



At the Home of the Jersey Shore BlueClaws in Lakewood!

September 24-26 JerseyBoatExpo.com

Exhibitor Kit



GENERAL INFORMATION

Dear Jersey Shore Boat Sale & Expo Exhibitor:

On behalf of the MTA/NJ, we would like to welcome you to the Jersey Shore Boat Sale & Expo and thank you for participating. The Jersey Shore Boat Sale & Expo is organized by the Marine Trades Association of New Jersey (MTA/NJ) and focuses on affordability and convenience both for the consumer and exhibitors. This is a dealer driven show, which is operated and managed by our Boat Show Committee and MTA/NJ staff with one goal of delivering a high quality event that is affordable and delivers results. Thank you for being a part of this great show.

Enclosed you will find your exhibitor kit which includes the following important forms:

- New Boat Line Information
- Pre-Owned Boat Line Information
- Request for Exhibitor Credentials
- Furniture & Accessories Order

All forms are due back to the MTA/NJ Office by September 3rd, 2021.

LOCATION

Jersey Shore BlueClaws Stadium

Address: 2 Stadium Way
Lakewood, NJ 08701

All boat exhibits will be in the designated section of the parking area of the stadium with the exception of the small boat section on the grassy area outside the stadium. Booth exhibits will be located on the stadium concourse and in tents located outside the stadium entrance.

SHOW DATES & HOURS

Friday	September 24, 2021	11:00 am – 6:00 pm
Saturday	September 25, 2021	10:00 am – 6:00 pm
Sunday	September 26, 2021	10:00 am – 5:00 pm

AREA LODGING INFORMATION

Hilton Garden Inn of Lakewood

1885 NJ-70
Lakewood, NJ 08701
(732) 262-5232

EXHIBITOR CREDENTIALS

The "Request for Exhibitor Credentials" Form must be signed and completed in order to receive your credentials for the show. This form must be mailed, faxed, or uploaded to the MTA/NJ by **Friday, September 3rd, 2021**. ***NO Exhibit can be moved in without this form.***



MOVE-IN AND MOVE-OUT

Specific times for bulk exhibitors will be sent out prior to the show

All Exhibitors must be set up and operational by 11:00 am on Friday, September 24, 2021

Exhibitor Move-In:	Wednesday	September 22, 2021	TBD (Boats Only)
	Thursday	September 23, 2021	9:00am – 5:00pm
	Friday	September 24, 2021	9:00am – 11:00am
Exhibitor Move-Out:	Sunday*	September 26, 2021	5:00pm – 7:00pm
	Monday	September 27, 2021	9:00am – 5:00pm

****There will be no breaking down of booths before 4:00 pm***

ELECTRIC INFORMATION

Electric for **Booth Exhibitors** both inside and outside the stadium will be available during the show free of charge. Exhibitors are required to supply additional extension cords as well as splitters for use.

Electricity is not available in the parking lots of the show.



SECURITY PRECAUTIONS

SUGGESTIONS & PRECAUTIONS

IMPORTANT: Please make sure to **WINDPROOF** your displays for the duration of the event. Jersey Shore BlueClaws is an open air stadium and is not protected from high winds or severe rain storms both inside the stadium and in the parking lot. Please take extra precaution to prepare and protect your displays and products for any wind or storms that may occur.

Here are some tips:

- Cover your displays at night.
- Do not leave briefcases, calculators, laptop PCs, cameras, etc. in unattended booths.
- Do not store non-displayed products in "empty" crates or cartons.
- 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****

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. **See next page for additional information.**

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 that Insurance Policy and on the certificate of insurance. The exhibitor understands that neither the MTA/NJ nor the BlueClaws Stadium 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.

The MTA/NJ, Jersey Shore BlueClaws 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 September 3.** 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 Jersey Shore BlueClaws 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 is being provided Tuesday, 9/21 from 6:00 pm to 8:00 am every evening through Monday, 9/27.



SUBMITTING YOUR FORMS ONLINE

Submitting your required boat show forms is now easier than ever.

Visit the **For Exhibitors** page on JerseyBoatExpo.com or [Click Here](#) to find the **Exhibitor Forms Upload** section on our website.

Once you're there, click on the buttons to launch the different forms and type in your boat information, names for credentials, and furnishing orders. You can also upload a copy of your insurance certificate.

A screenshot of the website's "EXHIBITOR FORMS UPLOAD" page. The page has a blue header with the event logo and a navigation menu with links for Home, Exhibitors, Kids Cove, Location, Media Room, Contact, and For Exhibitors. Below the header is a large image of a boat show with the text "EXHIBITOR FORMS UPLOAD" overlaid. The main content area contains a welcome message, a link to download forms, and two sections of buttons: "FOR BULK EXHIBITORS" with buttons for "NEW BOAT LIST*", "PRE-OWNED BOAT LIST", "CREDENTIALS*", "INSURANCE*", and "FURNISHINGS"; and "FOR BOOTH EXHIBITORS" with buttons for "CREDENTIALS*", "INSURANCE*", and "FURNISHINGS".

JERSEY SHORE BOAT SALE & EXPO

Home Exhibitors Kids Cove Location Media Room Contact For Exhibitors

EXHIBITOR FORMS UPLOAD

Welcome to the Exhibitor Forms upload. Items with an Asterisk* are required.

If you would rather fax this information, download the forms in the Exhibitor Kit [here](#).

FOR BULK EXHIBITORS:

- NEW BOAT LIST*
- PRE-OWNED BOAT LIST
- CREDENTIALS*
- INSURANCE*
- FURNISHINGS

FOR BOOTH EXHIBITORS:

- CREDENTIALS*
- INSURANCE*
- FURNISHINGS

If you prefer, you can still fax the forms to us at 732-292-1041 or email them to info@jerseyboatexpo.com.



FURNISHINGS ORDER FORM

DEADLINE DATE: Friday, September 3, 2021

Company: _____ Submitted By: _____

Please fill out the Furnishings form if you would like to rent tables or chairs and send back to the MTA/NJ Office.

ITEM	PRICE	QUANTITY	TOTAL
Draped Display Table – 8'L x 30"H (Price includes draping)	\$15.00/each		
Chairs	\$5.00/each		
		Total:	

Fax or email completed form IMMEDIATELY to:

Marine Trades Association of New Jersey

Email: info@jerseyboatexpo.com

Fax: 732-292-1041

(Or complete online at JerseyBoatExpo.com)



REQUEST FOR EXHIBITOR CREDENTIALS

Please Type or Print Clearly

DEADLINE DATE: Friday, September 3, 2021

Company: _____ Submitted By: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

EMPLOYEE INFORMATION: Please print first and last name clearly. One name per line, No initials please.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- *5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- *10. _____

This form must be signed and completed in order to receive your credentials for the show. This form must be mailed, faxed or uploaded to the MTA/NJ by **Friday, September 3, 2021**. **No Exhibit can be moved in without this form.**

ALL CREDENTIAL BADGES WILL BE MAILED. Please make sure to double check the correct mailing address on this form.

***CREDENTIAL ALLOCATION**

Booth Exhibitors: 5 Credentials
Bulk Exhibitors: 10 Credentials

Fax or email completed form IMMEDIATELY to:
Marine Trades Association of New Jersey
Email: info@jerseyboatexpo.com
Fax: 732-292-1041
(or complete online at JerseyBoatExpo.com)

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: September 24, 25, 26; Friday: 11am-6pm, Saturday: 10am-6pm, Sunday: 10am-5pm.** 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. All exhibitors are responsible to insure that boats and other heavy items are blocked and secured properly and safely with proper weight bearing blocking material, trailer, and/or stands.
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 August 6, 2021. 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 re-site 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.

Force Majeure/Exhibit Space Payment Refund Policy: 1. If the show must be postponed, everything will shift to the new dates and/or location, sufficient notice will be given, and all original exhibitor commitments must be met 2. In the event of cancellation of the 2021 Jersey Shore Boat Sale & Expo (JSBSE), exhibitors will be able to select from one of the following three options relative to any 2021 JSBSE exhibit space payments they have already remitted to MTANJ: a. Rollover the entire amount they have paid MTANJ for their 2021 JSBSE exhibit space and apply it towards the cost of their 2022 JSBSE exhibit space, b. Or, rollover a 50% deposit amount to apply towards the cost of their 2022 JSBSE exhibit space and receive a refund of the remaining amount after deducting 25% for expenses incurred by MTANJ for the 2021 JSBSE, c. Or, receive a refund for the full amount after deducting 25% for expenses incurred by MTANJ for the 2021 JSBSE. Only exhibitors that choose to rollover monies towards the cost of their 2022 JSBSE exhibit space will have the right of first refusal to the same space in the 2022 JSBSE that they would have had at the 2021 JSBSE (barring any circumstance that restricts MTANJ's ability to provide the same space), with an additional one-time "priority relocation" option to move to a preferred location pending availability.

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 nor 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.