

THE HOUSTON INTERNATIONAL BOAT, SPORT & TRAVEL SHOW WANTS TO...

WELCOME YOU!



Come join us

January 2–11, 2015

@ NRG Center

Welcome back exhibitors. Are you ready for another successful season of selling at the **60th Annual** Houston Boat, Sport and Travel Show? We are certainly ready for you. But in case you have forgotten why we put in all the time, energy and money, here's a reminder...

Top 10 Reasons to Exhibit at the 2015 Houston Boat, Sport & Travel Show...

1. To Sell to your existing customers who come in looking for *You*
2. To Prospect for new customers who come in just looking
3. To Introduce new products and/or services that your company has to offer
4. To Meet new prospects face-to-face instead of through the internet
5. To Rival your competition so they don't make all the sales
6. To Reach people you can be certain are already interested in the products/services you offer
7. To Make more sales contacts in a short period of time
8. To Enhance your company and product image
9. To Receive customer and public input
10. But Most Of All...**To Make Immediate Sales**

This is an event where consumers pay to attend the show to buy your products or services. The Boat Show creates the ideal sales environment where you can reach a year's worth of qualified customers who see, touch, compare and buy products. You can even accelerate the sales process by offering discounts or incentives for purchases made at the show. But you can't accomplish any of this unless you are there. Call us today to reserve your space.

713-526-6361



2015 Houston International Boat, Sport and Travel Show
 January 2 – 11, 2015
 EXHIBITOR FACT SHEET

Dates **January 2 – January 11, 2015**

Location **NRG Center at NRG Park**

Deadlines **September 26, 2014** - At least **50% deposit** must be received to **retain your same space** as last year. *On September 29th, space becomes available on a first-come, first-serve basis.*

October 31, 2014 - Pay your exhibit space in full and receive a **10% space discount** (*payable by check or money order only*).

December 8, 2014 – Final payment deadline. All exhibit space not paid in full will be sold on a first come-first serve basis, and any deposits you have paid will be forfeited.

Show Hours	Friday	January 2nd	1:00 p.m. - 8:00 p.m.
	Saturday	January 3rd	10:00 a.m. - 8:00 p.m.
	Sunday	January 4th	11:00 a.m. - 8:00 p.m.
	Monday - Tuesday	January 5th - 6th	1:00 p.m. - 8:00 p.m.*
	Wednesday - Friday	January 7th - 9th	1:00 p.m. - 9:00 p.m.*
	Saturday	January 10th	10:00 a.m. - 8:00 p.m.
	Sunday	January 11th	11:00 a.m. - 5:00 p.m.

Space Cost **Open Area Space:** \$ 2.15 per sq. ft. to \$3.10 per sq. ft.
 (Min. of 3,000 ft²)

Booth Space: \$ 600.00 each 10'x10'
 \$ 2,600.00 each 20'x20'

Additional \$50 for each corner booth
 (Cost includes 8' back drape, 3' side dividers, 7" x 44" sign only. *Additional costs to consider might include electricity, water, internet/wireless service, parking, additional badges, and furniture rental. Please call us for specific costs.*)

Producer: **Houston International Boat, Sport & Travel Show, Inc.**
8909 Knight Road
Houston, Texas 77054 Phone: **713-526-6361**

* In the event that the Houston Texans finish the football season as Division champions, they would gain home-field advantage in the playoffs. Due to contractual obligations between the Texans and NRG Park, the Boat Show would be required to close the day of the playoff game. In that event, weekday hours may be extended to accommodate the public.



2015 Houston International Boat, Sport and Travel Show
January 2 - 11, 2015
APPLICATION FOR EXHIBIT SPACE

SPACE REQUEST/REQUIREMENTS:

Standard Rate: _____ sq. ft. @ \$2.15 per sq. ft. (Minimum of 3000 sq. ft. Required)

- Rate Applies to Space Used for New Boat, Motors, Trailers, PWCs, ATVs and RVs only

Specialty Rate: _____ sq. ft. @ \$3.10 per sq. ft. (Minimum of 3000 sq. ft. Required)

- Rate Applies to Space Used for Any Product Other Than New Boats, Motors, Trailers, PWCs, ATVs and RVs

Total # of 10'x10' booths requested: _____ @ \$600.00 each. (Additional \$50 for each corner booth)

Total # of 20'x20' booths requested: _____ @ \$2,600.00 each.

- IMPORTANT: Only NEW boats, motors, trailers, PWC's, ATV's and RV's are permitted in open space. Display materials for brokerage or used boats, motors, trailers, etc. are restricted to booth exhibits and may not be displayed in any open space. Additionally, NEW boats and RVs cannot be promoted in booth exhibits and are restricted to open space only.
• 50% Deposit Is Required to Hold Open Space or \$200 Deposit Is Required To Hold Booth Space. Applications Will Not Be Processed Without Deposit.

EXHIBITOR INFORMATION:

Company Name: _____

Name for Booth Sign: _____

Contact Person: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Email: _____

How do you prefer to receive information? Please choose one. [] Email [] US Mail [] Fax

If this application is not approved, your full payment will be refunded. If APPLICANT CANCELS LESS THAN 60 DAYS PRIOR TO THE SHOW, THERE WILL BE NO REFUND.

Applicant authorizes the BTAMH to convert checks to electronic funds transfer (EFT) or paper draft and to debit their account for the amount of their check. By providing a check as payment, applicant authorizes BTAMH to use information from the check to make a one-time electronic fund transfer from their account. Funds may be drawn from the account the same day as payment is received, and applicant will not receive the check back from the bank. If payment is returned unpaid, applicant authorizes EZCheck and BTAMH to debit from their account a one-time electronic fund transfer of \$35 or the maximum amount allowable by law.

By signing below, applicant acknowledges that they have read fully the rules and regulations of the Houston International Boat, Sport and Travel Show, Inc., which are hereby incorporated into this application, and will abide accordingly to such rules.

Applicant Signature

Applicant Printed Name

Do Not Write Below This Line - For Office Use Only

Rec'd With Application: [] Ins Cert [] Brand Names [] G/L Form [] Other

Date Payment Rec'd: _____ Date Ins Approved: _____

Amount: _____ Approved By: _____

[] Check # _____ Contract No(s): _____

[] Cash [] Credit Card _____ Date Contract Mailed: _____

Date Payment Rec'd: _____ [] Contract in Check-In Folder

Amount: _____ Date Exhibitor Kit Sent: _____

[] Check # _____ [] Email [] US Mail

[] Cash [] Credit Card _____ Confirmed

Date Paid in Full: _____ Space No(s): _____

2015 Houston International Boat, Sport & Travel Show

PLEASE PROVIDE A DETAILED LIST OF ALL PRODUCTS AND SERVICES TO BE DISPLAYED**

***Any product or service not listed below will not be permitted for display.*

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

No space can be reserved until a 50% deposit has been received. (Remaining balance is due by **MONDAY, DECEMBER 8, 2014. GET YOUR FULL PAYMENT IN BY FRIDAY, OCTOBER 31, 2014 AND RECEIVE A 10% CASH DISCOUNT ON YOUR SPACE (payable by check or money order only.)**) This is a request for space and is not intended as a binding contract. Applicants will be contacted with space assignments and given the opportunity to accept or reject the assignment of space made by Show Management. Upon receipt of a completed application, full payment and an approved certificate of insurance, space assignments will be confirmed in the form of a contract to be signed by the Exhibitor and returned to Show Management.

All correspondence will be sent to the individual and address indicated under Exhibitor Information, unless otherwise specified. If correspondence should go to a different individual or address, please attach separate page with detailed contact information.

FOR CREDIT CARD PAYMENTS ONLY:

Discover • MasterCard • American Express • Visa

Be aware, the 10% Cash Discount does not apply to payments made by credit card.

Card Holder Name _____

Card # _____ Expiration Date _____

Authorization Code _____ Billing Zip _____ Amount To Be Charged _____

I hereby authorize Houston International Boat, Sport and Travel Show, Inc. to charge my credit card for exhibit cost(s) in the amount shown above. The issuer of this card is authorized to pay the amount shown upon proper presentation. I agree to pay such amount subject to, and in accordance with, the agreement governing the use of such card.

Credit Card Payments will be processed upon receipt of this application. If no satisfactory space is agreed upon, a full refund will be charged back to the credit card designated above. Applications received without some form of payment will not be processed. A minimum charge of \$200 will be required for deposit.

BOTH PAGES OF THIS FORM MUST BE COMPLETED for it to be accepted.

Make Checks Payable To: HOUSTON BOAT SHOW (Houston International Boat, Sport & Travel Show, Inc.)

MAIL APPLICATION AND PAYMENT TO: HOUSTON BOAT SHOWS or FAX TO 713-526-6454
8909 KNIGHT ROAD
HOUSTON, TX 77054

Contact us by Phone at 713-526-6361 or by Fax at 713-526-6454 or Visit us at www.houstonboatshows.com

2015 HOUSTON INTERNATIONAL BOAT, SPORT & TRAVEL SHOW RULES AND REGULATIONS

The following are the rules and regulations which must be followed by all Exhibitors at the Houston International Boat, Sport and Travel Show.

ELIGIBILITY REQUIREMENTS: An Exhibitor desiring to exhibit boats during the Houston International Boat, Sport & Travel Show (the "Show") must:

- a) be a retail boat dealer or broker with a retail sales location in the Houston Metropolitan trade area, which is defined as that area within a 50-mile radius of City Hall in downtown Houston, Texas; and
- b) have (i) a valid Texas boat dealer marine license specific to the above-referenced retail sales location; (ii) a valid Texas trailer dealer license specific to the above-referenced retail sales location;¹ (iii) a valid Texas sales and use tax permit; (iv) a boat dealer agreement or motor dealer agreement that is applicable to the Houston Metropolitan area;² (v) service facilities in the Houston Metropolitan area sufficient to perform usual and customary warranty work on all boats or motors sold; (vi) a multiyear lease agreement covering the above-referenced retail sales location, unless property is owned by the applicant;² and (vii) permanent outdoor signage displayed at the above-referenced retail sales location.

The Houston International Boat, Sport and Travel Show, Inc. reserves the right to waive any of the preceding requirements. At its sole discretion, the Houston International Boat, Sport and Travel Show, Inc. may refuse to sell exhibit space to any person or entity.

¹ This requirement does not apply to yacht dealers or yacht brokers.

² If submitting proof of a dealer agreement or lease agreement, an applicant must black-out any and all financial information contained in the submitted materials. Failure to do so may result in denial of the application for exhibit space.

1. No exhibitor can promote or sell any boat or RV brand for which they are not currently an authorized dealer (with a signed dealer/manufacturer agreement) specific to the retail sales location specified on this contract, unless the exhibitor was an authorized dealer for that brand when the inventory was purchased and can provide documentation to verify. Exhibitors may display or sell previously authorized inventory up to one year after date of dealer/manufacturer agreement cancellation.
2. No fuel is permitted in any motor or tank; fuel caps must be taped or locked. Batteries must be disconnected.
3. Stairs, three (3) steps and higher, must have standard, hard handrails with midrails on both sides.
4. No factory-direct selling is permitted in open area exhibits.
5. No painting of signs, displays or other objects is permitted inside the facility.
6. No signs may be hung from any building structure except by official Show decorator. This includes ceiling, air conditioning units and utility lines.
7. All Banners hung from the ceiling must have a minimum of 16 feet from the floor to the bottom edge of the banner. The maximum allowable banner height hung from a catwalk will be 14'. Banners cannot extend into aisle ways, but must be hung over leased exhibit space only. This rule does not apply to banners hung along the outside walls of the building.
8. New boats, motors, trailers, PWC's and RV's are permitted only in open space unless written permission is obtained from Show Management; all accessories are limited to booth space unless written permission is obtained from Show Management. Exhibitors are not permitted to display used boats or RVs in the Show without written approval by Show Management. Display materials, including photos, easels, and display boards of brokerage or used boats, motors, trailers or RVs are restricted to booth exhibits and may not be displayed in any open space exhibit. Conversely, new boats or RVs can only be promoted in open space exhibits, not booth exhibits.
9. No exhibitor may purchase more than two spaces that are over 10,000 sq. ft. each. Total combined square footage for all spaces cannot exceed 32,000 sq ft.
10. No boats, RVs, or campers may be parked on the parking lot during Show hours unless in paid exhibit area.
11. No automobiles, vans, jeeps, or pick-up trucks may be displayed without the express written consent of Show Management.
12. No heavy lift equipment may be brought into the building by an exhibitor. Only the Drayage contractor, with which the Show has an agreement, may bring such equipment into the buildings.
13. Any equipment requiring raising and lowering of freight doors cannot be removed once established as an exhibit after the official opening of the Show.
14. No open space exhibit may have dividers, drapes, or any solid construction in excess of 3'. Open area spaces are defined as all areas other than 10' x 10' booths. Closing booths may be up to 5' in height. **NO EXCEPTIONS.** Any closing booth found objectionable by Show Management will be removed.
15. No booth exhibit may exceed the 8' backdrop height or the 3' side-divider height except an end cap booth. Booths are defined as the inline 10' x 10' areas. End cap booths are defined as those booths that go across the end of each row. An end cap booth may have an 10' wide backdrop up to 8' tall that is centered across the 20' side of the booth. The outside 5' on each side of the 8' backdrop may be up to 4' in height.

16. There must be no solid construction or object blocking fire exits, fire hoses or the adjacent booths.
17. Booth exhibitors must have legitimate exhibit in booth areas. Exhibitors will not be allowed to set-up with only table and signs to solicit names and prospects. Booths must be manned at all times during Show hours.
18. No exhibitor shall sublet in any fashion any part of their contracted space, nor display the name of any other firm contributing to said exhibit, without the written consent of Show Management in advance.
19. No exhibitor will be permitted to move into the Show without full payment for space and receipt of an acceptable certificate of insurance. Applicant authorizes Houston International Boat, Sport and Travel Show, Inc. to convert checks into electronic funds transfer (EFT) or paper draft and to debit their account for the amount of their check. In the event that the draft or EFT is returned unpaid, applicant agrees that a fee of \$35 or the maximum amount allowable by law may be charged to their account.
20. All exhibitors will be confined to working directly in (not in aisles) their exhibit areas.
21. Special Promotions:
 - a) All drawings for prizes and give-aways must be registered with and approved by Show Management and held before close of Show.
 - b) Show Management must be advised of the name(s) of all prize-winners before close of Show.
22. No raffles are permitted.
23. No balloons are acceptable in any form. No food or food-related merchandise, T-shirts, buttons, novelties, miscellaneous apparel items, toys or stick-on decals will be permitted unless specific written approval is obtained from the buildings and Show Management. These rules are in accordance with concessionaire and Show Management.
24. No sound equipment or sound making devices, which can be heard, outside your exhibit area will be permitted. DVD/TV monitors must be placed 8' inside exhibit areas. No microphones. No copyright music permitted.
25. No guns, darts, blowguns, stun guns and/or items of this type are permitted to be displayed by any exhibitor without specific written approval from Show Management.
26. No animals or pets of any kind, except for seeing-eye dogs are allowed in the show at any time.
27. NO ALCOHOLIC BEVERAGES may be brought into the leased premises during the contract period which is in violation of the alcoholic beverage license held by the building's official concessionaire. Also, no alcoholic beverages purchased in the buildings may be taken out of the building.
28. Exhibitors are not to use bankruptcy or distress advertising in their media advertising or with signs at the Show.
29. For security reasons, the building (including the club) must be vacated one hour after the Show closes. Please plan to have after-show meetings at a location other than the Show buildings.
30. EXHIBITOR PASSES OR BADGES: Exhibitors' passes or badges will be produced upon receipt of the written application from the Exhibitor and held at the Service Desk to be released to Exhibitor only after full payment is made. Management reserves the right to limit the number of passes to each Exhibitor. The Management may refuse, at its sole discretion, to issue passes or badges to any persons whose presence the Management deems not to be in the best interest of the exposition.
31. No guests are to be brought into the buildings until the Show officially opens each day and ticket takers are on duty.
32. Exhibitor may not promote/advertise, in any way, any other trade show or event of any type without written consent of Show Management.
33. Show Management has the right to make such rules and regulations, as it shall deem advisable for the success of the Show, and to change and amend the same from time to time. Show Management's application, interpretation, and construction of said rules and regulations shall be final and conclusive.
34. Show Management makes no representations or warranties regarding the number of persons who will attend or exhibit at the Show, as such a number would be impossible to accurately predict at any time.
35. Exhibitors are responsible, within the boundaries of their exhibit, to adhere to the Americans with Disabilities Act (ADA).
36. BY SUBMITTING FOR CONSIDERATION THE ATTACHED APPLICATION FOR EXHIBIT SPACE AT THE SHOW, THE APPLICANT WHOSE NAME APPEARS ON THE ATTACHED APPLICATION HEREBY FULLY AND FOREVER RELEASES AND DISCHARGES THE HOUSTON INTERNATIONAL BOAT, SPORT AND TRAVEL SHOW, INC. AND THE BOATING TRADES ASSOCIATION OF METROPOLITAN HOUSTON, AND THEIR PRESENT AND FORMER OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS, AND EACH OF THEIR PREDECESSORS, ASSIGNEES, AND SUCCESSORS, FROM ANY AND ALL CLAIMS, DAMAGES, AND LIABILITIES WHATSOEVER, WHICH THE APPLICANT MAY NOW HAVE, HAVE HAD, OR MAY HEREAFTER ACCRUE, IN CONNECTION WITH, RELATING TO, OR ARISING OUT OF THE APPLICANT'S INVOLVEMENT WITH, ASSOCIATION WITH, OR PARTICIPATION IN THE HOUSTON INTERNATIONAL BOAT, SPORT AND TRAVEL SHOW OR THE HOUSTON SUMMER BOAT SHOW.

The applicant agrees to comply with and abide by these official Rules and Regulations of the Houston International Boat, Sport and Travel Show and any amendments and additions thereto.

2015 Houston International Boat, Sport & Travel Show

EXHIBITOR INSURANCE REQUIREMENTS

Your contract to exhibit in the Houston International Boat, Sport & Travel Show, Inc. requires proof of insurance (Certificate of Insurance) as follows:

PLEASE PROVIDE YOUR INSURANCE AGENT WITH THIS DOCUMENT TO ASSIST THEM IN PROVIDING THE REQUIRED CERTIFICATE.

ALL POLICIES MUST SHOW THE FOLLOWING ON THE CERTIFICATE:

1. Policy Effective dates must cover December 26, 2014 – January 12, 2015 (includes move-in and move-out).
2. Certificate Holder shown as: Houston International Boat, Sport & Travel Show, Inc.
8909 Knight Road
Houston, Texas 77054
3. **Both** of the following entities must be shown as **Additional Insured with Waiver of Subrogation** as required by written contract:

Houston International Boat, Sport & Travel Show, Inc.
AND
Boating Trades Association of Metropolitan Houston
4. **Commercial General Liability** as required by written contract.
 1. Including Products and Completed Operation on the GL
 2. Including Contractual Liability on the GL
 3. With Limits of Liability not less than \$1,000,000 per occurrence
 4. With Limits of Liability not less than \$1,000,000 per aggregate

ALL OPEN AREA EXHIBITORS MUST ALSO SHOW THE FOLLOWING:

5. **Automobile Liability** as required by written contract.
 1. With Limits of Liability not less than \$1,000,000 per occurrence
 2. With Limits of Liability not less than \$1,000,000 per aggregate
6. **Workers' Compensation** as required by written contract:
 1. To satisfy the statutory requirements of the State of Texas
 2. With Waiver of Subrogation in favor of **BOTH**:

Houston International Boat, Sport & Travel Show, Inc.
AND
Boating Trades Association of Metropolitan Houston

If insurance is carried under a name other than the Exhibitor's name as shown on the Contract, please list your contracted Exhibitor name as a DBA.

2015 Houston International Boat, Sport & Travel Show

GENERAL LIABILITY INSURANCE

As a booth exhibitor (10' x 10', 10' x 20', etc.) for the event listed above, you are required to provide insurance coverage as outlined in the contract. *If a certificate of insurance is not provided in accordance with the contract, you will receive the following coverage at a cost of \$75.00.*

DECEMBER 26, 2014 – JANUARY 12, 2015

(INCLUDES MOVE-IN AND MOVE-OUT)

APPLICABLE TO BOOTH EXHIBITORS ONLY WHO DO NOT HAVE GENERAL LIABILITY INSURANCE COVERAGE AND CANNOT PROVIDE A CERTIFICATE OF INSURANCE INDICATING THE HOUSTON INTERNATIONAL BOAT, SPORT AND TRAVEL SHOW, INC. AS THE CERTIFICATE HOLDER AND YOUR COMPANY NAMED AS THE INSURED.

GENERAL LIABILITY

Provides coverage for damage you are legally obligated to pay due to bodily injury or property damage caused by an occurrence and arising out of your occupancy and operation of the booth space you have leased and only on the premises and excludes any coverage for products and completed operations, contractual liability or any other liability beyond the premises exposure.

LIMITS OF LIABILITY

BODILY INJURY	\$1,000,000 Each Occurrence
PROPERTY DAMAGE	\$1,000,000 General Aggregate
COMBINED SINGLE LIMIT DEDUCTIBLE	\$250 Per claim

All exhibitors involved in any one occurrence will share the occurrence limit. In the event you and one or more other exhibitors are held responsible for any accident or occurrence, you will not have \$1,000,000 of coverage each, but instead, each of you will share in the \$1,000,000 limit.

ACCEPTED:

COMPANY (Print Company Name)

BY (Print Name of Representative)

SIGNATURE

DATE

2015 Houston International Boat, Sport & Travel Show

SHOW PROGRAM DIRECTORY BY CATEGORY

COMPLETE FORM AND RETURN BY **NOVEMBER 1, 2014**

COMPANY NAME: _____

CONTACT PERSON: _____ PHONE: _____

WEB ADDRESS FOR LINK: _____

OPEN AREA EXHIBITORS: BOATS, MOTORS, TRAILERS AND RVs should specify Brand Name (or Model) opposite each category.

BOOTH EXHIBITORS: All merchandise and/or service(s) to be displayed in your exhibit should specify one of the categories from the attached list. Be sure to include a description of services for all service exhibits.

The Houston International Boat, Sport & Travel Show, Inc. is not responsible for errors or omissions of any kind in the final printing of the Show Program. All information published in the Show Program is for informational purposes only and is subject to change without notice.

PLEASE PRINT OR TYPE

CATEGORY

BRAND NAME/SERVICE

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

DIRECTORY NAME AS YOU WANT IT TO APPEAR IN THE BOAT SHOW PROGRAM

PLEASE MAIL TO: HOUSTON BOAT, SPORT & TRAVEL SHOW OR FAX TO: 713-526-6454
8909 KNIGHT ROAD
HOUSTON, TEXAS 77054

Contact us by Phone at 713-526-6361 or by Fax at 713-526-6454 or Visit us at www.houstonboatshows.com

2015 Houston International Boat, Sport & Travel Show

CATEGORIES FOR SHOW PROGRAM

ATVs & Motorcycles

**Boat Lifts, Slings, Docks, Bulkheads,
Piers & Boathouses**

**Boats – Other (i.e.: Kayaks,
Paddleboats, Electric)**

Boats - Power

Boats - Sail

Brokerage Listings – Boats & RVs

Charters, Cruises & Lodges

Clothing

Clubs & Associations

Electronics

Engine Parts, Accessories & Repairs

Engines – Inboard & Outboard

Financing

**Fishing & Hunting Guides and
Services**

Generators

Gifts, Jewelry & Accessories

Golf Carts & Utility Vehicles

Insurance

Jet Skis & Personal Watercraft

Marinas & Residential Properties

**Marine Hardware & Accessories
(Other Than Engine)**

Marine Services

Miscellaneous Products & Services

Propellers/Propeller Service

Publications, Education & Safety

RV Accessories & Services

**RVs – Motor Homes, Travel Trailers,
Campers, Fifth Wheels**

Sails & Sailing Accessories

Schools & Instruction

Skiing, Surfing, and Wakeboarding

Spas & Pools

Specialty Foods

Sporting Art

Storage Facilities

**Tackle, Fishing & Hunting
Accessories**

Tourism

Trolling Motors