

Dear Strictly Sail Miami Exhibitor:

Strictly Sail Miami returned to an all-sail environment at Miamarina at Bayside in 2011 with great results. We're back again February 16-20, 2012. The show will continue to be held in conjunction with the Miami International Boat Show and as usual provide exhibitors the marketing muscle to make sales immediately.

After 3 years of holding space rates with no increase we have found that our operational costs and media costs have increased significantly. In order to continue to bring you the best quality show with the media and advertising coverage that is expected from an NMMA event, we must implement a minimal space rate increase for 2012. We understand that the industry is still in recovery, however we are committed to your success and providing a show that creates the most value for your money and the highest return on your marketing investment. Please contact us directly if you have any questions regarding this minimal increase.

Attached is your 2012 renewal Exhibitor Application for Space. **July 29, 2011 is the first deadline to retain your same space along with the 25% deposit requirement.**

- 1) Review the contact information on your Application and make any updates.
- 2) Please indicate any changes, special requests or preferences and note this right on your Application. (*Important Note for Booth Exhibitors*): the booths in the larger tent are 90 sq. ft;(9' deep by 10' wide)
- 3) Sign and return your completed Application to us via email or FAX to: 866-543-0503.
- 4) Send your 25% deposit by the July 29, 2011 deadline. Base your 25% deposit on the amount of space you're requesting and mail to the NMMA Payment Center address in Chicago, IL (below).

Mail Payment To:

NMMA Payment Center
33928 Treasury Center, Chicago, IL 60694

Please make checks or money orders payable to: National Marine Manufacturers Association

Payment schedule as follows for your show planning:

25% due July 29, 2011

25% due October 28, 2011

50% due December 16, 2011

Renewal priority will be given to those companies who return their Application and 25% deposit by the July 29, 2011 deadline. After that date, space not applied for will be considered available for allocation to another company. Contact us if you have any questions regarding your current space amount or location.

Thank you for your continued support of the Strictly Sail Miami Show. We're proud to extend our resources to you as a valued show contributor. With your participation in an NMMA produced show, you will enjoy an array of benefits, including our dedicated show team to assist in promoting your business. The NMMA truly shares a vested interest in your success and the success of the Sailing Industry. Please contact us directly for any additional information and we look forward to working with you in 2012!

Sincerely,

Kevin Murphy
Show Manager, In-Water/Bulk Space Sales
(401) 293-5207
kmurphy@nmma.org

Joanne Miller
Exhibitor Relationship Manager, Booths
(312) 946-6245
jmiller@nmma.org

Courtney Erhardt
Sr. Events Coordinator
(312) 946-6237
cerhardt@nmma.org

Our Mission is Your Success!

www.strictlysailmiami.com