



Exhibitor Application For Space

NMMA (Payment Center)
33928 Treasury Center
Chicago, IL 60694

(Contact NMMA for Overnight Delivery Info)

Northwest Sportshow

Minneapolis Convention Center Minneapolis, MN

March 28 - April 01, 2012

Points: Show: Total:

Company Name:

Address:

City

State/Province

Zip/PostalCode

Phone: Cell: Fax: Web:

Company Contact: Contact Email:

Bill to: (IF DIFFERENT FROM ABOVE)

Address:

City

State/Province

Zip/PostalCode

Phone: Cell: Fax: Web:

Billing Contact: Billing Contact Email:

Please make all checks payable to NMMA.

All checks must be made in U.S. funds, drawn on a U.S. account. A \$25 fee will be added to your account for all returned checks.

Rate Information ( in Square Feet)

Table with 6 columns: NMMA Member\*, Non-Member, Booth type, NMMA Member\*, Non-Member, Rate. Rows include Booth 10 x 10, Lobby, 8 x 10 Booth, Regular Bulk.

PLEASE DO NOT WRITE IN THIS SPACE:

Order No Booth No Floor/Area Unit Price Dimensions TotalSqFt Total Cost

Payment Schedules:

50% Due on 8/05/2011
50% Due on 2/10/2012

TO BE FILLED OUT BY EXHIBITOR

What products/services will you be exhibiting?

Please list brand names:

- Our company is a: Manufacturer, Marine Services, Wholesaler, Mfg. Rep., Travel Resort/Tourism, Outfitter / Guide Service, Dealer, Retailer and/or Marina

Last Year's Exhibitors

- We accept the same space as last year.
We request the following change, but will accept the assigned space if the change cannot be made.

We prefer to / not to (circle one) exhibit next to the following companies:

(Every attempt within the allocation procedures will be made to satisfy your request; preference does not confirm the requests can be satisfied)

- We intend to retail "over the counter" at our exhibit.

Exhibiting companies that displayed at the 2011 Northwest Sportshow have until 08/05/2011 to return their application with deposit for the 2012 show. After that date, space not applied for will be considered available for allocation to another company.

New Exhibitors

The dimensions we prefer are X

Total Sq.ft requested:

X Rate = Total \$

50% deposit due on or before February 10, 2012 100% there after

The Terms and Conditions set forth herein are binding on NMMA only after the application is executed by NMMA and returned to the Exhibitor. Once NMMA executes the application, the application becomes a binding contract between NMMA and the Exhibitor and includes all the terms on both the face of this application and the Terms, Rules and Regulations on the reverse side of this application including NMMA's Allocation Procedures and Display Guidelines ("the Terms and Conditions"). The Exhibitor agrees to be bound by all such Terms and Conditions. Any Exhibitor requests for cancellation or cutbacks and any space changes are subject to these Terms and Conditions. By signing and submitting this form to NMMA, the Exhibitor acknowledges, agrees and consents to receipt of notices from NMMA and its affiliates by facsimile or electronically, using the contact information set forth on this form.

Your Name: Signature: Date:

Questions? Please call: NMMA Signature: Date:

Show Contact: Mr. Darren Envall PH:(800)777-4766 FAX:(612)827-1424 EMAIL:denvall@nmma.org

# NORTHWEST SPORTSHOW TERMS, RULES AND REGULATIONS

Rules and Regulations related to the allocation of space and show display guidelines are all those adopted by the National Marine Manufacturers Association (NMMA) Shows Committee and are a binding part of the Exhibitor contract. These rules are printed annually in the booklet "NMMA Allocation Procedures and Display Guidelines". This booklet and any later additions, corrections or clarifications made by NMMA are a binding part of the Exhibitor contract. These guidelines may be found on our website, or contact Show Management for a current hard copy.

## 1. ADMISSIBLE EXHIBITS

a) Exhibitor agrees to display only new, unused current-model-year boats and marine related products. Exhibitor will not display any product or signage without the endorsement or approval of the manufacturer. Exhibitor represents that it has full authority and all approvals necessary to display and sell its products at this show.

b) NMMA reserves the right to determine the eligibility of any company, product, signage, or material for inclusion in the show. No Exhibitor shall exhibit, or permit to be exhibited in the space allocated to them, any product, merchandise, signage or display material other than that specified in this application.

c) Exhibitor agrees that NMMA may remove any exhibits that it determines are of a disruptive, objectionable or inappropriate nature.

## 2. PAYMENT FOR SPACE AND OTHER NMMA PRODUCTS, SERVICES & MEMBERSHIP DUES

a) Member rate applies only to space occupied by the member's own products.

b) All Exhibitor accounts with NMMA must be paid in full, by check or bank wire transfer no later than 60 days before Exhibitor's scheduled show move-in date. This includes payments for space deposits and any other balance due to NMMA for products, services, certification, dues or assessments purchased by Exhibitor or otherwise due to NMMA. Exhibitors who are not paid in full on all balances due to NMMA as described above will be deemed to have cancelled the space contract for this show and will forfeit any deposits already made.

c) NMMA members must be in Good Standing at July 1<sup>st</sup> preceding the fall shows and December 1<sup>st</sup> preceding the winter shows, to receive the member discount. Good Standing requires 100% of member dues for the current membership year to have been paid, all space deposits for the show to have been made, and all other balances for products, services, certification, Grow Boating assessments and other monies due to NMMA, be not more than 60 days past due. "First time members" joining NMMA, must be in Good Standing by 30 days before the show is scheduled to open to receive the member rate.

d) Exhibitors who fail to make space payments in accordance with the terms on the reverse side will not be considered for space increases, location changes, or upgrades of any kind and are subject to space re-assignment, cutback, or cancellation without credit or refund.

## 3. CANCELLATIONS, CUTBACKS, and SPACE CHANGES

a) Should the Exhibitor wish to cancel this contract, the Exhibitor must contact NMMA and notice of the cutback or cancellation must be confirmed by NMMA. A contract cancellation penalty representing all or a portion of the total contract price will be assessed according to the following formula:

25% contract penalty—91 days or more prior to the first day of move-in/set-up.

50% contract penalty—90 days or less prior to the first day of move-in/set-up.

75% contract penalty—60 days or less prior to the first day of move-in/set-up.

100% contract penalty—30 days or less prior to the first day of move-in/set-up.

If Exhibitor deposits received to date are in excess of the contract penalty, then Exhibitor will be entitled to a credit for this difference. This credit may be applied to any outstanding invoice for a past NMMA Show or service or used as a deposit for show space. It may not be used for a different show in a different market, and must be used within 12 months of written notice of cancellation. Credits will not be paid in cash. If Exhibitor deposits received to date are less than the contract penalty, Exhibitor must remit a check for this shortfall to NMMA once the cancellation or cutback has been confirmed.

b) For all Exhibitors requesting a space reduction, NMMA reserves the right to relocate the exhibit or reconfigure it as determined by NMMA. In the event that show space must be reallocated after contracts have been accepted and signed, NMMA has the right to relocate the Exhibitor's space.

## 4. DISPLAY CHARACTERISTICS – See Allocation Procedures & Display Guidelines

### 5. LATE ARRIVALS

Exhibitors arriving for set-up after their scheduled installation time can be relocated to any location specified by NMMA or, if no alternative is available, are required to forfeit their show participation rights.

### 6. SUBLEASING

Exhibitors may not sublease their space. Sublease in this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in an exhibitor's space. Non-exhibiting firms may not place stickers, placards, or other signs anywhere in the show.

### 7. SALE OF MERCHANDISE

NMMA reserves the right to limit over-the-counter sale of products for delivery at the show to designated areas. Exhibitor is solely responsible for registering for, collecting, and reporting appropriate sales taxes.

## 8. LIABILITY RELEASE, WAIVER/INDEMNIFICATION/CHOICE OF LAW & FORUM/ATTORNEY FEES

a) Exhibitor releases NMMA, its contractors and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to exhibitor's participation in the event, and the exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto.

b) Exhibitor, without regard to assignment, lease, sublease or dealer occupancy shall indemnify, hold harmless, defend and reimburse the Northwest Sportshow, Minneapolis Convention Center, Minneapolis, MN. National Marine Manufacturers Association, Inc., and their managers contractors, directors, officers, employees, agents and members, and each of them ("Indemnittees"), from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages, costs or expenses, of whatsoever kind and nature, including judgments, interest and reasonable attorney's fees, costs of litigation, and all other costs, expenses and charges, which Indemnittees incur or may incur for any reason resulting from, relating to or arising out of Exhibitor's participation in the event, including but not limited to: (i) the negligence, gross negligence, intentional misconduct or criminal acts or omissions of indemnitor in the performance or breach of this Agreement. (ii) the breach by Exhibitor and/or its Contractors, their directors, officers, employees, agents or Exhibitor's contractors, or any of them, of any representation or covenant set forth herein; (iii) any injury to or death of any persons, or any loss of, through theft or otherwise, or damage to, property arising in any way in connection with the use and enjoyment by the Exhibitor, or any other person or entity present with the permission, express or implied, of Exhibitor of the space, equipment or the show space or hall; (iv) the use of equipment, devices furnished to or used by the Exhibitor, or other persons in connection with the show, or the use of the space, provided that the foregoing indemnification shall not apply where the damage, injury or loss results solely from the gross negligence or willful misconduct of the show sponsor, NMMA or their respective employees or contractors.

c) This Agreement shall be governed by and construed in accordance with the substantive laws of the State of Illinois without regard to its rules regarding conflicts of laws or any other law or rule that would cause the laws of any jurisdiction other than the State of Illinois to be applied. Any disputes arising out of or related in any way to this Agreement, its performance or breach, including but not limited to actions seeking

equitable relief, shall be brought exclusively in, and the parties to this Agreement hereby consent to submit to the personal jurisdiction of, the courts of the state of Illinois located in the City of Chicago, or the United States District Court for the Northern District of Illinois. Exhibitor waives any objection based upon lack of personal jurisdiction, improper venue, or forum non conveniens. Each party hereby waives its right to a jury trial in the event of any such litigation. Neither party shall have any liability to the other for punitive, incidental, or consequential damages, including, but not limited to, loss of profit, revenue, or enterprise value, as a result of a breach of this agreement, tort, or otherwise, to the full extent such liability may be disclaimed by law. In any suit or action brought concerning this Agreement, its interpretation, performance or breach, including but not limited to any suit or action brought against Exhibitor by Show Management for the collection of fees or other sums due Show Management pursuant to this Agreement, the prevailing party's costs of such action, including reasonable attorneys' fees, shall be paid by the other party. The terms of this provision shall survive the termination or expiration of this Agreement.

d) Attorney Fees - Any litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort, or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party shall be awarded its reasonable attorney fees, and costs and expenses incurred.

## 9. ACTS OF GOD

NMMA shall have no liability to Exhibitor whatsoever for any matter or thing resulting from acts of God, (including, without limitation, fire, flood, earthquakes, hurricanes and tornadoes) or other events beyond the parties control, (including, without limitation, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or infectious disease); except that if such events prevent Exhibitor's show space being made available to Exhibitor, NMMA shall return to Exhibitor payments made by Exhibitor after deducting therefrom a pro-rata share of expenses incurred in connection with said Show.

## 10. INSURANCE

a) NMMA shall not be responsible for any loss of or damage to any property of the Exhibitor for any reason, including theft, unless such loss or damage is caused solely by the gross negligence of NMMA or any of its employees. Exhibitor is required to follow and use all of the security arrangements made by NMMA for property and valuables when the show is not open. In addition, Exhibitor is required to provide and keep in force during the show period, including move-in and move-out periods, the following insurance:

i) Worker's compensation and employer's liability insurance covering its employees in the state in which the show is being held, in accordance with the statutes, rules and regulations promulgated by that state's governing authorities.

ii) Commercial General Liability Insurance (or its equivalent) including Products/Completed Operations, Personal and Advertising Injury, with a per occurrence limit of not less than \$1,000,000 and endorsed with National Marine Manufacturers Association, Inc. and other parties as delineated in the sample insurance certificate provided to Exhibitor, as Additional Insured's.

iii) Exhibitors using owned, leased, rented or borrowed vehicles on or within the venue are required to have Automobile Liability Insurance with a per occurrence limit of not less than \$1,000,000 endorsed with National Marine Manufacturers Association, Inc., and other parties as delineated in the sample insurance certificate provided to Exhibitor, as Additional Insured's.

b) Certificates of insurance, with the limits, dates of coverage, and endorsements as stated above, shall be furnished to NMMA no later than 30 days before the scheduled move-in date for the show.

c) The Exhibitor understands that neither the National Marine Manufacturers Association nor the Minneapolis Boat Show maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. The Exhibitor waives any rights of subrogation available to Exhibitor or its insurance underwriters.

## 11. COPYRIGHTS AND OTHER INTELLECTUAL PROPERTY RIGHTS

Exhibitor hereby assumes all responsibility for, and all costs and expenses arising from, Exhibitor's or Exhibitor's agents' or employees' incorporation or use during the Event of any music, written material, dramatic rights, inventions, devices, products, or similar items that are the subject of any copyright, trademark, service mark, trade name, patent, trade secret franchise or other contractual or statutory protection. Exhibitor agrees to indemnify, defend and hold harmless NMMA and its directors, officers and employees from any claims, damages, costs or expenses, including, without limitations, attorneys' fees and expenses, incurred by any of them that arise out of or in connection with such incorporation or use, including but not limited to any action brought by ASCAP, BMI, SESAC, or other licensing organization for playing copyrighted music.

## 12. RULES AND REGULATIONS

a) NMMA shall have the power to adopt, amend, interpret, and enforce all show terms, rules and regulations with respect to the operation and conduct of the Show, including but not limited to those regarding the kind, nature, and eligibility of all exhibitors and exhibits at the Show and the marketing activities of exhibitors with respect to the Show. Any exhibitor observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any applicable NMMA terms, rules and regulations, will be asked to leave immediately. Additional penalties may be applied. Exhibitor shall comply with all show terms, rules and regulations, and with all pertinent and applicable laws, codes and regulations, federal, state, municipal and local, which affect the show space. Exhibitor's failure to comply with such laws, terms, rules and regulations shall entitle NMMA to terminate NMMA's obligations under this contract and remove Exhibitor from the show or shut down or darken Exhibitor's space. NMMA's decision on all such matters shall be final.

b) Exhibitor's advertising and marketing of its participation in the Show in any medium, including but not limited to such activities on websites owned or controlled by Exhibitor and elsewhere on the internet, shall comply with all contracts and shall not infringe or otherwise misuse NMMA's trademarks ("the NMMA Marks") and other intellectual property. If, in the reasonable belief of NMMA, (i) Exhibitor's activities infringe any of the NMMA Marks, or (ii) Exhibitor's activities, including Exhibitor's using, without permission, the NMMA Marks on websites or in domain names, met tags, hypertext links, or any search engine sponsored links or search engine advertising programs (e.g., Google AdWords), are likely to cause confusion, mislead, or deceive, as to the source affiliation, connection, or association of NMMA with Exhibitor or its goods, services or other commercial activities, including but not limited to diverting away from NMMA's boat show websites and to Exhibitor's website web searches using the NMMA Marks, NMMA reserves the right to cancel Exhibitor's space and revoke seniority points for future boat shows. NMMA's decision on all such matters shall be final.

c) No failure by NMMA to enforce, or any delay in the enforcement of, any rules, regulations, laws or any right, power or remedy that NMMA may have under this Agreement shall impair any right, power or remedy that NMMA may have under this Agreement.

## NORTHWEST SPORTSHOW RULES & REGULATIONS

- **Motorized Vehicles are not permitted in Boat Show exhibits without Show Manager's written approval.**
- **Use only professional, low residue double-sided carpet tape. Duct tape, clear cellophane or packaging tape is specifically prohibited.**
- **Boat exhibitors may display up to 20% of unused previous model year boats in their display.**

Produced by:

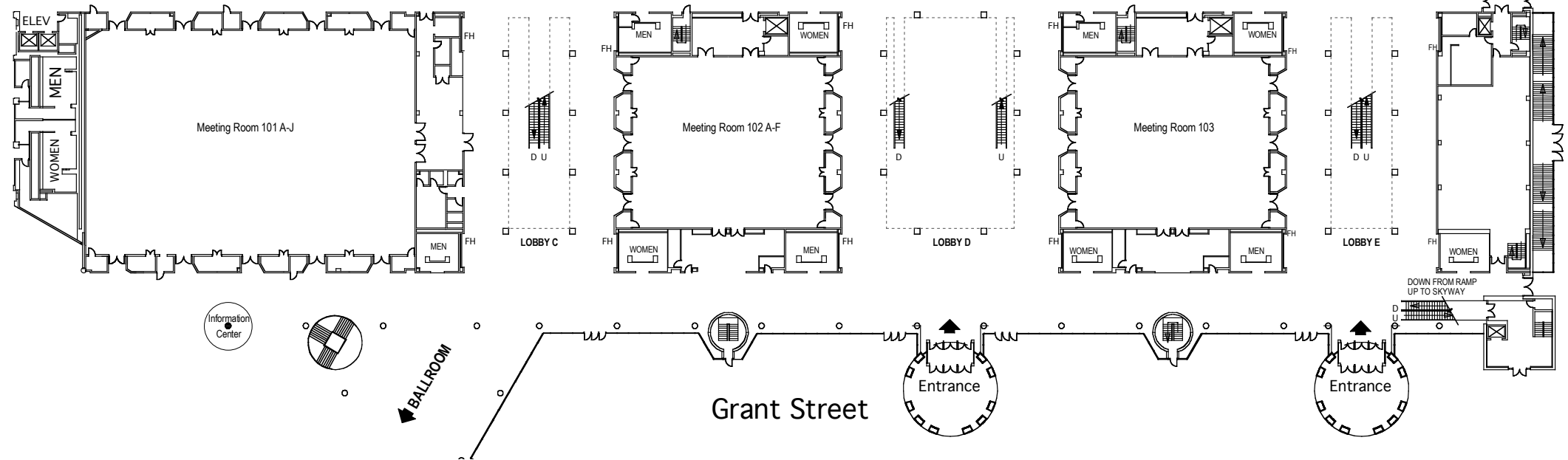
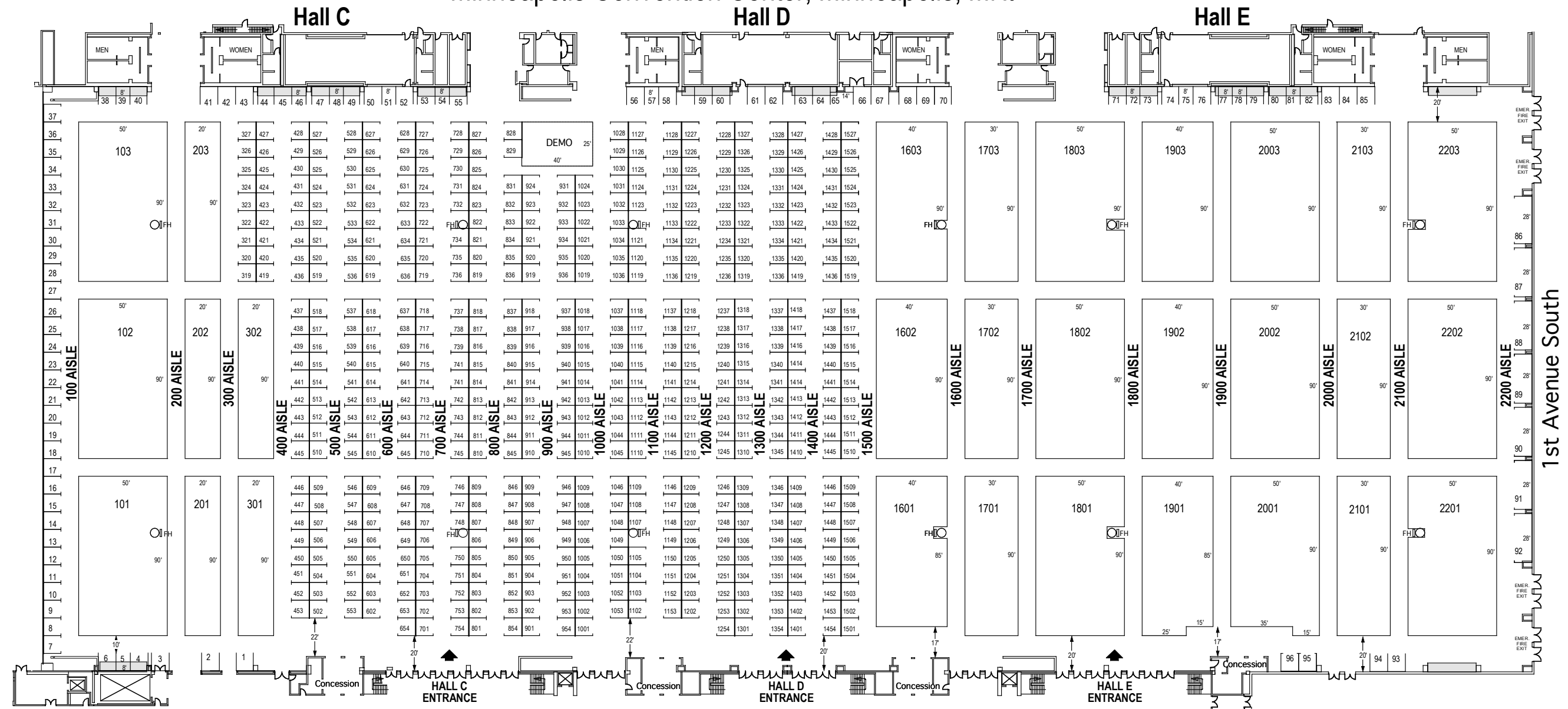


[www.discoverboating.com](http://www.discoverboating.com)  
2012 NORTHWEST  
SPORTSHOW

# 80th Annual Northwest Sports Show

## March 28 - April 1, 2012

### Minneapolis Convention Center, Minneapolis, MN.



SCALE:  
  
 - 9'-6" Low Ceiling Height

BOOTHS ARE 10' DEEP X 10' WIDE  
 (unless otherwise marked)  
 AISLES ARE 10' WIDE  
 (unless otherwise marked)

**Breda** EXPOSITION SERVICES  
 PLAN CURRENT AS OF 5-26-11

1st Avenue South



# Northwest Sportshow

Minneapolis Convention Center ■ Minneapolis, MN  
March 28 – April 1, 2012

National Marine Manufacturers Association

331 Second Ave., South, Suite 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 both the printed show guide and on the show's website. For those exhibitors with multiple spaces, note that your listings will be combined into one listing.

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**  
Show guide form submitted after 11/18/11 may not appear in the guide.

**QUESTIONS?**

Please contact: Mr. Darren Envall

Email: [denvall@nmma.org](mailto:denvall@nmma.org)

Phone: 800-777-4766

Fax: 612-827-1424

# 2012 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, Plotting 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
- AE045 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

#### SPORTING GOODS

- 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

### SERVICES FOR THE MARINE INDUSTRY

- 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

### 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

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Simply click on the upgrade you desire below to email your order to us

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Please note: the layout, fonts and colors used in these examples are a guide and are subject to change. Sizes are an estimate and will depend on content and page layout.

## THE SHOW GUIDE



Following the great success of the **2011 Northwest Sportshow Official Show Guide**, TRMG will once again be producing a high quality publication that will be made available to every attendee who attends the **2012 Northwest Sportshow**.

This Guide provides a great platform to:

- Drive more traffic to your booth at the show
- Educate and inspire the consumer about your product or service
- Generate a significant post-show response from the 45% of attendees who keep this show guide for up to six months!



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