NEW JERSEY
BOAT SALE
& EXPO

The New Jersey Convention & Exposition Center
Edison, New Jersey

February 4-7, 2027

Exhibitor Kit

GENERAL INFORMATION

Dear New Jersey Boat Sale & Expo Exhibitor:

On behalf of the MTA/NJ, we would like to welcome you to the New Jersey Boat Sale & Expo and thank you for participating. The New Jersey 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
- Request for Exhibitor Credentials
- Payment Authorization
- General Liability Insurance – Registration Form
- Furniture & Accessories Order
- Carpet Order
- Custom Cut & Plush Carpet Order
- Labor Order
- Material Handling Order
- Electrical Service Order
- Sign/Banner Hanging
- Booth Cleaning Order
- WiFi Service Form

LOCATION

The New Jersey Convention & Exposition Center

Address: 97 Sunfield Avenue
Edison, NJ 08837

Website: NJExpoCenter.com

SHOW DATES & HOURS

Thursday	February 4, 2027	12:00 pm – 7:00 pm
Friday	February 5, 2027	12:00 pm – 7:00 pm
Saturday	February 6, 2027	10:00 am – 7:00 pm
Sunday	February 7, 2027	10:00 am – 5:00 pm

CARPET COLOR/REQUIREMENTS

The booth area is **NOT** carpeted and the aisles will be carpeted in Tuxedo. **Bulk space exhibitors must carpet their spaces.**

AREA LODGING INFORMATION

Sheraton Edison
125 Raritan Center Parkway, Edison, NJ, 08837
Use This Link to Book with our Special Rate
Deadline: January 25, 2027

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, uploaded or faxed to the MTA/NJ by **Friday, January 15, 2027. *NO Exhibit can be moved in without this form*.**

ELECTRIAL SERIVCES

For electrical services the completed order form and payment must be submitted online directly to the New Jersey Convention & Exposition Center portal **5 days prior** to the start of the show on **February 4, 2027** to be eligible for advanced pricing.

FURNITURE & CARPET RENTALS

For furniture or carpet rentals the completed order form and payment must be submitted to General Exposition no later than **January 7, 2027** in order to receive discounted rate.

INFORMATION & ASSISTANCE

For any assistance or information ***prior to the show***, please contact the MTA/NJ office at 732-292-1051.

OFFICIAL CONTRACTORS

New Jersey Convention and Exposition Center
Tricia Coyle
Exhibitor Services Manager
Phone: -732-417-1400 x1204
Fax: 732-417-1414
tcoyle@njexpocenter.com

General Exposition
Joe Boyle
VP of Sales & Services
Phone: 610-495-8866
Fax: 610-495-8870
jboyle@generalexposition.com

NEW JERSEY BOAT SALE & EXPO

MOVE-IN AND MOVE-OUT

Specific move in and move out times will be sent to all exhibitors, both booth and boat spaces, prior to the show.

Exhibitors must be set up and operational by 12:00 PM Thursday, February 4, 2027.

Exhibitor Move-In:	Monday	February 1, 2027
	Tuesday	February 2, 2027
	Wednesday	February 3, 2027
	Thursday	February 4, 2027
Exhibitor Move-Out:	Sunday	February 7, 2027
	Monday	February 8, 2027

NEW JERSEY BOAT SALE & EXPO

IMPORTANT REMINDERS

GENERAL REGULATIONS

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. There will be absolutely no propane permitted in the building.

The dispensing, distribution, or use of alcoholic beverages or food (i.e. popcorn), or both by Exhibitors in any part of the event is prohibited without the express prior written approval of MTA/NJ.

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.

SALE OF MERCHANDISE

The Exhibitor agrees to be solely responsible for registering for, collecting and reporting appropriate sales tax.

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.

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 New Jersey Convention & Exposition Center at Raritan Center in Edison 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.

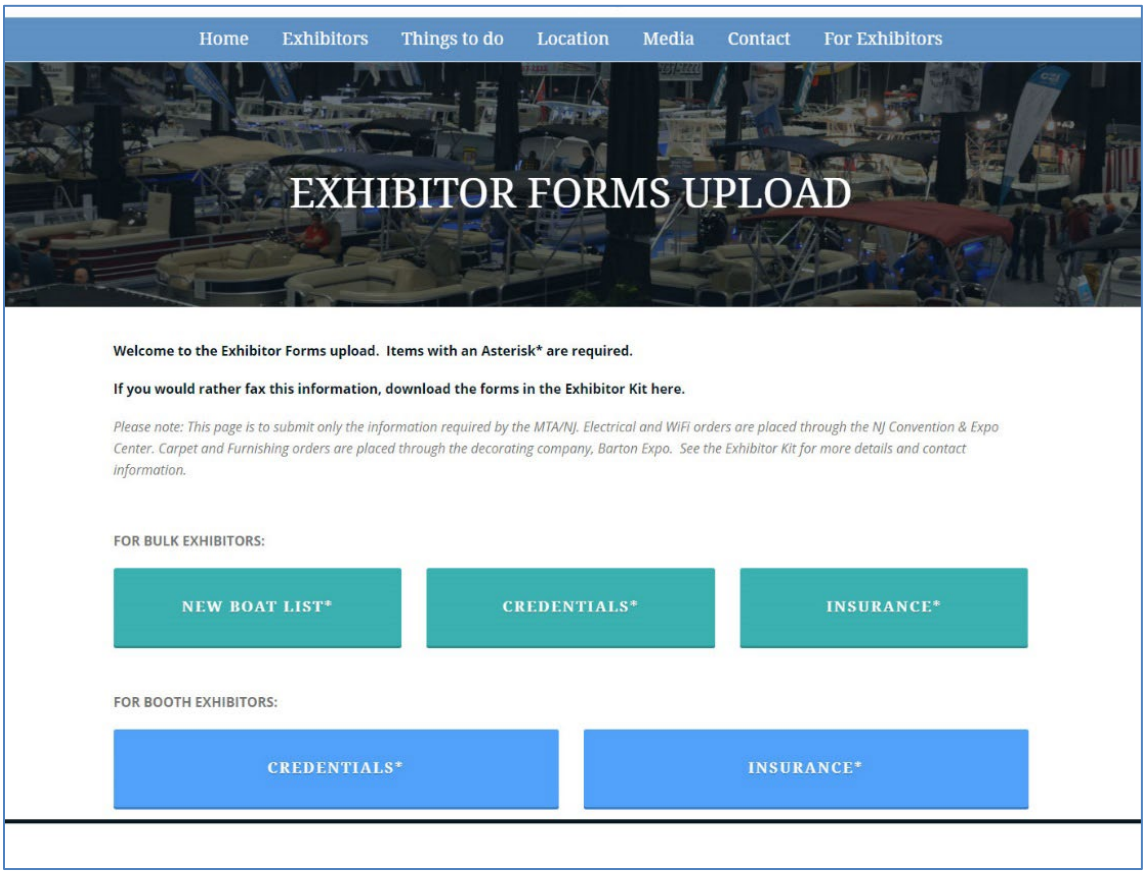
Insurance must be submitted to the MTA/NJ by Friday, January 15, 2027.

NEW JERSEY
BOAT SALE
& EXPO

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 and names for credentials. You can also upload a copy of your insurance certificate.



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

NEW JERSEY BOAT SALE & EXPO

NEW BOAT LINE INFORMATION

DEADLINE DATE: Friday, January 15, 2027

COMPANY NAME: _____

SUBMITTED BY: _____

Please list below all requested information for each boat you intend to display at the show.

Manufacturer	Model Name	Year	Length

NEW JERSEY
BOAT SALE & EXPO

REQUEST FOR EXHIBITOR CREDENTIALS

Please Type or Print Clearly

DEADLINE DATE: Friday, January 15, 2027

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 or faxed to the MTA/NJ by **FRIDAY, January 15, 2027**. *NO Exhibit can be moved in without 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

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.

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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.

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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.

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1. Exhibitor Information

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

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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: _____

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4. MTA/NJ Use Only

Received By: _____
Date Received: _____

Exhibitor Instruction Letter

Advanced Discount Deadline Date: Thursday, January 21, 2027

General Exposition Services
THE TRADE SHOW SERVICE CONTRACTORS

NEW JERSEY BOAT SALE & EXPO
NEW JERSEY CONVENTION CENTER
FEBRUARY 4-7, 2027

Dear **New Jersey Boat Sale & Expo** Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **New Jersey Boat Sale & Expo being held at the New Jersey Convention and Exposition Center on February 4-7, 2027.**

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

Online Exhibit Kit Instructions:

To access our ONLINE kit for the **New Jersey Boat Sale & Expo** you have 2 options.

DIRECT LINK

General Exposition Services Online Service Kit (click to follow link)

MANUAL ENTRY

Please click the following link or copy and paste the link into your browser's window - www.generalexposition.com

Next, click on the Online Services button located in the upper right-hand corner of the Web page. This will take you to the log in page.

AT THE LOG IN PAGE – Check the agreement box and enter the passcode: **NJBOAT27**

Once you enter you will be given 2 options, View and Print Forms or View and Complete Forms Online.

VIEW AND PRINT OPTION:

This option provides a complete list of all the forms that can be printed out individually. This option only allows you to either e-mail or fax your form(s) to General Exposition Services with payment. To print a form without opening, simply place your mouse over one of the forms, right click, and choose "print to target". Otherwise, you can click to open then print.

VIEW AND COMPLETE FORMS ONLINE:

This option allows you to fill out the forms and make payment directly online. This option requires a credit card to be submitted prior to entering the forms. We recommend that you print a copy of the order form, for your records, before clicking submit.

We look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866 option 1, mention the upcoming **New Jersey Boat Sale & Expo,** and one of our Event Services Representatives will be happy to assist you.

New Jersey Convention & Exposition Center

SERVICE ORDER FORM

To Order Log-On to: Marketplace.njexpocenter.com

DEADLINE FOR PREPAID RATE: 5 DAYS PRIOR TO THE FIRST EVENT DAY

Electric

Wattage requirements are typically located on the power source, or on a label on the bottom or back of the equipment

Booth Outlet	Prepaid Rate	Onsite Rate
Basic Power		
1000 Watts (1 outlet)	$ 118.00	$ 146.00
20 Amp Dedicated (2 Outlets)	$ 283.00	$ 354.00
Surge Protector (Electric NOT Included)	$ 9.00	$ 14.00
208 Volt - 1 Phase - 1 hr. (Labor included for direct Tie-In's)		
20 Amp	$ 392.00	$ 490.00
30 Amp	$ 548.00	$ 685.00
208 Volt - 3 Phase - 1 hr. (Labor included for direct Tie-In's)		
30 Amp	$ 608.00	$ 760.00

Extra Booth Lighting

(Rigged to the Ceiling, & Electric is included)

3-LED Lights on 3' Track	$ 275.00	$ 350.00
4-Theatrical Lights W/Track	$ 550.00	$ 688.00

No refunds or credits will be given after the start of the show

WIFI

Amount of time needed	Prepaid Rate	Onsite Rate
1 Show Day for ONE device	$ 25.00	$ 31.00
Entire Show for ONE device	$ 60.00	$ 75.00
Entire Show for THREE devices	$ 120.00	$ 150.00

Banner Hang

A Booth representative must be present for installation if the booth is larger then 10X20. No Homemade Booths.

Banner Hang Type/Size	Prepaid Rate	Onsite Rate
Standard Sign/Banner (Labor included)		
0-120 SQ FT	$ 175.00	$ 228.00
121 SQ FT - 240 SQ FT	$ 305.00	$ 370.00
241 SQ FT - 360 SQ FT	$ 435.00	$ 500.00
GREATER THAN 361 SQ FT	Call For Quote	
Center Point Hang (Labor included)		
0'-12' Round or Square	$ 300.00	$ 375.00
12'-24' Round or Square	$ 375.00	$ 469.00

Booth Cleaning (Per day rate)

If only (1) day is chosen, cleaning will be done the night after Move in

Booth Size	Prepaid Rate	Onsite Rate
10X10	$ 28.00	$ 35.00
10X20	$ 48.00	$ 60.00
20X20	$ 68.00	$ 85.00

Tax not included in prices (6.625%) No refunds or credits will be given after the start of the show

For more information go to www.NJexpocenter.com