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These forms are due to the MBIA's office by January 9, 2017

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Return to CSS by January 27, 2017

Municipal Parking Form Information to come shortly
Cobo Electric Service Order Form Due to Cobo Elect. by January 23, 2017
ABM Janitorial Services Form Due to ABM by January 23, 2017
AT&T Telephone Services Form Due to AT&T 10 days prior to service
Cobo Center Internet Service Order Form Due to Cobo Center 4 days prior to service
On Site Specialists(OSS) A/V Form No Due Date—Reservations first come, first serve.

Directory

MBIA Show Staff:

Michigan Boating Industries Association
32398 Five Mile Road, Livonia, MI 48154-6109
Phone: 734.261.0123
Fax: 734.261.0880 E-Mail: boatmichigan@mbia.org

Bethany Sly, ext. 2 Director of Exhibit Sales
Nicki Polan, ext. 4 Executive Director
Donna Needham, ext. 1 Controller
Liz Szlaga, ext. 0..... Administrative Support Specialist
Amanda Wendecker, ext. 3..... Marketing, Public Relations and Meeting Manager
Sam Tanari Exhibit & Service Contractor
[Convention & Show Services @ Cobo Center: 313.259.7632

Show management located at Cobo Center from February 8 through February 19, 2017.

Exhibitor Space Sales: Bethany Sly, 734.261.0123, ext. 2.

MBIA Boat Show Advisory Committee:

Patti Smith, Silver Spray Sports	Joe Wolf, Skiers Pier
Tom Haag, Colony Marine Sales	Debi Schroeder, Wilson Marine
Warren Wolf, Wolf's Marine	Mike Apling, Devil's Lake Water Sports
Andy MacLachlan, South River Yacht Sales	Tom Raguso, Sun Sport Marine
Dave Wacker, Diversified Dock and Trailer	

Boat Show Office:

Show Office will be open from February 8 through February 19, 2017 @
Cobo Conference/Exhibition Center, One Washington Blvd., Detroit, MI 48226.
Phone 734.261.0123 Located in Atrium area outside of Hall B.

Show Hours:

Saturday	February 11, 2017	11 AM - 9 PM
Sunday	February 12, 2017	11 AM - 6 PM
Monday	February 13, 2017	3 PM - 9 PM
Tuesday	February 14, 2017	3 PM - 9 PM
Wednesday	February 15, 2017	3 PM - 9 PM
Thursday	February 16, 2017	3 PM - 9 PM
Friday	February 17, 2017	3 PM - 9 PM
Saturday	February 18, 2017	11 AM - 9 PM
Sunday	February 19, 2017	11 AM - 6 PM

Ticket Price:

\$13 for adults; Children 12 & under free w/adult

Cobo Conference/Exhibition Center information:

One Washington Blvd., Detroit, MI 48226
Phone: 313.877.8777 Fax: 313. 877-8577
www.cobocenter.com

Check List/Due Dates

GENERAL ITEMS:

- Complete Exhibit Layout- see Rules/Regulations
- Select Exhibit Personnel
- Pre-show Marketing- Distribute Invitations, Special Exhibit Tickets & Promotional Materials
- Hotel Reservations- Marriott Courtyard Detroit Downtown
- Ship Exhibit- Freight (see shipping instructions)

EXHIBITOR FORMS & DEADLINES – Submit On Exhibitor Portal-

- Final payment for Space -----Payment Due to MBIA by **December 1, 2016**
- Credentials/ Move-In Button Form -----Forms Due to MBIA by **January 9, 2017**
- Manufacturers Representatives
- Guest Tickets Form
- Insurance Certificate
- Directory/Web Info
- Rules & Regulations Acknowledgement

EXHIBITOR FORMS & DEADLINES - RETURN TO THE FOLLOWING COMPANIES: (Do Not Mail or Fax to MBIA.)

HOTEL RESERVATIONS: Marriott Courtyard Detroit Downtown, call (800) 321-2211 or (313) 222-7700

- Deadline for reservations- Friday, January 27, 2017**
For group rate, ask for the **Detroit Boat Show Exhibitor Rate**
Group rate- \$119 Single or double

CONVENTION & SHOW SERVICES: (Order in Advance & Save)

- Limitations of Liability
- Shipping Information
- Credit Policy
- Outside Contractor's Agreement
- Authorization for Third Party Billing
- Sign Order Form
- Labor Order Form
- Rental Order Form

Forms Due <u>to CSS</u> by January 27, 2017

OTHER:

- Municipal Parking Form
 - Cobo Electrical Service Order Form
 - ABM Janitorial Services Form
 - AT&T Telephone Service Form
 - Cobo Center Internet Service Form
 - On Site Specialists (OSS) A/V Form
- Information to come shortly
Due to Cobo Elec. by **January 23, 2017**
Due to ABM by **January 23, 2017**
Due to AT&T 10 days prior to service
Due to Cobo Center 4 days prior to need
No Due Date – Reservations first come, first serve.

General Information

AUDIO VISUAL EQUIPMENT RENTAL:

Provided by: **On Site Specialists(OSS)** 32380 Howard, Madison Heights, MI 48071
Phone: 248-585-4677; Fax: 248-585-9933 (see "Contractor Order Forms" tab section)

BADGES: Standard Exhibitor Credentials will be used.

Order Due Date: January 9, 2017 on Exhibitor Badge Form; see "MBIA Order Forms" tab section.

Distribution: Order will be mailed to exhibitors who order by January 9th; orders received after that date must be picked up at show office starting on February 8, 2017.

Badge Allocation Formula:

<i>Total Exhibit</i> <u>Square Feet</u>	<i>Number of Badges</i> <u>Provided at no charge</u>	<i>Additional Number</i> <i>of Badges able to be</i> <u>purchased at \$15 each.</u>
100 - 400	6	2
401 - 1500	8	3
1501 - 2500	10	4
2501 - 4000	14	6
4001 - 5500	17	8
5501 - 7000	20	9
7001 - 9000	25	11
9001 - 11,000	30	13
11,001 - 12,500	35	15
12,501 or more	40	15

Procedure for exhibitor admission to exhibit halls:

* **Entering the first time each day- present Credential and one form of photo ID**

* Have hand stamped when leaving the exhibit hall the first time; upon reentry throughout the day, show hand stamp. Enter through Hall B.

Special Note:

* \$15 charge to replace lost badges.

* Any misuse of badges will subject the exhibitor and display to immediate removal from the show and cost of removal will be the sole responsibility of the exhibitor. Security and Show staff may request photo ID at any time. Badges are subject to confiscation if misused.

BANNERS: (See signs) in Rules & Regulations- NOTE: Signage Policy has recently changed so please read carefully.

BOAT & CARPET CLEANING:

* Boat Show exhibitors must ONLY use their own employees to clean boats and vacuum carpet.

Please adhere to the following rules:

* Employees and family members cleaning boats & carpet must have names on file at show office before being allowed entry.

* When entering a hall early to clean boats & vacuum carpet, employees must have completed an "Early Entry Authorization" form available at the show office; one copy of the form must be presented to security to enter hall. Cleaning personnel may enter up to three hours prior to opening.

* Any exhibitor who violates these provisions jeopardizes his/her exhibit rights to future shows.

BOAT & MOTOR EXHIBITS:

Boat and motor displays may contain only new, untitled 2017, 2016, 2015 and a maximum of 10% 2014 boats on display in one or more locations by a single exhibitor. No used boats can be on display for sale. It is important to note any item on display must only be shown by current, manufacturer-authorized dealers, authorized to sell 2017 models of that manufacturer. Noncurrent 2013 or older boats & motors found in displays will be removed at the Exhibitor's expense: \$1,000 per violation fine as liquidated damages.

FOOD & CATERING:

Individual exhibitors may bring their box lunches and drink for the day, but cannot offer food or drink to the general public unless this food has been purchased from the official Cobo Center caterer - Centerplate. Under no circumstances can exhibitors cook or prepare any food for their employees or public while on site and under no circumstances can an exhibitor serve alcohol to the employees, guests or attendees while on site. To reach Centerplate, please contact: John Nix, Centerplate, One Washington Blvd, Detroit, MI 48226 - (P) 313.530.9604

CLEANING CREWS, VACUUMING & OTHER SERVICES:

Provided by: ABM Janitorial Services, One Washington Blvd., Suite 1020, Detroit, MI 48226

Phone: (313) 259-6535; FAX: 313-259-6872 (see "Contractor Order Forms" tab section)

Cleaning Crews:

* ABM has exclusive cleaning rights at Cobo Center

* **No outside cleaning service may be used in Cobo Center**

* A detailed list of services is located in the "Contractor Order Forms" tab section

* Special arrangements have been made for boat cleaning (see "Boat Cleaning")

Vacuuming:

* Cobo policy allows exhibitors to vacuum their own display carpeting using their employees.

* If exhibitors wish to outsource carpet cleaning, the Cobo Center exclusive cleaning company, ABM Janitorial Services, must be used.

DECORATING & LABOR CONTRACTOR:

Provided by: Convention & Show Services, Inc. Phone: (313) 259-7632 FAX: (313) 259-1263

* Detailed forms regarding NEW labor rules, labor and decorating costs, and equipment rentals are included in the "Contractor Order Forms" tab section.

* **Place your orders in advance to save money.** (In advance rates)

* Read forms provided by Convention & Show Services in detail.

* Move-in & move-out information is located in the "Move-in / Move-out & Installation" tab section.

ELECTRICAL SERVICE:

Provided by: Cobo Electric, One Washington Blvd., Detroit MI 48226

(see "Contractor Order Forms" tab section) Phone: (313) 877-9014 FAX (313) 877-9037

- * **Place your orders in advance ---- save money.**
- * Proper code adherence is required.
- * You can use your own UL- approved extension cords, power strips and surge suppressors.
- * Exhibitors may plug in their own 120-volt circuits (after electric service is brought to the booth by a union electrical contractor) and with the exception of any concealed wiring, can install up to 10 UL approved clip-on lights and light bulbs.
- * Bulk Space Exhibitors: Cobo Electric may have to run extension cords to position an electric outlet at your desired location in your display space. There will be an extension cord charge added to your billing in this case.

EMERGENCY PROCEDURES:

Check with Boat Show Staff for the location of the First Aid personnel during show hours.

- Medical Emergency:**
- * Contact First Aid Personnel on site provided by **Hart Medical**
 - * Contact Boat Show Security & Staff
 - * Call 911 and be prepared to direct emergency personnel to the location of the emergency

- Other Emergencies:**
- * Contact security and Boat Show Staff.

EXHIBIT DESIGN AND LAYOUT:

- * Boats, engines, trailers, docks, steps, walkways, signage, etc., may NOT extend beyond designated space allocation. Exhibits, which exceed the boundary of the designated space will be moved at exhibitor's expense.
- * Exhibits must be structurally sound, safe, accessible and secure. Handrails are highly recommended. Any exhibit found unsafe will be closed.
- * Exhibits must adhere to the **American's with Disabilities Act** within the boundaries of their space.
- * Exhibitors may utilize their own carpet, carpet tape (of appropriate quality), displays and furniture but union labor must be used for installation. Approved tape includes: Shurtape PC-61 Cloth Tape; Kendall Tape 100D Double Face Cloth; and GSI-800 Double Face Tape.
- * **Please read in detail the rules located at the end of this section which will reduce exhibitor's overall costs.**
- * Cut trees, branches and shrubs are prohibited unless maintained in soil in a natural state.
- * Any printed materials or display materials left at the conclusion of move-out will not be saved.

FIRE PREVENTION & INSPECTION:

- * ***Special Note: Cobo Center is a NON-SMOKING facility. Exhibitors must refrain from smoking in the hall.***
- * Adhere to City of Detroit and Cobo Center fire regulations; see "Contractor Order Forms" tab.
- * City of Detroit Fire Department personnel inspect exhibits and have the authority to close an exhibit should a hazard exist.
- * Boats having more than 100 square feet of roofed area must have smoke detectors.
- * Exhibit materials must be flame resistant and constructed of materials that comply with NFPA Life Safety Code 101, Chapter 8-4.4.3.4.
- * DO NOT store any potentially flammable materials within your exhibit area.

HOTEL ACCOMMODATIONS FOR EXHIBITORS & SUPPLIERS:

Host Hotels: Courtyard by Marriott, 333 Jefferson Ave., Detroit, MI 48226

\$119.00 per night King or Double. For Reservations, call **1-800-321-2211 or 313-222-7700.**

To get special room rates, ask for the **"Detroit Boat Show Exhibitor Rate"** at the time you place your reservation; rates will not be adjusted at checkout if exhibitor fails to do so.

* **Deadline for room reservations is Friday, January 27, 2017.**

INSURANCE REQUIREMENTS:

- * Exhibitors are required to have comprehensive general liability coverage, including premises, operations and contractual liability coverage and property damage liability from 2/04/17 - 2/22/17 (move-in, show dates & move-out):
- \$1,000,000 personal injury liability (The MBIA must be included on your policy(s) as an Additional Insured.)
- \$1,000,000 property damage liability (The MBIA must be included on your policy(s) as an Additional Insured.)
- \$100,000 statutory worker's compensation with employer's liability

Special Note: A COPY OF THE EXHIBITOR'S INSURANCE CERTIFICATE MUST BE ON FILE WITH THE MBIA PRIOR TO MOVE-IN. Exhibitor's boats, exhibitor materials, etc., will not be allowed to enter the hall without a valid and approved insurance certificate and form on file.

-CERTIFICATE OF INSURANCE Issue Date

PRODUCER <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center; width: fit-content; margin: 0 auto;">YOUR INSURANCE PROVIDER</div>	<small>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE OR MEMORANDUM OF INSURANCE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE INSURANCE POLICIES LISTED BELOW.</small>
INSURED <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center; width: fit-content; margin: 0 auto;">YOUR COMPANY</div>	INSURERS AFFORDING COVERAGE A. B. C. <small>ACCOUNT NO. 88874</small>

SAMPLE

COVERAGES:
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURER NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR POLICY, THE LIMITS OF COVERAGE SHOWN WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES LISTED BELOW IS SUBJECT TO ALL TERMS, EXCLUSIONS, AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY OTHER POLICIES.

CO	TYPE OF INSURANCE	POLICY NUMBER	EFF. DATE	EXP. DATE	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCURRENCE <input type="checkbox"/> OWNERS & CONTRACTORS PROT.	2345489			GENERAL AGGREGATE LIMITS - SEE SHOW MANUAL FOR SPECIFIC REQUIREMENTS PRODUCTS - COMPROP AGG. \$ 1,000,000 PERSONAL & ADVERTISING INJURY EACH OCCURRENCE \$ 1,000,000 FIRE DAMAGE \$ 1,000,000 MEDICAL EXPENSE (Any one person) \$ 1,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTO <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/> GARAGE LIABILITY <input type="checkbox"/> GARAGE LIABILITY OTHER THAN AUTO <input type="checkbox"/> GARAGE KEEPERS	2345489			COMBINED SINGLE LIMIT \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE \$ COMBINED SINGLE LIMIT-EACH ACC. \$ AGGREGATE \$ GARAGE KEEPERS LIMIT \$
	EXCESS LIABILITY <input type="checkbox"/> UMBRELLA FORM <input type="checkbox"/> OTHER THAN UMBRELLA FORM				EACH OCCURENCE \$ AGGREGATE \$
	WORKERS COMPENSATION & EMPLOYERS LIABILITY				STATUTORY LIMITS EACH ACCIDENT \$ DISEASE - POLICY LIMIT \$ DISEASE - EACH EMPLOYEE \$
	OTHER				

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES RESTRICTIONS/SPECIAL ITEMS:
 CERTIFICATE HOLDER IS ADDITIONAL INSURED PER FORM GLADI 1

IF DATES ARE GIVEN - INCLUDE MOVE-IN, SHOW DATES AND MOVE OUT

CERTIFICATE HOLDER <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center; width: fit-content; margin: 0 auto;">MICHIGAN BOATING INDUSTRIES ASSOCIATION 32348 FIVE MILE ROAD LIVONIA, MI 48154-6109</div>	<small>CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE COMPANY, ITS AGENTS OR REPRESENTATIVES.</small> <small>AUTHORIZED REPRESENTATIVE</small>
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Sample Insurance certificate

PARKING:

Exhibitor Parking: Exhibitors have the opportunity to purchase parking passes in advance: Complete the form which can be found at www.detroitboatshow.net under "Exhibitors" Deadlines do apply. If you want your parking passes to be mailed, a fee will be added to the total due. Billings will be via certified U.S. mail. Contact the MBIA with additional questions at (734) 261-0123.

Public Parking:

* Adequate parking is available adjacent to Cobo Center, plus a multitude of privately owned or Municipal parking lots are within walking distance. Go to our website, www.detroitboatshow.net, for additional parking options.

RULES & REGULATIONS:

* See "Rules & Regulations" link for detail.

SECURITY: (Contracted Company coming soon)

Provided By: **MBIA's Contracted Provider- Information coming soon**

Security personnel are on duty 24 hours a day.

Exhibitors must:

- * Make all reasonable efforts to protect property and valuables.
- * Provide property insurance protection against fire, damage and theft.
- * Lockup or cover merchandise after show hours. Lockup rooms are available upon request.
- * Use locked boxes for small merchandise.
- * Immediately report any incident to security supervisor, submit report to your insurance company.
- * Do not leave personal items such as cell phones, computers, PDA's, etc. unattended.

NEW! * **Bring your trash cans to the aisle at night for emptying. We will not allow cleaning crews to look for trash in exhibits.**

For security

- * **Exhibit halls close promptly one hour after the show closes, and reopen one hour prior to the show opening the next day.**
- * No one is admitted during closed times except cleaning personnel whose names appear on the "Cleaning Personnel Form." Cleaning personnel are allowed in exhibition hall three hours prior to show opening.
- * Security personnel may inspect bags, briefcases or materials at any time.
- * Hire security for additional protection.

PHONE SERVICE:

Provided by: **AT&T Exhibitor Service Center**, One Washington Blvd. Room D1-117, Detroit, MI 48226; Phone: (313) 223-9198; Toll Free: (888) 976-2427; Fax: (313) 223-9199; or Toll Free Fax: (888) 976-5868 * (See "Contractor Order Forms" tab)

SHOW OFFICE:

Location:	Atrium outside Hall B (no entry from inside the hall)
Services:	Will call; exhibitor badges; special admission tickets.
Managed by:	Donna Needham; Phone No. (734) 261-0123, ext. 1
Dates of Operation:	February 8, 2017, February 19, 2017
Hours Open:	During Move-in: 8:30 a.m. - 5:00 p.m. During Show Days: Open 1 hour prior to show opening and Closes 15 minutes after show closes
Move-in Staff:	Bethany Sly, Director of Exhibitor Sales Exhibitor space sales, and exhibitor issues, problems & incidents. Office: Contact through main show office at (734) 261-0123, ext. 2

SIGNS, BANNERS, STICKERS/BALLOONS/LIGHTS:

All signs must be made of inflammable materials and are subject to the written approval of the MBIA prior to move-in. (Note sign limitations specified within these Rules and Regulations.) Signs that, because of the inferior quality of material or workmanship, are deemed by the MBIA to detract from the dignity of the Show or signs that block Cobo Center signs and graphics shall be prohibited in the sole discretion of the MBIA.

a. Hanging/Banner Signs: Exhibitors may have banners and metal, plastic, etc. signs hung from the ceiling by the Show contractor in accordance with Cobo Center guidelines within the perimeter of the exhibit space, and the cost to install and remove these signs are the full responsibility of the Exhibitor. Hanging signs/banners are only allowed over bulk space exhibits and may not contain or allude to discounts or prices. Hanging signs/banners cannot exceed 10'0" in height and 2,000 lbs. in weight. Exhibitors are required to oversee the hanging of signs by contractor. There can be no double hung banners unless you are against the wall.

b. Pricing Signs: MBIA has no interest in the prices at which the exhibitors are willing to sell their products but is interested in maintaining a high standard in displays and presentations. To ensure the maintenance of this standard, it is suggested that an exhibitor display only one (1) Official Boat Show price per item.

Signs should meet the following requirements:

- i) Pricing signs may not exceed the maximum size of 18" x 23"
 - ii) Price decals and price stickers on boats are not allowed
 - iii) All price signs displayed on boats or equipment must be quoted F.O.B. Metro Detroit.
 - iii) Reduction from the retail price will be permitted as a "Boat Show Special"; however, a quoted F.O.B. Metro Detroit price must be shown if a "Boat Show Special" price is listed.
- c. Easel-type signs** shall not exceed two (2) feet by four (4) feet.
- d.** No decorations or signs shall be placed or attached on building walls and ceilings by nails, tacks, screws, wire or adhesive tape without approval by MBIA and Cobo Center. No Exhibitor may pin, staple, or otherwise affix signs, photographs, display materials or any other type of advertisement or material whatsoever to pipe and drape supplied by the MBIA. Any damages incurred as a result of violating this provision shall be charged to the Exhibitor.
- e.** A manufacturer's illuminated logo or product identification sign may be utilized in an exhibit.
- f.** Signage must be professionally and securely built and hung from the ceiling and/or floor mounted on stands or stanchions and secured in such a way to prevent said signs from falling and tipping over. If electrical, sign must conform to electrical codes required by Cobo Center.
- g.** No signs of any type whatsoever shall exceed eight (8) feet in height from the floor of the Exhibit Hall, unless specially approved by the MBIA. Feather banners may be higher than 8 feet, but no wider than 3 feet.

h. Stickers and decals are prohibited everywhere in Cobo Center; Stickers and decals showing company name and brand information are allowed on boats located on the show floor; Price decals and price stickers on boats are not allowed. Cobo Center must approve use of helium balloons.

i. Laser type signs are permissible but display may only appear within the boundaries of the Exhibitor's booth, which is defined by the exhibit floor space and vertically up to the ceiling. Laser signs may appear on the wall space adjacent to an exhibitor only if that exhibitor has contracted for space directly across from and right up to that wall, and is limited to the width of the exhibitor space along that wall.

FREE ADVANCE TICKET PROMOTION:

* The "Free Advance Ticket Promotion" will continue in 2017, based on exhibit space size. It is imperative that participating exhibitors sign the participation agreement when placing an order (sent separately from Exhibit Manual)

* Tickets must be distributed to your clientele in advance of the show.

* **These tickets cannot be left at the boat show Will Call counter**

* Any exhibitor found distributing free advance tickets within the show or in the lobby area will be no longer eligible to participate in any future ticket promotion. Your cooperation is important to the integrity of the program.

SPECIAL ADMISSION TICKETS:

* Cost per ticket- \$6.50 each (Half Price)

* Payment must be included with order

* Order on Guest Ticket Form in the exhibitor portal

* Minimum order: five (5) with Visa/MC; No Minimum when paying with Cash.

* Tickets available at the show office (cash or Visa/MC only), payable at the time of purchase.

* **Refunds for unused special admission tickets will be honored through March 20, 2017 only. No Exceptions.**

* **If you have unused tickets at the Boat Show Office, claim them before the show ends and close your account in order to receive a refund. Tickets unclaimed will not be refunded.**

* **Special Admission Tickets cannot be re-sold by the exhibitor. They must be provided by the exhibitor complimentary to their customers.**

WEB SITE: www.detroitboatshow.net:

The boat show's website, www.detroitboatshow.net, serves as the source of information on the show via the web. As an exhibitor, you will be included on the exhibitor listing. Consumers and boat show attendees will have the opportunity to become familiar with the Detroit Boat show prior to arrival and search the boat show website for valuable information including the list of exhibitors and products on display. If you are interested in an enhanced listing or a banner ad on the show's website please contact Amanda Wendecker 734-261-0123 ext.3 or awendecker@mbia.org

9 STEPS TO ASSURE YOUR SUCCESS

MBIA wants you to have a successful exhibiting experience at the Detroit Boat Show and there are many elements that will help you in your success.

- 1) **Draw in those customers** – If there are people in your booth and a solid buzz around your products and services, others will want to know why and will be drawn to your exhibit. Be sure to invite your best customers and your potential customers to see you at the show to keep the flow of traffic going into your exhibit.
- 2) **Help promote the show** – MBIA has a number of tools available for you to use to help promote the show. Put a banner ad up on your website, include a banner ad in your next e-newsletter, communicate show information via your Facebook and Twitter accounts, and include the show information in any pre-show advertising. The more people who attend the show the better. Email awendecker@mbia.org for these tools.
- 3) **Stand out from the crowd** – Take advantage of the enhanced listing opportunities, or banner ad options to be sure your business is front row and center to show attendees. Sponsorship opportunities can be found at www.DetroitBoatShow.net under Sponsors.
- 4) **Recruit the troops** - Post on your own and on the Detroit Boat Show Facebook and Twitter pages information about your business, special offers, and products exhibited at the Detroit Boat Show, and ask your employees, friends and family to do the same. Lead them to www.DetroitBoatShow.net website for more information.
- 5) **Engage the media** – Send a press release to your local media outlining why you are going to be exhibiting at the Detroit Boat Show. A sample press release can be found in the Exhibitor Section of www.DetroitBoatShow.net. Be sure to let the MBIA know about any product launches, new and interesting products and services, and also send a copy of your press release for our media efforts.
- 6) **Use best management practices** – Be sure you have the right people working your booth and that they have been trained on how to best represent your business, products and services.
- 7) **Offer an incentive to buy** – Offer a special deal, discount or service that truly will go away after the show. If you extend the special deal after the show is over, you have decreased the urgency to buy.
- 8) **Get leads** – Create a method by which you can collect leads and be sure to follow up on them in a timely manner.
- 9) **Boat Show Exhibitor Magazine** – is a great resource for exhibiting tips. Ask the MBIA to send you a copy or look for one at the Detroit Boat Show Office.

Thank you for exhibiting at MBIA produced Boat Shows, where proceeds go back to our industry via MBIA programs & services.

2017 Rules and Regulations Governing Exhibition

1. PERMISSIBLE EXHIBITS: Only products and services identified on the Application & Contract for Exhibit Space and approved by the Michigan Boating Industries Association ("MBIA") are authorized to be displayed at the Detroit Boat Show ("Show"). Exhibitors shall display only new, untitled 2017, 2016, 2015 and no more than 10 percent of 2014 model year boats and vessels. Exhibitor shall provide the MBIA with Manufacturer Statement of Origin or other substantial proof of said model years at MBIA's request. All displayed product shall be exhibited by current manufacturer-authorized dealers, authorized to sell 2017 models of that manufacturer. Exhibitors who violate the rule on permissible exhibits are subject to a fine and the cost of removal of these products. Any used, previously registered or 2013 or prior year products discovered in the Exhibit Hall, not in accordance with the terms of the Application & Contract for Exhibit Space, may be removed at Exhibitor's expense and, since the parties recognize that it is practically impossible to determine the actual damage that would result if Exhibitor breaches this provision, Exhibitor agrees to pay to MBIA the sum of U. S. \$1,000 for each violation as liquidated damages. The ratio of new to new/non-current boats displayed may change at the sole discretion of MBIA.

2. PERMISSIBLE ACTIVITIES: Each Exhibitor recognizes that the Show is an opportunity to showcase products and promote the industry, as well as an opportunity to sell products. Exhibitors shall be respectful of other Exhibitors' display areas and products. Exhibitors are prohibited from soliciting business in the aisles, other public spaces, or in another Exhibitor's Exhibit Space. We request Exhibitors also refrain from entering other exhibits, taking pictures of competitive products, using competitor exhibits for employee orientations or training during the Show, or otherwise causing any disruptions during the Show. In order to grow our industry, Exhibitors must work together to maintain the highest standards of excellence and professionalism not just with the consumer, but also with other Exhibitors. Individual exhibitors may bring their box lunches and drinks for the day, but cannot offer food or drinks to the general public unless this food and drinks has been purchased from the official Cobo Center caterer - Centerplate. Under no circumstances can exhibitors cook or prepare any food for their employees or public while on site and under no circumstances can an exhibitor serve alcohol to the employees, guests or attendees while on site.

3. PRODUCTS TO BE EXHIBITED: Exhibitor shall specifically identify all products to be displayed in the space provided on the Application & Contract for Exhibit Space. Any products not so listed or submitted to the MBIA for written approval at least thirty (30) days prior to the opening date of the Show, may be removed from the Show at Exhibitor's expense. A limited number of new sport utility vehicles, cars and sport trucks may be part of an exhibit, provided there is prior written approval from the MBIA 30 days in advance of the Show, which approval shall be at the sole and absolute discretion of the MBIA. Except as provided herein, all vehicles, trucks and automobiles are prohibited from display or exhibit. MBIA sponsorship packages may include exclusivity agreements which will prohibit exhibits displaying products or services, including but not limited to sport utility vehicles, cars, or sport trucks, other than those produced or marketed by the sponsoring organization. Products not actually exhibited within the Show shall not be represented by models, photographs, or any other means of graphic representation except that color photographic displays of Exhibitor owned used boats will be allowed to a maximum size of two (2) feet by four (4) feet easel-type. In the event that a product is not physically displayed at the Show by another Exhibitor, another Exhibitor, if authorized to sell that product, may utilize signage indicating that Exhibitor is an authorized dealer for that product. The MBIA may, at anytime, require Exhibitor to produce written evidence satisfactory to the MBIA that Exhibitor has the authority to sell all products to be exhibited. All products for which Exhibitor fails to provide such satisfactory written evidence upon request are prohibited from display or exhibit and shall be removed from the Show at Exhibitor's sole expense.

4. CONSTRUCTION OF EXHIBITS:

a. Maximum back wall height permitted for any booth exhibit shall be eight (8) feet high plus a maximum of two (2) feet for signs; however, if a booth exhibit is positioned whereby the back wall of the booth serves as a side wall to another booth exhibit, the height can not exceed three (3) feet without approval in writing from the MBIA at least thirty (30) days in advance of the Show.

b. Exhibitors shall be required to finish and decorate both sides of party walls of a booth exhibit in cases where neighboring Exhibitors have an open display. The MBIA shall have the right to finish and/or decorate any unfinished partitions, walls, cradles, trailers or backs of signs which are visible to the public and to charge for the cost of said work to the Exhibitor.

c. No constructed walls enclosed within a bulk space may exceed three (3) feet in height unless plans therefore have been approved in writing by the MBIA at least thirty (30) days in advance of the date of the Show opening.

d. Exhibitor shall not drive nails, hooks, tacks, screws or other devices into any part of the facility or affix matter thereto by paste, tape or adhesive or alter the facility in any respect. No damage of any nature whatsoever shall be done to the booth structures or to any part of the Exhibit Hall, and the Exhibitor shall be held fully responsible in the event that said damage does occur from whatever cause.

e. Crepe paper, bunting, tissue paper or corrugated paper shall not be used as background, decoration or trim in any exhibit.

f. No constructed walls may be erected in bulk floor spaces to separate adjoining Exhibitors unless plans therefore have been approved in writing by the MBIA at least thirty (30) days in advance of the date of the Show opening.

g. Construction of a raised deck over all or a portion of the Exhibitor's exhibit space must have the written approval of the MBIA 60 days in advance of the move-in of the Show. Plans must be designed and certified for such use by a qualified licensed engineer (certification shall be supplied to MBIA upon request) and approved by Cobo Center management after authorized by MBIA. An additional exhibit space fee determined by the MBIA may be applicable for raised decks.

h. Maximum side wall height for booths shall be three (3) feet for a minimum distance of six (6) feet from the front corner, unless plans therefore have been approved in writing by the MBIA at least thirty (30) days in advance of the date of the Show opening.

i. The use of office trailers is discouraged; however, Exhibitors wishing to use office trailers must exhibit trailers in a space located on the perimeter walls of the Show, and be subject to review and approval by the MBIA. Exhibitor and/or Manufacturer semi-trailer/truck displays also will be authorized only on the perimeter walls of the exhibition hall.

j. Exhibitors are responsible within the boundaries of their exhibit to adhere to the Americans with Disabilities Act (ADA).

k. Exhibit display and items must remain within the confines of the contracted exhibit space. Exhibitors whose exhibit items infringe on either neighboring space or aisle space are subject to fine and/or removal of exhibit item(s).

l. Exhibitors with spaces above 400 square feet, may be required to use CSS contractors.

5. BOAT DISPLAYS: With the expressed written approval of MBIA, it may be permissible to stand boats erect or on end or on a raised deck provided that the boat display structure has been appropriately designed and has been certified for such use by a qualified engineer (certification shall be supplied upon request). Said boats shall be placed ten (10) feet from any aisle and ten (10) feet from the boundary line or lines of any adjoining Exhibitors or the outside perimeter of the raised deck; any exception must be approved in advance by the MBIA. This provision shall apply to all boats displayed erect or in an elevated position and any such boats shall be erected or so elevated at the Exhibitor's sole expense. Any Exhibitor who causes excessive labor/boat lifting fees beyond those normally incurred by the MBIA, as determined by the MBIA in its sole discretion, will be responsible for reimbursing the MBIA for all such fees.

6. BOATS AND BOAT TRAILERS: Boats, motors, trailer tongues and wheels are not permitted to extend beyond the boundaries of the Exhibitor's rented space. Exhibitors found with boats or trailers beyond the borders of their booth are subject to removal of that boat and/or a fine of up to \$1,000 per occurrence. In addition to this being a violation of space contracted for, it is also a safety hazard. The Exhibitor agrees to decoratively cover all trailer tongue stands, loose wheels and exposed hubs to the satisfaction of the MBIA with drapery, paint, foil, or other decoration acceptable to the MBIA. Milk crates, concrete blocks or other construction materials are prohibited unless so decorated.

7. FIRE PREVENTION:

a. All materials utilized in connection with an Exhibitor's exhibit or display area must be made of fire proof material and treated with a flame retardant and be made fireproof prior to the date of the opening of the Show.

b. All boats, vehicles, and equipment exhibited in the Exhibit Hall shall have all fuel removed and batteries disconnected and taped prior to entry into the Exhibit Hall or Special display or demonstrator vessels and vehicles must be void of all fuel with tanks sealed with a locking type gasoline cap and purged.

c. Smoking is prohibited in the facility at all times.

d. Fire fighting and emergency equipment and signage shall not be blocked or obstructed under any circumstances.

e. Liquid propane tanks or any flammable materials are prohibited.

8. SIGNS: NO SIGNS OF ANY TYPE WILL BE HUNG FROM SUPPORT PILINGS OR PERIMETER WALLS:

All signs must be made of inflammable materials and are subject to the written approval of the MBIA prior to move-in. (Note sign limitations specified within these Rules and Regulations.) Signs that, because of the inferior quality of material or workmanship, are deemed by the MBIA to detract from the dignity of the Show or signs that block Cobo Center signs and graphics shall be prohibited in the sole discretion of the MBIA.

a. Hanging/Banner Signs: Exhibitors may have banners and metal, plastic, etc. signs hung from the ceiling by the Show contractor in accordance with Cobo Center guidelines within the perimeter of the exhibit space, and the cost to install and remove these signs are the full responsibility of the Exhibitor. Hanging signs/banners are only allowed over bulk space exhibits and may not contain or allude to discounts or prices. Hanging signs/banners cannot exceed 10'0" in height and 2,000 lbs. in weight. Exhibitors are required to oversee the hanging of signs by contractor. There can be no double hung banners (one banner above the other) unless hung against the wall. Interior banners must be double sided and cannot block the perimeter of the show. All exceptions must be approved by show management.

b. Pricing Signs: MBIA has no interest in the prices at which the exhibitors are willing to sell their products but is interested in maintaining a high standard in displays and presentations. To ensure the maintenance of this standard, it is suggested that an exhibitor display only one (1) Official Boat Show price per item.

Signs should meet the following requirements:

- i) Pricing signs may not exceed the maximum size of 18" x 23".
- ii) Price decals and price stickers on boats are not allowed.
- ii) All price signs displayed on boats or equipment must be quoted F.O.B. Metro Detroit.
- iii) Reduction from the retail price will be permitted as a "Boat Show Special"; however, a quoted F.O.B. Metro Detroit price must be shown if a "Boat Show Special" price is listed.

c. Easel-type signs shall not exceed two (2) feet by four (4) feet.

d. No decorations or signs shall be placed or attached on building walls and ceilings by nails, tacks, screws, wire or adhesive tape without approval by MBIA and Cobo Center. No Exhibitor may pin, staple, or otherwise affix signs, photographs, display materials or any other type of advertisement or material whatsoever to pipe and drape supplied by the MBIA. Any damages incurred as a result of violating this provision shall be charged to the Exhibitor.

e. A manufacturer's illuminated logo or product identification sign may be utilized in an exhibit.

f. Signage must be professionally and securely built and hung from the ceiling and/or floor mounted on stands or stanchions and secured in such a way to prevent said signs from falling and tipping over. If electrical, sign must conform to electrical codes required by Cobo Center.

g. No signs of any type whatsoever shall exceed eight (8) feet in height from the floor of the Exhibit Hall, unless specially approved by the MBIA. Feather banners may be higher than 8 feet, but no wider than 3 feet.

h. Stickers and decals are prohibited everywhere in Cobo Center; Stickers and decals showing company name and brand information are allowed on boats located on the show floor; Price decals and price stickers on boats are not allowed. Cobo Center must approve use of helium balloons.

i. Laser type signs are permissible but display may only appear within the boundaries of the Exhibitor's booth, which is defined by the exhibit floor space and vertically up to the ceiling. Laser signs may appear on the wall space adjacent to an exhibitor only if that exhibitor has contracted for space directly across from and right up to that wall, and is limited to the width of the exhibitor space along that wall.

Any exceptions to these rules must be approved by Show Management

9. PUBLIC ADDRESS SYSTEMS, PICTURE PROJECTORS, MUSIC, SALES TAX, ALCOHOL, ETC.:

a. No public address system shall be used in any exhibit without the prior written approval of the MBIA.

b. The operation of sound picture projectors, radios, stereo equipment, computers or any other type equipment or mechanical device which may in the sole discretion of the MBIA interfere, annoy or otherwise disturb other Exhibitors shall not be permitted.

c. Music, either prerecorded or live, is strictly prohibited unless the Exhibitor has a music licensing agreement between the Exhibitor and the appropriate music licensing agency or agencies and pays appropriate fees. The MBIA will require proof of licensing and must approve music thirty (30) days prior to the Boat Show. Notwithstanding the above, the MBIA reserves the right to prohibit all music during the Show.

d. Exhibitor is responsible for collection and remittance of appropriate MI Sales/Use Tax on sales conducted at the Show.

e. Alcoholic beverages shall not be brought into the exhibition hall and are subject to confiscation.

10. UTILITY SERVICE: Alternating current is available throughout the exhibit area (220 volts and 110 volts, 60 cycle), plus additional power needs can be arranged. All requests for the use of utilities must be approved by the Show Services desk and any work or labor performed in connection with said use must be performed by the Exhibit Hall Contractor. The MBIA will not be responsible for any special lighting expense and said expense shall be the sole responsibility of the Exhibitor. All electrical wiring and equipment shall meet the code requirements of the City of Detroit.

11. EXHIBIT CARE:

a. Exhibits shall be clean and orderly at the time the Show opens and shall be so maintained throughout the entire Show.

b. An authorized representative of the Exhibit or the Exhibitor must be physically present in the Exhibitor's booth or at the Exhibitor's display area at all times during the hours that the Show is open.

c. Exhibitor is responsible for vacuuming carpet in contracted exhibit area using Exhibitor's employees or Cobo exclusive contractor.

d. The space rented herein shall be subject to inspection by the MBIA after the Exhibitor removes materials at the conclusion of the Show and said space shall be clean and in good condition at the time of said inspection.

e. A permit shall be required for any and all materials removed from the Exhibit Hall or display area at any time during the Show. Permits may be obtained at the Show Office.

f. Exhibitor shall be responsible for any damage, caused by his or her staff member's negligence, to the exhibition hall or Cobo Center.

12. MOVING VEHICLES: The use of all artificial means of personal transportation, motorized or otherwise, is strictly prohibited in the Exhibit Hall at all times, whether for transportation, demonstration or otherwise, including but not limited to Segways (or other similar devices), vehicles, bicycles, scooters, roller blades, etc. Exceptions to this rule are for physically handicapped persons using wheelchairs, children in strollers, and golf carts and commercial vehicles operated by personnel specifically authorized by MBIA.

13. RESPONSIBILITY FOR EXHIBITOR'S PROPERTY: Plain Clothes and/or Uniformed Guards shall be on duty twenty-four (24) hours a day during the duration of the Show but it is understood that the Exhibitor shall be solely responsible for providing protection for the Exhibitor's property and any miscellaneous items in the Exhibitor's booth or display area and Exhibitor agrees to provide and bear the sole responsibility for a lock box for such personal property and miscellaneous items. Exhibitor agrees to provide at its sole expense insurance protection against fire, damage, and theft to said property, miscellaneous items or materials utilized in connection with Exhibitor's exhibit or display area and marshalling yards and parking lots.

MBIA provides event security and assists in determent of theft and damage whenever possible. Additionally, exhibitors are encouraged to keep valuables locked up and out of site whenever possible. Each exhibitor is required to have appropriate insurance coverage when exhibiting at MBIA produced boat shows to provide for any theft, injury, and damages, etc. MBIA Show Management does not support a policy for reimbursement for any loss or damages.

14. EXHIBITOR'S CREDENTIALS: Credentials are to be used for employees only and will be issued in accordance with the Exhibitor Manual distributed prior to the Show. Any misuse of credentials will subject Exhibitor to the confiscation of his or her credential. Excessive abuse by an Exhibitor's staff will subject Exhibitor and his or her display to immediate removal from the Show and the cost of removal will be the sole responsibility of the Exhibitor.

15. PROHIBITION AGAINST SUBLEASING AND TRANSFER OF SPACE: The rights, duties, and obligations provided under this Application & Contract for Exhibit Space are exclusively Exhibitors. a) The subleasing, assigning, apportioning or any transferring of whatsoever nature of the space reserved herein, or any portion thereof, is prohibited without the express written consent of the MBIA.

This applies to all entities whether they be for profit, non-profit, and whether they are selling or not selling products and/or services. b) Applicant agrees not to allow use of any portion of the assigned space for another individual or company that is auxiliary to, related to or secondary to the applicant. c) Applicant agrees to not intentionally misrepresent the true nature of the use of any portion of the assigned space. Any successor or assignee of Exhibitor shall have no right to exhibit without the express written consent of the MBIA.

16. SHOW MOVE-IN/MOVE-OUT SCHEDULE: Exhibitor agrees to comply with the Detroit Boat Show schedule of Move-In and Move-Out. Exhibitor's products and materials to be utilized in connection with Exhibitor's exhibit or display area shall be delivered to the Show premises only on the assigned move-in day. If move-in or move-out is delayed because of exhibitor, MBIA will charge union time overages back to exhibitor. All dismantling and removal of exhibit material shall occur in accordance with the terms of the Exhibitor Manual. Exhibitors utilizing a common carrier or other means of transportation requiring unloading shall arrange for and be solely responsible for the cost of said services.

17. PRINTED MATERIALS/ADVERTISING/PROMOTIONS: a. Advertising material may be distributed by the Exhibitor at individual booths. Distribution of such material is prohibited in the aisles of the Exhibit Hall or any area outside of the individual booths. Theme characters, entertainers, mascots and similar type personnel must stay within the Exhibitor's display space unless otherwise authorized by MBIA. Upon request, all printed materials, advertising materials or promotions of Exhibitor are subject to review and approval by the MBIA. Exhibitor shall not produce, market or distribute at the Show or through any public or private media, any printed material, advertising material or promotional material which, in the sole and absolute discretion of the MBIA, is contrary to the Show promotions or which negatively impact or are not in the best interests of the MBIA, the Show, Cobo Center or the boating industry in general. Violations of such advertising prohibition shall subject Exhibitor to immediate removal from the Show and Exhibitor shall be responsible for all consequential damages as a result of such advertising or promotion. 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 MBIA's trademarks, MBIA's marks, branding and other intellectual property. If, in the reasonable belief of MBIA, (i) Exhibitor's activities infringe on any of the MBIA's websites, or (ii) Exhibitor's activities, including Exhibitor's using, without permission, the MBIA marks on websites or in domain names, metatags, 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 affiliation, connection, or association of MBIA with Exhibitor or its goods, services or other commercial activities, including but not limited to diverting away from MBIA and Show websites and to Exhibitor's space, the MBIA maintains the right to refuse space to Exhibitor at future boat Shows and to fine Exhibitor for lost revenue resulting from consumer confusion. MBIA's decision on all such matters shall be final.

18. POSTED REGULATIONS: Exhibitor agrees to comply with the Exhibitor Manual and all rules and regulations as the MBIA and the Cobo Conference/Exhibition Center may publish, post and/or distribute from time to time during the Show and all federal, state and local laws and ordinances.

19. PAYMENT FOR SPACE AND LIQUIDATED DAMAGES:

a. Payment in full pursuant to the terms specified on the attached Application & Contract for Exhibit Space is a condition precedent to utilization by Exhibitor of the space reserved herein. An Exhibitor delinquent in making the payments required hereunder or an Exhibitor with a past due balance shall be deemed to have forfeited the space reserved herein as of the date said delinquency occurs or past due balance became due. In the event that the Exhibitor is deemed to have forfeited the space reserved herein, the MBIA, in its sole discretion, may reassign the said forfeited space and retain as liquidated damages the sum or sums paid by Exhibitor prior to said delinquency occurring or said past due balance occurring. In the event that the Exhibitor fails to fulfill its obligation pursuant to this Application & Contract for Exhibit Space or any amendments thereto, violates the terms or provisions hereof or withdraws from the Show, the MBIA shall retain as liquidated damages any and all sums paid by said defaulting or withdrawing Exhibitor.

b. **Cash Payment Rebates:** If made by cash, check, or ACH payment, a 4% rebate will be given to each full installment payment received on or before its due date. Rebates are for cash, check, or ACH payments only; credit card payments do not qualify for rebates. All qualified rebates will be paid by MBIA to Exhibitor in December.

20. INSURANCE:

a. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least U.S.\$1,000,000 for Personal Injury Liability and U.S.\$1,000,000 for Property Damage Liability, and shall name the MBIA as an additional insured. MBIA, in its sole discretion, may require additional insurance coverage from any Exhibitor.

b. Exhibitor shall carry Statutory Worker's Compensation insurance as required by the laws of the State of Michigan with Employer's Liability coverage limits of at least U.S. \$100,000.

c. Proof of insurance, satisfactory to the MBIA, must accompany Application & Contract for Exhibit Space and shall be provided to the MBIA upon demand. The MBIA must be named as an "additional insured" on your policy and it must state so on the certificate. If the MBIA does not have these items on file proving proper insurance and listing the MBIA as additional insured, exhibitors will not be allowed to move into the exhibit hall until insurance requirements are completed.

21. HOLD HARMLESS AND INDEMNITY AGREEMENT:

a. Exhibitor agrees to indemnify, defend, and save harmless the MBIA, Detroit Boat Show, The Civic Center, The City of Detroit, Sponsors and their respective managers, officers, sponsors, employees, agents, successors, and assigns from any suit or claim, for personal injury or for property damage or loss of use of property by whomsoever sustained on or about the Exhibitor's display or exhibition space or arising in any manner out of Exhibitor's participation in the Show unless said damage or injury is due solely to the negligence of the MBIA, Detroit Boat Show, the Civic Center or the City of Detroit.

b. Exhibitor agrees to indemnify, defend, and save harmless the MBIA, Detroit Boat Show, Sponsors, The Civic Center, The City of Detroit, and their respective managers, officers, sponsors, employees, agents, successors, and assigns for loss or damage to the Exhibitor's property utilized in connection with Exhibitor's participation in the Show and the utilization of the marshalling yards.

22. ENFORCEMENT AND AMENDMENTS: The MBIA shall have the exclusive right to interpret and enforce all rules, regulations and provisions contained herein and the MBIA shall have the right to promulgate such further rules, regulations and provisions as it shall consider necessary for the proper conduct of the Show to include changing Exhibitor locations and Permissible Exhibits, and increasing or decreasing Exhibit Hall size or Exhibit size. MBIA may cancel the Show either prior to or during the Show Dates and return to Exhibitor all or a pro-rata portion of the advance deposits paid by Exhibitor as Exhibitor's sole and exclusive remedy and MBIA shall have no further obligation to Exhibitor and this Application & Contract for Exhibit Space shall become null and void. By signing the Application & Contract for Exhibit Space, Exhibitor agrees to comply with the rules, regulations and provisions of this Application & Contract for Exhibit Space and to further comply with the decisions of the MBIA in the interpretation and enforcement hereof. Notwithstanding anything herein to the contrary, in the event that an Exhibitor is deemed to be in breach of any of the items or provisions of the Application & Contract for Exhibit Space, said Exhibitor shall be subject to immediate removal from the Show and the cost of said removal shall be borne exclusively by said Exhibitor.

23. SEVERABILITY: It is mutually understood and agreed that all terms and provisions contained in the Application & Contract for Exhibit Space are severable and that in the event any of them shall be held to be invalid by any competent Court, this Application & Contract for Exhibit Space shall be interpreted as if such invalid term or provision or covenant were not contained in this Application & Contract for Exhibit Space.

When submitting an Application & Contract for Exhibit Space, Exhibitor agrees to exhibit pursuant to, and comply with, the Exhibiting Rules & Regulations and the Exhibitor Manual for the corresponding year of the Show. Rules and Regulations are also available at www.detroitboatshow.net, in the Exhibitor Manual, and from the MBIA.

The Detroit Boat Show is owned and produced by the Michigan Boating Industries Association.

32398 Five Mile Road, Livonia, MI 48154

Phone: 734.261.0123; 800.932.2628; Fax: 734.261.0880

Website: www.mbia.org; E-mail: boatmichigan@mbia.org

MOVE-IN Instructions

MOVE-IN DATE & TIME:

Move-in to exhibit space starts on Monday, February 6 through Friday, February 10, 2017

IMPORTANT- you must adhere to your specific move-in day and time sent separately from this document.

HALL C - A portion of Hall C (inside Cobo) will serve as the marshalling area/trailer storage area for the 2017 show. As you come up the ramp behind Cobo – Hall C is door #31.

HALL D - Hall D is available to us in 2017 only for the dates February 6 – 8, 2017. All boats, trailers, etc. must be removed from Hall D by 5pm on February 8

Moving boats and trailers into Hall C & D for marshalling of move-in will start on Monday morning February 6 at 8:00 am - 4:00 p.m. Saturday marshalling is at the discretion of boat show management to best facilitate overall show move-in. If you do not have a Saturday move-in, **do not** arrive at the marshalling area more than one day prior to your Move-in time.

MOVE-IN ALLOWED ONLY IF:

* Products- new 2017, 2016, 2015 & 2014 (only up to 10% '13) models

* Your space invoice balance is paid in full.

(Payment delivered to Cobo show office must be in the form of a cashier's check or money order PRIOR TO MOVE-IN; no personal or corporate checks accepted!)

* Certificate of Insurance in the required amounts naming MBIA "as an additional insured" must be on file

* You have all green light on Boat Show Manager.com

IMPORTANT: DO NOT BRING IN BOATS ON A MULTI-UNIT TRUCK OR PIGGY-BACKED ON A SINGLE TRAILER- THEY WILL NOT BE UNLOADED.

1. Any exhibitor leaving boats, trailers, displays, equipment or other at the marshalling hall does so at his or her own risk.
2. Ensure that your insurance policy provides protection for any property left for any period of time in the marshalling hall. Identify boats, trailers, etc. with your company name and phone number so you can be identified and notified in case of emergency.
3. Vehicles must be removed from all halls promptly due to the Fire Marshall.

Move-in times are scheduled to make set-up as smooth as possible for EVERYONE. Boat Show staff will be at Cobo to direct you and insure proper utilization of the marshalling area and storage area.

MOVE-IN

Marshalling Hours – Hall C:	Mon.-Fri.	February 6-10, 2017	8am - 4:00 pm
	Saturday	February 11, 2017	8am - 10:00 am

Marshalling Hours – Hall D:	Mon.-Wed.	February 6-8, 2017	8am - 4:00 pm
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(Hall D must be completely empty at 5pm on Wednesday, February 8, 2017)

MOVE-OUT

Marshalling Hours- Hall C:	Sunday	February 19, 2017	6pm - 10:00 pm
	Monday	Feb. 20, 2017	8am - 4:00 pm
	Tuesday	Feb. 21, 2017	8am - NOON

HALLS A & B must be completely empty by noon on Wednesday, Feb. 22, 2017

PREPARATION:

- * Have all exhibit materials contained in one vehicle. Split shipments force you and your staff to spend more time in the marshalling hall waiting for another crew to be available.
- * Have display and materials as completely assembled as possible in advance.
- * Have all your exhibit materials ready to unload at **one time**.
- * Once a crew is working with you, they stay with you until you are completely in.
- * **Remove snow & ice from boats, trailers and vehicles before entering!**
- * **DO NOT BRING IN BOATS ON A MULTI-UNIT TRUCK OR PIGGY-BACKED ON A SINGLE TRAILER THEY WILL NOT BE UNLOADED.**

SHRINKWRAP:

If wet or snowy, shrinkwrap should be removed prior to entering the show floor. There is a dumpster located in the back of Hall C. All shrinkwrap must be disposed of in this dumpster, not in other receptacles around the show.

INSTALLATION & SET-UP: (See Cobo's NEW "Work Rules for Exhibitors")

- * Exhibitors must wear the move-in/out I.D. buttons during move-in & out periods.
 - * Buttons must be visible - will be checked by security. NOTE: These buttons are not accepted during show days for entrance to the show. Do not reuse previous show buttons.
 - * Boat Show assumes cost of moving boats or exhibit materials one time to the location designated by exhibitor's representative. After that you must secure your own labor to facilitate any further needs.
 - * Second moves or your delay in meeting your move-in time and date, or no one representing your interest in your exhibit area, which cause display disruptions, will be at the exhibitor's expense.
 - * **Any lifts of boats that are not displayed at the show and boats lifted more than once will result in appropriate fees being charged to the exhibitor.**
 - * Have someone of authority representing you at all times at your exhibit space.
 - * **Exhibitor vehicles and equipment must be unloaded and removed immediately from the hall.**
- The MBIA, at its discretion, has the right to move a vehicle or equipment or have it towed at the owner's expense.
- * Ship boats completely fitted. Assembly work is not included in your exhibit fees. Labor for installing ramps, walkways, docks, closing booths, carpet, decorative displays, and hanging banners are at the expense of the exhibitors. (See Contractor Order Forms tab) The MBIA reserves the right to charge back labor charges to exhibitors who are found abusing labor services.
 - * Deliveries will be accepted only at your assigned date and time.
 - * No delivery will be accepted before 8:00 a.m. or after 4:00 p.m. - arrange to have deliveries made between these hours or authorize charges for overtime unloading.

EXHIBITOR CONTRACTED SERVICES:

Provided by:

Convention & Show Services (CSS)

1250 John A. Papalas Drive, Lincoln Park, MI 48146

Office Phone: 313-386-5555 Phone @ Cobo Hall: 313-259-7632 FAX 313-259-1263

Located:

During move-in, show dates, and move-out, CSS will have an onsite service desk.

Order in Advance:

Order in advance to save \$\$\$. (See order forms for details)

Contracted Service Fees:

Due and payable on the exhibit floor at the time of move-in or out.

Labor Union Information:

- * Cobo Center is a union trade shop for certain installation and dismantling of exhibits. Please review rules to determine whether union personnel must be utilized for the assembly of any exhibits, ramps, etc., or otherwise assembled display.
- * Cobo Center has work rules for Exhibitors which will help reduce your costs. Please review the detailed explanation attached in this section of the manual.
- * Contact Convention & Show Services to arrange for your set-up crew.
- * **When assigned a crew, it is necessary for you to "sign in" and "sign out" that crew when their work is complete.**

Exhibitors who violate these rules risk being invoiced for estimated labor that would be required to complete the task or project. These fees will be due and payable prior to move-out and will include assembly and disassembly.

* If you feel that your equipment or show personnel are being treated unfairly or billed improperly, contact the Operations Manager, or Boat Show Staff. Complaining to union personnel or his/her foreman may create disruptions without any solutions. By following the proper procedure, your complaint will be resolved in a timely fashion.

Three unions are represented through Convention & Show Services:

- **Teamsters** - operate fork lifts and move exhibit material to and from exhibit space.
- **Iron Workers** - move machinery, operate cranes and assist crane operators in lifting boats & display materials.
- **Carpenters** - install pipe and drape, install and remove carpet, and assemble exhibits.

TIPPING

* The Detroit Boat Show and the unions have a long-term working relationship. Union personnel are professionals and, as such, are proud to be of service and proud of quality work. They do not expect nor ask for gratuities but they do expect to be treated with the same courtesy and respect afforded other professionals.

* The MBIA, Convention & Show Services and all contractor firms pledge to make this show as pleasant as possible for all concerned. Your cooperation is appreciated.

CEILING & DOOR WIDTHS:

- * Ceiling heights are 30 ft.
- * Door widths vary. Union staff will direct exhibitors to the appropriate door for entering the hall)
- * The largest door in Hall D is 17' wide x 16' high, in Hall C 18' wide x 20' high, and Hall A 16' x 20'

CARPETING:

- * Make arrangements with Convention & Show Services for installation in advance of your arrival.
- * Carpet installation is at exhibitor's expense.
- * Carpet must fit designated space; no overhanging.
- * You may furnish your own carpet and carpet tape (**of proper quality**) but union labor must install it.
- * Recommend having plastic installed over your carpet to protect it from tears and soil damage. It is impossible to insure no damage to carpet as a result of equipment and personnel moving throughout the hall. It is an inherent risk during set-up and break down. The MBIA and Convention & Show Services will not be responsible for carpet damage as a result of move-in and move-out activities.

STORAGE:

- * Crates, cartons, etc. may be stored at no extra cost in designated storage areas by CSS.
- * There are a limited number of rooms in Cobo Center available to store merchandise and valuables. These areas will be open one hour before the show opens and closed one-half hour after the show closes. For access contact MBIA exhibit hall staff.

* Occasionally MBIA can negotiate storage for a limited number of boat trailers in COBO to be stored during the show dates; exhibitors using the marshalling exhibit hall do so at their own risk; **trailers must be marked and identified by the exhibitor showing the company name and phone number. Vehicles cannot be left or stored inside Exhibit Halls.**

SHIPMENTS & TRUCKING OVERSIZED LOADS:

***Prior to move-in:** Shipments of displays and literature can be made to-
Convention & Show Services, 1250 John A. Papalas Drive, Lincoln Park, MI 48146
Phone: (313) 386-5555; Fax: (313) 386-2048

1. Exhibitors are charged for shipping from Lincoln Park to Cobo Center.
2. Shipments must be marked with your company name, show name and space number.

***During move-in:** All deliveries can be shipped to- Convention & Show Services at Cobo Center, One Washington Blvd., Detroit, MI 48226 to arrive between 8 a.m. and 4 p.m.

***TRUCKING OVERSIZED LOADS** from Friday evening (Feb. 3rd) through Saturday morning (Feb. 11th) and for move out beginning Sunday evening (Feb. 19th) and ending Wednesday 5pm (Feb. 22nd) must be approved by Michigan Department of Transportation, Transport Permits Section. Call (517) 241-8999 Fax: (517) 373-2209 with 1) number of oversized loads, 2) length and beams, 3) shipping to and from locations.

MOVE-OUT Instructions

MOVE-OUT DATE & TIME: - EXTREMELY IMPORTANT TO ADHERE TO YOUR MOVE-OUT TIME AND TO WORK IN AN EXPEDITIOUS MANNER. *(Move-out date and time will be sent to you)*

* Any change to your move-out time must be approved by the Operations Manager (contact show office).

* **DO NOT DISMANTLE YOUR EXHIBIT PRIOR TO THE CLOSE OF THE SHOW @ 6:00 P.M. ON SUNDAY, FEBRUARY 19.** Consumers pay to see an entire show. Those exhibitors who are discovered dismantling their display prior to show closing may face the loss of their next year's space reservation.

* **Dismantling may start after the close of the show at 6 pm on Sunday, February 19, 2017**

for selected exhibitors and may continue no later than 10 pm.

* No cranes will be used on Sunday night – only hi-lows. No banners can come down Sunday night.

* Cars and trucks can start lining up at the bottom of the ramp at 5pm on Sunday for move-out.

* Marshalling area will be open from 6pm – 10pm on Sunday, February 19. And from 8 am – 5 pm on February 20 and 8:00 am – NOON pm on February 21.

* Absolutely nothing can be taken out through the atrium anytime; all materials must be removed through designated freight doors.

* Move-out will continue on **Monday and Tuesday (Feb. 20 - Feb. 21) 8am to 4pm and must be completed by noon on February 22, 2017**

* **The all HALLS must be completely empty by Noon, Wed., Feb. 22.** Anything which still remains for whatever reason will be removed at the owner's expense. The MBIA, Cobo Center and the City of Detroit will not be held liable for exhibitor's property.

* **No shrink wrapping** will be allowed in the exhibit hall. There are fire prevention considerations and it delays move-out.

* Using a common carrier? Make arrangements with that carrier to pick up your boats and materials during the specified hours assigned to you for move-out. Otherwise you will be liable for charges.