

EXHIBITOR MANUAL

Boston INTERNATIONAL *In-Water* BOAT SHOW

Seaport World Trade Center
Boston

October 2 - 5, 2008

Show Sponsors:



Century Bank

Show Endorser:

MASSACHUSETTS
MARINE TRADES
ASSOCIATION



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2008 SHOW SCHEDULE

EXHIBITOR MOVE – IN

Monday, September 29	7:00 AM - 6:00 PM
Tuesday, September 30	8:00 AM - 6:00 PM
Wednesday, October 1	8:00 AM - 6:00 PM

PUBLIC SHOW HOURS

	<u>Indoor</u>	<u>Dockside</u>
Thursday, October 2	10:00 AM - 6:00 PM	10:00 AM - 6:00 PM
Friday, October 3	10:00 AM - 8:00 PM	10:00 AM - 6:00 PM
Saturday, October 4	10:00 AM - 8:00 PM	10:00 AM - 6:00 PM
Sunday, October 5	10:00 AM - 5:00 PM	10:00 AM - 5:00 PM

EXHIBITOR MOVE – OUT

Sunday, October 5	5:00 PM - 11:00 PM
Monday, October 6	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, October 2.
 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, 2008. 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 28th 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 29, 2008.**

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:

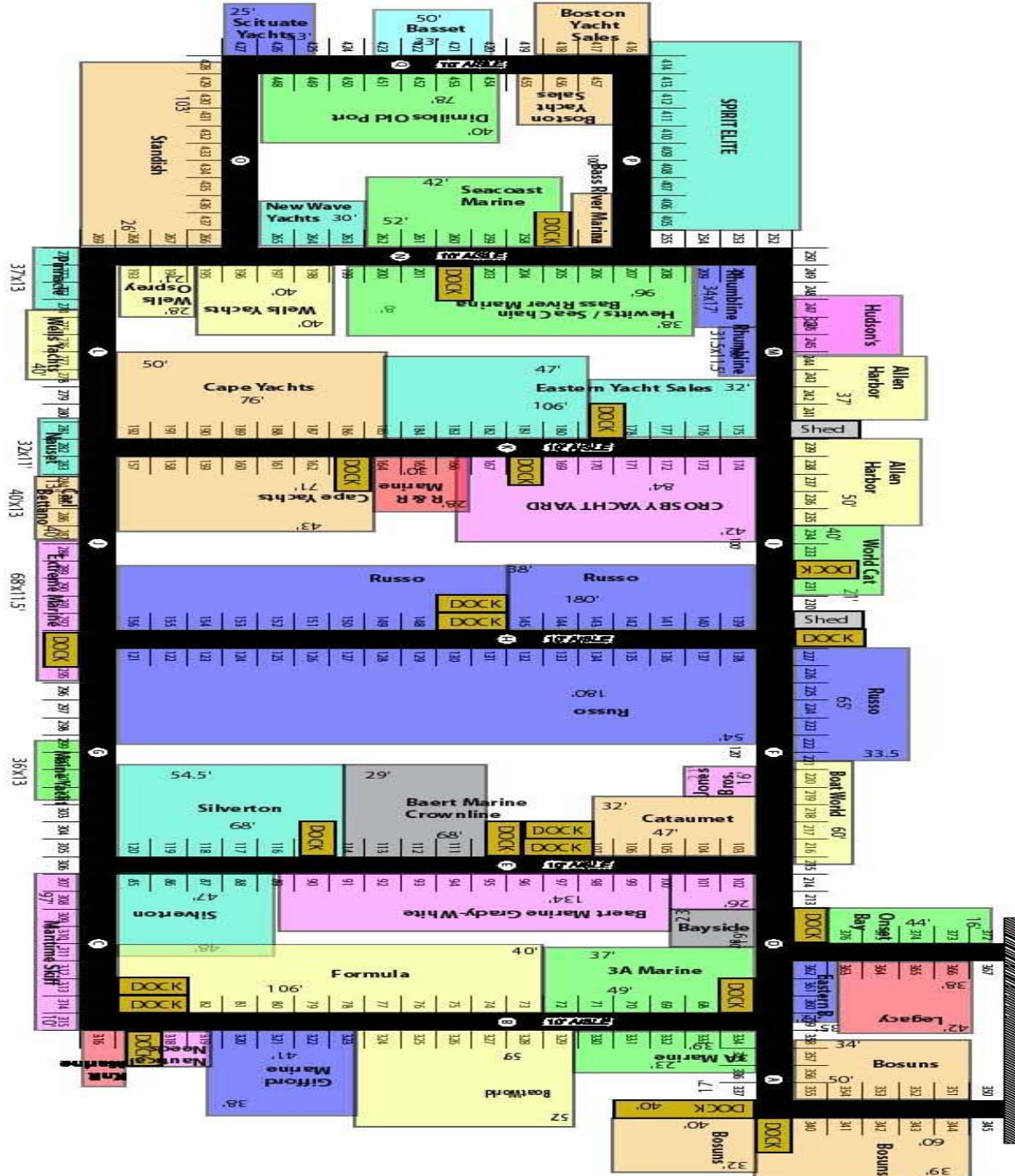
Hyatt Harborside - Boston
Red Roof Inn - Woburn
The Boston Harbor Hotel- Boston
Marriott Long Wharf - Boston
Four Seasons - Boston
Sheraton Tara - Braintree

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, 2008
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"/>



**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 10/2-5/2008

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, 2008. Orders placed after September 10 will only be accepted with credit card payment.

ORDER FORM



EXHIBITOR DISCOUNT GUEST TICKETS

RETURN BY SEPTEMBER 15, 2008
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, 2008. 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 29, 2008

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

The adjacent Seaport Hotel is the 2008 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 29, 2008:

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 5/2008

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, or 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)

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.

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

A Member
Benefit Of
MASSACHUSETTS
MARINE TRADES
ASSOCIATION



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.



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

Bonanza Dollars Cash Reimbursement is \$1,666. Discounts and dealer participation make up the balance of the \$5,000 Coupon value.

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.

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.

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.

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.

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 is 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.*

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 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

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.