

JERSEY SHORE BOAT SALE & EXPO

FirstEnergy Park - Home of the Lakewood BlueClaws



April 2010

Dear Jersey Shore Boat Sale & Expo Exhibitor:

On behalf of the MTA/NJ, we would like to welcome you to the Spring Jersey Shore Boat Sale & Expo and thank you for participating. We are working hard to put together a great event that will bring you qualified customers and sales. FirstEnergy Park is the perfect place to host the Jersey Shore Boat Sale & Expo. It is home to the Lakewood BlueClaws, centrally located in the state, easy to access, and offers tremendous opportunity to grow the event in years to come. If you exhibited with us in the fall, you were able to see firsthand all of the possibilities that this new event brings to our industry. Thank you for being a part of this great new show.

Marketing and promotions have begun and advertisements will be running in NJ newspapers, boating publications, on television, online, through direct mailings, rack cards at local retailers including every West Marine store in the state, on the road on every MESCO delivery truck, posters and much more. We have also created a [facebook page](#) for the show. Check our www.facebook.com/jerseyboatexpo and become a fan!

We know that times are still hard and that you are looking for ways to cost effectively market your products and meet with qualified buyers. We feel strongly that the [Jersey Shore Boat Sale & Expo](#) is the place to do that and with your participation, this can be the premier boat show event in this region. **This show was created and is run by dealers for dealers so the cost to exhibit is low, the venue is easily accessible and every dollar generated by the show will be used to promote and protect the industry.**

So, thank you again for being a part of this new and exciting event! We appreciate your participation and welcome any comments or feedback you may have. Enclosed you will find additional information about the event. Please do not hesitate to contact the MTA/NJ office if you have any questions or need any assistance.

See you at the ballpark!

Your Jersey Shore Boat Sale & Expo Committee:

Skip Harrison, Co-Chair
Baywood Marina

Paul Terzian, Co-Chair
Causeway Marine

Fred Brueggemann
Statewide Marine Services

Don Ditzel
Comstock Yacht Sales & Marina

Tom Leaming
Leamings Marina

Rick Traber
Pier 47 Marina

Melissa Danko
MTA/NJ Executive Director

Eileen Cavanaugh
MTA/NJ Office Manager

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GENERAL INFORMATION

LOCATION

The location address of the Jersey Shore Boat Sale & Expo is 2 Stadium Way, Lakewood, New Jersey 08701. The event is located at the FirstEnergy Park, home of the Lakewood BlueClaws. All boat line exhibits will be in the designated section of the parking area of the stadium. Booth exhibits will be located on the stadium concourse.

SHOW DATES & HOURS

Friday, May 14, 2010: 11:00 am – 7:00 pm

Saturday, May 15, 2010: 10:00 am – 6:00 pm

Sunday, May 16, 2010: 10:00 am – 6:00 pm

AREA LODGING INFORMATION

Hilton Garden Inn Block of Rooms – Group Rate – Code: Marine Trades
1885 Route 70W
Lakewood, NJ 08701
(732) 262-5232

Ramada Inn Block of Rooms – Group Rate – Code: Marine Trades
2373 Highway 9
Toms River, NJ 08755
(732) 905-2626

PARKING PASSES & EXHIBITOR BADGES

Each exhibitor will receive parking passes and exhibitor badges to be used for the duration of the show. Passes and badges can be picked up at the park during move-in.

INFORMATION & ASSISTANCE

For any assistance or information during the event, please contact Ed Harrison, III at (732) 567-4144 or Melissa Danko at (201) 704-5042.

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MOVE-IN AND MOVE-OUT

The following schedule is to be used by all exhibitors to determine when they are able to move-in to their assigned exhibitor space and when they are allowed to break down their space. **Specific times for bulk exhibitors will be sent out prior to the show.**

BOOTH EXHIBITORS (10' x 10')

Move- in Schedule

Wednesday, May 12, 2010	12:00 pm – 4:00 pm
Thursday, May 13, 2010	9:00 am – 4:00 pm

Exhibitors can provide their own tables/chairs or order through the MTA/NJ. Please refer to the enclosed order form.

Move- out Schedule (No breakdown of booths before 5:00pm)

Sunday, May 16, 2010	6:00 pm – 7:00 pm
Monday, May 17, 2010	9:00 am – 4:00 pm

BULK EXHIBITORS

Move- in Schedule

Wednesday, May 12, 2010	9:00 am – 4:00 pm
Thursday, May 13, 2010	9:00 am – 4:00 pm

Exhibitors can provide their own tables/chairs or order through the MTA/NJ. Please refer to the enclosed order form.

Move- out Schedule

Sunday, May 16, 2010	6:00 pm – 7:00 pm
Monday, May 17, 2010	9:00 am – 4:00 pm

***Exhibitors must be set up and operational by 7:00 pm
on Thursday, May 13, 2010.***



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SECURITY PRECAUTIONS

SUGGESTIONS & PRECAUTIONS

Cover your displays at night.

Please make sure to WINDPROOF your displays for the duration of the event.

Do not store non-displayed products in “empty” crates or cartons.

Do not leave briefcases, calculators, laptop PCs, cameras, etc. in unattended booths.

During breakdown, have an employee remain with the exhibit until all products have been repacked.

We do not offer freight handling or forklift service.

ACCIDENTS & INJURIES

Please report all hazards, accidents and/or injuries during the event to the MTA/NJ or security. Inform any security officer, MTA/NJ representative or BlueClaws employee about any suspected hazard, accident or injury.

****INSURANCE****

The MTA/NJ, FirstEnergy Park or any event contractor will not be responsible for the loss of merchandise before, during, or after the event. We recommend that you contact your insurance company and secure an all-risk rider to protect your merchandise and equipment in its round trip from the location of shipment to the return to that location.

Each exhibitor must obtain sufficient insurance coverage to cover exhibit materials against damage and loss, and public liability insurance against injury to the person or property. Exhibitor shall give MTA/NJ a certificate of insurance issued by the insurer by April 30th. MTA/NJ shall be designated and named as an additional insured under the Insurance Policy and on the certificate of liability. The exhibitor understands that neither the MTA/NJ or FirstEnergy Park maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the exhibitor to obtain such insurance.

SECURITY

Jersey Shore Boat Sale & Expo On-Site Security provided by Cambridge Security Services Corp., 732-244-5001. Security is being provided from 7:00pm-7:00am starting on Wednesday, 5/12 through Sunday, 5/16.

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FURNISHINGS ORDER FORM

<u>ITEM</u>	<u>PRICE</u>	<u>QTY</u>	<u>TOTAL</u>
Draped Display Tables – 8'L x 30"H (Price includes draping)	\$15.00/each	_____	_____
Chairs	\$5.00/each	_____	_____
		Total:	_____

ELECTRIC FOR BOOTH EXHIBITS ONLY

If you will need electric for your booth exhibit, please check the box below, fill out the form and fax back to the MTA/NJ office by Monday, May 3rd.

Yes, I will need electric

Company Name: _____

Contact: _____

Cell Phone: _____

Please fax back to 732-292-1041 by May 3rd, 2010.

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REQUEST FOR EXHIBITOR NAME BADGES

Please Type or Print Clearly

FORM MUST BE RETURNED NO LATER THAN MAY 6th

NAME OF COMPANY _____

We would like to request name badges for the following persons working our exhibit:

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

NOTE: Exhibitor badges will NOT be needed to enter the event and are only being offered as a courtesy to exhibitors who wish to have name badges. Each exhibitor will receive parking passes to be used for the duration of the show. Passes and badges can be picked up at the park during move-in at the Marine Trades Association Display Table located on the concourse next to the BlueClaws store.

Fax or email completed form IMMEDIATELY to:

Marine Trades Association of New Jersey

Email: ecavanaugh@mtanj.org

Fax: 732-292-1041

RULES & REGULATIONS

Rules & Regulations related to the allocation of space and event display are all those adopted by the Marine Trades Association of New Jersey (MTA/NJ) and are a binding part of the Exhibitor contract.

1. **LOCATION DATE & HOURS:** May 14, 15, 16, 2010. Friday: 11am-7pm, Sat. & Sun.: 10am-6pm. Times may be subject to change.
2. **SET UP, EXHIBITING & DISMANTLING:** The hours and dates for set up, exhibiting and dismantling shall be those specified by MTA/NJ.
3. **LOCATION OF SPACE:** Exhibit spaces are reserved on a first come, first serve basis but every effort is made by MTA/NJ to give Exhibitors their preferred location. The MTA/NJ reserves the right to reallocate space assigned to the exhibitor as such location of space may be changed by MTA/NJ for the benefit of the Exhibitor or the event itself. If, for unforeseen circumstances, date or location of event must be changed, this contract will remain in effect.
4. **DEPOSIT & PAYMENT TERMS:** A deposit on the exhibit space rental fee must be submitted with this application and the balance must be paid by April 19, 2010. This is a non-refundable deposit upon acceptance and this contract is non-cancelable and non-assignable. If the balance is not paid at time due, exhibitor shall forfeit the exhibit space; all deposits made and must promptly pay MTA/NJ the balance of the entire amount due. If MTA/NJ rejects the application of the Exhibitor, the deposit will be promptly refunded. The Exhibitor is contractually liable for any legal fees or costs associated in fulfilling the terms of this contract. Upon acceptance of this agreement by MTA/NJ, this shall be a legally binding agreement between the Exhibitor and MTA/NJ.
5. **ADMISSABLE EXHIBITS:** Except in pre-owned boat section, Exhibitor agrees to exhibit New Untitled, Unregistered Boats & Products. Exhibitor will not display any product without the endorsement of approval by the manufacturer. Exhibitor represents that it has full authority and all approvals necessary to display and sell its products at this event. Exhibitor agrees that MTA/NJ may remove any exhibits that it determines are of a disruptive, objectionable or inappropriate nature. MTA/NJ reserves the right to limit the type, brand, model of units or products to be displayed or sold and to restrict the type of signage, materials, brochures, or information displayed, distributed and/or available at the event.
6. **GENERAL REGULATIONS:**
 - a. Loud speakers and sound displays are not permitted and MTA/NJ shall have the right to reject any exhibit, which does not, in its sole discretion, conform to the general tenor of the event.
 - b. The dispensing, distribution, or use of alcoholic beverages or food, or both by Exhibitors in any part of the event is prohibited without the express prior written approval of MTA/NJ.
 - c. No Flammable liquids or materials of any nature, including decorative materials, use of which is prohibited by federal, state or municipal laws or regulations may be used in any exhibit.
 - d. The operation of any games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only with written approval of MTA/NJ.
 - e. Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitor's booths shall be suspended for any periods specified by MTA/NJ.
 - f. All exhibits must be set up in a manner that is safe for boarding by attendees if such boarding is allowed. MTA/NJ reserves the right to require modification of an exhibit if there is a potential safety risk.
 - g. Personnel of Exhibitor shall not solicit business or distribute brochures, samples, catalogs in any other area of

the event other than the exhibit space provided. No Exhibitor will be permitted to conduct any promotional stunts or demonstrations without prior written approval.

7. **LIABILITY:** Exhibitor shall at all times protect, indemnify, save and hold harmless MTA/NJ, its employees, representatives, volunteers, agents, and businesses invitees against and from any and all claims, loss, cost, damage, liability or expense arising from, or out of, or by reason of (1) Any accident, or other occurrence to anyone, including but not limited to Exhibitor, its employees, representatives, agents, servants, and business invitees, which arises from, or out of, or by reason of said Exhibitor's occupancy and use of the event's premises or any part thereof. (2) Any damage to the event premises caused by Exhibitor, its employee, representatives, agents, servants, and business invitees; and (3) and breach by Exhibitor of its obligations hereunder. Under no circumstances will MTA/NJ be liable for any injuries to any persons as aforesaid above and under no circumstances will MTA/NJ be liable for lost profits or any other incidental or consequential damages.

In the event the event premises or any part thereof are unavailable whether for the entire event or a portion thereof as a result of a terrorist attack(s), threat of terrorist attack(s), war, fire, flood, strikes, riot, acts of God, or any other cause beyond MTA/NJ's reasonable control, or should MTA/NJ decide that because of any such cause it is necessary to cancel, postpone or resite the event, or reduce the installation time, the event hours, or dismantling time, MTA/NJ shall not be liable to Exhibitor or any third party for any loss, cost, damage, liability expense, or claim direct or indirect incidental, consequential, or otherwise arising as a result thereof.

If an Exhibitor fails to occupy the space contracted for, Exhibitor will be, nevertheless responsible for the full amount of the space and no refunds shall be made. If the assigned space is not occupied by the time set for completion of installation of displays, such space may be taken by MTA/NJ and reallocated or reassigned for such purposes or uses as MTA/NJ sees fit.

INSURANCE: Each exhibitor must obtain sufficient insurance coverage to cover exhibit materials against damage and loss, and public liability insurance against injury to the person or property of others in amounts satisfactory to MTA/NJ.

Exhibitor shall give MTA/NJ a certificate of insurance issued by the insurer. MTA/NJ shall be designated and named as an additional insured under the Insurance Policy and on the certificate of insurance. The exhibitor understands that neither the MTA/NJ or FirstEnergy Park maintain insurance covering the Exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

If the premises or any portion thereof, are damaged by the act, omission, or negligence of exhibitor, its employees, representatives, agents or servants, exhibitor shall pay to MTA/NJ upon demand such sum as shall be necessary to restore said event premises to their former condition.

9. **STAFFING OF EXHIBITS:** Exhibits must be staffed during all event hours. Exhibit removal prior to the final day's close of the event is strictly forbidden. Exhibitors that do not comply with these regulations will not be offered renewal of their space in the following year's event.

10. **COMPLIANCE WITH LAWS:** Exhibitor is responsible for obtaining all local, county and state licenses and business licenses which may be needed in order to sell or display merchandise or services. Exhibitors selling items at the show may be required to present MTA/NJ with a copy of their retail license.

11. **SALE OF MERCHANDISE:** The Exhibitor agrees to be solely responsible for registering for, collecting and reporting appropriate sales tax.

12. **MATTERS NOT SPECIFICALLY ADDRESSED HEREIN:** Any and all matters or questions not specifically addressed or covered by the foregoing paragraphs shall be solely subject to the reasonable decision and discretion of MTA/NJ.