

**DES MOINES SPORTSHOW
FEBRUARY 14-18, 2007
IOWA EVENTS CENTER**

GENERAL INFORMATION

PLACE: Des Moines SPORTSHOW
Iowa Events Center
730 Third Street
Des Moines, IA 50309

SHOW HOURS:	Wednesday	February 14	5:00 PM-9:00 PM
	Thursday	February 15	2:00 PM-9:00 PM
	Friday	February 16	2:00 PM-9:00 PM
	Saturday	February 17	10:00 AM - 9:00 PM
	Sunday	February 18	11 AM – 5:00 PM

SHOW OFFICE: The Show Office is located in HyVee Halls. The Show Office will be open from Tuesday February 13, 2007 through Sunday February 18, 2007. The show office phone number will be determined closer to show opening.

DISPLAY HOUSES: Any exhibitor using a display house to erect and dismantle their exhibit must notify Show Management in writing of the company performing this service.

EXHIBITOR CREDENTIALS: These badges are required for entry into the facility. For in and out privileges, you must have your hand stamped. You must have one badge per person entering the facility. The number of badges is in proportion to the amount of exhibit space as listed below. If you wish to purchase additional badges beyond your maximum, there will be a fee of \$5.00 for each badge.

Exhibitor Credentials: Exhibitors must be paid in full prior to receiving badges. Exhibitor credentials will be mailed to the official Contact person at the address listed on the contract unless otherwise specified. Badges will be distributed as follows:

Booth Badges:	(200 sq. ft. or less) 6 Exhibitor badges
Bulk Badges:	201 - 500 sq. ft = 10 Exhibitor badges
	501- 2000 sq. ft = 12 Exhibitor badges
	2001 - 3500 sq. ft = 15 Exhibitor badges
	3500 sq. ft or more = 20 Exhibitor badges

A **Registration/Will Call** desk will be set up in the show office in HyVee Halls. Exhibitors may leave badges here for pick up. *We recommend this option if you are expecting multiple persons to man your area throughout the Show. You may also leave a list of names of people authorized to pick up the badges.*

- Please note your balance for exhibit space must be paid in full before we will mail your exhibitor badges.
- Please complete and return the EXHIBITOR CREDENTIAL ORDER FORM by **January 19th** to ensure prompt processing of your badges. If this form is not received by this date you will need to pick up your badges at on-site Registration/Will Call.

EXHIBITOR GUEST

TICKETS:

Exhibitor Guest tickets for the 2007 Des Moines SPORTSHOW will be available for \$4.00 each. Tickets at the box office will sell for \$8.00. *See order form in this kit.*

LITERATURE

STORAGE:

Fire regulations prohibit storage of literature, cartons or boxes in your exhibit. The show provides a special free literature storage area for your convenience. However, you must notify Show Management a day in advance of your literature needs for the following day. Literature will be delivered to your area before show hours each day.

AUTO PARKING:

Visit www.desmoinessportshow.com for convenient parking information.

EXHIBITOR

INSURANCE:

The Des Moines SPORTSHOW is able to offer exhibitor insurance through NMMA Boat Shows. If you are unable to find reasonable insurance for your exhibit, please see the **Exhibitor Insurance order form in this kit.**

SMOKING:

Iowa Events Center is a "**NO SMOKING**" FACILITY. Smoking is allowed outside the building **ONLY**.

CONDUCT OF

EXHIBITS:

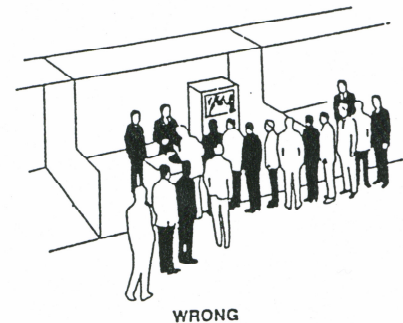
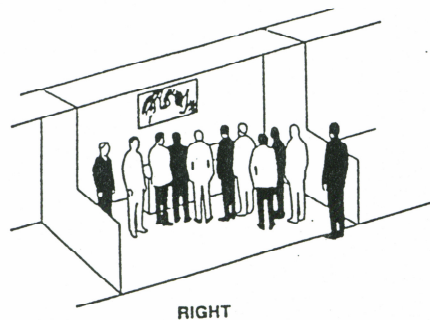
Exhibits must be manned during show hours. Consumers are on the floor until the last minute of the show and expect exhibitors to be in their displays. Only firms who have contracted and paid for space are permitted to demonstrate products, solicit orders or distribute advertising material at the show. Confine sales, distribution of literature, models and signs to your exhibit space.

DEMONSTRATIONS: The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic in aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. **AISLES MUST NOT BE OBSTRUCTED AT ANY TIME.**

Listed below are a few rules of reasonable conduct of your exhibit that the Iowa Events Center has asked us to pass along to you.

1. Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns.
2. NO holes may be drilled, cored or punched in the building.
3. NO painting of signs, displays or other objects is permitted in the building.
4. NO adhesive-backed (stick-on) decals or similar items (except name tags) may be distributed or used in the building.
5. NO sample food and/or beverage products may be distributed by exposition-sponsoring organizations and/or their exhibitors except upon written authorization by Iowa State Fairgrounds.
6. No balloons are permitted in the building.
7. Parking on the loading docks or inside the building (except for loading or unloading) is prohibited; violator's vehicles will be towed at owner's expense.
8. NO food or beverage (including alcoholic beverages) may be brought into Iowa Events Center.

REGULATION: Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2' (60 cm) from the aisle line. Should attendees interfere with the normal flow of traffic or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated.



SOUND: Exhibitors must police their own booths to be sure the noise level from demonstrations is kept to a minimum and does not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

*Source: National Association of Exposition Managers (NAEM)

FIRE REGULATIONS:

Please take the time to read the following fire code requirements from the Fire Marshal. The purpose of this memorandum is to provide the minimum requirements of the Building Life and Fire Codes for use of Iowa Events Center.

- 1. LOCATIONS:** Presentations must be confined to areas designed for and maintained as assembly occupancies.
- 2. PLATFORMS:** Any platform intended to be occupied by persons shall be five feet (5') or less in height. The platform shall be non-combustible or fire retardant treated wood and the space below the platform shall be substantially open. Stairs and platforms must have handrails.
- 3. OPEN FLAME:** The use of any open flame, unless approved by this office, is prohibited.
- 4. FLOORPLAN:** The approved floorplan shall not be altered. No displays, exhibits, booths, chairs, etc. shall be installed or operated in any way to interfere with access to any required exit, or with visibility of the exit or exit signs or block any openings in equipment.
- 5. DISPLAY BOOTHS:** All booths shall be of non-combustible material, fire retardant treated lumber, or any other materials fire treated in an approved manner. A 6" x 6" sample of treated material must be submitted to this office for a match flame test.
- 6. DECORATIVE MATERIAL:** All decorative materials such as loose fibers, bark, curtains, hangings, table covers, etc. must be fire treated in an approved manner.
- 7. SIGNS:** The use of paper for signs shall be limited to card index paper or poster board paper equal to or less than eight square feet in size. Fabric signs shall not be limited in size, but will be treated as decorative material.
- 8. FLAMMABLE LIQUIDS OR GASES:** The use of flammable liquids or gases within the building are prohibited. The storage of flammable liquids or gases will be confined to closed approved containers and limited to quantities needed for display. Display of any motor vehicle, aircraft or any apparatus in which a fuel tank is attached will be safeguarded by disconnecting the battery and securing the fuel tank fill pipe with a locking device or other approved method. Liquid fuel tanks will contain no more than five (5) gallons, or one quarter of the fuel tank's capacity, whichever is less. Gaseous fuel tanks are not allowed.
- 9. ELECTRICAL:** Electrical wiring must be properly sized to handle the demand and all extension cords must be UL listed, labeled and appropriately sized. However, excessive use of extensions cords is discouraged and shall be approved by this office. See the **service order forms** for your electrical needs.
- 10. STORAGE:** The storage of packing materials and surplus literature must be confined to areas away from the display area.

11. COMBUSTIBLE WASTE: Containers for combustible waste must be provided and confined to areas away from the display area.

12. DRILLS & EMERGENCY PROCEDURES: The employees shall be schooled and drilled in the duties they are to perform in case of fire, panic or other emergency in order to effectively evacuate. Employees shall be instructed in the proper use of portable fire extinguishers. Notify the building and Show Management immediately.

13. SPECIAL FOOD SERVICE DEVICES: Portable cooking equipment shall be approved by this office.

SECURITY PRECAUTIONS

SUGGESTIONS & PRECAUTIONS

- Ship in locked trunks or crates.
- Do not indicate contents on shipping container.
- Furnish your shipping company with accurate bills-of-lading.
- Do not store undisplayed products in empty crates or cartons. Store in Security Room.
- Cover your displays each night.
- Do not leave briefcases, calculators, cameras, tape recorders, etc. in unattended booth(s).
- Pack quickly upon receiving your empty crates at show close.
- During move-out have an employee remain with the exhibit until all products have been repacked.
- Report any damaged or lost cartons to the Show Office **immediately!**

DURING CLOSE OF THE SHOW ON SUNDAY, FEBRUARY 18, PLEASE SPEND A FEW MOMENTS SECURING THE MERCHANDISE IN YOUR EXHIBIT.

SECURING VALUABLE ITEMS

We will have a security on duty at all times, but we cannot guarantee against loss. We suggest that you provide a trunk or box equipped with a lock where small items you want to leave overnight may be safely kept.

INSURANCE

Neither the Des Moines SPORTSHOW, Iowa Events Center, nor the Show contractors can be responsible for the loss of merchandise before, during or after the show. We recommend that you contact your insurance company and secure, for nominal fee, an all risk rider for all merchandise and equipment from the point of shipment, while at the show, and for return to point of shipment.

Another avenue available to exhibitors is our NMMA BOAT SHOWS EXHIBITOR'S INSURANCE. If you are unable to find reasonable insurance rates for your exhibit look over those in Order Form section of this book. For more information contact Tom Kornelis at (206) 749-1207.

EXHIBIT INSTALLATION & REMOVAL INFORMATION

Exhibit move-in will begin on Monday, February 12, 2007. **You will be notified by mail of your specific move-in time by January 19, 2007.**

INSTALLATION SCHEDULE

Monday afternoon, February 12	Boat move-in
Tuesday, February 13	Boat & Booth Exhibits
Wednesday, February 14	Boat & Booth Exhibits (until noon)

SHIPPING INSTRUCTIONS

If you are shipping exhibit materials to the SPORTSHOW, the least expensive way is to schedule shipments to arrive **ON or AFTER** Tuesday February 13, 2007. "Collect" shipments **WILL NOT** be accepted. If you need to ship **BEFORE** Tuesday February 13, 2007 you must ship to George Fern and pay a storage fee.

FOR SHIPMENTS TO ARRIVE ON OR AFTER Tuesday February 13, 2007:

*Instruct your carrier – **DO NOT DELIVER BEFORE FEBRUARY 13, 2007.**

*Put FEBRUARY 13, 2007 on the shipping label and Bill of Lading.

Your shipment will be delivered from the loading dock to your booth at no charge.

SHIP TO:

65th DES MOINES SPORTSHOW
c/o George Fern Co.
(Company name & Booth #)
Iowa Events Center
730 Third St. .
Des Moines, IA 50309

FOR SHIPMENTS TO ARRIVE BEFORE TUESDAY, FEBRUARY 13, 2007:

You will be charged for this service. For rates please refer to the George Fern. Material Handling Rate Schedule in the order forms section of this kit.

SHIP TO:

65th DES MOINES SPORTSHOW
c/o George Fern Co.
(Company name & Booth #)
1953 E. Market St.
Des Moines, IA 50317

BOOTH MOVE-IN

Booth exhibitors are scheduled to move-in Tuesday, February 13. All booth exhibits must be installed by noon on Wednesday, February 14th.

PROVIDED YOUR SCHEDULED MOVE-IN TIME IS MET, the Des Moines SPORTSHOW will pay for unloading of your delivery vehicle, moving of exhibit materials to your assigned booth, removing and storing your crates, returning your crates following the show, moving exhibit materials back to your vehicle and loading your vehicle.

ALL EMPTY CRATES AND CARTONS WILL BE REMOVED FROM THE EXHIBIT FLOOR BY NOON ON WEDNESDAY, FEBRUARY 14, 2007.

CRATES: Crates, when emptied, should be "nested" and placed in front of your exhibit. Your crates will be stored for the duration of the show if "EMPTY" label stickers are attached. Labels will be available at the Show Office or decorator's service desk. Cardboard cartons will not be accepted for storage unless they are knocked down flat, securely tied into bundles and properly labeled. No skids will be accepted for storage unless securely tied and labeled. **DO NOT STORE UNDISPLAYED PRODUCTS IN EMPTY CRATES.** See Security suggestions.

REMOVAL OF BOOTH EXHIBITS

All exhibits must remain staffed and intact until the 5:00 pm closing on Sunday, February 18. Exhibitors may individually hand carry items out Sunday night after the close. Exhibitors shipping displays must complete a bill of lading available at the George Fern Co.

The entire building must be vacant by midnight on Sunday, February 18.

BULK SPACE MOVE-IN

All bulk exhibits will be mailed a specific move-in day and time. Please adhere to this schedule in order to facilitate a quick and efficient move-in.

ALL EXHIBITS MUST BE OPERATIONAL BY WEDNESDAY, FEBRUARY 14TH, AT NOON.

BULK MOVE-OUT

Boat exhibitors planning to sell their units before leaving must be prepared to remove the units with the same equipment and/or manpower as delivered, as time will not warrant loading and picking up one or two at a time. If units are to be removed individually, the exhibitor will be responsible for having enough trailers/drivers for the entire group of units to be loaded at one time.

VEHICLES AND BOATS CANNOT BE STAGED IN IOWA EVENTS CENTER DURING MOVE-IN OR MOVE-OUT!

REMOVAL DEADLINE: All boats and exhibit material must be out of Iowa Events Center by midnight Sunday February 18.

ON-SITE FREIGHT PROCEDURES

In order to make your move-in smooth and easy, please review the following suggested freight procedures:

1. BEFORE LEAVING THE OFFICE:

- a. **Get a copy of the original bill-of-lading**, indicating the carrier, piece count, weight, origin of shipment and the consignee (destination of shipment).
- b. **Be sure to obtain PRO numbers, which identify the shipment.** This series of numbers enable carrier to trace shipment from their point of origin to their destination.

2. UPON ARRIVAL AT THE SHOW:

- a. **First, go to your booth and count the pieces in your booth.** Compare this with the shipping information for your office.
- b. **If missing a piece, DO NOT UNPACK any of your freight.** Go to the George Fern Service Desk and check how many pieces were actually received.
- c. **If there is any visible damage to your crate(s), DO NOT UNCRATE,** go to the George Fern Service Desk and inform them of your finding.
- d. Upon uncrating, if you find any concealed damage, (damage not visible upon inspection of crate exterior) go to the George Fern Co. Service Desk or Show Office. A report will be written and the Freight Carrier will be notified for a visual inspection.

3. WHEN YOU ARE MISSING FREIGHT, ENTIRE SHIPMENT OR PARTIAL:

- a. If entire shipment is missing, call the carrier and give them the PRO number, so they can trace the location of your freight.
- b. If part of your shipment is missing, look in the surrounding exhibit spaces--at times the exhibit floor becomes congested and forklifts cannot get to your booth.
- c. After exhausting all of the above possibilities, go to the George Fern Co. Service Desk or Show Office and a Freight Manager will assist you.

EXHIBITOR TIPS

HOW CAN I SAVE MONEY?

- Pre-plan and assemble as much of your exhibit as possible before shipping
- Pre-drill holes
- Indicate on the backwall where each product is to be placed
- Install carpeting on turntables or other items before shipping

WHAT WILL MY SET-UP PERSON NEED?

Furnish the individual responsible for setting up your exhibit on show site with the following:

- Bill-of-lading (paperwork you use in shipping your display materials and/or equipment)
- A complete layout of the exhibit (make it as detailed as possible)
- Copies of all work or service orders you placed in advance

Acquaint your set-up person with labor rates and regulations. Emphasize the importance of staying on top of set-up and talking with Show Management immediately if problems should arise.

CAN I INSTALL MY OWN DISPLAY?

You are not required to use show labor. Labor will be available should you need help moving your exhibit materials to/from your space. You can also contract with George Fern Co. for labor to set up your display. **Any electrical and telephone work must be done by the official electrical/telephone contractor for Iowa Events Center.** (see order form section of kit)

HOW DO I CONTRACT FOR LABOR?

1. Complete the George Fern Co. labor order form(s).
2. Upon arrival check all cartons and crates against your bill(s)-of-lading (including carpeting-whether rented or yours).
3. If everything is in order and you are ready to assemble your exhibit, go to the George Fern Co. Service Desk. Tell them of your advance order(s) and that you want to sign out for your labor. Note the time of this transaction on the work ticket.
4. Upon completion of work, immediately accompany laborer(s) back to the George Fern Co. Service Desk and sign them in. Write the time of this transaction on the work ticket. If there is a dispute regarding the work ticket, don't sign it! Ask Show Management to help resolve the situation.
5. Do not tip workmen for any services--you're hurting your company and every other exhibitor.

WHAT WILL I BE CHARGED?

You will be charged by the hour **straight time** labor rates from **8:00 a.m. to 4:00 pm, Monday through Friday.** **Overtime rates apply before 8:00 am, after 4:00 pm, and all day Saturday, Sunday and Holidays.**

Starting time is guaranteed only when men are requested for the start of the working day (8:00 am). All work is done under the supervision of the exhibitor unless exhibitor orders supervision.

Prepayment of services is required. All invoicing must be arranged through George Fern Co. or the appropriate company providing each service. Checks, American Express, MasterCard and Visa are accepted.

SERVICES

The following are the official show contractors that are approved by NMMA Boat Shows and the Iowa Events Center.

ELECTRICAL:

I.E.C. Exhibitor Services

730 Third St.

Des Moines, IA 50309

(515) 564-8036

(515) 564-8140 (fax)

(order by February 2 , 2007)

Order forms for these services are included in the “Order Forms” section of this exhibitor kit. Forms should be sent directly to Iowa Events Center. ***We strongly urge you to order and pay in advance of the show to save money and time.**

TELEPHONE:

I.E.C. Exhibitor Services

730 Third St.

Des Moines, IA 50309

(515) 564-8036

(515) 564-8140 (fax)

(order by February 2 , 2007)

Order forms for these services are included in the “Order Forms” section of this exhibitor kit. Forms should be sent directly to Iowa Events Center. ***We strongly urge you to order and pay in advance of the show to save money and time.**

CLEANING:

Show Management will sweep out trash that is in the aisle before the opening on Wednesday without charge. Exhibitors who require vacuuming or special cleaning after Wednesday may do so with their own equipment and personnel or may order special cleaning services. **See order form.**

For further information contact:

George Fern Co.

751 Wyoming St.

Kansas City, MO 64101

(816) 221-0525

(816) 471-1602 (fax)

Contact: Exhibitor Services

FURNITURE & DECORATIONS:

George Fern Co. will have furniture and other decorative accessories available for rental. Choices will include custom furniture, accessories, formica-top tables and desks, wood display tables, counters, risers and covering for tables. **See order form.**

George Fern Co asks that you remit 100% of estimated rental charges with your advance order, **IN ORDER TO QUALIFY FOR DISCOUNT PRICES**. Charges placed on site will be collected at time of order. All orders will be collected on show site unless credit arrangements have been made. For your convenience, MasterCard, American Express, Discover Card, Diners and Visa credit cards will be accepted at the George Fern Co. Service Desk.

For further information contact:

George Fern Co.
751 Wyoming St.
Kansas City, MO 64101
(816) 221-0525
(816) 471-1602 (fax)
Contact: Exhibitor Services

CARPETING:

Exhibitors may supply their own carpet or may order from George Fern Co. **See order form.**

For further information contact:

George Fern Co.
751 Wyoming St.
Kansas City, MO 64101
(816) 221-0525
(816) 471-1602 (fax)
Contact: Exhibitor Services

EXHIBITOR CREDENTIAL INFORMATION

Only company personnel working your exhibit are eligible for exhibitor credentials. An exhibitor credential gives you access to the exhibit area throughout set-up, 2 hours before show opening each day, and during move-out. **You have the option of having your exhibitor badges mailed to you prior to the show or having them held for pick-up.** Exhibitor badges not received by mail will be available at the Exhibitor /Will Call Counter located in the Show Office located in HyVee Halls. **Individuals picking up their own badge must show company as well as personal identification. Be sure to complete and return the EXHIBITOR CREDENTIAL form by the deadline date (January 19th).**

Your company is allotted badges according to total exhibit area occupied, per the following formula:

200 sq. ft. or less = 6 badges
201-500 sq. ft. = 10 badges
501-2000 sq. ft. = 12 badges
2001-3500 sq. ft. = 15 badges
3501 or more sq. ft. = 20 badges

All names should be typewritten or printed to ensure accuracy. No initials will be accepted. Badges will be produced showing only the name of the company which contracted for exhibit space.

Please limit the number of names accordingly and list only those regularly engaged in the conduct of your exhibit. Substitutions can be made only by relinquishing one badge for another if your limit has been reached.

The rule requiring all personnel to carry their badges during Show hours will be strictly enforced.

**A \$5.00 FEE WILL BE COLLECTED FOR ANY
ON-SITE REPLACEMENT OF BADGES**

IMPORTANT NOTICE

PERFORMANCE OF MUSIC at NMMA BOAT SHOWS

If any copyrighted music is to be played at your display, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner.

The licensing requirements include the playing of live as well as recorded music (records, tapes, compact discs, radio broadcasts, etc.) and also include music whether it is the essence of the presentation or is used only as background on videotapes or other presentations.

To obtain a valid ASCAP or BMI license, simply write a letter to the agencies listed below and tell them of the composition and the names and dates of the show you will be playing it for.

ASCAP Licensing Dept.
1 Lincoln Plaza
New York, NY 10023
(212) 595-3050

BMI Licensing Dept.
320 West 57th Street
New York, NY 10019
(212) 586-2000

Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law and a breach of your contract with NMMA Boat Shows.

Penalties can amount to several thousand dollars.

Please take a few minutes to ensure a hassle-free event by acquiring the proper license.

Other options available to you are:

1. Simply don't play music in your display.
2. Contact the composer and make your own deal.
3. Use music that is in the public domain.
4. Obtain music from music libraries that may have already obtained their own licenses from ASCAP and BMI or create original work.

The 3M Cantata System (a music library) is available through the International Association of Exposition Management (IAEM) at (317) 638-6236.

Other Music Libraries are:

Associated Production Music – (213) 461-3211
DeWolfe Music Library – (212) 382-0220
Killer Tracks – (213) 957-4455
Omnimusic, Inc. (516) 883-0121
TRF Production Music Libraries – (212) 265-8090

Capital Music – (213) 462-6251
FirstCom – (214) 934-2222
Manhattan Production Music – (800) 227-1954
Promusic, Inc.- (305) 776-2070

If you encounter any difficulty with either ASCAP or BMI in your attempt to acquire a license, please contact us immediately.

Thank You.

Show Management
NMMA Boat Shows

PUBLICITY NOTICE

Increase your sales -- Return form today

You can help us promote your company and the St. Louis Boat & Sportshow by providing us with the following information. A quick response is essential.

We're looking for story ideas to share with area newspapers and television. Please use the space below to tell us about your company's community involvement, colorful employees, corporate achievements or anything else you think people would like to hear about. If necessary, we will contact you for more complete information on your topic. (Use back if necessary.)

- () Check here if you are introducing a new product for 2007.
In the space below, provide the complete product name and a brief description of the product.
(Use back if necessary.)

Your name _____ Title _____
Your Company Name _____ Phone # _____
Address _____ City/State/Zip _____

Please send ASAP

1) This form; 2) Sales brochure and/or press release; 3) Black & white photos of the product described above to:

ORDER FORMS CHECKLIST

COMPLETED

DEADLINE DATE

Exhibitor Guest Tickets	December 1
Exhibitor Credential Form	December 1
Iowa Events Center Utilities Order Form	February 2
Publicity Information	ASAP
NMMA Boat Show Exhibitor's Insurance	December 2
George Fern Method of Payment	January 29
George Fern Special Signs Order	January 29
George Fern Rental Order Form (Furniture, Carpet, Accessories)	January 29
George Fern Rental Modular Rentals Order/Custom Furniture	January 29
George Fern Cleaning Order	January 29
George Fern Display Labor Order	January 29
Audio/Visual Service Order	February 2
Boat Information Necessary for Move-In	January 19