INFORMATION

BOAT EXHIBITORS will receive move-in information including specific arrival time for your boats/display via email fax for your exact move-in date(s) and time(s) based on the information you supplied.

- ◆ All exhibitors must return the Boat Information and the Scaled Layout forms by December 16, 2011.
- ◆ You will receive a move-in schedule under a separate cover for your exact move-in date(s) and time(s) based on the information you supplied. Form is located in the NMMA Order Forms section of this on-line kit.
- ◆ Boats 26' and under must be placed on dollies or trailers.
- ◆ NO CEMENT BLOCKS may be used to support boats.
- ◆ BOAT HANDLING IS AT "NO CHARGE" PROVIDED THAT: Exhibitor has returned the BOAT HANDLING INFORMATION form and the SCALED LAYOUT DRAWING of their exhibit by December 16th, 2011.
- ◆ Carpet, signs and electric are installed prior to the scheduled boat handling.
- ◆ Make sure your boats, dollies, carpet, etc. arrive at the designated move-in time, and you have adequate staff to proceed with the set-up of the display.
- ◆ Once boats are removed from trailers, drivers and trailers must exit immediately.
- ◆ Late/Overtime charges will apply if you miss your targeted move-in (out) time(s): \$350.00 per hour (\$525.00 each overtime hour 4:00pm and after).
- ◆ 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.

CHECK-IN

Every vehicle that needs to unload within the show grounds or enter the convention center must be assigned a "Vehicle Access Pass". This access pass will be assigned at check in at the loading dock and cannot be reserved in advanced.

CRADLES & DOLLIES

Cradles, stands and dollies must be installed and available in your exhibit space prior to your scheduled move-in time. Make sure you inform the floor manager that your vehicle loads are carrying cradles, stands or dollies, or other items that must be installed prior to your actual move-in time.

FORKLIFT SERVICE

If you require forklift service, please be sure to review your needs with the Operations Manager prior to your on site arrival, or contact Shepard Exposition Services, for your supplemental booth order requirements. For on-site assistance, please contact an NMMA floor manager wearing the familiar red polo shirt during set up or tear down.

OVERSIZE LOAD PERMITS & RESTRICTIONS

Oversize loads require all necessary permits from the State of Georgia. If you should have any questions, please contact the Georgia Department of Transportation Oversize Permit Unit directly at 1-888-262-8306

PARKING

The Atlanta Boat Show controls the show exhibit hall and not the areas around the Georgia World Congress Center. Parking is allowed in the areas designated by the facility. This access pass is used to identify your vehicle for safety and security reasons for the period of time indicated on the pass. Once you have unloaded your display, you must move your vehicle to one of the surrounding lots. (See map on-line). It does not allow parking in locations that are assigned to the GWCC personnel, handicap spaces or in the dock areas. Any ticketing and/or towing will be at the vehicle owner's expense.

Move In / Out Information continued....

Public parking lots surrounding the GWCC are administered by the City of Atlanta. Be advised that there are also numerous privately owned lots.

The GWCC operates five surface lots and two parking decks-all located within the convention, sports and entertainment campus.

Parking rates are \$10 or less for all-day parking and never increase due to event day activity in downtown. All lots are gated and attendants are on duty during all show/event hours. Drivers will receive a time-stamped ticket that they will give to the parking attendant along with their payment upon their departure.

For more information please log on to <http://www.gwcc.com/maps/parking.html>. Choose the Parking link, select "Exhibitor Permits" and then select Atlanta Boat Show. Select the days you want to purchase, create a log -in, complete the billing information, and print the voucher.

The GWCC offers a Campus Courtesy Shuttle that provides free shuttle service to attendees from parking lots to your event and vice versa. The shuttle stops at all parking lots and decks as well as the main entrances to the building. It makes continuous loops around the campus during show days. Look for the Campus Courtesy Shuttle sign nearest you for a ride on the fast and free shuttle.

STAGING YARD

The Atlanta Boat Show staging yard will be open to stage boats and trailers beginning 10:00am on Friday January 6th, through 11:00am Tuesday January 17th, when it officially closes. It is located off Ivan Allen Blvd in lot # 3 directly north of the GWCC. The yard will be secured between the hours of 7:30am – 8:00pm during move - in and move – out of the show.

The staging yard is to be used for Exhibitors who need to stage boats prior to their scheduled move-in time, and storage for their empty trailers through the duration of the show. "PERSONAL VEHICLES WIL BE TOWED AT OWNERS EXPENSE". Trailers should be clearly marked. This will facilitate your move-in to the facility and allows us to identify your vehicles for security and safety purposes.

Please Note: The Atlanta Boat Show cannot be responsible and will not accept any liability for display product or materials left behind in the staging yard.

Move-In- Booth Exhibits:

◆BOOTH EXHIBITORS should plan to arrive on Tuesday, January 11th between 12:00N – 5:00pm or Wednesday January 12th between 8:00am – 5:00pm, Thursday, January 13th 8:00am – 9:00am.

Exhibitors will be directed to the loading dock areas closest to their booth for unloading of display items. Do not park at other GWCC hall loading docks to unload display items. A map and directions are located at the end of this manual.

Booth exhibitors requiring forklift service need to make a request with the operations manager

◆Check In

Every vehicle that needs to unload within the show grounds or enter the convention center must be assigned a "Vehicle Access Pass". This access pass, assigned at check-in at the loading dock (see map at end of these instructions) will facilitate your move-in to the facility and allows us to identify your vehicles for security and safety purposes. Any vehicle without a vehicle access pass, or those cars parked in convention center employee or handicap locations will be ticketed and/or towed by convention center security personnel, at the vehicle owner's expense.

MOVE-OUT INFORMATION

Move-out begins after the show closes at 6:00pm Sunday, January 15th. Booth exhibitors should plan to have their displays removed from the hall by Monday 16th 12:00 noon. Move-out information will be hand delivered to boat exhibitors on Saturday, January 14th. If you have any questions or concerns please contact the Show Office.

All exhibits must remain staffed and intact until the official 6:00pm show closing on Sunday, January 15th

Once the show is clear of attendees, the aisle carpeting will be removed from the main floor (approximately one hour) and empty crates will be returned. If you have empty crates stored, plan to make your travel departure accordingly. Special needs of any kind should be addressed with the show office before closing. Please make all your staging yard plans in advance to minimize your delays.

◆Boats: Main Floor

For safety reasons, no boats should be moved until all show attendees have vacated the display areas. If boats are to be moved on single trailers, the exhibitor will be responsible for having enough trailers for the entire group of boats to be loaded at one time. Delays will be billed at a minimum of \$350.00 per hour (\$525.50 per overtime hour).

◆Booths:

Exhibitors who can hand carry items to their vehicles outside the convention center may do so after 7:00pm. We ask that your entire booth be packed prior to your vehicle(s) arriving at the Georgia World Congress Center. Vehicles will not be allowed access to move-in without the Vehicle Access Pass issued to exhibitors. All exhibits must completely vacate the Georgia World Congress Center premises no later than 4:00pm Tuesday, January 17, 2012.

DRIVING DIRECTIONS

TO GEORGIA WORLD CONGRESS CENTER, BUILDING C

FROM THE AIRPORT AND THE SOUTH:

Take I-75/85 north to the Central Avenue Exit (Exit 246). Turn left on Martin Luther King, Jr. Drive. Turn right onto Northside Drive. GWCC Building C is located on your right immediately following the Georgia Dome. Parking is available in the Gold Deck located between Building C and the Georgia Dome. Surface parking is available in the Blue and Yellow Lots on Northside Drive across from Building C.

FROM THE NORTH:

Take I-75 south to Northside Drive (Exit 252). Turn right on Northside Drive. GWCC Building C is located on your left immediately preceding the Georgia Dome. Parking is available in the Gold Deck located between Building C and the Georgia Dome. Surface parking is also available in the Blue and Yellow Lots located on Northside Drive across from Building C.

Take I-75/85 south to 10th Street (Exit 250). Turn right onto 10th Street. Turn left on Northside Drive. GWCC Building C is located on your left immediately preceding the Georgia Dome. Parking is available in the Gold Deck located between Building C and the Georgia Dome. Surface parking is also available in the Blue and Yellow Lots located on Northside Drive across from Building C.

* Alternate Route: Take I-75/85 south to North Avenue (Exit 249 D). Turn right on North Avenue. Turn left on Northside Drive. GWCC Building C is located on your left immediately preceding the Georgia Dome. Parking is available in the Gold Deck located between Building C and the Georgia Dome. Surface parking is also available in the Blue and Yellow Lots located on Northside Drive across from Building C.

FROM THE WEST:

Take I-20 east to Spring Street (Exit 56B). Turn left onto Spring Street and left onto Martin Luther King, Jr. Drive. Turn right onto Northside Drive. GWCC Building C is located on your right immediately following the Georgia Dome. Parking is available in the Gold Deck located between Building C and the Georgia Dome. Surface parking is also available in the Blue and Yellow Lots located on Northside Drive across from Building C.

FROM THE EAST:

Take I-20 west to Spring Street (Exit 56B). Turn right onto Spring Street and left onto Martin Luther King, Jr. Drive. Turn right onto Northside Drive. GWCC Building C is located on your right immediately following the Georgia Dome. Parking is available in the Gold Deck located between Building C and the Georgia Dome. Surface parking is also available in the Blue and Yellow Lots located on Northside Drive across from Building C.

Directions to Staging Yard

FROM THE AIRPORT AND THE SOUTH:

Take I-75/85 north to the Central Avenue Exit (Exit 246). Turn left on Martin Luther King, Jr. Drive. Turn right onto Northside Drive. Pass GWCC Building C (on the right) and turn right onto Ivan Allen Blvd. The Marshalling Yard is located on your left just past the Yellow Lot.

FROM THE NORTH:

Take I-75 south to Northside Drive (Exit 252). Turn right on Northside Drive. Turn left onto Ivan Allen Blvd just prior to GWCC Building C. The Marshalling Yard is located on your left just past the Yellow Lot. Take I-75/85 south to 10 th Street (Exit 250). Turn right onto 10 th Street. Turn left on Northside Drive. Turn left onto Ivan Allen Blvd prior to GWCC Building C. The Marshalling Yard is located on your left just past the Yellow Lot.

* **Alternate Route:** Take I-75/85 south to North Avenue (Exit 249 D). Turn right on North Avenue. Turn left on Northside Drive. Turn left onto Ivan Allen Blvd just prior to GWCC Building C. The Marshalling Yard is located on your left just past the Yellow Lot.

FROM THE WEST:

Take I-20 east to Spring Street (Exit 56B). Turn left onto Spring Street and left onto Martin Luther King, Jr. Drive. Turn right onto Northside Drive. Pass GWCC Building C (on the right) and turn right onto Ivan Allen Blvd. The Marshalling Yard is located on your left just past the Yellow Lot.

FROM THE EAST:

Take I-20 west to Spring Street (Exit 56B). Turn right onto Spring Street and left onto Martin Luther King, Jr. Drive. Turn right onto Northside Drive. Pass GWCC Building C (on the right) and turn right onto Ivan Allen Blvd. The Marshalling Yard is located on your left just past the Yellow Lot.