

the 41st Annual...
CMTA
Hartford Boat Show

Presented by

EVINRUDE
E-TEC



Jan. 28 - 31, 2010 at the CT Convention Center

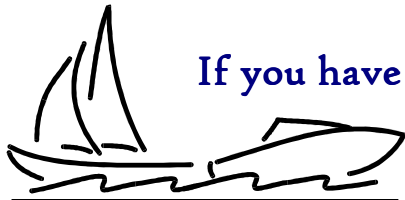
Thursday 4:00 - 9:00
Friday 12:00 - 9:00
Saturday 10:00 - 9:00
Sunday 10:00 - 5:00

*Exhibitors admitted
ONE HOUR prior
to opening with
credentials.*

EXHIBITOR MANUAL

There are several forms that require your immediate attention and action due to **FAST APPROACHING DEADLINES** - *use this checklist to help organize your deadlines:*

- | | |
|--|----------------------|
| <input type="checkbox"/> Signed Contract & any Balance Due | Return Immediately |
| <input type="checkbox"/> Certificate of Insurance | Return Immediately |
| <input type="checkbox"/> CT Sales Tax Number | Return Immediately |
| <input type="checkbox"/> Product Information & Booth Layout | Return Immediately * |
| <input type="checkbox"/> Credential Order Form | Return Immediately |
| <input type="checkbox"/> Coupon/Discount Ticket Form | Return Immediately |
| <input type="checkbox"/> Hotel Reservations | 12/25/09 and 1/11/10 |
| <input type="checkbox"/> Electrical, Telecommunications & CCC Orders | 1/4/10 |
| <input type="checkbox"/> Decorator Package Order | 1/21/10 |



connecticut
Marine Trades Association

If you have questions, please call YOUR CMTA CREW at 860-767-2645. All exhibits must be set and operational by noon on Thursday, 1/28/10.

*** Move In will begin on Monday morning, January 25th.** We require your product information and booth layout before we can assign you a targeted move-in date and time. You will be notified by fax of your specific targeted move-in/out dates & times at the turn of the New Year. Late exhibitors will be **BILLED** for causing any delays during move in or move out!



PHONEBOOK



<p>CT Marine Trades Association 20 Plains Road, Essex, CT 06426 Grant W. Westerson - Cell 860-388-8899 Amy Lynn Clark - Cell 860-391-2344</p>	<p>860-767-2645 Tel 860-767-3559 Fax Grant x 111 Amy Lynn x 112</p>	
<p>Decorator - Demers Exposition Services, Inc. 180 Johnson Street, Middletown, CT 06457 ORDER DEADLINE - JANUARY 21, 2010</p>	<p>860-344-9919 Tel 860-344-9878 Fax</p>	
<p>Exhibitor Services – CT Convention Center Banner Hanging, Electrical, Telecommunications, Cleaning, Plumbing / Compressed Air 100 Columbus Boulevard, Hartford, CT 06103 ORDER DEADLINE – JANUARY 4, 2010 Can be also ordered online at: http://www.ctconventions.com/exhibitors/order_services/index.php. Choose 41st Annual CMTA Hartford Boat Show at the pulldown menu.</p>	<p>860-728-2640 Tel 860-728-2641 Fax</p>	
<p>Wireless / Broadband Internet Card Rentals – this is NOT an endorsement, just passing on information - www.hitchwireless.com – rates as low as \$12.95/day; \$69.96/week or www.exhibitorconnect.net – rates as low as \$99/day; \$297/3 day trade show</p>		
<p>Hotel</p>	<p>Rate / Deadline</p>	<p>Phone No.</p>

Headquarter Hotel:

Marriott Hartford Downtown

\$120 + Parking / December 25

866-373-9806

<p>Sheraton Hotel Hartford Crowne Plaza Hotels & Resorts Hilton Hartford</p>	<p>\$89 / January 11</p>	<p>860-528-9703 860-549-2400 860-240-7272</p>
<p>Show Office – from Move-In through Move-Out</p>		<p>860-728-2594 Call for Fax #</p>
<p>Directions and specific Loading Dock Directions</p>		<p>See CT Convention Center Exhibitor Services Information Guide</p>

IMPORTANT INFORMATION

SHOW OFFICE



The Show Office phone number is **860-728-2594**. It is located off the Exhibit Hall floor and will be staffed from Move-In, continuously through Move-Out. Please direct all your questions and problems to the Show Office. We will do our very best to assist you. All communications to the Building Union, Box Office, and Fire & Police must be done through the Show Office - take our word for it and make your life easier. **Show Runners** will be on hand to help you in any number of ways - just ask.

Take advantage of this member service and please make a point of stopping in to meet and greet TEAM CMTA if you don't already know them - **Grant Westerson**, President - cell 860-388-8899; **Amy Lynn Brisson**, Director of Programs - cell 860-391-2344; and **look for our Concierge Crew wearing blue sweatshirts!**

LODGING



Please review Page 2 for area hotels offering discounted Hartford Boat Show Exhibitor rates and pay close attention to the deadlines for reserving rooms.

Arrangements have been made with Laz for parking. The charge will be **\$11.00** for exhibitors for all day parking; **\$13** for extended stay parking; attendees will be charged \$9.00 and In/Out Privileges can be arranged through their office located in the Parking Garage. This year, **the Parking Coupons are included in the Exhibitor Manual - please make the appropriate copies for your staffing needs, paying careful attention to the dates on the coupons.** You need to present the coupon to the cashier at the Parking Garage on your way out, pay \$11/\$13 for extended stay - subject to change without notice. **Keep in mind, this price applies to 1 hour after the close of the show,** so if you go to dinner, be prepared to pay more **OR** pay the extended rate on the coupon.

PARKING



EXHIBITOR LOUNGE



Across from the Show Office you'll find a respite from the show in Exhibitor Lounge. The Coffee is courtesy of CMTA & OUR GREAT SPONSORS - be sure to thank them & use their services when you get the chance!

CT SALES TAX

You must have a *Sales and Use Tax Permit* from the Department of Revenue Services if you intend to engage in any of the following activities in Connecticut: Sale, rental, or lease of goods; Sale of a taxable service; or operation of a hotel, motel, or lodging house. To obtain a Connecticut Sales and Use Tax Permit, you must complete **Form REG-1, Business Taxes Registration Application** and remit the **permit fee**. For information on how to apply visit: <http://www.ct.gov/drs/lib/drs/forms/2009forms/applications/reg-1.pdf>

CRATE STORAGE There will not be any storage of crates or empty containers. Arrangements must be made to remove said items prior to the opening of the show.

SECURITY Common sense is always the best precaution. Lock your vehicle and keep valuables close at hand and covered - whether in your vehicle or in your booth area. Don't leave purses or briefcases in plain sight. If you would like an escort to your car, just ask at the Show Office. There will be overnight security, probably with a dog, roaming the floor after hours.

BOOTH DISPLAYS All display materials **MUST** be fire rated as directed by the Fire Marshal's office. Any decorations rented from the Show Decorator are usually covered - outside rentals may not be. A standard rule of thumb on carpets is - if it flames up, it's not acceptable; if it melts, it should be acceptable. Any exhibitor bringing his/her own rug should try this test on a small sample of the rug. Don't bring it to the show if it doesn't pass. The Fire Marshal does a walk-through inspection prior to the start of the show and will test any questionable materials. If it doesn't pass, you will have to remove it.

There is to be NO cinder block staging or blocking and NO rope railings. **No boats are to be left on dollies.** Please use common sense for your safety and the safety of the attendees.

Speaking of the safety of your attendees – encourage them to remove their shoes for safety reasons and carry them on board the boat, maybe with a sign stating “not responsible for lost shoes”.

Height: Exhibit fixtures & components will be permitted to a maximum height of 8', plus 2' for backwall identification signs – overall acceptable height is ten feet. Sidewalls may extend 4' or 1/3 the depth (whichever is greater) from the back line at a height of 8', but then must drop to a 4' height.

Depth: All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 4' of the back line (towers included).

CONDUCT

Booths must be manned during ALL show hours. Buyers are on the floor until the last minute of the show (Sunday, 5:00pm) and expect exhibitors to be present. Only firms that have contracted for space are allowed to demonstrate product, solicit orders or distribute advertising at the show. Confine distribution of literature, signage, models and sales to your exhibit space.

SIGNS

All signs for exhibits should be of professional quality and displayed in such a manner so as not to interfere with another exhibit. The Show Committee has the right to ask you to remove any signs that do not meet this criteria.

*** If you would like to hang a sign from the ceiling, please contact Exhibitor Services &/or PSAV Services prior to move-in and please make the necessary arrangements to have the sign available on the first load of Move-In and notify CMTA. **Also, be prepared to possibly wait for the removal of said sign during Move-Out until it can be safely removed.** It is against building policy to hang any signs from the walls or ceilings yourself. The building will remove any signs not ordered and hung by the Facility Personnel. They will also charge you for this removal and any damage done to the walls and ceilings. Please, for your sake, honor their rules.**

HAND RAILS

All steps and/or ramps for boarding boats must have solid handrails to avoid accidents and/or injury. There are no exceptions to this policy. There will be a walk-through inspection prior to the start of the show. Any staging not complete or conforming will result in the closing of your display until satisfactory changes are made.

ACCIDENT & INJURIES

Please report all accidents and/or injuries during the show to the Show Office immediately. Contact show staff to report any situation.

INSURANCE

Neither CMTA, The CT Convention Center nor any show contractor can be held responsible for the loss of merchandise before, during or after the show. Please make sure CMTA is in receipt of an appropriate Insurance Certificate – Call the office for a copy of the correct language.

GASOLINE
POWERED
VEHICLES AND
MACHINERY

NO ENGINES CAN BE TEST STARTED!

Gas powered machinery (i.e. engines & boats) may be displayed if:

⊗ **There is no fuel in the vehicle; or must be less than ½ full or 10 gallons, whichever is LESS;**

⊗ **Fuel tanks must remain locked or taped shut;**

⊗ **Sparkplugs and battery cables are disconnected.**

Dispensing of fuel within the CT Convention Center is prohibited.

No propane is allowed in the building under any circumstances.

NO SHRINK-WRAPPING IN THE BUILDING. Please remove used shrink-wrapping from the building – take it home. Any shrink wrap left on the exhibition floor will be disposed of and billed to the exhibitor.

Any and all questions regarding the fire / safety laws should be directed to the CMTA CREW at 1-860-767-2645, or please see them at the Show Office. Do not, under any circumstances, call the Fire Marshal directly. Please, direct all questions to CMTA.

Move In / Out

Obviously, a smooth move in/out is critical to the show's success, as well as to your budget. Staff time is money. You, as Exhibitor, need to be on time so as not to delay your move in/out or that of other exhibitors. **It is imperative that a representative for every Exhibitor is on hand at Move In/Out and that he/she is authorized to make decisions on your company's behalf and a cell phone number is provided prior to Move In.**

Layout

Plan your display in advance to make sure everything fits. Pay attention to inventory, traffic flow and booth layout while keeping in mind extra lighting, plants and other niceties. Borrow a manufacturer's display and try to have a private closing area. Make sure the product is clean and well labeled. Also, keep the area open and inviting.

First Impressions

Signs are an important contribution to your display. As an alternative to professional signs, consider borrowing them from the manufacturer. Representatives can also provide you with other promotional materials like props and feature celebrities to work your display. These suggestions can help to offset low or no co-op.

Products /
Services /
Features

Let the Show management know of any special products / services / features that you may have as part of your exhibit to assist in promoting your presence at the show.

At The Show

Manage the display as you would your shop - keep it neat and attractive. Collect sales leads for follow up and mailing lists - this is *critical* to your success. Use a giveaway or incentive to get attendees to submit their addresses and/or phone numbers. VCR's and other visuals / activities can keep attendees occupied in your display while waiting for a busy staff member.

Some Boat Show Tips ...

Planning

Planning ahead can make your Show life so much easier not to mention more profitable! **Promote Your Presence At The Show BEFORE THE SHOW** - Distribute Discount Coupons & VIP Tickets / Hang Show Posters in your showroom windows and at other local businesses. Show management will supply you with any number you need - just ask.

Try to have one contact person who handles the arrangements for space and services. Take advantage of the suggestions from Show management and please adhere to the deadlines for returning the necessary paperwork and any instructions relative to Move-In and Move-Out. Share all information with your staff - especially those setting up and working the event.

Vital Information

Please make sure the entire working staff know:

- Who to ask for if there is a question - the janitor may not inform you correctly - see Show Management
- Exactly when to arrive at the Show site
- How to get to the Show loading area
- Your booth number and size as stated on your contract
- Where the staging area is once you arrive
- Where to park when unloaded
- Show Office number **860-728-2594** in case of delay or problems

Helpful Hints

Wear comfortable, neat clothing with your business name, or product logo if possible. Be good to yourself - **get as much rest as you can and eat properly**. Take advantage of breaks to get some fresh air. A show veteran always brought a clean shirt to change into in the late afternoon. This gave him a chance to wash up and feel refreshed without a lot of time and effort. It's helpful to have a change of comfortable shoes - sometimes changing shoes is as refreshing as a clean shirt.

A small dorm trunk with padlock should include:

- ☑ Kleenex / Papertowels / glass cleaner
- ☑ Duct tape / scotch tape / masking tape / glue
- ☑ Roll of monofilament line for hanging things
- ☑ Razor knife / Swiss Army knife / scissors
- ☑ Box of thumb tacks / stapler / ruler / assorted nails, screws, nuts & bolts
- ☑ Set of hand tools - hammer, adjustable wrench, screw drivers, heavy-duty scissors and pliers
- ☑ Wide-tip magic markers of assorted colors
- ☑ Foam core or poster board for last minute signs
- ☑ Plenty of sharpened pencils, pens and paper
- ☑ A fresh stack of business cards for sales staff
- ☑ Plenty of brochures with your business address on them
- ☑ Calculator with extra batteries
- ☑ Personal Items - Wash & Dry, Hand cream and an assortment of mints is always helpful
- ☑ A first-aid kit with aspirin

Remember, sell the lifestyle, not
just products...

**BOATING REALLY
IS THE LIFE!!**

Boating is...

**The Best Way to Get Away ~
ALL SUMMER LONG!**

2010 CMTA HARTFORD BOAT SHOW

Presented by Evinrude E-TEC

PRODUCT INFORMATION

Please Be As Detailed As Possible & INCLUDE A BOOTH LAYOUT

Boats that require handling will be given a targeted MOVE IN time and window. Boats will not be handled without an on-site supervisor to position the boats within the display. Normal handling is free, but you will be charged for delays caused by exhibitor negligence. **A BOOTH LAYOUT IS REQUIRED or there will be a delay and possible charge!**

Exhibitor: _____

Space # / Size: _____

Move In/Out Supervisor & their Cell Phone # is _____

Make/Model	LOA / Beam	Display On/Off Trailer	Forklift Needed	Forklift off WHAT TYPE OF TRAILER - Roller / Bunks / Flatbed	How Place? Hard Set / Dollies...	Weight

PLEASE LIST ADDITIONAL BOATS ON ANOTHER SHEET OF PAPER

HOW MANY DOLLIES ARE YOU BRINGING? _____

TOTAL NUMBER OF BOATS FOR DISPLAY: _____

OF BOATS - 1st TRIP: _____ / 2nd TRIP: _____ / 3rd TRIP: _____

Please indicate which boats on which trip by marking 1st, 2nd, 3rd above.

TRUCKING COMPANY - NAME & NUMBER: _____

Are your trucks subject to over-sized load restrictions? _____

Do you have staging to be set before boats can be picked? _____

OTHER PRODUCTS / SERVICES / BRANDS DISPLAYED: _____

2010 CMTA HARTFORD BOAT SHOW

Presented by Evinrude E-TEC

CREDENTIAL ORDER FORM –

Credential allows you entrance to the Show during move-in, move-out and 1 hour before show opening on show days.

Exhibitor: _____

Phone: Day _____ Fax _____

Evening _____

Only personnel actually working in your exhibit are eligible for a Credential. The bearer of a credential must also be able to show proper identification. Credentials will be produced showing only the name of the company that contracted for exhibit space.

Please list move in/out crew separately.

Limits are:	60	-	300 sf	=	6 badges
	301	-	1000 sf	=	8 badges
	1001	+	sf	=	15 badges

Please print / type to ensure accuracy. Credentials will be typed from this list.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Credentials may be picked up at the Show Office during move in. **Please attempt to have them picked up & distributed to staff prior to the start of the show to make things easier during show hours.** Please make your best effort not to lose your credentials - replacements are limited, require time to produce and are subject to a **\$15 replacement cost** and are not the show quality that the originals are.

Please complete this form and return IMMEDIATELY to:
CMTA / 20 Plains Road, Essex, CT 06426 / (860)-767-2645 / Fax (860) 767-3559

2010 CMTA HARTFORD BOAT SHOW
Presented by Evinrude E-TEC
POSTERS - COUPONS - DISCOUNT TICKETS

Name: _____

Contact: _____ Phone: _____

Address: _____

Please fill out the quantity of discount coupons and posters (no charge) and guest tickets at BIG savings. These are great marketing tools - use them to your advantage!

Please send me _____ (quantity) Show Posters

Please send me _____ (quantity) Show Discount Coupons
Also can be downloaded from www.hartfordboatshow.com

Please send me _____ (quantity) Exhibitor Guest Tickets at \$6.00 each. I understand that CMTA will rebate me for any tickets that are not redeemed at the door and refunded to CMTA, less a \$2.00 surcharge.

Total Tickets _____ @ \$6.00/ea. = \$ _____ (Check # _____)

Tickets will not be mailed without advance payment.

If tickets are held for delivery at the Show Office or "Will Call", careful attention needs to be made as to the name the tickets will be held under to avoid confusion and delays at the Show Office or "Will Call".

Please complete; enclose any necessary payment and mail to:
CMTA / 20 Plains Road, Essex, CT 06426 / (860) 767-2645 / Fax (860) 767-3559

CMTA Use Only:		
<input type="checkbox"/> Date Rcvd. _____	<input type="checkbox"/> Date Entered: _____	<input type="checkbox"/> Pymt: _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

2010 CMTA HARTFORD BOAT SHOW
Presented by Evinrude E-TEC
DOOR PRIZE DONATION FORM

Name: _____

Contact: _____ Phone: _____

Address: _____

Do you have a product &/or service that you would like to donate to our Door Prize?

We already have an Aqua Cat boat donated by American Sail, Inc. –
let's add to the excitement and let us know what you're willing to donate!

CMTA Use Only:		
<input type="checkbox"/> Date Rcvd. _____	<input type="checkbox"/> Date Entered: _____	<input type="checkbox"/> : _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____