



September 25-27, 2026

ShoreTown Ballpark, Home of the Jersey Shore BlueClaws!

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
- Code of Conduct

All forms are due back to the MTA/NJ Office by September 1, 2026.

BOAT DEALERS: Please do not delay – **send in your boat line forms as soon as possible.** It is important that we have your boat line information to enable us to promote your brands and boats before, during and after the show.

LOCATION

ShoreTown Ballpark (Jersey Shore BlueClaws) **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 25, 2026	12:00 pm – 6:00 pm
Saturday	September 26, 2026	10:00 am – 6:00 pm
Sunday	September 27, 2026	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 **September 1, 2026. 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 12:00 pm on Friday, September 25, 2026

Exhibitor Move-In:	Wednesday	September 23, 2026	TBD (Boats Only)
	Thursday	September 24, 2026	9:00am – 5:00pm
	Friday	September 25, 2026	9:00am – 12:00pm

Exhibitor Move-Out:	Sunday*	September 27, 2026	5:00pm – 7:00pm
	Monday	September 28, 2026	9:00am – 5:00pm

****There will be no breaking down of booths before 5:00 pm***

*** BOOTH EXHIBITORS:** If you require drive-up access to unload your items, you must move in on Thursday, or on Friday morning **BEFORE 11:00 AM. All cars will need to vacate the main lot by 11AM sharp on Friday.** We need the front area completely clear of cars to set up the show entrance and secure the outer fencing. Thank you for your cooperation.

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. ShoreTown Ballpark 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.

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 ShoreTown Ballpark 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, ShoreTown Ballpark 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 1.** 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 ShoreTown Ballpark 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, 9/22 from 6:00 pm to 8:00 am every evening through Monday, 9/28.



SUBMITTING YOUR FORMS ONLINE

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 "EXHIBITOR FORMS UPLOAD" page on the Jersey Shore Boat Sale & Expo website. The page has a blue header with the event logo and a navigation menu with links: Home, Exhibitors, Kids Cove, Location, Media Room, Contact, and For Exhibitors. Below the header is a large banner image of a boat show with the text "EXHIBITOR FORMS UPLOAD" overlaid. The main content area has a white background. It starts with a welcome message: "Welcome to the Exhibitor Forms upload. Items with an Asterisk* are required." followed by a link: "If you would rather fax this information, download the forms in the Exhibitor Kit here." Below this, there are two sections. The first section is "FOR BULK EXHIBITORS:" and contains five orange buttons: "NEW BOAT LIST*", "PRE-OWNED BOAT LIST", "CREDENTIALS*", "INSURANCE*", and "FURNISHINGS". The second section is "FOR BOOTH EXHIBITORS:" and contains three teal buttons: "CREDENTIALS*", "INSURANCE*", and "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: September 1, 2026

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: September 1, 2026

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 **September 1, 2026**. ***No Exhibit can be moved in without this form.***

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)

Marine Trades Association of New Jersey (MTA/NJ) Produced Boat Shows

Exhibitor Code of Conduct

1. Purpose

The Marine Trades Association of New Jersey (MTA/NJ) is committed to maintaining a safe, professional, and welcoming environment at all boat shows and related events. This Code of Conduct outlines expectations for all exhibitors, their employees, contractors, and representatives.

2. Professional Behavior Standards

- **Professional conduct** is required at all times while on show grounds, during setup, show hours, and breakdown.
 - Exhibitors must treat attendees, MTA/NJ staff, venue staff, and fellow exhibitors with courtesy and respect.
 - Harassment, discrimination, intimidation, or disruptive behavior will not be tolerated.
 - Exhibitors must comply with all local, state, and federal laws, as well as venue rules and MTA/NJ policies.
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3. Booth Presentation & Operations

- Exhibits must be staffed during all posted show hours.
 - Displays must remain within assigned booth space and may not obstruct aisles or neighboring exhibits.
 - Sound levels, demonstrations, and promotional activities must not interfere with nearby exhibitors.
 - All promotional materials must be accurate, lawful, and appropriate for a family-friendly environment.
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4. Safety & Compliance

- Exhibitors must follow all safety protocols established by MTA/NJ and the venue.
 - Any hazardous activities, equipment, or demonstrations require prior written approval.
 - Alcohol consumption by exhibitors during show hours is prohibited.
 - Exhibitors must immediately report unsafe conditions to MTA/NJ staff.
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5. Ethical Business Practices

- Exhibitors must represent their products and services truthfully.
 - High-pressure sales tactics, misleading claims, or disparagement of competitors are prohibited.
 - All raffles, giveaways, and promotions must comply with applicable laws and be approved by MTA/NJ.
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6. Social Media & Public Communications Policy

6.1 General Expectations

Exhibitors and their employees are expected to uphold the reputation of MTA/NJ and the boat show community in all public communications, including online platforms.

6.2 Negative Social Media Posts on Personal Accounts

To protect the integrity of the event and its participants:

- Employees of exhibiting companies **must not post negative, defamatory, harassing, or disparaging content** about:
 - MTA/NJ
 - The boat show
 - Attendees
 - Other exhibitors
 - MTA/NJ staff or volunteers
- This applies **even when posted on personal social media accounts**, including but not limited to:
 - Facebook
 - Instagram
 - X/Twitter
 - TikTok
 - LinkedIn
 - Reddit
 - Personal blogs or forums
- Constructive concerns or complaints must be directed privately to MTA/NJ management through official channels.
- Exhibitors are responsible for ensuring their employees understand and comply with this policy.

6.3 Consequences for Violations

Violations of the social-media policy may result in:

- Formal warnings
- Removal of offending content
- Loss of exhibitor privileges
- Immediate removal from the show without refund

- Denial of participation in future MTA/NJ events
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7. Enforcement

MTA/NJ reserves the right to enforce this Code of Conduct at its sole discretion. Exhibitors must comply with all instructions from MTA/NJ staff. Failure to do so may result in removal from the event and/or future participation restrictions.

8. Acknowledgment

By registering for and participating in an MTA/NJ produced boat show, exhibitors agree to abide by this Code of Conduct and ensure that all employees and representatives do the same.

Marine Trades Association of New Jersey (MTA/NJ) Produced Boat Shows

Exhibitor Code of Conduct Acknowledgment Form

Purpose

This form confirms that the exhibiting company and its representatives understand and agree to comply with the **MTA/NJ Boat Show Code of Conduct**, including expectations related to professional behavior, ethical business practices, safety, and social-media use.

1. Exhibitor Information

Company Name: _____
Primary Contact Name: _____
Phone: _____ Email: _____
Event / Show Name: _____
Booth Number (if assigned): _____

2. Acknowledgment of Code of Conduct

By signing below, the exhibitor acknowledges and agrees to the following:

- I have received, read, and understand the **MTA/NJ Code of Conduct** for exhibitors.
 - I understand that the Code of Conduct applies to **all company representatives**, including employees, contractors, temporary staff, and volunteers participating in the event.
 - I agree that my company and its representatives will maintain **professional, respectful, and ethical behavior** at all times during setup, show hours, and breakdown.
 - I understand that **harassment, discrimination, disruptive behavior, or unsafe conduct** is prohibited.
 - I agree that all promotional activities, demonstrations, and sales practices will comply with MTA/NJ rules and all applicable laws.
 - I acknowledge that **negative, defamatory, or disparaging posts** about MTA/NJ, the event, attendees, exhibitors, or staff, **including posts made on personal social-media accounts**, are strictly prohibited.
 - I understand that concerns or complaints must be directed through **official MTA/NJ channels**.
 - I acknowledge that violations of the Code of Conduct may result in **warnings, removal from the event without refund, or loss of future participation privileges**.
 - I agree that it is my responsibility to ensure all company representatives are informed of and comply with these expectations.
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3. Signature

Authorized Exhibitor Representative:

I certify that I am authorized to sign on behalf of the exhibiting company.

Printed Name: _____

Title / Role: _____

Signature: _____

Date: _____

4. MTA/NJ Use Only

Received By: _____

Date Received: _____