

# BOATS AFLOAT SHOW – SOUTH LAKE UNION

September 14 - 17, 2017

Exhibitor Application and Contract

Early Bird Rate Deadline, July 31, 2017

Final Registration Deadline, August 28, 2017

[www.BoatsAfloatShow.com](http://www.BoatsAfloatShow.com)



Welcome to the Seattle Boats Afloat Show on South Lake Union. The following is important information regarding your participation in this year's show. Most noteworthy is the move from a 5 to a 4 day format. The Boats Afloat Show will officially open on a Thursday and close on a Sunday. VIP night will be Wednesday from 3pm – 7pm which will kick off the show.

1. **Early Bird Deadline** – July 31, 2017. Submit your contract by this date and receive substantial discounts. You can always add more to your display after this date at the early bird rate if you have a contract on file.
2. **Final Registration Deadline** – August 28, 2017. Final payment, insurance and badge order forms are due.
3. **Hospitality Floats** - Allocated on August 15 based on the submission date of the hospitality form and availability. Please see the new form in your packet and submit it with your contract.
3. **Contract Steps:**
  - a) Verify that your exhibitor information is correct on page one.
  - b) Reserve your space with a 50% deposit (check or credit). Regardless of your form of payment a credit card must be on file with the show office.
  - c) Review your vessel worksheet. Be sure to include electrical as it is a separate fee.
  - d) Submit your hospitality float request form – if applicable.
  - e) Fill out your ticket order and exhibitor badge forms.
  - f) Read all the terms and conditions on page 4 and sign at the bottom.
4. **VIP Night:** The VIP event has become the most popular event within the event. VIP will take place on Wednesday, September 13<sup>th</sup> from 3pm – 7pm. VIP festivities include tasting glass, live music and entertainment plus exhibitor parties. Tickets are bar-coded and cost \$4 each when scanned at the gate. You are encouraged to offer appetizers and drinks at your exhibit to enhance the event.
5. **Multi-Boat Rate:** The multi-boat discount is available for those with 2 or more boats. Your first 2 largest boats are charged at the regular rate of \$3.50 per square foot and all boats thereafter are only \$2.50 per square foot. Be sure to take advantage of this opportunity to expand your display.

Find all these show documents and logos at <http://nwyachtbrokers.com/boat-shows/exhibitor-signup.html>.

Bonnie Robertson – NYBA Executive Director

bonnie@nwyachtbrokers.com

[www.boatsafloatshow.com](http://www.boatsafloatshow.com)

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206-748-0012

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## EXHIBITOR INFORMATION

Company Name:		Phone:	
Point of Contact:		Email:	
Address:		Fax:	
City, State, Zip:		Cell:	
WA State UBI#:		Website:	
Seattle Business License:			

To obtain a temporary WA business license please call 1-800-647-7706

## RESERVING YOUR SHOW SPACE

Mail contracts to the address below or fax to 206-748-0161

**Northwest Yacht Brokers Association**  
**901 Fairview Ave. North. Suite A-190**  
**Seattle, WA 98109**

A 50% deposit is required with your contract submission or it will not be processed. NYBA requires a credit card on file to ensure your boat show exhibit space. By signing below you authorize NYBA to charge your card any outstanding balance on September 30, 2017.

### CREDIT CARD INFORMATION REQUIRED

Card Holders Name: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_

CV2 Code on Back of Card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Please Check One:** \*Please note a 2.5% processing fee is added when using a credit card.

- Pay 50% due now with credit card listed above       Pay 100% balance with credit card listed above       Paying by check/check enclosed. No CC processing fees incurred

## BECOME A NYBA MEMBER - SIGN UP NOW AND RECEIVE MEMBER RATES

Membership Class	Initiation Fees	+	Yearly Dues	=	Total
Business Membership	\$250.00		\$385.00		\$635.00
Affiliate Membership	\$125.00		\$220.00		\$345.00



COMPANY: \_\_\_\_\_

NYBA MEMBER RATE SHEET						
				Before 07/31/17	After 08/1/17	Total Cost
2 Largest In-Water Vessels		/Sq. ft	X	\$3.50	\$4.00	
Multi Boat Discount		/Sq. ft	X	\$2.50	N/A	
Tender/Inflatable on Trailer		/Space	X	\$1500	\$1800	
NON-MEMBER RATE SHEET						
				Before 07/31/17	After 08/1/17	Total Cost
2 Largest In-Water Vessels		/Sq. ft	X	\$7.00	\$8.00	
Tender/Inflatable on Trailer		/Space	X	\$2000	\$2200	
ELECTRICAL SERVICES						
				Before 07/31/17	After 08/1/17	Total Cost
15 amp/120 volt		/Order (booth)		\$50	\$75	
30 amp/120 volt		/Order		\$150	\$195	
50 amp/208 volt		/Order		\$300	\$345	
100 amp/208 volt		/Order		\$500	\$545	

**BOOTH POWER:** All shore side booths include a single 15amp/120 volt electrical service. If you need additional electrical service for heaters or electronics, please mark the (booth) box above.

SHORESIDE BOOTH							
				Before 07/31/17	After 08/1/17	Non-Member	Total Cost
Single (10' x 10')		/Booth		\$1100	\$1400	\$2000	
Double (20' x 10')		/Booth		\$1800	\$2000	\$2800	

**BOOTHS INCLUDE:** 10' black pipe and drape backdrop and 3' partitions plus one regular household outlet. All tables, linens, carpet etc. must be ordered directly through the show decorator, ABC Party Rentals. Non-members are not eligible for the early bird rate. Exhibitor booths MUST be staffed at all times during show hours.

The entrance courtyard near the main ticket gate will no longer allocate space for 10'x20' booths.

HOSPITALITY FLOAT – FORM REQUEST	
Due to the limited availability of hospitality floats, we will allocate floats after the main footprint of the show has been determined. A Float Request Order Form has been added to the contract. Requests may be granted once you meet the minimum boat requirement (at least 3 boats). Floats will then be allocated by date of contract. You will be notified no later than August 15 <sup>th</sup> whether or not you will receive a float.	

COST CALCULATION AND TOTAL		
City of Seattle Trade Show Fee (\$5 per day). Fee will be waived with a valid City of Seattle Business License.  <b>Balance Due August 28, 2017</b>  <b>Fee Retention:</b> Deposits made between August 1 <sup>st</sup> – 28 <sup>th</sup> are non-refundable. Deposits may be applied to vessels that are exchanged or replaced.	\$20 trade show fee (if applicable)	
	<b>Subtotal</b>	
	2.5% credit card processing fee	
	<b>TOTAL COST</b>	
	<b>50% Deposit Due with Contract</b>	

COMPANY: \_\_\_\_\_

**TERMS AND CONDITIONS**

**Cancellation of Contract:** NYBA will retain the entire 50% deposit between August 1 – 28, 2017. After August 28<sup>th</sup> NYBA will retain 100% of all show fees. **ALL CANCELLATIONS MUST BE IN WRITING.**

**Late Move in Vessel Fee:** Move-in times will be sent out two weeks prior to show opening and posted on the website. We understand that weather and lock waiting periods always play a factor in arrival time. NYBA will allow you a half hour window after your scheduled move-in time before we will be enforcing the **\$500 late fee.**

**Move-In:** Schedule will be emailed to you no later than September 1<sup>st</sup>, 2017.

**Move-Out:** Schedule will be distributed prior to the end of the show. No exhibitors shall be permitted to leave early. If you need to make special arrangements to your move out time please contact the show office for permission. Move-out shall proceed in an orderly, safe manner as directed by NYBA.

**Exhibitor Requirement:** **Broker and Exhibitor Representatives are required to staff boats and exhibits during ALL show hours.** All Exhibitors agree to maintain a professional appearance and demeanor throughout the show. Failure to do so may result in Exhibitor's removal from show or assessment of a fine by the Boat Show Committee. Show hours are 11am – 6pm weekdays and 10am – 6pm weekends.

**Tickets:** Blue Complimentary tickets will be allotted based on the size of your display. Red broker tickets are available for \$6 each.

**Inspection:** All vessels are subject to fire, safety and show readiness inspection and acceptance by NYBA. Pricing and dimensions contained in this application are subject to verification and adjustment at move-in time or anytime during the show.

**Exhibitor Badges:** Exhibitors must show badges when entering the show. Exhibitor badges are not transferable. Exhibitor badges will be provided as follows:

- First in-water vessel: Five (5) badges. Every in-water vessel thereafter: One (1) badge
- Shore side single unit and Shore side vessels: Five (5) badges
- Shore side double unit: Seven (7) badges

**Liability:** The Exhibitor is entirely responsible for the areas rented by him/her and shall not injure, mar or deface premises. A \$50 clean-up fee will be charged, at NYBA's discretion, to any Exhibitor who fails to remove materials from their exhibition space at the time of move-out. The Exhibitor agrees to reimburse the NYBA and/or Chiles & Company for any loss or damage occurring to the premises or equipment.

**Insurance policy must include a minimum of \$1 million for Personal Liability coverage.** No boats or exhibits will be allowed to move-in without a copy of this certificate on file with the NYBA. All Exhibitors are required to provide a Certificate of Liability Insurance with their reservation agreement naming the following as additionally insured:

- **Northwest Yacht Brokers Association – 901 Fairview Ave. N., Suite A-190, Seattle, WA 98109**
- **City Investors XIV, LLC – 110 110<sup>th</sup> Avenue NE, Suite 550, Bellevue, WA 98004**
- **Chiles & Co. – 1300 Dexter Ave. North, Seattle, WA 98109**
- **City of Seattle – 600 4<sup>th</sup> Avenue, Seattle, WA 98104**

**Proof of insurance must be on file, or accompany the reservation agreement, before space reservation is accepted.**

**City of Seattle Business License:** Each Exhibitor is required to have a valid City of Seattle Business License or is required to pay \$5 per day of show at the time of application. NYBA will obtain a temporary license from the City on behalf of Exhibitors without licenses to satisfy the City Event Permit requirement.

**Out-of-State Exhibitor:** Out of state Exhibitors are required to have a Temporary Washington State Business License from the Department of Revenue. There is NO FEE for this license. Call the DOR at 1-800-647-7706 for more information on obtaining your temporary license. A copy must be on file with the NYBA.

**Space:** The space contracted for is to be used only by the Exhibitor whose name appears on the contract and no portion can be sublet, combined or assigned without written approval of the NYBA. Placement will be determined as soon as possible following the reservation deadline. Written confirmation of space assignment will be sent no later than 10 days before the opening of the show.

**Fire Extinguishers & Smoke Detectors:** All Vessel Exhibitors are required to provide one (1) visibly displayed fire extinguisher and one (1) smoke detector per vessel during all show hours.

**Smoking Policy:** For the comfort and safety of our guests and exhibitors as well as the protection of displayed items and vessels, smoking is not permitted in any part of the Seattle Boats Afloat Show at any time.

**Radar Policy:** Radar is not allowed to run continuously due to public health reasons.

**Anchors, Lines and Fenders:** All vessel Exhibitors shall have adequate lines and fenders for all vessels and shall be prepared to drop an anchor with chain, when and where deemed necessary by the NYBA. Exhibitor agrees to secure boat lines at the direction of show staff.

**Unpaid Balances:** Will be charged to the credit card we have on file on September 30, 2017 without written notice.

**Attorney's Fees:** If a civil action arises out of this agreement or to enforce any of its provisions, the losing party shall pay the attorney's fees of the prevailing party as trial court may adjudge reasonable, and if an appeal is taken from any judgment of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fee on appeal.

**Questions?** Contact Bonnie Robertson, Executive Director or LeeAnn Warren, Accounts Receivable at 206.748.0012. Email to info@nyyachtbrokers.com.

**I agree to the terms and conditions outlined in this contract. Signature:** \_\_\_\_\_

COMPANY: \_\_\_\_\_

**ACCESSORY & VESSEL DISPLAY CATEGORIES -**

**IMPORTANT!** This information will be used for exhibitor listings in the show program, show website, self help kiosks and information provided to the media.

Select up to THREE (3) products & Services you will be displaying at the Boats Afloat Show.

- Boats: Brokerage
- Boats: Rowing, Canoes, Kayaks
- Boats: Inflatables & Dinghies
- Boats: Personal Watercraft
- Boats: Power
- Boats: Sail
- Boats: Wood
- Boatyards, Marine Repair & Service
- Books, Videos, Publications & Media
- Cabin & Galley Equipment
- Chandlery & Marine Supply Store
- Charters & Yacht Lease
- Cleaners & Adhesives
- Clothing, Outerwear & Footwear
- Computers & Software
- Docks, Davits, Floats, Lifts, Anchoring
- Electrical, Generators & Batteries
- Electronics & Communications
- Engine Controls & Accessories
- Engines: Outboard & Inboards
- Finance & Insurance
- Fishing Equipment & Accessories
- Gifts, Jewelry, Art & Nautical Goods
- Instruction & Education
- Marinas, Resorts & Yacht Clubs
- Marine Hardware
- Marine Properties
- Navigational, Charting Aids & Instruments
- Paint & Finishes
- Plumbing & HVAC
- Propellers
- Safety Equipment & Services
- Sails & Sail Handling Equipment
- Seats, Canvas & Graphics
- Surveyors, Vessel Title, Legal
- Trailers
- Water Sports & Scuba Equipment

**HOSPITALITY FLOAT REQUEST FORM**

**COMPANY:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Due to the limited availability of hospitality floats, we are moving to a new Float Request Order Form. Requests may be granted once you meet the minimum boat requirement (at least 3 boats). Floats will then be allocated by date of contract eligibility.

You will be notified no later than August 15<sup>th</sup> whether or not you will be receiving a float. **FLOAT RENTALS ARE NOT GUARANTEED.** Please fill out the following form and submit it with your contract.

**ELIGIBILITY CHECKLIST**

**Chose as least one:**

- I have 3 or more boats on my contract for the show (16’x20’)
- I have 4 or more boats on my contract for the show (20’x24’)

\* Please Note (20’x32’) sized floats are no longer reservable. If after the construction of the show footprint there are additional floats remaining we will upgrade float sizes starting with the businesses with the largest display. The cost for this float is \$1600. You can join the waiting list by checking the box below.

- I have 5 or more boats and would like to be on the waiting list for a (20’x32’)

**Must check all:**

- I have paid the 50% deposit on my vessel contract
- I am a member of the NYBA
- I understand that one of my display boats will be tied off to the end of the float
- I understand that I will not be invoiced until I receive confirmation on August 15<sup>th</sup> that I have been allocated a float

<b>COST CALCULATION</b>					
			<b>Before 07/31/17</b>	<b>After 08/01/17</b>	<b>Total Cost</b>
Standard (16x20) 3 boat minimum			\$800	\$900	
Large (20x24) 4 boat minimum			\$1300	\$1400	
Power 20amp/120 volt	_____ (X) # Outlets		\$100	\$125	
				<b>TOTAL</b>	

## TICKET ORDER FORM – BOATS AFLOAT SHOW 2017

**Submit with Contract**

**Company:** \_\_\_\_\_

Exhibitors are encouraged to market their displays at the Boats Afloat Show by distributing tickets to clients and friends prior to the start of the show. Discounted tickets are available to all companies participating in the show.

Tickets are bar-coded per company order. Tickets that are scanned at the gate with your serial number will be invoiced post show. Unused tickets will not be charged. Please review the different types of tickets for pre-order. You may request additional tickets at the show office once the show begins.

Your company will automatically receive blue complimentary tickets just for participating in Boats Afloat.

### **Blue Tickets**

- Boat displays are allotted 5 tickets for their first boat and 2 tickets for each additional boat.
- Booth displays are allotted 5 tickets for a single booth and 7 tickets for a double booth.

### **Red Tickets**

Red tickets are valid any day of the show. They are bar-coded and cost \$6 each when redeemed at the gate. You will not be charged upfront for red tickets.

### **VIP Tickets**

Are valid only on September 13<sup>th</sup> and will admit 1 person. VIP tickets are bar-coded and cost \$4 each when redeemed at the gate. Recipients will receive a commemorative Boats Afloat Show tasting glass and enjoy live music. VIP evening festivities will begin at 3pm and end at 7pm.

**This is a 21 and over event.**

**Please indicate how many tickets you would like to receive:**

**COMPANY:** \_\_\_\_\_

**Number of Red Tickets:** \_\_\_\_\_

**Number of VIP Tickets:** \_\_\_\_\_

Tickets will be mailed to you no later than August 15th, 2017. If you have any questions concerning tickets, please contact the show office at 206-748-0012.



**EXHIBITOR BADGE ORDER FORM – BOATS AFLOAT SHOW 2017**

**FAX BY AUG 28: 206-748-0161**

Badge form must be filled out completely and faxed or emailed to NYBA by:

**DUE: No Later Than August 28, 2017.**

Fax: 206-748-0161

Email: LeeAnn@nwyachtbrokers.com

**Late forms and any additional, lost, forgotten, or reprinted badges are \$10 per badge.**

Badges are photo IDs. Image capture and badge processing will take place in the Lake Union Boat Show Office. All employees actively working at any exhibitor's display at the show **MUST** have their own badge during the show and will need a badge to enter the show.

**Exhibitors will be given a quantity of badges free of charge, based on the following formula:**

**IN THE WATER:** 5 badges for 1<sup>st</sup> vessel; 1 badge for every additional vessel

**SHORESIDE & TENDERS:** 5 badges for single; 7 badges for double

**COMPANY NAME:** \_\_\_\_\_

**Employee Name**

**Badge Sign-out**

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

**BOAT SHOW CONTACT SIGNATURE:**

**Badge will be picked up by individual staff members**

**Badges will be picked up by one designated person**

**Name:** \_\_\_\_\_



September 2017 Boats Afloat Show – South Lake Union

## Program Ad Insertion Order

[www.boatsafloatshow.com](http://www.boatsafloatshow.com)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Camera Ready Artwork Due: August 16, 2017**

Ad Size (check one):

- Outside back cover @ \$1,200 -- *(first come first serve, call for avail.)*
- Left front inside page @ \$1,200 -- *(first come first serve, call for avail.)*
- Right front inside page @ \$1,200 -- *(first come first serve, call for avail.)*
- Inside back cover @ \$1,200 -- *(first come first serve, call for avail.)*
- Full Page @ \$850
- ½ Page @ \$500

Who is producing your ad? (check one):

- G Force producing ad *(service fees from G-Force will apply)*
- Producing your own camera ready ad

**Questions? Need help? Contact:**

LeeAnn Warren

Email: [LeeAnn@nwyachtbrokers.com](mailto:LeeAnn@nwyachtbrokers.com)

Northwest Yacht Brokers Association

Ph: 206.748.0012 Fax: 206.748.0161

## **SEATTLE BOATS AFLOAT SHOW 2017: Program Ad Rates, Sizes, Cost & Production Information**

What better way to supplement your display at the Boats Afloat Show than with advertising in the show program. Eight thousand copies are printed on glossy paper and includes layout of the show, event information, i.e., shuttle schedule, entertainment, and a list of all the exhibitors, including addresses, phone numbers, websites, and email addresses. Many attendees leave the show with the program and keep it as a reference for contact information throughout the year. Don't miss this opportunity to market your business to a highly targeted audience.

### **DEADLINES**

**ASAP** – Camera ready ads to G Force for program insertion

**AUGUST 16, 2017** – Last day to submit a camera ready ad for the program

### **PRODUCTION INFORMATION**

You can send us your camera-ready ad for the program, or you can contact Dirk Mynatt at G Force to produce your ad (he will bill you directly for the production cost).

### **AD SIZES**

- **Full-page:** 8.5" x 11" (trim size) Add 1/8" for bleed – no live matter within .375" of final trim
- **1/2 page horizontal:** 7.75" W x 4.875" H (non-bleed)
- **1/4 page vertical:** 3.75" W x 4.875" H (non-bleed)

### **ACCEPTABLE FILE TYPES**

**PDFX-1a** – High resolution with fonts embedded is the preferred file format for all ads.

**TIFF** or **JPEG** will be accepted but be sure they are at least 300 dpi.

**EPS** files out of drawing programs should be saved as an EPS (not the native format) and have all images embedded and all type outlined.

**Native App. Files** will be accepted of the following types: Quark, InDesign, Photoshop, Illustrator preferably only as backup to the "locked" files

### **UNACCEPTABLE FILE TYPES**

Microsoft Publisher, Word, Powerpoint, Pagemaker

### **MEDIA**

Email Hi- Res PDF's to: [dirkm@gforceseattle.com](mailto:dirkm@gforceseattle.com)

Files should be Stuffed or Zipped before sending.

*Additional Charges: Advertiser-submitted files that are not output ready or do not meet our specifications will incur an additional prep charge of \$100 per hour, billable in quarter-hour increments.*

### **SEND PROGRAM ARTWORK TO:**

#### **G Force**

Attn: Dirk Mynatt  
2613 5<sup>th</sup> Ave.  
Seattle, WA 98121

**Phone:** 206-374-9787

**Fax:** 206-374-9778

**Email:** [dirkm@gforceseattle.com](mailto:dirkm@gforceseattle.com)