



## GENERAL SHOW INFORMATION

**DATES:**

**February 16-20, 2012**

**LOCATION:**

**Miamarina at Bayside  
401 Biscayne Blvd  
Miami, Florida 33132**

**SHOW HOURS:**

Thursday,	February 16 <sup>th</sup>	10am – 6pm
Friday,	February 17 <sup>th</sup>	10am – 6pm
Saturday,	February 18 <sup>th</sup>	10am – 6pm
Sunday,	February 19 <sup>th</sup>	10am – 6pm
Monday,	February 20 <sup>th</sup>	10am – 6pm

**CONTACT INFORMATION:**

Kevin Murphy – Show Manager – [kmurphy@nmma.org](mailto:kmurphy@nmma.org) or 401.293.5207

Lori Gleason – Booth Sales Manager – [lgleason@nmma.org](mailto:lgleason@nmma.org) or 312.942.6210

Courtney Erhardt – Show Office, Tickets, Badges etc .  
[cerhardt@nmma.org](mailto:cerhardt@nmma.org) or 312-946-6237

**Please check the website for all exhibitor forms. If you find it difficult to navigate for please contact any of the above.**

**Thank you.**

# OFFICIAL SERVICE CONTRACTORS

Decorator: Expo Convention Contractors, Inc  
57 N.E. 179<sup>th</sup> Street  
*Carpet, Furniture* Miami, FL 33162  
*Rental, Carpenter &* 305.751.1234 / Fax: 301.751.1298  
*Decorator Labor* Nancy Stewart nstewart@expocci.com

Electrical Services: EDD Helms Electric 305- 653-2520  
17850 NE. 5<sup>th</sup> Avenue [www.eddhelms.com](http://www.eddhelms.com)  
Miami, FL 33162

Telephone: Bellsouth Small Business  
(800) 625-8879 ext 54488

Catering Services *Vassilis Mavridis* Tel: 305 859-7800  
*Dedalos Inc.* [dedalos@bellsouth.net](mailto:dedalos@bellsouth.net)

Freight Carrier & ABF Freight Systems 305-592-1950  
Warehouse 6402 NW 74<sup>th</sup> Ave [www.abf.com](http://www.abf.com)  
Contractor Miami, FL 33166  
Contact: Roy Franz

## **OFFICIAL SERVICE CONTRACTORS**

The National Marine Manufacturers Association (NMMA), acting on behalf of all exhibitors has appointed the above official service contractors to perform and provide necessary services and equipment.

## **EXHIBITOR APPOINTED CONTRACTORS**

An exhibitor appointed contractor (EAC) is any company other than the designated "official" contractors (above) who provides a service (display/installation and tear-down, boat cleaners, models, florists, photographers, audio/visual, etc.), and needs access to your exhibit anytime during the installation, show dates and dismantling. If you wish to appoint your own contractor, you must complete and return the EAC form with the contractor's insurance certificate by the due date.

## **EXCLUSIVE CONTRACTORS**

For insurance, safety, security and City of Miami and Miami Beach ordinance requirements, the contractor designated by NMMA show management must be used for services such as catering, drayage, electrical, plumbing, rigging, telecommunications, and tents - NO exceptions will be made.

# STRICTLY SAIL GENERAL INFORMATION

## LOCATION

**Miamarina at Bayside  
401 Biscayne Blvd  
Miami Florida 33132**

**Courtesy Shuttle Buses will run between the Park & Ride at the American Airlines Arena, Miamarina at Bayside, Sea Isle Marina & Yachting Center and the Miami Beach Convention Center starting 1 hour prior to show opening through 1 hour after show closing (CC hours) daily. Water taxi will**

## DIRECTIONS

### **From the North**

I-95 South to exit 395/Miami Beach East, exit at Biscayne Blvd. Turn right, follow Biscayne to Port Blvd. (NE 5th Street). Turn left, follow right hand lane into the Bayside Garage.

### **From the South**

I-95 North. Exit at Biscayne Blvd. Stay in left hand lane until the stop sign at Biscayne. Turn left on NE 3rd Street; follow the left side of the road into the Bayside Garage.

## MOVE – IN DATES & TIMES

Monday February 13 <sup>th</sup>	8am – 5pm	Targeted Boats
Tuesday February 14 <sup>th</sup>	8am – 5pm	Targeted Boats
Wednesday February 15 <sup>th</sup>	8am - ?	Targeted Booths

***Specific Move In times will be listed on the Strictly Sail Miami Website 2 weeks prior to your move in.***

## SHOW DATES & TIMES

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Saturday,	February 18 <sup>th</sup>	10am – 6pm
Sunday,	February 19 <sup>th</sup>	10am – 6pm
Monday,	February 20 <sup>th</sup>	10am – 6pm

## MOVE OUT DATES & TIMES

Monday February 20 <sup>th</sup>	6pm – 9pm
Tuesday February 21 <sup>th</sup>	8am – 4pm

## **OFFICIAL SHOW HOTEL**

### **HOLIDAY INN PORT OF MIAMI - DOWNTOWN**

**RESERVATIONS:** Individual reservations can be made by calling the HOLIDAY INN PORT OF MIAMI - DOWNTOWN directly at 786-866-3005 (Mon-Fri 9am – 5pm) or by calling 1-800-526-5655. When calling you must indicate “Strictly Sail” Group Rate for the \$189.00 rate.

**ROOM RATE:** We are delighted to offer show-goers the special rate of \$189.00, EP, Single/Double occupancy with a minimum stay of three (3) nights, FEBRUARY 16-20, 2012. Rate is subject to state and local tax, currently at 13%. In addition, should visitors require a Rollaway Bed, there will be an additional charge of \$10.00 per day, per bed (available on selected rooms only). Limited Parking available at \$12.00 per day

**RESERVATIONS DEADLINE:** JANUARY 15<sup>TH</sup>, 2012

Please note that a credit card is required to guarantee each room. Rooms are limited at the Group rate. If reserving your room by phone, individual callers must identify their affiliation with the "Strictly Sail" Group. Guaranteed reservations that are “No Shows” or cancelled less than seventy-two (72) hours prior to guest arrival, will be assessed a charge of one night’s room and tax.

At check-in, each guest will be required to initial his or her registration form confirming his or her departure date. If the date is not correct, a change can be made, subject to availability and without damages. The guest's initial will signify that they agree to occupy the guest room from the check in date to the departure date. Should the guest find it necessary to check out earlier than scheduled departure date, the Hotel will assess an Early Guest Departure Fee of \$49.00.

## **EXHIBITOR BADGES**

An Exhibitor Badge affords you the privilege of entering each venue during move-in, move-out and two hours prior to the opening of the show during show days. Exhibitors must wear their badge when entering the show. ID may be required. Your company is allotted badges, according to total exhibit area occupied:

<b>200 sq. ft. or less</b>	<b>6 badges</b>
<b>201-500 sq. ft.</b>	<b>10 badges</b>
<b>501-2000 sq. ft.</b>	<b>12 badges</b>
<b>2001-3500 sq. ft.</b>	<b>15 badges</b>
<b>Over 3501 sq. ft.</b>	<b>20 badges</b>

Exhibitor Credentials are only for company employees working your booth and should not be used for guests, family or friends. Identification will be required when picking up your exhibitor badges. Guest tickets are available for your guests, family or friends.

***PLEASE DO NOT INCLUDE MANUFACTURER’S REPRESENTATIVES, SUPPLIERS, WHOLESALER’S, DISTRIBUTORS OR WORKING DEALERS ETC. ON YOUR EXHIBITOR BADGE FORM. THESE REQUESTS SHOULD BE SPECIFICALLY MADE ON THE **WORKING DEALER REQUEST FORM.*****

Please complete and return the Exhibitor Credential Request and Working Dealer Order Forms to 312-946-0401.

### **EXHIBITOR REGISTRATION**

Exhibitor Registration will open Monday February 13<sup>th</sup> and will remain open during all set up and show days from 9am – 5pm. Registration is located in the show office at the main entrance of the show behind the Hardrock Café.

### **FLOOR MANAGERS**

Show Management will be present on show site at all times during move-in, show hours and move-out. If you encounter any difficulties, consult a Floor Manager. They may also be reached through the Show Office.

### **SHOW OFFICE**

The Strictly Sail Show Office will open Monday February 13<sup>th</sup> and will remain open during all set up and show days from 9am – 5pm. The show office is located at the main entrance of the show behind the Hardrock Café.

### **EXHIBITOR GUEST TICKETS**

Exhibitor Guest Tickets are available in advance by mail. Tickets can be mailed to you or held at the “Will Call” desk located in the show office at the main entrance of the show. Tickets left at “Will Call” will be left in a #10 Business Envelope with the recipient’s name (last, first) printed or typed in the upper right hand corner. Your Company’s name should appear below the name. Envelopes will be available at the Show Office for this use. We recommend that you provide your own envelopes in advance to avoid any delays. Please use the **EXHIBITOR GUEST TICKET ORDER FORM** on the website to order your tickets in advance. You will be invoiced ½ the daily price only for the tickets redeemed. Tickets not redeemed will not be billed to the exhibitor.

### **CONDUCT OF EXHIBITORS**

All displays must be manned during show hours. Consumers will be on the floor until closing each day and will expect exhibitors to be present. Please limit distribution of literature, signage, models and sales brochures to within your contracted exhibit space.

### **EXHIBIT REMOVAL**

All exhibits must remain staffed and intact until the official show closing at 6pm on Monday February 20<sup>th</sup>. Once the public has safely left the show floor and the aisle carpet has been removed, empty crates will be returned to your space. Any vehicle needing access to the area will be able to do so once you receive a window card. Hand carried items may leave the floor after 6pm Monday. You must wear your exhibitor badge at all times to hand carry items off the show site.

### **INSURANCE REQUIREMENTS**

As a condition to exhibiting at all NMMA shows, all exhibitors are required to provide a copy of their current insurance waiver listing NMMA and show contractors as additionally insured and must have in effect insurance covering all product and display materials during setup days, show days, and breakdown days. To make sure you fulfill this requirement, download the Insurance/Limits

and Liability Forms located in the online Exhibitor Kit to insure you have the proper coverage. Exhibitors must submit proof of insurance before moving in.

### **SECURITY**

Show Management provides 24 hour security during all show, move in and move out days. However, exhibitors are urged to have their insurance in effect during move-in, show days and move-out. **SHOW MANAGEMENT CANNOT BE RESPONSIBLE FOR ANY LOSS OR DAMAGE.**

### **STANDARD BOOTH EQUIPMENT**

Exhibitors occupying booth space are provided with an eight-foot high backdrop and three-foot high side rails at no charge.

### **ELECTRICAL SERVICE**

Exhibitors must order electrical power for their land side displays. It is not included in your space cost. Exhibitors cannot make any electrical installations. All connections to the electrical system and extensions must be made by the show's official electricians. For more details, see the ELECTRICAL order form in your Manual.

### **EXHIBITOR PARKING RATE**

The Exhibitor Parking Lot is located in front of Bayfront Park just one block south of Bayside. Vehicles must prepay for each space. Exhibitors must keep the provided window card on the dash board at all times. Every vehicle must have a window card. Parking forms can be found under the tab Frequently Requested Forms of the Exhibitor Kit. All parking must be pre-paid.

Parking Rates:

Cars/Trucks requiring only one space – \$85.00

Trucks requiring more than one space - \$150.00

RVs – \$200.00

For other parking options visit

<https://www.miamiparking.com/maps/ProximitySearch.asp>

## **EXHIBITOR SHIPMENT/FREIGHT PROCEDURES**

### **PREFERRED CARRIER**

ABF Freight System is the preferred carrier for Strictly Sail. Exhibitors shipping with ABF Freight Systems will receive:

- 65% Discount shipping to and from show
- 30 day free warehousing prior to first day of move in of show
- Show materials delivered first at move in and picked up first at move out
- Storage of crates on site during the show
- Warehouse hours are Monday – Friday 6am to 8pm, plan accordingly

### **NON-PREFERRED CARRIERS**

ABF Freight Systems will also accept exhibit shipments from other carriers including UPS and FedEx. Please make your carrier aware of the delivery hours. Warehouse hours are Monday – Friday 6am to 8pm, plan accordingly.

## **ADVANCED SHIPPING TO SHOW WAREHOUSE**

All exhibitors can have their Freight Shipments stored at the Advance Warehouse for free, 30 days prior to the show. The Advance Warehouse will accept shipments from all carriers including UPS and Fed/Ex shipments.

**All Advance Freight Shipments must be consigned and prepaid.** Freight Shipments will not be accepted on weekends. Each carton, crate, etc. should be addressed as follows:

**NMMA/Strictly Sail  
Exhibit Company Name & Booth #  
ABF Freight System inc  
6402 NW 74<sup>th</sup> Ave  
Miami, FL 33166**

## **SHIPPING DIRECT TO THE SHOW**

Freight shipped directly to the show will only be accepted starting Monday February 13<sup>th</sup>. Please notify your carrier not to arrive before that date. Freight Shipments will not be accepted on the weekends. All cartons, crates, etc. should be addressed as follows:

**Company Name, Space Number  
Strictly Sail Miami  
Miamarina at Bayside  
401 Biscayne Blvd  
Miami, FL 33132**

# **INSTALLATION & REMOVAL INSTRUCTIONS**

## **EXHIBIT INSTALLATION**

*Exhibit move-in will begin on Monday February 13<sup>th</sup>. You will be notified by email of your specific check-in and check-out dates and times. All boat exhibitors should have completed and returned the MOVE-IN ASSIGNMENT INFORMATION FORM to ensure that adequate time is given to your company for exhibit set-up. If not, please call Kevin Murphy at 401.293.5207 or cell 401.651.3220.*

There are two methods by which you can ship your exhibit materials and/or equipment to the Strictly Sail Show.

### **1) TARGETED/DIRECT SHIPMENTS: *Beginning February 13th***

Exhibitors shipping exhibit material, or boats arriving direct to Miamarina at Bayside should schedule the arrival on or after Monday the 14<sup>th</sup> of February. There will be no freight service before this date. Miamarina at Bayside has no storage facility to receive direct shipments that arrive prior to the 14th. If necessary, send materials to the ADVANCED SHIPPING WHAREHOUSE.

**It is imperative that your company driver or contracted carrier be scheduled to arrive on your check-in date and time.**

**2) PRE-SHIPMENTS TO WAREHOUSE: *Beginning January 17<sup>th</sup>***

You may pre-ship your exhibit materials and equipment to the advance warehouse where it will be stored at N/C for 30 days. This service includes 30 days free storage prior to the show, transport to Sea Isle Marina & Yachting Center and delivery to your exhibit space. Your empty crates will then be stored and returned to you at show break.

**All this is done at NO CHARGE to you; Show Management pays for all equipment and labor costs.**

**FREIGHT DESK**

Show Management will be handling all freight shipments once they arrive at the show. All freight inquiries should be directed to the Freight Desk, which will be located next to the Show Office at the main entrance of the show.

**OUTBOUND SHIPPING**

Be sure to properly label all materials for shipping, prepare a bill of lading, contact your carrier and leave a copy of the bill of lading at the freight desk. ABF Freight Systems, the Strictly Sail "Preferred Carrier" will have a representative available at the close of the show to assist you with shipping with ABF. If you are shipping by another carrier, make sure your driver reports to the freight desk to coordinate the loading of your freight. If you're using another carrier you must make all arrangements. NMMA will not be responsible for freight shipped through carriers other than the preferred carrier ABF. All FedEx & UPS pickups must be made before exhibitor leaves the show. NMMA will not be responsible for these pickups.

**IMPORTANT SHIPPING NOTES:**

Any exhibitor shipping via UPS, Fed/Ex or other carrier besides the "Preferred Carrier," must make their own arrangements for pickup and must be onsite until the pickup is made. Neither Show Management nor its contractors can make these arrangements for you. Show Management will not be responsible for any freight not shipped via the NMMA preferred carrier. PLEASE be sure to contact your carrier to make sure your shipment(s) are picked up by the specified times listed in the Exhibit Removal section below. **If your carrier does not pick up by 3pm Tuesday February 21st your freight will be forced out by ABF at your expense.**

**All Exhibit Materials must be off show floor by 3pm February 21st. Please plan accordingly. Any Exhibit Materials left after that time will be shipped on ABF at your expense.**

**SHIPPING TIPS**

- Before leaving your office obtain a copy of the Original Bill of Lading, which indicates piece count, weight, origin and consignee.
- Be sure to get pro numbers, which enable your carrier to trace your shipment(s).

- Upon arrival at your exhibit, compare your shipping information with the freight in your space.
- Report any missing freight or damage to the Freight Desk immediately.
- A report will be written and we will notify the carrier.
- Review the MATERIAL HANDLING SERVICES LIMITS OF LIABILITY & RESPONSIBILITY.
- Empty labels must be affixed to all empty crates/cartons for storage during the show to assure correct delivery at the close of the event.

**OVERSIZED LOADS:** Specific restrictions limit the use of the highways on weekends and holidays when transporting oversized loads. Be sure to secure all required permits (State of Florida, Dade County, and or City of Miami) for transporting oversized loads.

**UNLOADING OF BOATS:** Exhibitors will not be charged for the unloading or reloading of display boats and freight provided that:

- 1) Exhibitor has returned the MOVE-IN ASSIGNMENT INFORMATION FORM.
- 2) Exhibitor has checked-in his vehicle(s) at the staging office one hour prior to target time.
- 3) Driver is available to drive his vehicle when it is his turn to unload.
- 4) Each boat is accompanied by proper stand, cradle or dollies.
- 5) Once the boat is removed from the trailer, the driver must exit the area immediately.

**CRATE STORAGE:** Crates and empty containers must be prepared for removal as soon as possible after unpacking. This includes affixing "EMPTY" stickers and positioning your crates/cartons on the front edge of your exhibit space. Empty stickers can be picked up at the show office.

Please contact Kevin Murphy [kmurphy@nmma.org](mailto:kmurphy@nmma.org) or 401-293-5207 with any questions or concerns.

Thank you.