



Northwest Sportshow

Minneapolis Convention Center ■ Minneapolis, MN
March 30 – April 3, 2011

National Marine Manufacturers Association

331 Second Avenue S., # 701
Minneapolis, MN 55401

Show Contact/Managing Exhibitor: _____

Booth #: _____ Contract #: _____

Contact Name:	_____
Company Name:	_____
Address:	_____
City, ST/Prov., Zip/PC:	_____
Country:	_____

The following information will appear in the Directory. Note that you will receive **one combined** directory listing for multiple spaces worked.

Company Name:	_____
Address:	_____
City, ST/Prov., Zip/PC:	_____
Phone:	_____
Fax:	_____
Web Address:	_____
Email:	_____

Company Salesperson (Limit 1) to be Listed in Directory:

Name _____

Brand Name Cross Reference (For Manufacturers Only): Will notify reader to see your company (as listed above).

Product Narrative: (10 Word Limit)	_____

Please list the product categories you wish to be listed under (limit 50). See reverse side for complete list of product codes.

_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

Your Name: _____ Signature: _____ Date: _____
(Please Print)

ALL INFORMATION IS SUBJECT TO EDITING BY SHOW MANAGER
Directory forms submitted after 01/28/11 may not appear in directory.

2011 Northwest Sportshow

CROSS REFERENCE LISTING

Exhibiting Company Name: _____

Please check off product categories that you are exhibiting.

Space #: _____

ACCESSORIES, EQUIPMENT & GEAR

BOAT CONSTRUCTION, SERVICE & REPAIR ITEMS

- AA005 Acoustic Materials, Noise Suppression
- AA006 Acrylic & Plastics
- AA010 Boatbuilding & Repairing Machinery
- AA012 Brushes (For Painting & Cleaning)
- AA015 Carpet Materials & Floor Coverings
- AA020 Cleaners & Polishes
- AA025 Compounds: Adhesives, Caulking & Glue
- AA030 Core Materials: Balsa, Foam, Composites
- AA035 Decking
- AA040 Fabrics, Upholstery & Interior Coverings
- AA045 Fiberglass
- AA046 Fiberglass Restorer & Polish
- AA050 Flotation Material
- AA055 Lumber: Hardwood & Treated
- AA057 Metal Polish
- AA060 Moldings, Trim, Rubrails
- AA065 Paints, Finishes, Removers & Preservatives
- AA070 Processing Equipment: Spray & Injection
- AA075 Raw Materials & Repair Materials
- AA079 Repair Manuals
- AA080 Resin
- AA090 Sealing Systems & Materials
- AA095 Structural Forms & Molds
- AA100 Teak Products
- AA102 Vinyl
- AA110 Zincs

COMPONENTS & SYSTEMS

- AB005 Air Conditioning, Ventilation & Heating
- AB006 Alternate Energy Sources: Solar, Water, Wind
- AB010 Batteries: Storage & Accessories
- AB015 Battery Chargers
- AB020 Bilge Pumps & Blowers
- AB023 Compressors, Air & Gas
- AB025 Dehumidifiers, Air Filtration
- AB030 Desalinators: Water Purifiers, Water Makers
- AB035 Electric Systems, Interior Lights, Lighting Equipment
- AB040 Electrical Equip: Generators, Connectors, Panels
- AB045 Environmental Products & Systems
- AB050 Galley Equipment
- AB055 Hose and Hose Fittings
- AB057 Hydrofoils
- AB060 Pumps, Circulation and Water Systems
- AB065 Refrigeration Equipment
- AB070 Sails, Sailmakers
- AB075 Steering Wheels, Rudders & Systems
- AB077 Windvane Self-Steering Gears
- AB080 Toilets and Sanitation Equipment
- AB085 Water Systems, Plumbing

DOCKSIDE & ANCHORING EQUIPMENT

- AC005 Anchors, Chocks & Ground Tackle
- AC010 Anchor Rollers
- AC015 Buoys
- AC020 Car Top Carriers
- AC025 Covers For: Boat, Sails, Seats, Deck
- AC028 Davits & Lifting Systems (Boats & Yachts)
- AC030 De-icing Equipment
- AC035 Dinghy Davits
- AC039 Docks
- AC040 Dock Boxes
- AC045 Dockside Equip: Carts, Pumpouts, Power Connects
- AC050 Fenders, Bumpers
- AC055 Line, Rope, Cordage
- AC060 Oars & Paddles
- AC065 Windlasses

ELECTRONICS & NAVIGATION INSTRUMENTS

- AD005 Autopilots
- AD010 Binoculars & Telescopes

- AD015 Clocks, Chronometers & Barometers
- AD020 Compasses
- AD025 Computers, Monitors, LCD Displays
- AD030 Computer Software
- AD035 Depth Sounders
- AD040 Direction Finders
- AD045 Electronic Equipment
- AD050 Indicators: Battery, Engine, Fuel, Speedometers
- AD055 Marine Stereos
- AD060 Navigational Electronics: Satnav, Loran, GPS
- AD065 Navigational Instruments: Sextants, Piloting Aids
- AD070 Night Vision Equipment
- AD075 Panels & Gauges
- AD080 Radars
- AD085 Radiotelephones
- AD090 Telephones: Marine, Cellular, Long Distance Svc.
- AD092 Television & Video Systems
- AD095 Wind & Weather Instruments

HARDWARE, ORIGINAL EQUIPMENT & PARTS

- AE005 Antennas
- AE010 Boarding Devices
- AE015 Brackets & Instrument Housing
- AE020 Cockpit Shelters
- AE025 Doors/Windows
- AE030 Fasteners
- AE035 Hardware, General Marine
- AE040 Hardware, Sailboat
- AE042 Navigation and Running Lights
- AE044 Railings, Pulpits & Stanchions
- AE045 Sailboat Rigging
- AE050 Seats
- AE055 Spars, Booms, and Masts
- AE060 Swim Platforms, Ladders
- AE065 Towers & Tops
- AE070 Trim Tabs
- AE071 Tubing: Aluminum & Stainless
- AE075 Winches
- AE080 Windshields, Hatches & Portholes

SAFETY PRODUCTS

- AF005 Alarm, Security & Monitoring Systems
- AF010 Distress Signals & EPIRB's
- AF015 Fire Extinguishers & Systems
- AF020 First Aid Supplies
- AF025 Flare Guns
- AF029 Hook & Lure Safeguards
- AF030 Horns, Sirens & Whistles
- AF035 Lettering & Numbers
- AF040 Life Rafts
- AF045 Personal Flotation Devices (PFD's)
- AF050 Survival Equipment
- AF055 Water Safety Devices

SOFT GOODS, GEAR & GIFTS

- AG005 Art & Sculptures
- AG010 Bedding: Sheets, Fitted Mattresses
- AG015 Books, Music, CD-ROM's & Videotapes
- AG020 Cameras & Photography Equipment
- AG021 Carry-Bags, Backpacks & Luggage
- AG025 Chairs: Deck & Beach
- AG028 Cleaning Rags, Mops, Chamois, Dusters
- AG030 Clothing & Footwear
- AG035 Cookware & Grills
- AG040 Flags & Pennants
- AG045 Foul Weather Gear
- AG050 Furniture & Furnishings
- AG055 Gift Shop Items
- AG060 Hobby Shop Items
- AG065 Ice Chests & Coolers
- AG070 Jewelry
- AG075 Knives: Hunting & Fishing
- AG080 Maps & Charts
- AG085 Pet Products
- AG090 Sunglasses, Protective Eyewear
- AG095 Swimwear & Beach Accessories

WATER SPORTS EQUIPMENT

- AH002 Air Tanks, Compressors & Maintenance
- AH005 Diving Equipment: Skin & Scuba Gear
- AH010 Sailboard Accessories

- AH015 Snorkels, Masks & Fins
- AH017 Towables
- AH019 Wakeboards
- AH020 Water Skis & Accessories
- AH025 Wetsuits, Drysuits, & Gloves

BOATS

POWER BOATS

- BA004 All-Purpose Fishing Boats
- BA005 Aluminum Boats
- BA010 Bass Boats
- BA015 Bay Boats
- BA018 Bow Riders
- BA020 Catamarans, Multihulls (Power)
- BA025 Center Consoles
- BA030 Cuddy Cabins
- BA035 Deck Boats
- BA038 Fish & Ski Boats
- BA040 Flats Boats
- BA045 Hi-Performance Boats
- BA050 Houseboats
- BA052 Hunting Boats
- BA055 Inboard Cruisers
- BA060 Inboard/Outboard Boats
- BA065 Luxury Yachts
- BA070 Motor Yachts
- BA075 Outboard Boats
- BA080 Pontoon Boats
- BA085 Runabouts
- BA090 Sportfishing Yachts
- BA095 Trawlers
- BA097 Wakeboard Boats
- BA100 Waterski Boats

SAILBOATS

- BB001 Auxiliary Powered Sailboats
- BB005 Cruising Sailboats
- BB010 Custom Sailboats
- BB015 Daysailers
- BB020 Dinghies(Sailing)
- BB025 Motor Sailers
- BB030 Multihulls (Sail)
- BB032 One-Design Sailboats
- BB035 Racing Sailboats
- BB040 Sailboards

OTHER TYPES OF BOATS

- BC005 Air Cushion Vehicles
- BC010 Airboats
- BC015 Canoes
- BC020 Custom Boat & Yacht Builders
- BC025 Dinghies (Rowing & Motorized)
- BC030 Electric Boats
- BC035 Hydrofoil Boats
- BC040 Inflatable or Folding Boats
- BC045 Jet Boats
- BC050 Jon Boats
- BC055 Kayaks
- BC060 Kit Boats
- BC065 Pedal Boats
- BC070 Personal Water Craft (PWCs)
- BC074 RIBS
- BC075 Rowing Shells
- BC080 Wooden Boats

ENGINES, MOTORS, PROPULSION EQUIPMENT & PARTS

ENGINES & MOTORS

- CA003 Battery Powered Propulsion
- CA005 Bow Thrusters
- CA010 Electric Motors
- CA015 Inboard Engines
- CA020 Jet Drives
- CA025 Outboard Motors
- CA030 Stern Drive Engines
- CA035 Stern Thrusters
- CA040 Trolling Motors

PROPULSION EQUIPMENT & PARTS

- CB005 Additives: Cooling Systems, Diesel, Gasoline, Oil
- CB010 Aftermarket Engine & Outdrive Parts
- CB015 Bearings, Seals & Gaskets
- CB020 Corrosion Protection
- CB025 Engine Accessories & Systems
- CB030 Engine Controls
- CB035 Engine Parts
- CB036 Engine Repair Manuals
- CB040 Exhaust Systems
- CB045 Filters, Oil & Fuel
- CB050 Fuel Systems & Components
- CB055 Fuel Tanks & Accessories
- CB060 Gears, Shafts, and Associated Equipment
- CB065 Manifolds & Heat Exchangers

- CB070 Oils & Lubricants
- CB075 Outboard Parts
- CB080 Propellers
- CB085 Stabilizers
- CB090 Starters & Alternators
- CB095 Transmissions & Transmission Kits
- CB100 Trim Plates

FISHING TACKLE

- D0005 Bait
- D0010 Baitwells
- D0015 Fighting Chairs
- D0020 Fish Finders
- D0025 Fishing Equipment & Accessories
- D0030 Line
- D0035 Lures
- D0040 Outriggers & Downriggers
- D0045 Reels
- D0050 Repairs/Service for Rods & Reels
- D0054 Rod Holders
- D0055 Rods

MARINA EQUIPMENT

- E0005 Boat Lifts
- E0008 Cleats & Dock Hardware
- E0010 Cradles
- E0015 Davits & Lifting Systems (Docks & Marinas)
- E0020 Dealership Supplies: Counters & Shelving
- E0025 Dock & Pier Installations, Mooring Systems
- E0027 Electric and Cable TV Wiring & Services
- E0030 Environmental Control Systems
- E0032 Fuel Handling Systems
- E0035 Hoists & Forklifts
- E0040 Power Pedestals
- E0045 Pump-out Equipment & Facilities
- E0048 PWC Lifts
- E0050 Service Shop Equipment
- E0055 Shrinkwrap & Wrapping Systems
- E0059 Storage Sheds
- E0060 Storage Systems For Boats
- E0063 Water Shore Ties & Plumbing
- E0065 Yard Equipment: Boat Stands, Cradles & Yard Cranes

OUTDOOR EQUIPMENT

- J0005 Archery Equipment
- J0010 Camping Equipment
- J0015 Diving Equipment
- J0020 Hunting Clothing
- J0025 Hunting Equipment

RV & TRUCK ACCESSORIES

- G0005 ATVs, Motorcycles & Scooters
- G0010 Bed Liners
- G0015 Camper Shells
- G0020 Conventional Travel Trailers
- G0025 Conversion Vans
- G0030 Expandable Travel Trailers
- G0035 Fifth Wheels
- G0040 Folding Camping Trailers
- G0045 Park RV Models
- G0050 RV Accessories
- G0055 Sport Utility RVs
- G0060 SUVs
- G0065 Trucks
- G0070 Truck Accessories
- G0075 Type A Motorhomes
- G0080 Type B Motorhomes
- G0085 Type C Motorhomes

SERVICES

SERVICES FOR THE CONSUMER

- FA005 Appraisers & Surveyors
- FA010 Banking & Finance
- FA015 Boat Cleaning and Detailing
- FA017 Boat, Canoe, and Watercraft Rentals
- FA020 Brokerage Yacht Sales
- FA025 Charter Operators
- FA028 Fractional Boat Ownership
- FA030 Dockominiums
- FA035 Dockside Transportation, Water Taxis
- FA040 Documentation Service
- FA042 Dog Training, Kennels & Supplies
- FA043 Engine Repair
- FA044 Home Builder/Construction
- FA045 Insurance
- FA050 Interior Decorators

- FA055 Marina Operators
- FA060 Marine Supply Stores
- FA065 Publications: Periodicals & Magazines
- FA070 Pre-Owned Boat Listings
- FA073 Sail Repair
- FA075 Shipyards & Repair Services
- FA078 Shrinkwrap
- FA080 Software & Programming
- FA085 Specialty Retailer, Catalog House or Chain Stores
- FA088 Taxidermy
- FA090 Towing/Boat Hauling
- FA091 TV & Radio Shows (For fishing and boating)
- FA095 Used Boat Sales
- FA097 Waterfront Real Estate Developers
- FA098 Web-Based Marine Businesses
- FA100 Yacht Maintenance & Crew Services

- FB005 Boat Show Producers
- FB010 Boat Transport Services
- FB013 Component Testing Services
- FB015 Corporations (Event Sponsoring)
- FB020 Exporter
- FB025 Fishing/Tournament Organizers
- FB028 Importer
- FB030 Marine Internet Services
- FB035 Government Relations
- FB040 Mailing Lists
- FB041 Manufacturer Representation
- FB045 Public Relations & Advertising Agencies
- FB050 Sailing Regatta Organizers
- FB055 Shrinkwrap

SERVICES FOR THE MARINE INDUSTRY

- FC005 Boat Owner Associations
- FC010 Certification & Testing
- FC015 Diving Schools
- FC020 Education
- FC025 Fishing/Hunting/Sport Clubs
- FC030 Marine Industry Associations
- FC031 Marine Trade Associations
- FC035 One-Design Sailboat Associations
- FC039 Sailing Clubs
- FC040 Sailing Schools
- FC045 Schools & Instruction
- FC050 Yacht Clubs

SCHOOLS, CLUBS, ASSOCIATIONS

- FC005 Boat Owner Associations
- FC010 Certification & Testing
- FC015 Diving Schools
- FC020 Education
- FC025 Fishing/Hunting/Sport Clubs
- FC030 Marine Industry Associations
- FC031 Marine Trade Associations
- FC035 One-Design Sailboat Associations
- FC039 Sailing Clubs
- FC040 Sailing Schools
- FC045 Schools & Instruction
- FC050 Yacht Clubs

ENGINEERING & TECHNICAL SERVICES

- FD005 Consultants
- FD010 Legal Assistance
- FD015 Naval Architects
- FD020 Marina Design Consultants & Engineers
- FD023 Standards & Certification Services
- FD025 Yacht Design & Engineering

TRAILERS & TRAILERING EQUIPMENT

- K0004 Boat Dollies
- K0005 Boat Trailers
- K0006 Cargo & Utility Trailers
- K0007 Hydraulic Trailers
- K0010 Personal Watercraft Trailers
- K0015 Snow Vehicle Trailers
- K0020 Trailer Hitches, Parts & Accessories

TRAVEL & RESORTS

- H0003 Boating Resorts
- H0005 Campgrounds
- H0010 Charter Boats, Power
- H0015 Charter Boats, Sail
- H0020 Fishing Charters/Guides
- H0025 Fishing Lodges & Resorts
- H0030 Hunting Lodges & Preserves
- H0039 Outfitters, Hunting Guides
- H0040 Outfitters, Raft & Canoe Guides
- H0042 Parks & Park Services
- H0045 Raft & Canoe Guides
- H0047 Real Estate: Waterfront/Hunting/Vacation Property
- H0050 RV Resorts
- H0053 Scuba & Skin Diving Resorts
- H0055 Tourism: Local, State, Country
- H0060 Fly-In Camps