

EXHIBITOR MANUAL

B INTERNATIONAL **oston** *In-Water* **BOAT SHOW**

**Seaport World Trade Center
Boston**

September 27 - 30, 2007

Show Sponsors:



Century Bank

Show Endorser:

**MASSACHUSETTS
MARINE TRADES
ASSOCIATION**



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2007 SHOW SCHEDULE

EXHIBITOR MOVE – IN

Monday, September 24 7:00 AM - 6:00 PM
 Tuesday, September 25 8:00 AM - 6:00 PM

PUBLIC SHOW HOURS

	<u>Indoor</u>	<u>Dockside</u>
Thursday, September 27	10:00 AM - 6:00 PM	10:00 AM - 6:00 PM
Friday, September 28	10:00 AM - 8:00 PM	10:00 AM - 6:00 PM
Saturday, September 29	10:00 AM - 8:00 PM	10:00 AM - 6:00 PM
Sunday, September 30	10:00 AM - 5:00 PM	10:00 AM - 5:00 PM

EXHIBITOR MOVE – OUT

Sunday, September 30 5:00 PM - 11:00 PM
 Monday, October 1 8:00 AM - 4:00 PM

SHOW ADMISSION

Adults All Day:	\$ 12.00
Adults Evening [6 – 8:00 PM, Fri/Sat Only]	\$ 6.00
Children under 12:	Free
2 Day VIP Pass: Pre Purchase Only	\$ 18.00
Exhibitor Discount Tickets: Advance Purchase	\$ 7.00
At The Show	\$ 8.00

**All exhibitors must adhere to their printed Move in Schedule;
 No move in will be allowed on Thursday, September 27.
 No Move-in without: Payment in full & Certificate of Insurance.
 No Move-Out or Breakdown Prior to 5:00 PM on Closing Sunday.
 Please be considerate of the show going public and fellow exhibitors
 by remaining open for business until the close of show at 5:00PM.
 Any Exhibitor conducting breakdown or move out prior to 5:00 PM
 will risk losing exhibitor space for subsequent shows.**

GENERAL EXHIBITOR INFORMATION

After Hours Pass (For In-Water Display Boats Only):

Any exhibitor needing access to their in-water display boats after show hours must have an "Overnight Pass" and present Personal Identification. *No one will be allowed access to the docks after show hours without an "Overnight Pass" And Personal Identification. No exceptions will be made!*

Indicate personnel requiring an Overnight Pass by writing/typing "Overnight Pass" next to his/her name on Exhibitor Badge Form which is to be faxed to Vernon Promotions (978-777-2692) no later than September 15, 2007. Overnight Pass of Exhibitor Badge requests after September 15 will incur a \$5.00 fee per badge.

Boat Cleaning:

Water will be provided on the docks for boat cleaning by Thursday Morning. For safety reasons, all cleaning of boats with water must take place before or after show hours only. All hoses must be removed from show docks during public show hours.

Boat Fenders:

We suggest a minimum of six (6) fenders for each display boat to minimize any damage should weather conditions become adverse.

Boat Launching Ramp:

The most convenient boat ramp for trailerable boats is at Marina Bay in Quincy, MA. The ramp by the Freeport Street Exit in Dorchester is no longer open.

Crane Service:

If you require crane service for Move-In and/or Move-Out we suggest you contact: Marina Bay on Boston Harbor: 617-847-1800. *Arrangements for this service must be made in advance*

Demos/Test Sails:

Demos and test sails are not permitted during show for liability reasons.

Fire Regulations – Indoor Displays:

The following are the minimum fire safety requirements for motor boats and pleasure craft in any indoor exhibit display.

- Fuel Tanks shall be completely empty.
- Fuel Tanks shall be locked and/or effectively sealed off to prevent escape of vapors and to prevent tampering.
- Fuel Tank vents must be closed or sealed off to prevent inadvertent escape of vapor.
- Battery cables shall be disconnected from the ignition system. Disconnected battery cables must be covered with electrical tape or other suitable insulating material.
- Boats and/or pleasure craft that have been in use prior to entering the exhibit area must be free of any LP-gas cylinders and/or stove alcohol, kerosene. Prior to entering the facility, each vessel shall be inspected by Show Management Personnel to check for any hazardous materials of conditions that may exist.

MOVE-IN POLICIES & PROCEDURES:

All Exhibitor Personnel Are To Be Informed Of The Following:

- All exhibiting boat dealers will be assigned a Move-In Date and Time. **ADHERE TO MOVE IN SCHEDULE.**
- **MOVE IN NOT PERMITTED WITHOUT PAYMENT IN FULL.**
- **LATE ARRIVALS WILL NOT BE ACCEPTED.**
- Show management reserves the right to relocate any exhibitor showing up late or missing their assigned move-in time. This must be done in order to ensure a smooth and orderly move-in.
- Do not drop off boats and leave them unattended. Boats or displays may not be left unattended by exhibitor personnel until they are in their assigned booth location.
- No Boats may Move-In on Sunday, September 23rd without prior approval of Show Management. All In-Water Boats Must Adhere To their specific In-Water Move In Schedule.

Security:

The show will have 24-hour security on the water from show move in through show move out. Security guards will be located throughout the Indoor Exhibit and at the entrance to the Outdoor Exhibit. Please do not give security a hard time.

Service Contractors for Exhibitors:

Freeman Decorating is the official service contractor of the event, and their on-site service desk is located inside the main exhibition hall. Freeman Decorating Exhibition Services may be reached at 781-380-7550

An exhibitor kit will be e-mailed to all exhibitors including order forms for freight, rental of tables, chairs, carpets, etc. Review the information and place your orders carefully and completely. Discounts are available for early ordering of services and equipment.

Exhibitions Electrical handles the Indoor Electrical. Electrical service may be ordered through Freeman Decorating.

Shuttle Service & Access:

The MBTA Silver Line runs from South Station to the Seaport Hotel located across the street from the Seaport World Trade Center entrance.

State Sales Tax Information (MA):

All exhibitors conducting retail sales at the show must provide a MA Sales Tax ID Number to Show Management. If you need to obtain a MA Sales Tax ID Number, contact the Commonwealth of Massachusetts Revenue Enforcement Bureau at:

- In MA: 800-392-6089 select menu 5 then menu 2
- Outside of MA: 617-887-6367
- The IRS will be checking Sales Tax ID's and may come to the show to verify

Trailer Storage:

Trailer storage is not permitted during the show.

Insurance Requirements:

Prior to Move-In Each Exhibitor must provide to Show Management a Certificate of Insurance with a minimum of One Million Dollars [\$1,000,000.00] in liability coverage. In addition to naming the exhibitor, Certificates of Insurance must also name the following three (3) entities:

Vernon Promotions 5 Bouchard Drive Middleton, MA
Boat Shows, Inc. PO Box 272 Milton, MA
World Trade Center 200 Seaport Blvd Boston, MA

Injury Reporting:

Every possible measure will be taken by Show Management to prevent any accidental injury to the exhibitors and the public. We ask that exhibitors do the same. In the unlikely event that an accident does occur, report it to the Show Office immediately. An Emergency Medical Technician (EMT) is on site during show hours and may be reached through the Show Office.

All reports of injury should include:

- Injured's Name and Address
- Location injury took place
- Detailed description of what took place

Phone Numbers:

Vernon Promotions:	978-777-4439
Vernon Promotions On Site Mobile Phone:	978-423-0007
Vernon Promotions Show Office (show dates only)	617-385-6300
Seaport World Trade Center	617-385-5000
Boston State Police:	617-523-1212
Freeman Decorating	781-380-7550
Phone Lines-WTCB Telecommunications Dept.:	617-385-5006
Boston Cab Dispatch:	617-262-2227 617-262CABS
Anthony's Pier Four Restaurant:	617-423-6363
Boston Party (Tent) Rental	617-265-6221
US Airways:	800-428-4322
Delta Airlines:	800-221-1212
American Airlines:	800-433-7300
United Airlines:	800-241-6522
Continental Airlines:	800-523-3273
Seaport Hotel:	617-385-4000

877-732-7678

HOTEL INFORMATION:

The adjacent **Seaport Hotel is the Boat Show Sponsoring Hotel.** Exhibitors should reserve hotel rooms as soon as possible as rooms sell out quickly. The Boat Show has a negotiated room rate through **August 23, 2007.**

Single or Double: \$209/night

Call the Seaport Hotel At 617-385-4000 Or 1-877-732-7678 or visit,
www.seaportboston.com

Other Hotels offering over flow rooms at discounted rates:

Hyatt Harborside - Boston

Red Roof Inn - Woburn

The Boston Harbor Hote I- Boston

Marriott Long Wharf - Boston

Four Seasons - Boston

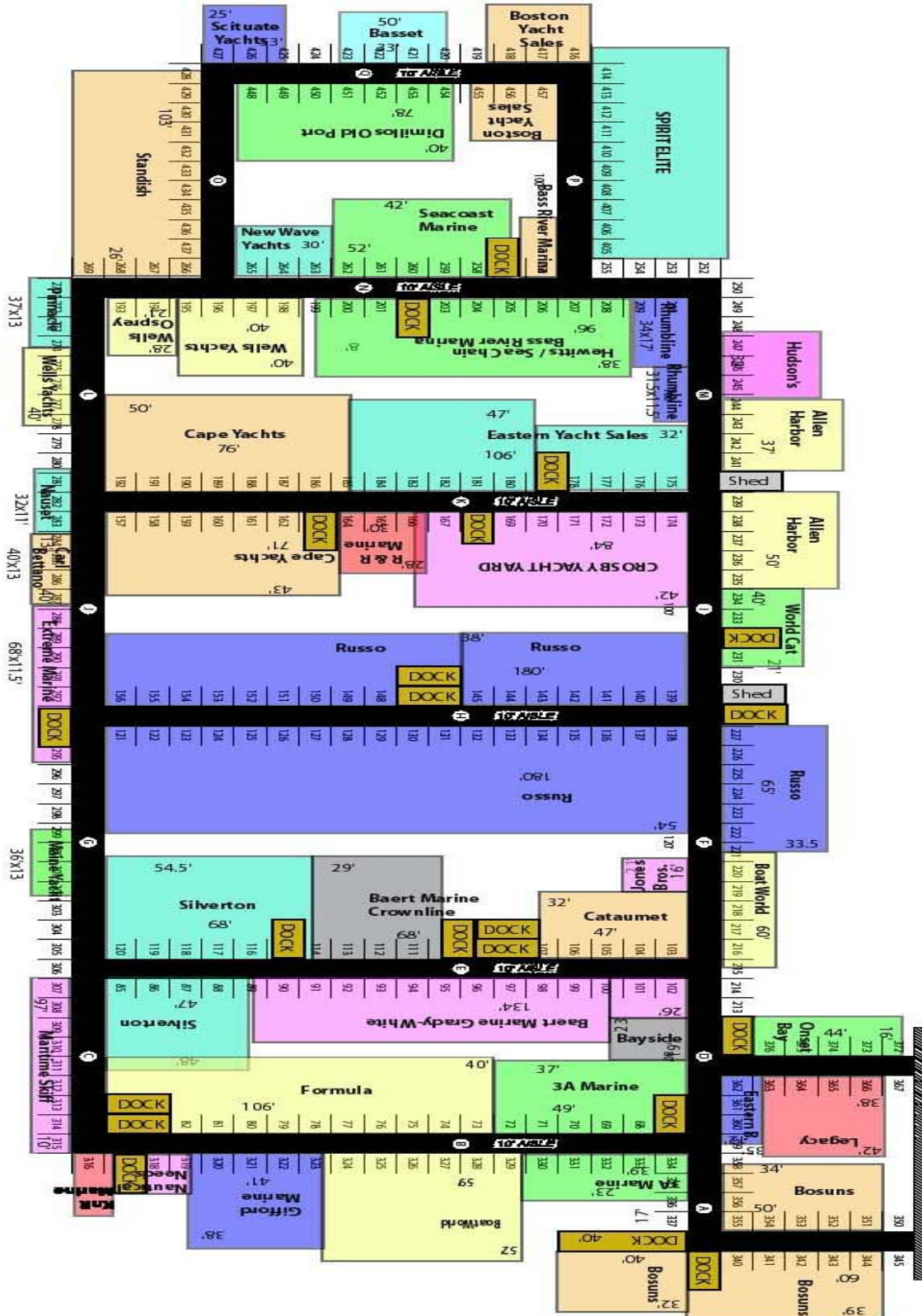
Sheraton Tara - Braintree

**BOAT SHOW INDOOR PLAN
NOT TO SCALE – REFERENCE ONLY
BOOTH LOCATIONS NOT VALID**

SHOW AS OF 10/18/04
SCALE IN FEET
0 10 20 30 40 50



**BOAT SHOW IN WATER PLAN
NOT TO SCALE – REFERENCE ONLY
BOOTH LOCATIONS NOT VALID**





**ORDER FORM
EXHIBITOR CREDENTIALS**

**RETURN BY SEPTEMBER 1, 2007
TO VERNON PROMOTIONS FAX 978-777-2692**

Exhibitor Name: _____

Exhibitor Contact & Tel: _____

Display Location: **In Water Display** **Inside Display**

10 x 10 Exhibitors are allowed a maximum of 8 credentials per 10 x 10 booth. Bulk space exhibitors are allowed 1 credential per Boat Displayed up to a Maximum of 10 Exhibitor Badges.

List Names As They Should Appear on Name Tag; Company Name Will Appear As Exhibitor Name Unless Otherwise Indicated. If Personnel require an Overnight Pass indicate next to name. Security has been instructed to not grant access to Display Docks after show hours without presentation of an Overnight Pass and Personal Identification. No exceptions will be made.

ALL Exhibitor Credentials will be MAILED to Exhibitors prior to the Show. Please do not misplace them and remember to distribute to your personnel. Any exhibitor requesting a duplicate credential will be charged \$5. Duplicate credentials will be issued only to those on Exhibitors Credential list upon presentation of identification and payment of \$5.

**Overnight Pass?
Check if Yes**

Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>
Name: _____	<input type="checkbox"/>



**ORDER FORM
DISPLAY DOCK TENT**

**RETURN AS SOON AS POSSIBLE
TO BOSTON PARTY RENTAL FAX 617-265-5538**

Display Dock Tents for 10' X 20' displays may be ordered directly from:

Boston Party Rental ATTN: Sales Department
Phone: 617-265-6221 Fax: 617-265-5538

Do not return this form to Vernon Promotions: Return to Boston Party Rental.

Prices include 4 Day Rental, MA Sales Tax, setup, dismantle and tent permits.

_____ QTY	9' x 20'	Frame Tent	\$ 550.00 each	\$	_____
_____ QTY	20'x 20'	Frame Tent	\$ 895.00 each	\$	_____
_____ QTY	20'x 7'	Tent Sides	\$ 200.00 set of 3	\$	_____
_____ QTY	9' x 7'	Tent Sides	\$ 100.00 set of 3	\$	_____
		TOTAL		\$	_____

Event: Boston International In-Water Boat Show 9/27-9/30/2007

Dock Location: _____

Exhibitor Name: _____

Exhibitor Contact: _____

Address: _____

Telephone: _____ **Fax:** _____ **Email:** _____

Credit Card Type: MasterCard Visa AMEX Discover Diners

Credit Card #: _____ **Expires:** _____

Name on Card: _____

Cardholder Signature: _____

Payments by Check must be received before September 10, 2007. Orders placed after September 10 will only be accepted with credit card payment.

ORDER FORM



EXHIBITOR DISCOUNT GUEST TICKETS

RETURN BY SEPTEMBER 15, 2007
TO VERNON PROMOTIONS FAX 978-777-2692

GENERAL SHOW ADMISSION

Adults All Day: \$ 12.00 Adults Evening \$ 6.00 Children under 12: Free

EXHIBITOR DISCOUNT ADMISSION

Adults Any day Any Time, Purchased By September 15 \$ 7.00

Adults Any day Any Time, Purchased After Sept 16 \$ 8.00

2-Day VIP Pass, Purchased By September 15 ONLY \$12.00

Unused Pre-paid Exhibitor Discount Admission tickets will be refunded at a rate of \$7 per ticket provided unused tickets are returned to Vernon Promotions on or before October 15, 2007. Ticket refunds received after October 15 will not be refunded.

Exhibitor Name: _____

Exhibitor Contact & Tel: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

Exhibitor Discount Admission Tickets Requested ____ X \$ 7.00 each = \$ _____

2-Day VIP Passes Requested ____ X \$15.00 each = \$ _____

TOTAL \$ _____

Credit Card Type: MasterCard Visa AMEX Discover Diners

Credit Card #: _____ Expires: _____

Name on Card: _____

Cardholder Signature: _____

Payments by Check: Complete this form and mail with your check payable to Boat Shows, Inc.
Mail Check & Form to: Vernon Promotions 5 Bouchard Drive Middleton, MA 01949
Payment must accompany Order. Tickets will not be mailed until payment in full is received.



ORDER FORM
EXHIBITOR LINK TO BOAT SHOW WEBSITE

RETURN TODAY FOR MAXIMUM EXPOSURE
TO VERNON PROMOTIONS FAX 978-777-2692

12 Months Internet Exposure for ONLY \$50
Take Advantage of the Boat Show's Internet Marketing Program

An all new Boat Show web presence has been introduced at www.bostoninwaterboatshow.com. Promoted year round it includes a listing of all Boat Show exhibitors, products and services.

Link your home page to the Boat Show's high visibility website to gain exposure to your company through Boat Show website visitors. The benefits to you last all year; for only \$50 you can connect to new customers year round by leveraging the boat show web site traffic. Web links also entitle you to place TWO printable coupons at the Boat Show web site where your company can showcase products, deals or discounts driving even more traffic to your boat show display and your home page. Can you afford NOT to participate?

Don't Miss This Opportunity to Drive Consumers to Your Booth & To Your Home Page
If you want to participate in the On Line Coupon program, complete the Exhibitor Online Coupon Order Form on the next page.

Exhibitor Name: _____

Exhibitor Contact & Tel: _____

Exhibitor URL Address: <http://www>._____

Credit Card Type: MasterCard Visa AMEX Discover Diners

Credit Card #: _____ Expires: _____

Name on Card: _____

Cardholder Signature: _____

Payments by Check: Complete this form and mail with your check payable to Boat Shows, Inc.
Mail Check & Form to: Vernon Promotions 5 Bouchard Drive Middleton, MA 01949
Payment must accompany Order: Web links will not be established without payment in full.



**ORDER FORM
EXHIBITOR ON LINE COUPON**

**RETURN TODAY FOR MAXIMUM EXPOSURE
TO VERNON PROMOTIONS FAX 978-777-2692**

Boston In-Water Boat Show On-Line Coupon Program
2 Exhibitor Coupons Complimentary With Internet Marketing Program

Drive attendance to you boat show display: link your website to the Boat Show website AND offer customized online Coupons for download. Coupons, for use only at your display, drive show goers to your booth for extra discounts, savings and specials. Examples include:

- Buy a boat at the show from XYZ Boat Sales; get a free Marine VHF Radio!*
- Buy a motor from ABC Engine Sales get free oil for a year!*
- Rent a seasonal slip from 123 Marina, get 10% off winter storage!*

Participation is easy. Complete the boat show coupon description and we'll take care of the rest! A customized coupon will be created at www.bostoninwaterboatshow.com that may be viewed, downloaded and printed website visitors! With coupon in hand, your display will be their first stop at the Boat Show!

Exhibitor Name: _____

Exhibitor Contact & Tel: _____

Exhibitor URL Address: <http://www>. _____

Exhibitor Display Number(s): _____

Coupon #1 Description: _____

Coupon # 2 Description: _____

- Link us to the Boat Show Website
- Link us to the Boat Show Website & Produce Coupon(s) above
- Produce Coupon(s) Only

Return Online Coupon Order Form together with Website Link Order form.



REMINDER

EXHIBITOR DISCOUNTED HOTEL RATES

CUTOFF FOR DISCOUNT ROOM RATES IS AUGUST 23, 2007

Call Boston's Seaport Hotel Today for Reservations
617-385-4000

The adjacent Seaport Hotel is the 2007 Boston International In-Water Boat Show
Sponsoring Hotel.

Visit www.SeaportBoston.com for additional hotel information.

Boat Show Exhibitors should reserve hotel rooms as soon as possible as rooms sell out
quickly. The Boat Show has a negotiated room rate through August 23, 2007:

Single or Double: \$209/night

Seaport Boston: Seaport Hotel Overview of Services

Boston's most accommodating host provides you with a unique combination of convenience and comfort in a gracious, smoke-free environment, complete with award-winning cuisine, state-of-the-art fitness center, cutting-edge technology, and magnificent city and water views. The Seaport Hotel experience keeps you productive while leaving you feeling refreshed and rejuvenated. Just minutes from downtown Boston and Logan Airport, you'll enjoy easy access to Boston's premier business and leisure destinations. The Seaport Hotel distinguishes itself as a "service-inclusive" facility, so that our guests needn't worry about tipping during their stay with us

GUEST ROOM ACCOMMODATIONS

- 261 Deluxe King rooms
- 114 Deluxe Double/Double rooms
- 24 Executive Suite rooms
- 21 Handicap-Accessible rooms
- 3 Harbor Parlor Suites
- 3 Specialty Suites

HOTEL SERVICES

- 24-hour concierge services, luggage storage, in room dining
- Valet parking
- Daily housekeeping
- Same-day laundry service
- Turn-down available upon request
- Complimentary Wall Street Journal or USA Today
- Complimentary overnight shoe shine

HOTEL POLICIES

- Check-in: 3 pm, check-out: noon
- Cancellation notification: by 6 pm the day of arrival
- In-route check-in with Boston Coach Sedan Service
- Express check-out options via room phone/television
- Seaport Hotel is pet-friendly. Call for specific policies.

IN-ROOM FEATURES

- Triple sheeted beds with feather/down pillows
- Non-allergenic pillows/bedding available
- Individual climate control
- Iron and ironing board
- Refreshment center and coffee maker

IN-ROOM FEATURES

- Large work desk; In-wall safe large enough for laptops
- Designer bath amenities
- Thick terry robes and oversize bath towels
- Bathroom with fog-free mirrors and hair dryer
- Night light; Roll-aways and cribs available

ON-SITE AMENITIES & CONVENIENCES

- Gift shop and florist
- Secure indoor Seaport Garage for parking
- 24-hour self-service Business Center
- Bakery Café
- Aura Restaurant and Bar
- Complimentary access to Wave Health & Fitness Center
- Indoor heated lap pool with underwater music
- Spa services

HOTEL TECHNOLOGY

- Multi-line digital speaker phone with caller ID, voice mail and conference call capabilities
- Dedicated analog jack for modem connection
- Complimentary Internet/VPN access at T-1 speed
- Cable/satellite TV with 38 complimentary channels
- In-room flight information channel
- On-demand movies and Nintendo games
- Wi-Fi public spaces
- Digital alarm clock with AM/FM radio

HONORS AND RECOGNITIONS

- *Condé Nast Traveler* Gold List
- AAA Four Diamond Award

DIRECTIONS TO THE SEAPORT WORLD TRADE CENTER COMPLEX

Consult SeaportBoston.com or local media for breaking traffic alerts and road closures-
below directions accurate 5/2007

FROM Points West via I-90: Follow the Massachusetts Turnpike/Interstate 90 East to Exit 25 – South Boston. At the top of the ramp, bear left towards Seaport Boulevard. At the first set of lights, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage is located ahead on the right.

FROM Points South via I-93: Heading northbound on I-93 towards Boston, take Exit 20, which will be immediately after Exit 18. Follow the signs to “I-90 East.” Take the first tunnel exit to “South Boston.” At the first set of lights at the top of the ramp, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be ahead on the right.

FROM Logan International Airport and Route 1A South: Follow the signs towards I-90 West - Ted Williams Tunnel. Take the Ted Williams Tunnel to Exit 25. At the top of the ramp proceed straight onto B Street. Follow B Street to the end and take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be on your right.

FROM Points North via I-93: Heading southbound on Interstate 93 Boston, take Exit 23, Purchase Street and move into the left lane. At the top of the ramp, take a left turn onto the Evelyn Moakley Bridge/Seaport Boulevard. Follow Seaport Boulevard for approximately .8 miles, the Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.

FROM Points West via Storrow Drive: Take Storrow Drive East to Leverett Circle and follow signs for Interstate 93 South/Logan Airport. Once on Interstate 93 South, follow directions from “Points North”.

From Public Transportation: From South Station, take the MBTA Silver Line Waterfront (one level above the Red Line, one below the food court) to World Trade Center Station. Take the stairs/escalators/elevators to the second level and exit onto World Trade Center Ave. The Seaport Hotel will be ahead on the right.

Water Transportation

Seaport Express: The Seaport Express connects the Seaport World Trade Center complex to Central Wharf (behind the NE Aquarium) in less than 10 minutes. This is a great option for commuting to/from the MBTA Blue Line Aquarium Station or visiting the State Street, Faneuil Hall, Downtown and North End areas. Enter the dock between the Spirit of Boston and Seaport Elite, across from the Bay State Cruise ticket windows. For more information, visit www.seaportexpress.org or call 617-593-9168.

Rowes Wharf Water Taxi: Catch a Rowes Wharf Water Taxi at the Seaport World Trade Center Dock: On the west side of the Seaport World Trade Center, between the Spirit of Boston and Seaport Elite; enter dock across from the Bay State Cruise ticket windows. For more information, visit www.roweswharfwatertaxi.com or call 617-406-8584.

City Water Taxi: Access City Water Seaport World Trade Center Dock: On the east side of the Seaport World Trade Center, next to Sovereign Bank. For more information, visit www.citywatertaxi.com or call 617-422-0392.

**REQUEST FOR
MARINE DEALER SPECIAL EVENT TRANSPORT
RETURN AS SOON AS POSSIBLE**

TO MA Environmental Police: ATTN Captain George Agganis FAX 617-626-1605



Commonwealth of Massachusetts

Massachusetts Environmental Police

Headquarters (617) 626-1663
251 Causeway si., Suite 101, Boston, MA 02114-2153 Fax: (617)626-1605

George Agganis, Captain

Request For Marine Dealer Special Event Transport

In advance of transporting a group of vessels by water to a specific event e.g., in-water boat show or owner's rendezvous for which sufficient MA Dealer Registration numbers are not assigned, special permission is required of the MA Environmental Police to "caravan" a fleet of vessels under the authority of the lead vessel displaying temporarily affixed MA Dealer Registration numbers.

To obtain such permission, complete the form below and send via facsimile to 617-626-1605 ATTN: Captain George Agganis, MA Environmental Police Headquarters, 251 Causeway Street, 4th Floor Boston MA 02114. Following receipt and approval, notice will be returned via facsimile to the number specified below.

EACH AND EVERY vessel in the caravan must carry a copy of this approved Notice on board at ALL TIMES FOR THE DURATION OF THE EVENT.

Event Name: _____
 Event Location: _____
 Event Dates: _____

MA Dealer Name: _____
 MA Dealer Registration Number: _____
 Address: _____
 City, State Zip: _____
 Dealer Contact: _____
 Dealer Telephone: _____

Return Facsimile Number: _____

Description of Vessels to Be Transported- Attach Additional PageJ as Necessary

Vessel Mfg	Vessel LOA	Hull Identification Number	Type	Primary Color

Date Request Received _____ Date Request Approved: _____

Approved By: _____



An Agency of the Department of Fisheries, Wildlife & Environmental Law Enforcement
David M. Peters. *Commissioner*



\$250,000 BOAT BUYER'S BONANZA
MMTA MEMBER-EXHIBITOR INFORMATION
(NOT FOR DISTRIBUTION TO CONSUMER)

**THE BOSTON INTERNATIONAL IN WATER BOAT SHOW
IS THE SELLING SHOW OF THE SEASON
THANKS TO THE \$250,000 BOAT BUYER'S BONANZA**

An exclusive member benefit of the Massachusetts Marine Trades Association (MMTA), the Boat Buyer's Bonanza distinguishes the Boston Show from all other boat shows. A Matching Boat Buyer Incentive Program, the Bonanza provides financial incentive to conclude sales at the Boston Show. No other boat show offers your customers a better reason to complete their boat purchase NOW.

The Show Producers and the MMTA welcome your participation of qualified MMTA Member Exhibitors in the Bonanza. To encourage YOU to participate, below you will find a description of how the program works: take full advantage of this unique and powerful selling tool. Don't leave money on the table: take the time to understand the Bonanza program and make it work for you!

Enclosed you will find in a Frequently Asked Questions format, answers about the Bonanza together with the Official Rules and a Bonanza Coupon claim form. As always, if you have any questions, please do not hesitate to stop by the Bonanza Office during the show. Before or after the show, please contact Vernon Promotions or the MMTA office for information, rules or eligibility.

On behalf of the producers of the Boston International in Water Boat Show and the Massachusetts Marine Trades Association, thank you for your participation in this year's Boston Show. Be sure to take full advantage of the Boat Buyer's Bonanza: it is a powerful tool designed to turn boat browsers into boat buyers.

A Member
Benefit Of

MASSACHUSETTS
MARINE TRADES
ASSOCIATION



\$250,000 BOAT BUYER'S BONANZA

MMTA MEMBER-EXHIBITOR INFORMATION

(NOT FOR DISTRIBUTION TO CONSUMER)

How Does the Bonanza Work?

Write a retail contract at during public show hours, fill out a Coupon claim with the purchaser at the Bonanza office and, when the deal closes, a check is sent to the selling dealer. It's that simple.

Rules and conditions govern who may participate, how much a retailer or purchaser may claim, what information must appear on the sales contract and how the closing of the sale is verified. For complete details, review the Bonanza Official Rules.

What Information is Necessary to Submit a Bonanza Claim?

Contracts submitted with Coupon claim at the Bonanza Office must include: Complete Information on Purchaser & Boat Purchased; Signatures of ALL Purchasers & Retailer and personal identification; Evidence of 3% Deposit; Complete Description of Trade In, if applicable; All Applicable sale Terms and Conditions and an estimated date of closing. Prior to disbursement of Bonanza dollars, the administrator may verify contract information with retailer, purchaser and/or third party. Retailer and Purchaser must visit the Bonanza Office during public show hours to submit a Claim: No exceptions will be made.

How Much May Be Claimed?

Each Member Exhibitor may claim up to \$37,500 in Bonanza Coupon Value [\$12,500 in Bonanza Dollars] until the Bonanza Funds are depleted. Retail purchasers buying from a Member Exhibitor may claim up to \$5,000 in Bonanza Coupon Value per boat purchased until the fund is depleted. Bonanza Coupon claims are accepted on a first-come, first-served basis at the Bonanza Office. *Do not delay claiming your Bonanza Coupon: the \$250,000 Bonanza Coupons are often exhausted before the last day of the show. Urge your customers to complete their purchase agreements AT THE SHOW: sales completed by fax or phone will not be accepted.*

What Is The Cash Value of A Bonanza Coupon?

Coupon values are based on selling price of boat before trade-in and taxes. Selling price may include boat, motor, trailer and options sold with the boat at the show as long as each is itemized on the Contract when Coupon claim is made. ***The Bonanza is a matching reward program made up of retailer discounts, retailer participation and Bonanza dollars. Bonanza Dollars contribute one third (1/3) of the Coupon Value.*** For example, if you sold a \$226,000 boat at the show, the Bonanza Coupon value is \$5,000 and Bonanza Dollars Cash Reimbursement is \$1,666. Discounts and dealer participation make up the balance of the \$5,000 Coupon value.

How Do I collect Bonanza Dollars When the Sale Has Closed?

After closing of the sale but no later than May 31 documents verifying the closing are sent to and reviewed by the Bonanza administrator. Pending approval, Bonanza dollars are sent to the Member Exhibitor in the amount of 1/3 of the Coupon Value. Periodic reminders are sent to member exhibitors with unclaimed Bonanza coupons.

Selling Price of Boat	Bonanza Coupon Value
\$5,000 - \$ 25,000	\$300
\$25,001- \$ 50,000	\$750
\$50,001 - \$ 75,000	\$1,250
\$75,001 - \$100,000	\$1,750
\$100,001 - \$150,000	\$2,500
\$150,001 - \$225,000	\$3,750
\$225,001 - & up	\$5,000

What Documents Verify A Sale Has Closed?

For Massachusetts Sales, please provide copies of:

ST-6 form OR Electronic Sales Tax Payment Receipt OR Copy of New Vessel MA Registration Stamped & Accepted by MA EPO (Application alone is not sufficient) AND Completed & Executed Title Transfer Documents from Member Exhibitor to Purchaser e.g., Manufacturer's Statement of Origin or Notarized US Coast Guard Bill of Sale.

For Non-Massachusetts Sales, please provide copies of:

Copy of Valid Out of State Registration OR Evidence of Non MA Sales Tax Payment AND Completed & Executed Title Transfer Documents from Member Exhibitor to Purchaser e.g., Manufacturer's Statement of Origin or Notarized US Coast Guard Bill of Sale.

OFFICIAL RULES BOAT BUYER'S BONANZA



A Member Benefit Of

MASSACHUSETTS
MARINE TRADES
ASSOCIATION



1. All Coupon Claims are Subject to remaining balance of Bonanza funds.
2. Sale must be consummated during public hours of the Boston International in Water Boat Show [BIWBS}.
3. Retailer must be a MA Marine Trades Assn Member-Exhibitor in good standing for one full year prior to the public opening of the BIWBS in which claim is submitted.
4. Contract Deposit Must Be a Minimum of 3% cash or credit card.
5. Retailer & Purchaser apply in person at Bonanza Office with Personal Identification
6. Retailer & Purchaser Complete Bonanza Coupon Application
7. Attach copy of completed & Signed Marine Sales Agreement
8. Provide Application, Marine Sales Agreement and Personal Identification to Bonanza Administrators for Verification.

Bonanza Program expires when a total of \$250,000 in Bonanza Coupon Value has been claimed by Member-Exhibitors.

Bonanza Administrator reserves the right to verify contract information with Retailer, Purchaser and/or third party during or after show.

If received on or before the last day of May following the BIWBS at which claim is submitted, Bonanza dollars are released to Retailer following receipt and verification of sale closing documents.

Coupon amounts are based on selling price of boat before trade-in and taxes. Selling price may include boat, motor, trailer and options sold with the boat at the show. All items must appear on Contract when Coupon claim is made.

Maximum Cumulative Coupon Value Claims per Member Exhibitor Per Show Year is \$37,500; Member Exhibitors: Consult Bonanza Exhibitor Information for Bonanza Dollar Values. Maximum Coupon Value Claim per Purchaser is \$5,000 per boat purchased Per Show Year from Member-Exhibitor.

Coupon is redeemable only with Member-Exhibitor Retailer. Coupons expire if not claimed by Retailer on or before the last day of May following the BIWBS at which claim is submitted.

“IF BOAT SHOWS ARE A SALES BANQUET, WHY DO SOME DEALERS STARVE TO DEATH?”

**Tap into over 30 years of boat show knowledge by reading:
*Power Up Your Boat Show Sales:
55 Ideas To Improve Results At Your Next Boat Show*
By Norm Schultz**

Make This Year Your Best Boston International In Water Boat Show Ever!

Norm Schulz President, Emeritus Lake Erie Marine Trades Association, began creating and managing boat shows and special promotional events in 1973. The time since has allowed him a myriad of opportunities to observe and work with hundreds of exhibitors, both large and small. They have all given him an intimate understanding of boat shows and their value to the two groups they serve – the exhibitors and the public. He was the keynote speaker at MA Marine Trade Associations 2007 Professional Development Conference during which he covered much of the material below.

He has served in various committee capacities on the national level with industry trade groups such as the National Marine Trades Council, the Advisory Council of Marine Associations to the Marine Retailers Association of America (MRAA), and committees for the National Marine Manufacturers Association (NMMA), among others. During his long-career as President of the Lake Erie Marine Trades Association, Norm has produced as many as 6 major boat shows a year in 4 states. His shows are considered among the best and most successful in the marine industry.

Most exhibitors have been genuinely successful, but some have not. Combined, they have all given him an intimate understanding of boat shows and their value to the two groups they serve-the exhibitors and the public. He is a published writer, consultant and seasoned speaker. He has received many awards recognizing his contributions to the recreational boating industry and to the continued development of boating opportunities.

Thom Dammrich, president of the National Marine Manufacturers Association, says this about him: “Norm is the industry’s finest association executive and boat show producer, always willing to share his knowledge and expertise to everyone else in our industry.”

And, Phil Keeter, president of the Marine Retailers Association of America, has said of Norm: “There is no one in the marine industry today with more knowledge, and a more successful track record in boat shows, than Norm Schultz.”

Complacency is the last hurdle any Winner, any team must overcome before attaining potential greatness. Complacency is the Success Disease: it takes root when you're feeling good about who you are and what you've achieved.

-Pat Riley, *The Winner Within*-

Call it human nature. Or the product of years in the business. Or age. Or being comfortable with the status quo. Or, heaven forbid, that most famous reason: "we've always done it that way!" Whatever we call it, we're all guilty of becoming complacent about a lot of things, particularly when it comes to things we do year after year in our business- like exhibiting in the Boat Show. Oh, we say we want to improve things or look for new ideas. But we most often resist change and logic that whatever worked in the past will be just as good now. I have no idea who said this. I heard it somewhere. While I don't remember the author I sure got his point when he said: ***"If you always do what you've always done, you'll always be what you've always been!"***

Those are great words of wisdom whether we're reflecting on our personal or business life. All of us want to be better or do better no matter what measure of success we may have already achieved. More often than not, however, we talk the talk but fail to walk the walk and not much actually gets changed. "Yes, but," you say, "We've really done things pretty well in the past. In fact we've been very successful."

Good for you! If that's the case, it gives you a solid foundation on which to build. It means you're not looking for radical changes nor should you be. The fact is there are very few winners who can say they threw out a successful formula to gamble that some radically new idea would be more successful. No, most winners reveal they succeeded when they took something that was "working" and tuned it, polished it, added a new ingredient and energized it to move up to a higher level. That's what this booklet is all about. It's not intended to cause radical changes in what you've been doing successfully for some time. (Of course, if you haven't had much previous success, it may be time for "radical!") It's goal is to present a range of ideas, some simple and some more complex, that you can select from to add a new dimension or energy to your boat show exhibit.

There's no better time to do it than when the economy is sluggish and sales are off. That's when added energy is needed in an exhibit program and sales team. In fact, if we don't, we'll fall behind the others who do. Remember:

You can't change the direction of the wind, but you can trim the sails for success.

Why Exhibit At All?

While it's not the intent of this book to document the value of boat shows, it may be helpful to note the primary reason boat shows are considered so important to retail success in the marine industry. A study of the boating industry just completed by the prestigious **J.D. Power & Associates** concluded that boat shows were the number one source of Information for prospective buyers. In fact, more than half (56%) of the survey respondents listed boat show as their first source to gather information and compare brands during their purchasing process. Interestingly, manufacturer brochures ranked second at only 44% and the Internet came in at 36%, somewhat lower than expected. Advice from other owners, and information acquired from magazines and buyers guides followed.

Exhibiting in the boat show, then, puts you where the best action is. In truth, the J.D. Powers study just documents what we have believed for a long time boat shows are major promotions that draw in the largest concentration of buyers and prospects of any merchandising medium available to marine retailers. It's also a fact that many retailers attribute from 25% to 55% of their annual boat sales to their exhibiting in the boat shows. And while no boat show in itself can create a market that doesn't exist, the show draws the available market (buyers) into one specific location for a very defined time.

Put another way, you know where the buyers and/or serious prospects will be at that specific time. So, just showing up showing up puts you in the right place at the right time. But, if you believe success will be yours by just showing up at a good show, creating a nice display and manning good products, you're not giving yourself the best chance you can. Yes, it is a fact that many exhibitors clearly just show up to take their space, apparently believing their presence somehow guarantees their sales. "Hey, it's the Boat Show's job to get the buyers in here!" How often have we heard that one? Yes, it is the function of the show to draw traffic-buyers and prospects specifically. And if that's all you want out of the show you'll never be disappointed-or will you?

The truth is you will. Because what you do or don't do when that traffic is walking the aisles will have a greater impact on your sales success than any great number of attendees attracted by the show's advertising and promotion. After all, if your target for the show is to sell 20 boats, all the show has to do to please you is draw 20 people who will buy from you. It doesn't matter if there are 50,000 people in the aisles. You just need those 20!

Here's the problem-unless the 20 are your close relatives there's no guarantee they'll actually buy from you. The show floor will be loaded with lots of products, good prices and, perhaps, better exhibits. So, you must undertake careful advance planning of your exhibit and work with your team ahead of time to be mentally and physically ready for the powerful and concentrated hours of seeking hot prospects and closing sales-a.k.a. the boat show.

So, let's have at it!

Ideas And Tips

1 Don't Fly Blind

If you've been around shows for any length of time, you will get the chance to watch many exhibitors create their displays during setup. They move the boats here, then there, trying to arrive at some layout that makes sense. They obviously haven't preplanned much of anything by using scale drawings to determine how to best create the exhibit and they waste a great deal of time and energy. (No wonder some exhibitors say they're already tired before the show even opens!) They often try to put 10 lbs. in a 5 lbs. bag and when they can't do it they're disappointed or upset.

Remember the 5 P's: Prior Planning Prevents Poor Performance! Draw out your display long before move-in. If the product doesn't fit on paper it won't fit at the show, either, so leave it at home (or get a larger exhibit space.) Every item in the display from boats to signs to information easels should be thought out in advance. Leaving things to chance means you are not in control.

2 Don't Be Afraid of Change

Another predictable thing about exhibitors: their layouts. The overwhelming majority of exhibitors do almost exactly what they did the previous year. The boats are essentially in the same place. The color of the signs, carpet, ramps and decorations are the same. Doing everything essentially the same hardly gives off a new or improved look to the customer.

Then we wonder why the customers often say "not much new" this year. If we display everything the same way, even new boats won't seem new. Plan to make some changes this year. That doesn't mean you must totally redesign a good layout that's worked in the past. It means you need to add something, change something obvious to give the *feel* of new. It often only takes the relocation of an information desk, or a used boat display board, some added flags or colors, some new lighting, etc., to give a new feeling to the same setup. But do it!

3 Dress For An Image

The old saying "dress for success" still applies today although it doesn't necessarily mean pinstriped suits. However, an image is clearly conveyed by the way your sales team dresses. There is strong identity in having the team dressed alike. It sets you off from the other exhibitors and it creates the feeling of "team."

Some exhibitors want to create a business-like image so a blazer, or even a tux, sets the stage. Others are aiming squarely at anglers or skiers and dress in sweaters, wind breakers or monogrammed shirts. Two important points: (1) Make certain whatever you select is comfortable for the team to wear during all the show hours. (2) Make sure everything worn looks clean and pressed every day!

4 Pre-Show Promotion

Pre-show promotion adds a great deal of strength to the show for you, particularly with existing customers. It can take many forms from a VIP Night Invitation to an invoice stuffer to a short note to prime customers or prospects inviting them to visit your exhibit at the show. Mention a special reason to visit you or simply say you're looking forward to seeing them.

Promoting your exhibit in advance of the show gives you another "touch" with a customer who may likely be coming to the show anyway but may not have you in mind. It a personalized "touch" particularly if it's a note. Ask every salesman to pick 25-50 current customers or prospects and have them send a short handwritten personal invitation to visit your display. Or use mailers or post cards available from show management. But find a way to promote your show exhibit and "touch" that prospect in advance.

5 Telemarketing???

Why not? We're not talking about telemarketing in the common sense of cold calling and interrupting dinner! Rather, call good customers and prospects just to say the boat show is coming and you'd be pleased to have them stop by your exhibit this year. Perhaps you have a special reward if they do. A cup of coffee. A discount coupon. Nothing at all. It's not the reward that will get them-although that may be some incentive-it's the short, personal call that has the power to attract them.

6 Blow Your Own Horn

No one will blow your horn like you can. Getting advance free publicity, for example, doesn't just happen, it's made to happen. Surprisingly few exhibitors take advantage of the tools provided by show management to gain public recognition through publicity. Here are two free things to do.

1. Obtain and use the publicity releases show management has created for you to simply personalize and provide to local media.

2. Always inform show management of anything you believe is new about your exhibit or your products which the show can, in turn, use in the overall event promotion, the show program, etc. Did you know that having your name mentioned in a news article is rated far more believable by readers than an advertisement? True.

7 Use FAX or E-Mail

It's the age of electronic communications. If you have fax numbers for customers and prospects, why not send them a creative fax inviting them to visit you at the boat show. Or, if you have their e-mail address, send them a clever e-mail with a small but interesting graphic. If you're not asking for fax numbers and e-mail addresses from all customers and prospects these days, start doing it today. Such a list can prove invaluable all year long! And since un-solicited faxes and/or e-mail do have some stigma to them, never make anything more than 1 page (and not a lot of reading, either) and try to send faxes, in particular, at night.

8 Who are you?

Having your name prominently visible in your exhibit space is critical to success. It's amazing how often one can stand in front of an exhibit and not be able to tell who the exhibitor is! It happens more than you'd believe. It's so important that the prospect readily see your name clearly, and with some repetition, so it will be committed to memory. Show management frequently gets calls following the show in which a consumer recalls the product he saw –for example, a Starcraft - but has absolutely no idea that Jones Marine was the exhibitor. We want him to remember the brand, of course, but it's far more important that he remember your name as the dealer! Signage is just important, it's critical. And don't think the problem of identity is primarily in the large boat exhibits. The accessory booth displays are frequently worse, with little or no real identification that can be seen from the aisle.

9 Boring Signs

While we're on signs, sorry but a sign painter often creates boring signs! You've got to give him direction. Encourage him to be creative. When you see something in a magazine or other medium that that you think is clever or grabs your eye, tear it out and give it to your sign painter. Encourage him to use appropriate colors, perhaps a good piece of clip art, and find ways

to make all your signs "pop." A sign is a huge waste of money if it doesn't do the job-get read!

10 Sponsor Something

Having your name stand out in your exhibit is excellent. Having your name stand out in other prominent places in the boat show is even better. It's really quite easy to do. There are a variety of locations and events which can be "sponsored" throughout the show. In most cases the cost is both negotiable and low. In all cases the "sponsor" will always get far more in exposure and name recognition than he's paid for. Often you can sponsor something that has a direct tie to your style of products. For example, you could sponsor something about fishing if you deal primarily in fishing boats. How about a sailing or water skiing area if that fits your primary objective? The truth is virtually everything that happens at the boat show can be sponsored in some unique way to gain you more name recognition. The key is to contact show management and explore all the possibilities.

11 Speak Up

Being a speaker or providing one can give you excellent name recognition and credibility. The show's seminar area IS usually a great platform to offer a clinic or talk which lets you advance publicity as well as on-site recognition. The topics can be almost anything that has a general interest from a special new accessory product to a destination. Contact show management with any of your ideas or ask if you can provide someone to do a clinic on a idea show management wants to see done.

12 Get New Ideas

Let me tell you where you shouldn't look for ideas-other exhibitors in the show! That's what most exhibitors do. But you don't want to look like most exhibitors. By emulating your neighbor, you never get better than they are. Your goal is to stand out, right? So, where do you find new ideas? Wherever you're looking for them! Ideas are all around us all the time. For example, go to another public show-the auto show, home and garden show, motorcycle show and others and look for things they do that aren't done at boat shows. Or, go to a large mall, which is nothing more than a permanent exhibition anyway. Look at the stores. When something attracts your attention consider specifically what it is that "hit" you. Walk through a large department store or super market. Do they use shapes, colors and small displays to attract the buyer's attention? In fact, no matter where you go, when something catches you, ask

13 Never Sit Down

Every seminar on effectively manning an exhibit will preach this, but we see it over and over again at every show. So, it bears emphasizing. Never sit down in the exhibit unless it's with a prospect and only if the prospect is seated. Next time you're on a break, take a walk around and see how many exhibitors both in large and small displays are sitting down. Does it make you feel like they want to see you? Does it invite you to stop? Does it, in fact, show you a seeming disregard for you as a potential customer? Never smoke in a display. First, it's probably a no smoking building except for specific designated areas.

Second, the overwhelming majorities of people do not smoke and don't like it. So, don't offend. Smoke only away from the display where you can't be seen.

Don't eat in the booth. While you're eating the prospects will not want to "disturb" you and your priority will be quite clear to them.

Don't gather in small groups to talk even when things are slow or they'll remain slow for you. Most prospects will not interrupt a conversation between salesmen. They'll just move on.

Do plan regular breaks out of the display. Walk a little or go to the Exhibitor's Lounge to kick back for a few minutes. But when you return to the display, it should be with enthusiasm and all business.

Do put your name tag on your right side, always smile when shaking hands, use breath mints and greet each prospect with sincere interest. He'll know.

14 Have A USP

What's a USP? It's a Unique Selling Proposition in your business philosophy that becomes part of your business headline. It's something that makes you special or does something for the customer and it's just below your name or logo. It usually zeros in on what you do best or what distinguishes you from others.

For example, the USP for Federal Express is *When it absolutely has to be there overnight*. It certainly spells out what Fed Ex does and its value to the customer. How about CNN Headline News Sports Ticker: *You'll always know the Score*. Or Burger King's famous: *Have it your way*. The point is that you can convey what makes you different or why someone should buy from you through a well thought out USP. And it should be printed on everything from signs to brochures to

business cards. It's the kind of thing people remember and isn't that the point?

15 Create An Event

While the boat show itself is an event, you can create an event-in-an-event inside your display which can capture and hold customers and prospects. Here are a few ideas:

- Hold a series of clinics with an expert on engine maintenance, electronics or other topics. Put up a schedule around the display and hand out invitations.
- Have a contest either just for customers or the general public which draws people in and also gets you names and addresses.
- Have a mini fashion show of clothing, particularly items related to your boat line.
- Have a speaker (auto show technique) who periodically describes the latest from your product line.

16 A Charity Effort

Donate something to a charity for each person who completes a name & address card and/or actually boards your boats. For example, you'll donate one food item to the local Hunger Center for each name card completed. Such an action may get some publicity coverage as well.

17 Proclaim it Celebrate It

There's every reason to have a Proclamation and/or Celebration of an important event, product or historical milestone in your exhibit. It calls attention to who you are and what you represent. For example, you're celebrating "20 Years of Customer Service." Or, "Serving your 100th new boat customer in '02." Or, proclaiming the popularity of a particular model as being your "#1 Seller with Families." Or "our most popular model for kids." Or, "our #1 Seller for Walleye anglers." You can proclaim or celebrate almost anything that's true and sign it well in the exhibit.

18 Watch The Small Stuff

In large exhibits, primarily boat displays, small things get lost among the giants. The giants are the boats, of course. The small things can be accessory items, used or brokerage boat picture display boards, service promotions, etc. The problem is the large boats overshadow the small items and control the visitor's attention. To change that, carefully consider the placement of the small display items. Move them forward, for example, to the very edge so the customer

must almost purposely avoid them. Or, use bright colors to differentiate them from the rest of the exhibit.

19 Bright Is Beautiful

Lights. They can brighten, highlight, attract attention and create excitement, among other things. Used wisely, lighting can do a lot for an exhibit. We're talking about accent lighting, not general illumination albeit the latter can also be effective if it makes the entire display brighter than the surrounding area lighting. Primarily, accent lighting is used to attract attention to a particular product or feature.

For example, spotlight under a new hull design. Or floodlights on a specific display board. Or, spotlights on the "flagship" of your boat line. Or, tube lights (often called rope lights) surrounding something you want people to focus on. Chase lights on a sign give it much greater impact. Lighting ideas are almost any where you go. Particularly at malls, theaters, sports arenas, fairs, etc. Any light attracts attention. Lights that have motion even more. Lights that have motion and color even more! If you want to make something stand out, put it in a bright light.

20 Get Testimonial Letters

Nothing speaks more about your ability to please and serve customers than a testimony from a customer! Create a display board with photos of some happy customers and their families, displayed alongside a short letter. Similarly, put together a photo display of families using your boats that depict the fun of boating, etc. If you annually hold an owners event, make a photo display board and "market" the fact that buying your boat is a key to participating in these great owner activities, etc.

21 Use Your Website

If you have a website (we believe every dealer should have one) use it to help promote your exhibit to your customers. Include information about the show, what you'll be displaying and the specials you'll be offering. You could include something the customer prints out on his printer which entitles him to something at or following the boat show. Perhaps a % Off accessories in stock. A show follow-up Open House invitation. A discount on spring tune-up. Be creative .

22 Keep It Clean

First impressions, if they're bad, can sink you! Dealers spend a great deal of time cleaning and polishing the boats. That's extremely important. But frequently the

rest of the exhibit gets too little attention. A shiny boat on dirty or stained carpet takes away from the boat. Ramps that are dirty or have old looking carpeting steal from the boats. A rusty or shabby looking trailer, while only being used to sit the boat on, will steal from the boat. We want our sales team to be clean and sharp and we must demand the same from the overall look of the exhibit. Old carpet should be tossed. Every carpet should be vacuumed every day. Stained carpet should be cleaned or tossed. Handrails should be freshly painted. Rope, if used, should be new and white. In other words, to look sharp you must be sharp in all areas.

23 Get With The Program

The Official Show Program is handed out by the thousands. While it is usually opened at the show by visitors primarily to see the floor plan and search for exhibitors, its real value comes after they leave the show. Back home is when the program gets thoroughly read, including your ad and any publicity about you that may also appear. The bottom line is that you want to have an ad in the Program for purposes of visitor recall and continued name identification for you and your brands.

24 It's Who You Know

Sometimes it's really who you know that counts! If you know a celebrity or a rather well-known local figure, or a recognized expert on some aspect of boating or similar person, invite him/her to appear at your exhibit during the show. Put it in your news release. Let show management know so they can promote the appearance. Put up signs with pictures in your display announcing when he/she will be on hand. A celebrity or well-known person (could be a well-known local boater) who uses your products is giving a big endorsement just by being there. And endorsements, whether direct or indirect, sell products.

25 A Climate Of Caring

Create a climate of caring in your display. Sure we all care to make a sale. But what we're talking about here is an outward climate that says to anyone who walks in "we care about you and your enjoyment of boating." It means always greeting people with an outstretched hand and smile. It means asking "how their boating was last summer?" It means always looking them in the eye and meaning you're interested in them. It means trying to get to know a little about them personally before selling them anything.

The #1 reason customers stop doing business with a firm is because the customer feels the firm really didn't

care about them. Conversely, we increase our odds of selling someone if they believe we care about them as people and their needs.

26 Give Me A Break

Do you know that dealers in Las Vegas only work 20-minute shifts? That's because dealing is intense and requires consistent focus. How long is your team on the exhibit floor? Many hours. Working with customers and prospects also requires strong focus. In fact, any member of the sales team that isn't staying focused while he/she is on the floor shouldn't be there. But no one can keep his/her cool indefinitely. So, reasonable breaks should be scheduled for every member of the team. The boat show is a long event. Your team must stay fresh and sharp from day #1 to the last hour of the last day if you hope to be successful.

27 The Blindfold Test

Want to know whether your display will be a silent salesman or a failure? Do the blindfolds test.

Get someone who has not been involved in the setup or in your firm (how about a friend or a janitor), blindfold him and stand him in front of the display. Remove the blindfold; let him look at the display for 11 seconds. Then, immediately turn him around and ask him to tell you who the company is, what you're selling, and what attracted his eyes most in the exhibit. If he cannot tell you who you are and what you sell, you have some work to do. Oh yes, the 11 seconds is what trade show experts say is all the time a visitor takes to decide whether he's coming in or walking on by!

28 Silence Is Golden

It's really true in the selling situation. But it seems at boat shows there's just never is enough silence because we salesmen never stop talking! We were given two ears and one mouth. The message in that is we should do more listening than talking. And it's particularly true in the selling situation.

Customers and prospects want to be heard every bit as much as they want to hear us. They will usually try to tell us what they're interested in or what's on their mind but we often don't listen for it. Instead, we're mentally running through our sales approach or preparing our next leading question. So, we look like we're listening, we nod our head at them as they talk, but we're really not hearing them well. Listening happens best when we're silent and our focus is on what the customer is telling us. When people are shopping they already know

what they want to know! We can give them the right information only if we listen to them carefully.

29 Team Meetings

Have a team meeting before the show opens each day. It may be just a few minutes before the opening or it may be a half-hour or so. But every team should rally together every day. Each meeting should include a time for any team member to comment or suggest changes observed from the previous day. Each meeting should include a report on how close the team is to the sales goal (hopefully ahead of goal) or share any unusual or unexpected turns encountered the previous day with prospects. Always arrive a little early. Like a good athlete, take a few minutes to warm up by walking through the exhibit and identifying the main products, and quickly review in your mind the high points. Rehearse out loud if it helps you. When you're talking about any of the products, smile at them. Yes, it's true-smile at your products and you'll smile at your prospects when you're talking to them. Finally, a successful boat show is a team effort. Do whatever it takes to make certain every team member feels their importance and role on the team.

30 MMFI

It's what every prospect and customer wants. It's why a customer will respond positively to what you're selling. It's every sales person's key to success. MMFI simply means "Make Me Feel Important!" We all want to feel important. In fact, it's an overriding desire in everyone. So, as salesmen, when we're approaching a prospect or a customer, job #1 is to make them feel important. We do that as much by our physical cues as by anything we might say. For example, we would never approach someone important with our arms folded or our hand in our pockets. We would never frown at someone important. We would remember the name-oh, yes, the name-of someone important. Get a name ASAP. Use it. Because people feel most important when they hear their name! It's true.

31 It's A Photo Op

Everybody loves a picture. Keep a Polaroid camera in the exhibit and take some pictures. For example, always take a picture of that family aboard or next to the new boat they just purchased! In fact, take two - give them one to take home. When they look at it smiling they'll be unconsciously reconfirming their purchase and it will help prevent buyer's remorse. Put the second picture up on a display board labeled "The XYZ Boating Family" along with other photos of happy customers. Another idea: put the photo on a sold sign on the boat. A photo can also play a role in closing a deal. If, for

example, you have a prospect that just isn't willing to commit that day, shoot a Polaroid of the prospect in the boat or, if he declines, shoot a photo of the boat he's interested in and give it to him to take home and study. Sure you gave him a catalogue, but this photo-well, it's actually the boat he looked at and smelled and touched. That's a powerful picture! No matter what you do with the photo, giving them a picture treats them as a guest you care about.

32 Clean Your "Work Area"

At a show, your exhibit is your "work area." While customers and prospects might be accepting of some clutter in your store or office, a cluttered "work area" at a show conveys bad signals—a sense of disorganization and poor professionalism. Look around the exhibit and see what your prospects see. Can they see cleaning materials shoved under boats or ramps? Are the trailers under some boats old and rusty? Is the carpet clean? Is all literature and merchandise displayed attractively and in reasonable order? Does the "work space" convey an inviting environment? How about this—walk away from your display. Then, walk back and note your first impression when you see your display. If it doesn't excite you, it's not going to do anything for prospects, either, so get to work.

33 Have A Seat

Is there anywhere for prospects to sit down in your exhibit? Having some seating can convey a "Welcome, come in and stay awhile" message. There's no question that getting prospects to sit in the boat for a while is very desirable. But it's not always possible and/or having them sit there for long periods can make it difficult for others to board. So, a seating area still keeps the prospect in the display while you talk or they "think things over." And remember, the longer a prospect is in your display, the more connection is made.

34 Give-A-Ways

Give-a-way items can be good advertising while the prospect is at the show and when he gets home. But the best give-a-ways are the ones that the prospect will carry around the show, in effect acting like a billboard for your company or display. Literature bags that the prospect will carry around are very good so long as the bags are not white.

Make them a distinct color, with big lettering that's easily read. Another idea is something the prospect will wear—a self-adhesive stick-on "button" imprinted with your name or boat brand in large letters. Perhaps the stick-on is their boarding pass to get on your boats.

When they move on the chances are good they'll forget the button is even on them for the rest of the day.

35 Free Parking!

Here's one for those top customers and prospects. Send them a special invitation to visit your exhibit when they come to the show. AND, offer to reimburse them for their parking if they stop in the exhibit to see all your latest products. Reimbursement doesn't necessarily have to be in cash, either. Give them a "good as cash" coupon that they can use when paying their next invoice or use toward an accessory or gas purchase. Finally, statistical studies document not all those coupons will ever actually get used, either.

36 Video Creates Excitement

One of the problems with boat shows is that the products are static and out of their true element. Still, we want to convey the excitement of warm summer days when the boat is in the water and the prospects can "feel" the fun boating promises. One way for prospects to vicariously "feel" is through video presentations. No, not dry videos that want the prospect to stand there looking at production lines or product features. Rather, we're talking videos that show the excitement and romance of boating. If your manufacturer can't provide you with some good lifestyle stuff, you may have to hire a photographer to shoot or assemble some of your own. But having an action video playing in your exhibit will draw people in and subtly give them the "feeling" of fun that boating delivers.

37 Bone Yard Look

Unfortunately, our industry has too many dealerships that have a poor look when you drive-by. These are often called "bone yard dealerships" because they sure look the part. Don't do it at a boat show. You want the "drive bys" in the aisles to see you in a positive way. Your exhibit needs to look finished and successful. You accomplish this by adding such things as carpeting, illuminated signage, accent lights, uniform dress and similar techniques. Don't be a "bone yard" display!

38 Review Every Day

Some things work, some things don't. If you don't look for them during the show, you're wearing blinders. Every exhibitor should take time, preferably each evening right after the show closes or in the morning before opening, to review the exhibit with the staff. Get everyone's input. If something isn't working, identify it. Then, can it be changed immediately during the show?

For some reason, many exhibitors believe once they've set up their display, show management prohibits change. That's usually not true! Good show managers understand the exhibitor's success is the top priority and will favor any reasonable request if it can lead to more sales for that exhibitor. Changing something that's not working mid-way through the show may take some extra effort, but it could have an immediate payoff! And any change that can't be implemented now should definitely be written down and filed for next year's planning.

39 The Three T's

Training, training and training-that's the three T's. Show after show, the most successful exhibitors are the ones who have sales training time leading up to the show as well as at the show. Look at it this way-everyone in the show has shiny boats, low rates, warranties and on. So why are your people going to be better? The three T's! Every day before show opening, take a few minutes to review basic sales techniques, specials and the message you want the team to convey to prospects. Selling fundamentals need constant repetition. Don't forget to reiterate what makes your dealership different and reinforce the point that everyone on the sales team is a critical player. On championship teams, the coach always emphasizes that every play each player makes is critical because they can't know in advance when they'll make the big one that decides the game!

40 Owner Needs To Help

The owner (or president or GM) needs to be ready and available to help every salesperson make their first sale on the show floor. That first sale is critical - it will pump that salesperson up for the balance of the event. It may mean the owner must give a little more than he'd like to help close that first deal for the salesperson. It may mean some extra personal involvement with the salesperson and the prospect. It's worth it.

Trade show sales studies reveal that not being able to make that first sale is the biggest single worry for sales people going into a trade show. It stands to reason, then, that doing whatever it takes to get them over that first hurdle will result in a bigger boost for them than any other incentive program or spiff you may be using!

41 Bigger Can Be Better

Contract for a larger space if available. Even a few extra square feet can prove to be money well spent. No, the extra space isn't for packing in more boats or products. Just the opposite. It's to add some spaciousness or "air" to the display. The majority of boat show exhibitors literally "pack" their spaces as if

there was some rule that every square foot needs to have a boat or a ramp over it! Thus, they fail to send out the right message-that they're clean, well organized, barrier free and inviting. Space conveys all those feelings. Lack of it sends the opposite signal. Remember, most people visually form their first opinion in less than 10 seconds as they approach your exhibit. If it's negative, it will be hard to overcome if you get the chance at all!

42 Clubs Are #1

Create a "Club." Today's demographic studies indicate consumers are drawn into affinity groups people who share a common interest - as never before. Form an owners club, cruising club, fishing club, year-round traveling club, or similar group. Have your name or brand on it *i.e.* the XYZ Marine Cruising Club or the ABC Boat Owners Vacation Club. Sign up customers as members in advance of the boat show, then send them special invitations to the show. Have a "club" members section where they can gather in your display. After the show, and all year round, you can merchandise to this group. Membership is free, of course, and is an added value to the customer who has bought a boat. And, this type of affinity group automatically becomes your strongest and most identifiable prospect group for new products in the future.

43 Using Benefit Statements

We're always pointing out product features, right? For example, if our boat has a fold-down seat we might put a small sign on it that says "fold-down seat." But all features are really just some aspect of the product. What we really should want the customer to recognize is the benefit of the feature-or, "what this means to you!" So, the fold-down seat really means "comfort when cruising, great for sunbathing!"

A classic benefit statement was on a box of vacuum cleaner attachments. In large letters it proclaimed: "More free time for you!" Note, it didn't say "these attachments suck dirt better" or "5 attachments for corners and furniture." No, it trumpeted the ultimate benefit the person who does the vacuuming wants - more free time. Consider labeling key features on your products with small signs that sell the prospect the benefits. Examples: "Easy Cleanup" for overboard draining fish wells; "No tripping over rods" for under gunwale rod storage; "No Aching Muscles" for an electric anchor winch and so on.

44 More Than Just Cards

Want to make your card the one that serious prospects will keep? Give them a special offer on the back. On the

reverse side of the card, have a specific offer printed-for example, a 10% discount on any in-store accessory item, or a free oil change, or a no obligation family demo ride, or a free product CD or DVD if they visit you after the show. Use your imagination. But always provide a spot to initial the back of the card as you hand it to them saying: "Here, let me validate this by putting my initials on it for you...there you go."

45 Anniversary Promotions

Anniversaries lending themselves to promotion actually come around every 5 years. Whether it's the 5th or 30th anniversary of your business, promoting the anniversary helps you stand out from your competitors. You're planting in a prospect's mind an image that you're solid and reliable . . . that you must be good at caring for customers to be in business that long.

Make the anniversary a major theme in your exhibit. Make bold statements about it, like: "It's our 5th Anniversary but You Get the Presents!" Or, "We wouldn't be 25 Without You. Thank You!" Or, how about this one: "For 10 Years-Here Yesterday, Here Today and Here for You Tomorrow."

Ask yourself this: is there any way you can convert one of your products to a Special Anniversary Edition? Good marketers have learned that the public pays attention to special editions. The auto makers are good at this. By simply changing some color or adding some trim, they actually get more \$ for the special (same) car. Ford, for example, added a few decals and limited production of an anniversary Mustang and got \$5,000 extra for the "Anniversary Edition." How about a special Anniversary Edition of one model using an unique anniversary equipment package. Or, create Anniversary Specials on boats with a special family accessory package. One more thing worth remembering: an Anniversary lasts all year so you can carry the theme back to the showroom (special Anniversary Open House, etc.) once you leave the show.

46 Name Your Product or Service

Another great way to differentiate your products or services, and therefore your business, from all the rest is by giving them distinctive names. The idea is to give ordinary ideas new meaning and new image. For example, everyone has service, but you can have "Platinum Care Service" or ComfortCare Service" or "Rapid Response Road Teams." Similarly, what is often called a pre-empt in advertising textbooks is something you can use to your advantage. A pre-empt is taking something everyone else routinely does but making it a defining statement about you. For example: "We Give the Best Customer Service." Or, "Our boats are Made

For Families." Or, "Our Fishing Models Catch Fish!" Well, the idea is to make a statement that's probably true about most of your competitors but the implication is clearly that you offer the benefit and others don't. You're just pre-empting the others and calling the prospect's attention to it.

47 The "Woman's View"

Dealers usually do a good job of decorating the larger boats in their exhibit, but they overlook the smaller cruisers and cuddy cabins. Make someone with a "decorator touch" responsible for some interior amenities. For example, if there's a dinette, 2 colorful placemats, two goblets and some flatware will set the stage for prospects to vicariously see themselves eating on board next summer. In the head, no matter how small, a couple of fancy hand towels create the image. How about a couple of colorful toss pillows on the berth? A small artificial plant on a self does wonders. And, we're not talking big bucks for this stuff-all decorator items can be purchased for very little at a nearby discount store. Along this same line, if it's a fishing model, put some rods in the rocket launcher or rod holders. A ski boat could have skis. A runabout could have a tube displayed on or against the transom, and so on.

48 Get Out Of The Way

Some people have trouble accepting the principle that "doing less can accomplish more!" Specifically, many heads of businesses work under the myth that they must be well-rounded leaders who are good at everything. Wrong! Good leaders are not supposed to be well rounded; they are supposed to build well rounded organizations!

Applied to boat shows, for example, you may be the leader but that doesn't mean you are the most competent to design and put together your exhibit. It's very possible that others in your organization (service or sales) could be far better than you in creating a display that works. If that's true, then get out of their way and let them perform as leaders. At the very least, get all the input every one has before deciding on what products or models will be featured and how the exhibit will be designed. Remember: Authority does not necessarily equal competency!

49 Did You Promise?

Would you agree with this statement: Anyone who promises to do something for a prospect and doesn't follow up should be shot? Why is it, then, that trade show studies indicate nearly 50% of exhibitors fail to follow up with prospects? Specifically, the prospects

never receive the information or the literature promised. Even more compelling is the fact that studies show only about 20% of the prospects ever gets a personal follow-

up either in the form of a note, card or letter, or receive a phone call.

Pity the exhibitor who invests heavily in his exhibit at the boat show and has a sales team that fails to follow up. It's the worst kind of news! On the other hand, all this may be good news for you, if you're a team that rigorously follows-up on prospects. After all, you'll have a lot less competition in the follow-up department than you might have realized. So go for the gold!

50 Watch Women

Most of our customers are male, right? So, we tend to assume the men walking into our exhibits are the only prospects. But in today's marketplace a woman can easily be the prime prospect. After all, there are more women owning businesses or rising up corporate management ladders than ever before. The majority of households now have two wage earners, which makes the woman's interests as important as the man's, and lots of women like boating! In fact, because a woman will gravitate to family oriented activities (boating) faster than men, ignoring a woman in the exhibit can be a kiss of death.

It's important to assess and speak to her needs. Before the show opens, the sales team should take time to review the entire exhibit and its products from a woman's viewpoint keeping in mind relevant facts a salesman needs to find out about any woman prospect in the exhibit. Will she be the primary user (owner) of the boat? If it's a couple, will she be running the boat at all? Or, as first mate, what are the things important to her, like a deep cockpit for child safety or a wide walk-around so she can easily get out on the foredeck to throw the line when the boat's docking. How about wide steps to the fly bridge when she's trying to juggle a tray of snacks. In other words, the sales team should look at each product on display, ask what benefits are built in that will help a woman select that product over others.

Finally, women are generally more practical than men. If cost is an issue (as it frequently is with women), when number crunching, be prepared to point out what might be optional or eliminated to reduce cost to a level she'll accept. Above all, be honest in answering all her questions. Women appreciate honesty and studies show they are much more willing to do business with someone they perceive as being forthright and genuinely concerned about their concerns.

51 Do It In Moderation

Boat shows are serious business, not a vacation. Where else will you meet as many potential customers in such a short time frame? Unfortunately, many salesmen manning the exhibit get a wrong mindset about the show. They see it as a few days out-of-the-office or a relief from some "dull" routine and a time for some "action." But many exhibitors tend to over do it when it comes to having "some fun" after the show closes each night. Late night drinks and dinners, bar hopping and similar activities night after night will absolutely have a negative impact.

To get the best results from all the effort and money put into a show, everyone on the sales team must be at his or her best all the time! That's not possible, especially in a long show (more than 4 days as many boat show are) if dinners and parties and "having fun" are not taken with moderation throughout the schedule. Remember, the boat show is serious business. Like an Olympic athlete preparing for his event, everyone must be alert and on their best game to excel at the show. Being well rested, eating healthily, and taking some quiet time to mentally review the "mission" will mean no missed opportunities on the floor of the show - and that will mean getting "the gold."

52 Perception is Everything

According to the Center for Exhibition Industry Research, a whopping 80% of an attendee's reaction to your exhibit and its products is based on their perception of the people manning your booth. It may not be fair, but we all make immediate judgments about people based solely on their appearance. So, whatever your booth staff does or says can change how your display is perceived by the attendee to how you want to be perceived. We've touched on some of these throughout this booklet but here are the top five things the staff needs to do to make the strongest favorable first impression:

- While there's no "correct" style of dress, clothes create perception. Whatever style, always dress clean and neat every day.
- Clean attire isn't enough. Booth staff must stand erect, head straight, shoulders back and hands at their sides. This projects professionalism, confidence, pride and enthusiasm, and they look like you're glad to be there.
- The right eye contact is important. It gets the attendee's attention and acknowledges their presence. But, the contact should only last 3-5 seconds, then briefly break eye contact or they'll think you're staring.

Reestablish it with a smile and a slight movement toward them.

- Surprisingly, smiling actually improves your tone of voice. People can tell with 90% accuracy if you have a positive or negative attitude toward them by hearing your voice. Never mind that they can see you. Your voice sells more with a smile. AT&T proved it when they required their telemarketers to look at a mirror and smile during each call. Sales rose 30%!

- Attendees are 76% more open, friendly and receptive to exhibitors who shake hands with them according to Incomm Center for Trade Show Research. Moreover, visitors are twice as likely to remember a staffer who shakes hands with them; shaking hands creates an instant relationship; and, believe it or not, only 8% of exhibitors reportedly make a point of shaking hands with attendees. Since the attendee's perception of what you're all about is the key to future business, always use the right techniques to create the best perception possible.

Selling at a show is very different from back in your showroom. Understanding the differences will increase your sales success. You are about to sell in an environment that's crowded, chaotic and noisy. Here are some things to adapt to in the show situation:

- Time with a visitor is 15 to 45 minutes in your showroom but only 3 to 5 minutes at a show. Says something big about follow-up, doesn't it?
- 58% of attendees will only wait 1 minute if not recognized before moving on; 28% will wait 3 minutes and 14% will wait 5 minutes.
- Salesmen may interact with 10-15 prospects per day in the showroom, but face 15-20 people an hour at a show.

53 Exhibit Selling IS Unique

- You can frequently sit back in the showroom but you never sit on the show floor.
- There are no visitor distractions in your showroom but plenty vying for his attention at the show.
- There are no competitors in your showroom but they're all just down the aisle at a show.

Yes, working a show is much more difficult and everyone on your show team must understand it and be up to the task. Like we said, this is serious business.

54 Capture Some Information

Every good salesman must use lead cards of some form, primarily because of limited time with the prospect and the critical need to follow-up. Clean up the lead cards every night. Categorize them as to urgency of follow-up by labeling them A, 8 or C. A's get followed within 24 hours; 8's immediately when the show ends; C's within 2 weeks after the show. Follow-up can mean calling them up or just sending them promised information. But they all get followed!

55 How Much Literature?

The rule-of-thumb is 5% of the expected attendance at the show, IF the booth staffers qualify the visitors in some reasonable manner. Fact: According to the Wall Street Journal 75% of the literature given out at consumer shows is thrown away without ever being read if the recipients are not somehow pre-qualified. So the random distribution of literature is a waste of money.

Nothing Happens Until Someone Sells Something!