



Dear Exhibitor

I am delighted that you will be exhibiting at the South West International Boat Show, taking place April 12-15, 2018, at the South Shore Harbour Marina, League City, Texas.

The attached **Exhibitor Handbook** has been created to assist you with your preparations for the Show and contains important information, directions and order forms for the services and supplies you will need to effectively participate. Please complete and return the relevant forms, contained in Section III, to arrive no later than their due dates either by mail or fax.

The official hotel of the Boat Show, the South Shore Harbour Resort & Spa, conveniently located at the Marina, will be offering a rate of \$124.00 per night during the Show, please book early to avoid disappointment as rooms go fast!

Tel: 281.334.1000 and quote: **SWBOATVEND** to receive this rate.

Alternatively, book online at the Hotel website www.sshr.com and enter the code **SWBOATVEND** to receive this rate.

Also returning in 2018 will be the Seminar Program, covering all facets of the boating lifestyle, hosted by industry experts and running across all four days of the Show at the South Shore Harbour Resort & Spa. A detailed list of this entertaining and educational program can be found on the show website - **please be sure to let your customers know about this opportunity.**

Please also note that a Saturday evening Exhibitor Party, will take place from 7:00pm-9:00pm. You and your guests must be inside the show when the gates close at 7:00pm.

Please remember that there is **STRICTLY NO ACCESS BY WATER** at the show and that the South Shore Harbour Marina will not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show. Additionally, no unauthorized functions will be allowed during or after Boat Show hours.

If you have any questions on the Exhibitor Handbook please call us on: 561.842.8808.

I look forward to seeing you and wish you all a very successful Boat Show!

Peter Bryant

President

South West International Boat Show

www.southwestinternationalboatshow.com



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SECTION I – THE SHOW

SHOW HOURS

THURSDAY, 12th April	12:00 PM – 7:00 PM
Official Opening Ceremony:	4:30pm
FRIDAY, 13th April	12:00 PM – 7:00 PM
SATURDAY, 14th April	10:00 AM – 7:00 PM
SUNDAY, 15th April	10:00 AM – 6:00 PM

TICKET INFORMATION

	Ticket Price
DAILY GENERAL ADMISSION	
ADULT TICKET	\$10.00
CHILDREN 15 and UNDER	FREE

SECTION II – EXHIBITOR INFORMATION

EXHIBITOR BADGES

Exhibitor Badges will be available from the Organizer's Office upon arrival for set up. Badges must be worn **at all times**, including setup/breakdown period of the show.

Please list names of exhibit personnel using the Exhibitor Badge Order Form, found in Section III and fax to: 561.840.1323 or email: info@southwestintlboatshow.com

Please print names clearly on the Order Form (See Badge Allocation below)

Once the Show starts on Thursday... badges will be scanned at the entrance each day – each Exhibitor Badge is good for all four days of the Show but only one (1) scan per day. Wristbands must be obtained and worn to re-enter the show site once the badge has been scanned that day.

Exhibitor Badges or guest tickets may be left at Will Call each day, ID required for pickup.

BADGE ALLOCATION:

10'x10' Booth Exhibitors: Up to 4 Exhibitor Badges for the first contracted booth. Each additional booth will receive 1 further Exhibitor Badge: one 10x10 booth=4 badges, two 10x10 booths=5 badges, to a max of 10 per exhibitor.

Space Only Exhibitors: Exhibitor Badges will be allocated per exhibit area size. A=4, B=5, C=7, D=9, E=8, G=6, up to a max of 10 per exhibitor.

Slip Exhibitors: 2 Exhibitor Badges per contracted slip to a max of 10 per exhibitor.

Additional Exhibitor Badges may be purchased at a cost of \$25.00 each.

Badges are valid for one scan each day of the Show. If required, please complete the Additional Exhibitor Badge Order Form, found in Section III and the Credit Card Authorization Form.

Cleaning Crews: If you are using cleaning/maintenance personnel please provide a list of names to the Organizer prior to the show starting. **Cleaning/Maintenance Crews must report to the Organizer's office each day for a wristband to gain entry to the Show.**

EXHIBITOR – VIP PREVIEW INVITATIONS

Each Exhibitor will receive Ten (10) VIP Preview Invitations valid for Thursday, April 12th only. **These will be mailed – you do not need to order.**

EXHIBITOR – GENERAL ADMISSION TICKETS:

Admission Tickets are available to Exhibitors at the discounted rate of \$7.00 per ticket (instead of \$10 at the gate). If required, please complete the Order Form in Section III and the Credit Card Authorization Form found in Section III and fax to: 561.840.1323.

INSURANCE

It is required by South Shore Harbour Management that All Exhibitors MUST provide the Organizers of the South West International Boat Show with evidence of insurance coverage prior to participation. (See Coverage Below).

The following companies must be named as Additional Insured on certificates:

**South West International Boat Show, 618 US Hwy 1, Suite 405, N. Palm Beach, FL 33408
South Shore Harbour Development Ltd., 2525 South Shore Blvd, Suite 207, League City, Texas 77573**

**American National Insurance Company, Moody Street, Galveston, Texas 77550
1859 Historic Hotels Ltd., 2302 Avenue East, Suite 500, Galveston, Texas 77550**

The Certificate of Insurance should additionally read:

This insurance is primary and non-contributory and rights of subrogation for all lines of insurance are waived in favor of each named Additional Insured.

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

Please fax Insurance Certificate to: 561.840.1323 or send by mail, to arrive no later than 23rd March, 2018, to: South West International Boat Show, 618 US Highway 1, Suite 405, North Palm Beach, Florida 33408.

Policy Effective dates: April 9th–16th, 2018, (includes move-in/move-out dates)

Coverage, where applicable, with limits of liability not less than:

In-Water Exhibitors: Commercial General Liability – \$2m

On-Shore Exhibitors: Commercial General Liability –\$1m per occ/\$2m total aggregate

Automobile Liability – \$2,000,000 per occurrence

Worker's Compensation – \$500,000

10'x10' Booth Exhibitors without this level of coverage may purchase insurance coverage through the Show Organizer's insurance company, at a cost of \$100 per booth, for the duration of the South West International Boat Show. To receive an application form please Tel: 561.842.8808

It is a requirement of the Marina Management for participation in the Show that ALL in-water boat exhibitors offering demos, or on-water workshops, **MUST HAVE WAIVERS SIGNED BY THE INDIVIDUAL/S PARTICIPATING IN THE DEMO.** These waivers must hold harmless the **South West International Boat Show, South Shore Harbour Development Ltd., American National Insurance Company and 1859 Historic Hotels Ltd.,** Boat Demos will not be permitted without signed waivers. Under no circumstances will any member of the public be allowed to participate in any other type of on-water demonstration.

MOVE IN/MOVE-OUT

IN WATER EXHIBITS

MOVE IN:

Boats arriving for in-water display may arrive from Monday, 9th April through Wednesday, 11th April, between 8:00am to 6:00pm. Piers 14 and 15 are clearly numbered and each slip will be identified by Exhibitor name.

All Slip exhibitors **MUST** complete the Credit Card Authorization Form for **Boat Slip Electrical Supply** (contained in Section III), regardless of electrical requirement to their slips – this is a requirement of the Marina Management and Exhibitor Badges will not be released without this form being completed. Meter readings will be taken by the Marina staff prior to arrival and on departure. If electrical is not used there will be no charge.

It is a requirement of the Marina Management and participation in the Show that ALL in-water exhibitors offering Demos and Boat Rides **MUST** have waivers signed by the participant which hold harmless the **South West International Boat Show, South Shore Harbour Development Ltd., American National Insurance Company and 1859 Historic Hotels Ltd.**, Demos will not be permitted without signed waivers.

MOVE-OUT:

All vessels **MUST** vacate the Marina by 12:00 Noon on Monday, 16th April. Access to site from 8:00am that day. Departure on a timely basis is necessary.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Marina does not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show. **Additionally, NO ACCESS BY WATER will be permitted at the event.**

ONSHORE EXHIBIT AREAS A-K

MOVE-IN:

Areas A-K set up hours: Monday 9th and Tuesday, 10th between 9:00am and 6:00pm
Move in must be complete by 6:00pm Tuesday.

MOVE OUT:

All Exhibitors **MUST** vacate their exhibit area/s by 11:00am Monday, 16th April.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Marina does not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show.
All Exhibits **MUST** remain manned throughout the duration of the show.

EXHIBIT BREAKDOWN:

Absolutely no dismantling of any portion of any exhibit will be allowed prior to the show closing. Failure to comply may result in loss of future exhibit space.

BOOTH EXHIBITORS – 10x10's

MOVE IN:

10'x10' Booth set up hours: Wednesday, 11th between 8:00am and 7:00pm
Arrival on Thursday, 12th prior to Show opening, must be agreed with Organizer.

MOVE OUT:

All Exhibitors **MUST** vacate their exhibit booth/s by 11:00am Monday, 16th April.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Marina does not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show.

All Exhibits **MUST** remain manned throughout the duration of the show.

EXHIBIT BREAKDOWN:

Absolutely no dismantling of any portion of any exhibit will be allowed prior to the show closing. Failure to comply may result in loss of future exhibit space.

THE VILLAGE, BOOTHS: 68-101

MOVE IN:

10'x10' Booth set up hours: Wednesday, 11th between 8:00am and 7:00pm
Arrival on Thursday, 6th, prior to Show opening, must be agreed with Organizer.

MOVE OUT:

All Exhibitors **MUST** vacate their exhibit booth/s by 11:00 am on Monday, 16th April.

EXHIBITOR NOTE:

Please also note that South Shore Harbour Marina does not permit dogs, other than seeing-eye dogs, or any other animals on site during the Boat Show.

All Exhibits **MUST** remain manned throughout the duration of the show.

EXHIBIT BREAKDOWN:

Absolutely no dismantling of any portion of any exhibit will be allowed prior to the show closing. Failure to comply may result in loss of future exhibit space.

SERVICES

Accommodations:

The official hotel of the Boat Show, the South Shore Harbour Resort & Spa, conveniently located at the Marina, will be offering a rate of \$124.00 per night for the Show, please book early to avoid disappointment as rooms go fast!

Tel: 281.334.1000 and quote **SWBOATVEND** to receive this rate.

Alternatively, book online at the Hotel website www.sshr.com and enter the code **SWBOATVEND** to receive this rate.

Forklift Service: Contact Organizer with weight requirement at earliest opportunity:

Tel: 561.842.8808

Public Ramp location:

145 South – Exit NASA Rd 1 – Turn Right on Egret Bay Blvd (Hwy 270) –
Cross over Egret Bay Bridge (Entering League City) – Turn 1st Right for Ramp.

Freight:

Please contact ABF Freight Systems, Inc. 1.800.654.7019 www.abfs.com

Ask about Trade Show Pricing for the Boat Show: tradeshow@abf.com

All freight, whether delivered by ABF or another company, must not arrive earlier than Monday, 9th April and should be clearly marked with your company name so that it may be delivered to your exhibit area.

Delivery address:

South West International Boat Show,
c/o South Shore Harbour Marina Office
2551 South Shore Boulevard, Suite B,
League City, TX 77573

SECTION III – FORM CHECK LIST

Please ensure that your completed forms are returned in good time by **FAX** to the following number: **561.840.1323** or by **EMAIL** to: **info@southwestintlboatshow.com**
 All of the attached forms in this section are available for download from our website: www.southwestinternationalboatshow.com – Exhibitor Section – Exhibitor Handbook

FORM TO BE COMPLETED –where applicable	Deadline Date
* All Exhibitors	
**All In–Water Exhibitors	
Electrical Order Form - Onshore Exhibits Only If not already ordered on Contract	
Page 8	Mar 1
Exhibitor Badge Order Form*	
Page 9	Immediate
Exhibitor Badge Order Form For Purchase of Additional Exhibitor Badges	
Page 10	Immediate
Discounted General Admission Tickets Order Form	
Page 11	Mar 1
Event Furnishings Additional Tables/Chairs Order Form	
Page 12	Mar 1
Credit Card Authorization (If Ordering: Additional Badges, Onshore Electrical, Discounted Tickets or Tables, Chairs)	
Page 13	Immediate with appropriate Order Form
Slip Electrical ONLY - Credit Card Authorization Form** (Required By Marina Office)	
Page 14	Immediate

ELECTRICAL SUPPLY ORDER FORM

Electrical supply, must be requested from the Organizer and paid for in advance. Exhibitors requiring electrical supply, who have not already indicated this on their Contract, should complete this form, along with the Credit Card Authorization Form, and return by fax to 561.840.1323.

Company: _____
 (Name as it appears on Exhibit Contract)

Booth/s # /Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Fax: _____

Contact: _____ Phone: _____

Title: _____

Electrical Supply Onshore Only	Cost per Connection	# Connections Required	Total Cost
10 amps/110 volt	Booths –\$100		\$
	Open Space –		\$
	Price on request		\$

Rate quoted for connection covers bringing service to the booth/exhibit area only and does not include connecting equipment and special wiring.

The Exhibitor holds the South West International Boat Show, the South Shore Harbour Development, Ltd., American National Insurance Company and 1859–Historic Hotels, Ltd., harmless for any losses of power beyond their control including, but not limited to, losses due to utility companys’ failure, permanent power distribution failure, power failure caused by vandalism, faulty exhibitor equipment or overloads caused by an exhibitor.

EXHIBITOR BADGE ORDER FORM

Exhibitor Badges are allocated based on the size of contracted exhibit areas.

Please refer to Badge Allocation on Page 2 before completing this form.

Additional Exhibitor Badges may be purchased using the form on Page 11.

Exhibitor Badges will be held for collection at the Organizers Office at the Marina.

Company: _____

(Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Date: _____

CLEARLY PRINT below names of Exhibit Personnel only and fax to: **561.840.1323**

or EMAIL, in **spread sheet format**, to: info@southwestintlboatshow.com,

Exhibitor Badges are not transferable and are subject to ID check

Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____

ADDITIONAL EXHIBITOR BADGE ORDER FORM

Exhibitor Badges are allocated based on the size of contracted exhibit areas.
Please refer to Badge Allocation on Page 2 before completing this form.

Please complete this form, along with the Credit Card Authorization Form (Page 13),
and return by fax to 561.840.1323, ONLY if you need to purchase Additional Exhibitor
Badges, at a cost of \$25.00 each - **additional badges are not available at the Show.**
Exhibitor Badges will be held for collection at the Organizers Office at the Show.

Company: _____
(Name as it appears on Exhibit Contract)
Slip/s #/Booth #/Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Date: _____

CLEARLY PRINT below names of Additional Exhibit Personnel and fax to: **561.840.1323**
or EMAIL, in **spread sheet format**, to: info@southwestintlboatshow.com,
Exhibitor Badges are not transferable and are subject to ID check

Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____
Exhibitor Name: _____

DISCOUNTED GENERAL ADMISSION TICKETS ORDER FORM

TICKETS VALID ANY ONE DAY OF THE SHOW

Exhibitors may purchase DISCOUNTED General Admission Tickets, in advance of the Boat Show, for distribution as personal invitations, at the special cost of \$7.00 each.

Exhibitors requiring discounted tickets should complete this form, along with the Credit Card Authorization Form (Page 13), and return by fax to 561.840.1323. Discounted Tickets will be mailed to the contact name below:

Company: _____
(Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: _____

Title: _____

Date: _____

NUMBER OF TICKETS REQUIRED	TOTAL COST @ \$7.00 EACH TICKET

EVENT FURNISHINGS ORDER FORM

All 10'x10' booths come with an 8ft skirted table and two folding chairs. Exhibitors requiring additional tables or chairs for their booth, or tables and chairs for their exhibit area should complete this form, along with the Credit Card Authorization Form, (Page 13) and return by fax to 561.840.1323.

For information and rates on special request items for your exhibit please contact the Organizer on: 561.842.8808

Company: _____
 (Name as it appears on Exhibit Contract)

Booth/s # Exhibit Location: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Fax: _____

Contact: _____ Phone: _____

Title: _____

ITEM	COST	# REQUIRED	TOTAL COST
8FT SKIRTED TABLE	\$40.00		
FOLDING CHAIR	\$ 5.00		



CREDIT CARD AUTHORIZATION FORM

If you are paying for Additional Badges, Discounted General Admission Tickets, Electrical Supply Onshore (not electrical supply for slips), Additional Tables or Chairs, please complete the following information and fax to: 561.840.1323 with the appropriate Order Form/s.

Company: _____
(Name as it appears on Exhibit Contract)

Slip/s #/Booth #/Exhibit Location: _____

Contact: _____

Title: _____

Phone: _____

CREDIT CARD DETAILS:

Card Type _____

Card #: _____

Exp. Date: _____ Billing Zip Code: _____

Security #: _____ Amount to be Paid: _____
(If applicable)

Name on Card: _____ Date: _____

CARDHOLDER SIGNATURE: _____



CREDIT CARD AUTHORIZATION – BOAT SLIP ELECTRICAL SUPPLY ONLY

ALL SLIP EXHIBITORS must complete this Authorization Form for Boat Slip Electrical Supply, regardless of electrical requirement to their slips. This is a requirement of the South Shore Harbour Marina Management.

Please complete and return this form immediately by fax to: 561.840.1323

as Exhibitor Badges will not be released without this Authorization.

Meter readings will be taken by the Marina staff prior to arrival and on departure.

If electrical is not used on the occupied slip there will be no charge.

Company: _____

(Name as it appears on Exhibit Contract)

Slip/s #: _____

Contact: _____

Title: _____

Phone: _____

CREDIT CARD DETAILS:

Card Type _____

Card #: _____

Exp. Date: _____ Billing Zip Code: _____

Security #: _____ Amount to be paid: _____

(If applicable)

(Marina will calculate on departure)

Name on Card: _____ Date: _____

CARDHOLDER SIGNATURE: _____