

NORTHWEST YACHT BROKERS ASSOCIATION
BOATS AFLOAT SHOW
FALL SHOW • SEPTEMBER 2024
SOUTH LAKE UNION | SEATTLE



EXHIBITOR INFORMATION
Boats Afloat Show on South Lake Union | Seattle, WA
September 12-15th, 2024



Welcome to the Boats Afloat Show on South Lake Union! In this packet, you'll find the information you need to sign up and participate in the September 2024 show! *Welcome aboard!*

APPLICATION

NEW September 2024 Application is now online! Please read through this packet for all the necessary information regarding the Fall Show, and then [click here to fill out your Boats Afloat Show Contract online!](#)

SHOW DATES & TIMES

Thursday, September 12th / 11 am – 6 pm

Friday, September 13th / 11 am – 6 pm

Saturday, September 14th / 10 am – 6 pm

Sunday, September 15th / 10 am – 5 pm

VIP NIGHT **Wednesday, September 11th / 3 pm – 7 pm**

VIP Night is an invite-only preview for exhibitor's invited guests only (who are age 21 and over), and features live music, and exhibitor parties hosted by you! Many exhibitors offer appetizers and drinks at their booth or dock area that also enhances VIP Night!

REGISTRATION DEADLINES

The Early Bird deadline is **July 31st** (*Sign up early for great discounts! Exhibitors can add more display items after this date if a contract is on file. Deposit must be received by July 31st to receive Early Bird pricing*) The final registration deadline is **August 22nd, 2024**. **Total payment, insurance, and badge names are due at this time.**

HOSPITALITY FLOATS

Hospitality Floats will be available on a first-come, first-served basis to brokers who have the largest square footage of boats in the show. Hospitality float confirmations will be sent to brokers by August 22nd, 2024.

CORT PARTY RENTALS

If you need to rent any additional chairs, tables, flooring, or tenting; please fill out this [ORDER FORM](#) and submit it to customercare@cort.com. All additional equipment rentals are handled solely through CORT Party Rentals.

EXHIBITOR MARKETING TOOLS

Exhibitors will have online access to all show documents and logos, as well as helpful marketing tools and templates to promote their business and the Show. Share these website and social media links with your friends, clients, and prospective buyers and invite them to join you at the Boats Afloat Show!

www.boatsafloatshow.com

<https://www.facebook.com/BoatsAfloatShowSeattle>

www.nwyachtbrokers.com

NYBA MEMBERSHIP

Are you a marine-related business? Become a member of the Northwest Yacht Brokers Association (NYBA) and receive exhibitor discounts! Business Membership: \$425 / Year (plus a one-time initiation fee of \$250)
Affiliate Membership: \$275 / Year (plus a one-time initiation fee of \$125)

**New members must meet Board approval.*

1. TICKETS

Exhibitors receive 10 complimentary General Admission and 10 complimentary VIP Night tickets with show registration. Exhibitors can request discounted tickets – and you're only charged if the ticket is redeemed at the show! Here's how it works: the General Admission tickets are \$22. As an exhibitor, you may request up to 200 tickets and personally send these to your A list. Each ticket has a unique bar code. If one of these tickets is redeemed at the gate, the charge back to you is just \$10 for General Admission Tickets and \$6 for VIP Night tickets.

2. BADGES

NEW FOR 2024 – We will continue using physical badges but they will no longer be generic. You will need to specify the exact number of badges you need and provide the first and last name for each member of your team who needs a badge. Each individual's badge will display their first and last name. Each SHORESIDE exhibitor gets (5) complimentary badges included with their display. Each IN-WATER exhibitor gets (10) complimentary badges included with their display. Additional badges are available for \$10/badge. **You can access the Badge Form [here](#); badge lists are due no later than August 22nd.**

3. SIDE TIES – NEW PROCESS FOR 2024

New for 2024 - Side Ties: *Required side-tie pricing is intended for vessels that REQUIRE side-ties. If you REQUIRE a side tie, you must choose the side-tie rate. If you PREFER a side tie, but do not REQUIRE one, you can apply at the standard rates and request a side tie, but please note that these are not guaranteed placements. If you require and pay for a side-tie, NYBA will do its best to fulfill that request, however, it is not guaranteed. Any side-tie requests that are not fulfilled will be refunded the amount paid over the standard rate. Due to unforeseen circumstances, we cannot guarantee boat placement at any time. NYBA makes all final decisions regarding the show layout and exhibitors must comply with the layout.*

NYBA Member Rates

Before 7/31/2024

\$4.30 / square foot (for first two largest boats) ** (\$6.45 Side-tie rate)
\$3.20 / square foot (for the additional boats) ** (\$4.80 Side-tie rate)
\$1,750 / Tender or Inflatable on Trailer
\$1,320 / Shoreside booth (Single 8' x 10') *NOTE NEW SIZE
\$2,200 / Shoreside booth (Double 16' x 20')*NOTE NEW SIZE
PREMIUM PLACMENT AT COURTYARD ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900 FOR DOUBLE SHORESIDE BOOTH.
*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL BE CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT & DEPOSIT
\$215 / 15 amp / 120 volt
\$460 / 30 amp / 120 volt
\$605 / 50 amp / 208 volt
\$785 / 100 amp / 208 volt
\$1,815 Hospitality Float (16 x 20)
\$2,585 Hospitality Float (20 x 24)

After 7/31/2024

\$5.00 / square foot (for first two largest boats) ** (\$7.50 Side-tie rate)
\$3.20 / square foot (for the additional boats) ** (\$4.80 Side-tie rate)
\$2,090 / Tender or Inflatable on Trailer
\$1,650 / Shoreside booth (Single 8'x10') *NOTE NEW SIZE
\$2,530 / Shoreside booth (Double 16'x20') *NOTE NEW SIZE
PREMIUM PLACMENT AT COURTYARD ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900 FOR DOUBLE SHORESIDE BOOTH.
*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL BE CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT & DEPOSIT
\$280 / 15 amp / 120 volt
\$525 / 30 amp / 120 volt
\$670 / 50 amp / 208 volt
\$850 / 100 amp / 208 volt
N/A
N/A

Non-NYBA Member Rates

Before 7/31/2024

\$13.20 / square foot (for first two largest boats) ** (\$19.80 Side-tie rate)
\$9.85 / square foot (for the additional boats) ** (\$14.75 Side-tie rate)
\$3,465 / Tender or Inflatable on Trailer
\$3,630 / Shoreside booth (Single 8' x 10') *
\$4,950 / Shoreside booth (Double 16' x 20') *
PREMIUM PLACMENT AT COURTYARD ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900 FOR DOUBLE SHORESIDE BOOTH.
*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL BE CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT & DEPOSIT
\$500 / 15 amp / 120 volt
\$695 / 30 amp / 120 volt
\$910 / 50 amp / 208 volt
\$1,175 / 100 amp / 208 volt
Hospitality Floats are not available to non-NYBA members
Print ads in program are not available to non-NYBA mbrs

After 7/31/2024

\$14.05 / square foot (for first two largest boats) ** (\$21.00 Side-tie rate)
\$9.85 / square foot (for the additional boats) ** (\$14.75 Side-tie rate)
\$3,795 / Tender or Inflatable on Trailer
\$3,960 / Shoreside booth (Single 8' x 10') *
\$5,280 / Shoreside booth (Double 16' x 20') *
PREMIUM PLACMENT AT COURTYARD ENTRANCE TO THE SHOW! – ADD \$500 FOR SINGLE BOOTH & \$900 FOR DOUBLE SHORESIDE BOOTH.
*SPACE IS LIMITED & WILL BE GIVEN TO THOSE WHO SUBMIT REGISTRATION & 50% DEPOSIT FIRST. YOUR PREMIUM SPACE WILL BE CONFIRMED VIA EMAIL UPON RECEIPT OF RETURNED CONTRACT & DEPOSIT
\$565 / 15 amp / 120 volt
\$760 / 30 amp / 120 volt
\$975 / 50 amp / 208 volt
\$1,240 / 100 amp / 208 volt
N/A
N/A

*Shoreside booths include black pipe and drape backdrop, 3' partitions, and (1) 15 amp / 120 volt power outlet

All tables, linens, carpet or any additional booth accessories must be ordered directly from CORT Party Rentals. Exhibitor booths must be staffed at all times during show ho

Reserve Space in our NEW Boats Afloat Show Program!

New Program Design! Advertising is extremely limited & operates on a first come first serve basis. To request your Ad space please email audrey@nwyachtbrokers.com.



Below you'll find the technical specifications & pricing for our new gate-fold style Boats Afloat Show Program. Please be sure to provide these specifications to your graphic designer when designing this ad, as these are very specific to the Boats Afloat Show program and they differ from prior show program specifications. **YOUR AD SPACE IS NOT PROMISED UNTIL YOU HAVE RECEIVED CONFIRMATION FROM [AUDREY@NWyACHTBROKERS.COM](mailto:audrey@nwyachtbrokers.com)**

Full Page - Back Cover: \$2800

6.1" wide x 10" tall
Full Bleed: .125" on all sides
Crop marks required

Half Page (Landscape): \$1500

5.625" wide x 4.8125" tall
No bleed available

Full Page – Side Panel: \$2500

5.9" wide x 10" tall
Full Bleed: .125" all sides
Crop marks required

Quarter Page (Portrait): \$1000

2.75 wide x 4.8125" tall
No bleed available

Submission Instructions & Deadline:

All print-ready ads must be submitted to Dirk Mynatt at G-Force Seattle by August 12th.

Email hi-res print ready files to: dirkm@gforceseattle.com and audrey@nwyachtbrokers.com

For technical questions or assistance, or if you need graphic design assistance – please contact Dirk Mynatt at 206-510-5067 or dirkm@gforceseattle.com. Any graphics work will be billed directly from G-Force to the advertiser.

TERMS AND CONDITIONS FALL BOATS AFLOAT SHOW 2024

Cancellation of Contract and Refund Terms: All cancellations must be in writing. Refund policy is as follows:

Prior to August 12th: 50% of the 50% deposit required at contract submission is refundable.

After August 12th: No refunds will be given.

Final Payment: Payment in full is due by August 22nd, 2024.

Early Bird Discount Terms: Early bird discounts apply to exhibitors who register for the show and pay their 50% deposit by the early bird deadline. Exhibitors who apply for space using the early bird discounted rates, but who do not pay their deposit by the early bird deadline will be re-invoiced at regular show rates.

Move-In: Schedule will be emailed to you no later than August 22nd, 2024. There is a 30-minute grace period after your scheduled move-in time. There will be a \$500 late fee charged to the credit card on file, if your move-in window is delayed.

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.

Electrical: If a power upgrade or change is requested after move-in, a \$150.00 surcharge will be applied per each change made. No credits will be issued for service ordered and installed if it is not used. All equipment must comply with the National Electrical Code, as well as Federal, State, and Local Safety Codes. Exhibitor holds NYBA, CORT, and their power vendor affiliates harmless for any and all losses of power including but not limited to losses due to the utility company failure, permanent power distribution failure, power failure caused by vandalism, faulty exhibitor equipment, or overloads caused by exhibitor.

DISCLAIMER: *Please note that older vessels that are not equipped with an isolation transformer may trip the GFCI and experience power interruptions. We reserve the right to refuse power to any vessel that will not function with our GFCI.*

Exhibitor Requirement: Exhibitors are required to staff boats and exhibits during all standard show hours (excluding VIP Night, which is optional). 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.

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 or after the show.

Exhibitor Badges: Exhibitors must show badges when entering the show, including any temporary staff that are working the exhibit.

Liability: The Exhibitor is entirely responsible for the areas rented by him/her and shall not injure, mar or deface premises. A \$300 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 Kidder Mathews for any loss or damage occurring to the premises or equipment.

Insurance: 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 NYBA. All Exhibitors are required to provide a Certificate of Liability Insurance with their reservation agreement naming the following as additionally insured (***Note that this has changed from September 2023 as we have a new property manager**):

Northwest Yacht Brokers Association

City Investors LLC

City Investors XIV LLC

Vulcan LLC

Kidder Mathews

Description:

2024 Lake Union Boats Afloat Show, September 12-15th, 2024

Lease of premises: 901 Fairview Ave North, Seattle WA 98109

Coverage must be in place for + 5 days prior to the first day of the show and + 1 day after the final day of the show.

Proof of insurance must be on file, or accompany the reservation agreement, before space reservation is accepted. Exhibitor will NOT be allowed to move into the show without having proof of insurance on file.

City of Seattle Business License: Each Exhibitor is required to have a valid City of Seattle Business License or is required to pay \$10 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 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 27th, 2024 without written notice. Unpaid balances will be subject to a 2.99% credit card fee.

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 **Audrey Agidius**, Boat Show Event Manager at **(206) 748-0012** or email to **audrey@nwyachtbrokers.com**.

[Click Here to Fill Out the Online Exhibitor Contract!](#)

See you in September!