

# 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.

## BE MY GUEST TICKETS

**Electronic Be My Guest Tickets** are discounted 50% off general admission, with a 10 ticket minimum order.

**Hard Stock Be My Guest Tickets** are discounted 35% off general admission price.

Order online, pay a \$50.00 non-refundable deposit and order as many tickets as you like. There is a 10 ticket minimum required. Your credit card number will be stored and charged for redeemed tickets within 30 days after the show.

### Here is what you need to do:

Pay your non-refundable deposit of \$50. (Your tickets are 50% of general admission price for each ticket redeemed).

- Select an e-ticket or hardstock ticket
- Distribute tickets to invite your customers and prospects to visit you at the show
- Please allow 1–2 weeks processing
- After the show your credit card will be charged for all redeemed tickets
- Personalized Be My Guest tickets — you can personalize all or some of your Electronic Be My Guest tickets with your Customer's name. Please provide a list within 24 hours of your order

to [atlantatickets@nmma.org](mailto:atlantatickets@nmma.org)

Please make sure to read the information provided on the website to prevent delays in processing. If you have any questions please contact us at [atlantatickets@nmma.org](mailto:atlantatickets@nmma.org)

## 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 NMMA Order Forms section of this manual.

Contractors must file a CERTIFICATE of LIABILITY INSURANCE with the NMMA no later than **December 13th, 2019**. 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 16, 2020**. 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 Official 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 Progressive Insurance 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 13, 2019**. 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 NMMA.

**EXHIBITOR CREDENTIALS**

A link will be sent to you in a separate e-mail to order your Exhibitors Credentials on-line. This link is unique for your company to register for Show Credentials. The deadline to register for credentials online is **Friday, December 21<sup>st</sup>**. The maximum number of credentials issued is determined by the total amount of square feet of exhibit space your company has under contract. Credentials will be mailed when your contracted space balance is paid in full. If you have any questions please contact us at [atlantacredentials@nmma.org](mailto:atlantacredentials@nmma.org). **REMINDER: Anyone using an exhibitor badge to enter the show floor will be required to present government-issued identification (ID) along with their badge.**

Booth & Bulk Exhibits	# of Credentials Allowed:
199 sq. ft or less	6
200 sq. ft. – 399	10
400 – 2000 sq. ft.	15
2001 – 3500 sq. ft.	20
3501 – 5000 sq. ft.	25
5001 – 7500 sq. ft	30
7501 +	40

## **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 13<sup>th</sup> 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 Courtney Erhardt at (312) 946-6237 with any questions.

## **FIRST AID**

The First Aid Center is located at the A3-A3 Point, right as you exit the main entrance into the lobby of Hall A. 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 Courtney Erhardt prior to your onsite 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.

## **INSURANCE**

All exhibitors are required to adhere to the Insurance & Indemnification guidelines as stated on the contract for the Atlanta Boat Show exhibit space. USI is now collecting Certificates of Insurance for NMMA-Atlanta Boat Show. Please follow instructions on the document. All certificates must be received by USI no later than **December 13, 2019**. Please check show website for instructions on uploading your certificate or purchasing insurance.

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. USI 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 Decorator Services Link on the main page of the Exhibitor Kit. 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 on the 1st level.

## **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 provided by the show 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 loading dock areas. **Any ticketing and/or towing will be at the vehicle owner's expense.**

Public parking lots surrounding the GWCC are administered by SP Plus Parking. Be advised that there are also numerous privately owned lots.

For more information please log on to <https://www.gwcca.org/getting-here/> and click on the car icon on the top. 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 Featured Products Overview & User Guide found in the Exhibitor Kit.

## **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 REQUIREMENT**

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.

## SELF REGISTRATION

### NEW for this year – Self Registration!

Save time on show site by printing your badge at the “Badge Hub”. The Self Registration site was set up to help alleviate wait times and frustration during move-in and opening day registration for all pre-registered exhibitors. More information can be found [here](#).

## 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.

### Advance Shipments

You may advance ship your exhibit materials to the show decorator warehouse beginning **Tuesday, December 17, 2019 and arriving no later than Wednesday, January 8th, 2020**. Any shipment arriving at the Shepard warehouse after December 28 2018, will have a 30% surcharge applied to the handling rates listed on the order form.

#### Advance Warehouse Address:

Exhibiting Company Name  
Booth Number  
Atlanta Boat Show  
c/o NMMA  
1790 Marietta Blvd  
Atlanta, GA 30318

### Direct Shipments

Direct shipment deliveries to the Georgia World Congress Center should be scheduled to arrive no sooner than **Wednesday, January 15, 2020**. Send DIRECT shipments to:

#### Direct to Show Address:

c/o Shepard Exposition Services  
Exhibiting Company Name  
Booth Number  
Atlanta Boat Show  
Georgia World Congress Center, **Hall C**  
285 Andrew Young International Blvd,  
NW Atlanta, GA 30313

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 Service Manual.

## **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 Atlanta Boat Show staging yard will be open to stage boats and trailers beginning 12:00pm on **Thursday, January 9<sup>th</sup>**, through 4:00pm **Wednesday, January 22<sup>nd</sup>**, when it officially closes. It is located off Ivan Allen Blvd in lot # 1 and lot #2 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 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 GWCC 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](http://www.atlantaboatshow.com) and follow the easy directions located in the “Exhibitors Tab under “Promotional Materials” to exchange logos and set up the links.

## **WILL CALL**

Our automated Will Call System will help both you and your customer have a better show experience. It is an extension of our Be My Guest Ticket site. Tickets **cannot** be left in Will Call. Please [click here](#) for more information.