

EXHIBITOR INFORMATION

We Continually Improve the Summit from Your Feedback and Suggestions!

After reviewing last year's exhibitor and delegate comments, we have planned the 2010 exhibit times and area to maximize your visibility. We think you will be extremely pleased with the location and amount of time you will get to spend with the delegates.

Note: Indoor exhibits open Sunday evening through Tuesday noon with outdoor space available Sunday through Wednesday 4:00!

Exhibit Show Benefits

- Our show will be in a prime convention facility – the beautiful Hilton Daytona Beach Oceanfront Resort.
- The Summit Opening Reception (Sunday evening) will be in the exhibit area, which creates an ideal opportunity to meet delegates as we kickoff the Summit. It is also a prime time to greet customers and meet new prospects. The Opening Reception is always well attended.
- The exhibit times are concentrated, which should contribute to your success in meeting delegates.
- Your company name, with details provided, will appear in the *Summit Program* (if you are registered by Jan. 5) as well as in the follow-up publication the *Summit Proceedings*.
- Each delegate will be provided a “bingo” card upon arrival. Every exhibitor will need to stamp each card to make attendees eligible to enter the door prize drawings. We hope you will increase your visibility at the show by offering a door prize or two for the drawing.

Tentative Exhibit Calendar

Deadline for Exhibitor Registrations is February 15, 2010

Exhibitor Move-in:

Sunday, March 28 – 11:00am - 4:00pm

Show Grand Opening & Reception:

Sunday, March 28 – 6:00pm - 8:00pm

Indoor Exhibit Dismantling:

Tuesday, March 30 – 4:30pm*

Exhibit Hours:

Sunday, March 28 – 6:00pm - 8:00pm

Monday, March 29 – 7:00am - 5:00pm

Tuesday, March 30 – 7:00 - 11:50 am

NOTE: Outdoor Exhibit Areas Available. For additional information email deputy@safeboatingcouncil.org.

*The exhibitor will be responsible for their materials and any additional costs after the exhibit dismantling time.

Exhibit Fees / Booth Costs

We hope you will take advantage of this fantastic opportunity! Space is limited, therefore you should reserve your space now! Each paid exhibiting organization receives one complimentary full registration per booth (a \$395.00 value). One additional booth staff person may register on the Attendee Registration Form at a reduced \$295.00 rate. Additional persons wanting to attend from your company will need to register at the full rate of \$395.00 per person. Contact the Summit Office at 614-410-6706 or obtain a copy of this form by e-mailing IBWSS@associationpartners.net. Forms can be downloaded from www.safeboatingcouncil.org or www.watersafetycongress.org.

For each 10 X 10 booth : **\$695.00** for For Profit Members of NSBC or NWSC
\$550.00 for Non-Profit Members of NSBC or NWSC
\$995.00 for Non-Members

This fee includes rental of the 10 x 10 space, one 6-foot draped table, one company identification sign, two chairs, one 110 regular electric outlet, a waste basket and listing in the *Summit Program* and *Proceedings*. The fee will also cover one full registration, which includes the Opening Reception, continental breakfasts, all breaks, one lunch, the Closing Awards Banquet, and the attendee welcome package as well as the opportunity to attend the educational sessions.

Check out our membership opportunities online at www.safeboatingcouncil.org and www.watersafetycongress.org.

Assignment of Space:

Whenever possible, exhibit booth assignments will be based on preferences, as indicated on the “Contracts for Exhibits Space.” Other considerations include: sponsorship, receipt date of contract and payment, applicant's Summit exhibit history, and proximity of competitive organizations. The Summit Advisory Committee, working with the Conference Coordinator, will determine assignments in the best interest of the Show.

Exhibitor Service Kits:

An Exhibitor Service Kit will be provided to each registered exhibitor directly by the show decorator. The kit will include information regarding exhibit installation, removal, list of services including additional electrical, along with prices and shipping specifics and fees. Other details will be provided to your company contact by the Summit Exhibit Coordinator. For more information please email deputy@safeboatingcouncil.org.

14th Annual International Boating & Water Safety Summit

EXHIBIT APPLICATION/CONTRACT

YES, please reserve space for our exhibit at the International Boating and Water Safety Summit at the Hilton Daytona Beach Oceanfront Resort. Enclosed find:

1. Completed and signed application/contract
2. FULL payment of booth fee(s) and any additional registrations
3. Thirty (30) word description of products/services.

If possible, please DO NOT place us next to:

The Summit reserves the right to alter floor plans for the good of the Show.

EXHIBITOR DIRECTORY - DEADLINE

January 5, 2010 The International Boating and Water Safety Summit Exhibitor Directory is part of the *Summit Program*, which will be distributed to each delegate upon arrival at the Summit. The information above will be included along with a short description of your company, which you will provide below. Please limit your description to 30 words. Please describe products and/or services. If submitting after the deadline, please realize that you may not be listed in the official *Summit Program*. Your name will, however, be listed in the follow-up publication, the *Summit Proceedings*. PLEASE PRINT OR TYPE below or attach an additional page.

YES, I am authorized by my company to contract for exhibit space at the 2010 International Boating and Water Safety Summit, as indicated above and have carefully read, understand and accept the Exhibit Space Agreement/Terms and Conditions.

Signature _____

Print Name _____

Title _____

Date _____

BOOTH FEES: includes pipe & drape, 6' or smaller skirted table, company identification sign, two folding chairs, a 110 regular outlet and listing in the *Summit Program* and *Summit Proceedings*. Each exhibitor receives one complimentary full registration per booth.

For Profit Members: \$ _____ \$695.00 per 10 x 10 booth
 Non-profit Members: \$ _____ \$550.00 per 10 x 10 booth
 Nonmembers: \$ _____ \$995.00 per 10 x 10 booth

Event Sponsor Advertising
(see back page for information)

EXHIBITOR: Please print the name and address of your company **EXACTLY** as it should appear in the Exhibitor Directory and on your booth sign:

Contact Person: _____
 Member of NSBC _____ NWSC _____
 Company: _____
 Address: _____

City: _____ State: _____ Zip _____

Country: _____

Phone: _____ Fax: _____

E-Mail _____

Website: _____

Booth Staff Name(s): _____

#1 (complimentary): _____

#2 (\$295): _____

#3+ (\$395 ea. by 2-26-10): _____

Make a check payable in U.S. Funds, drawn on a U.S. bank to: **IBWSS**. Mail check with application/contract to:

IBWSS
470 Olde Worthington Road, Suite 200
Westerville, OH 43082
(614) 410-6706

Or fax this form with credit card payment to
(614) 410-6708

Credit Card Information (please circle one)

VISA MASTERCARD

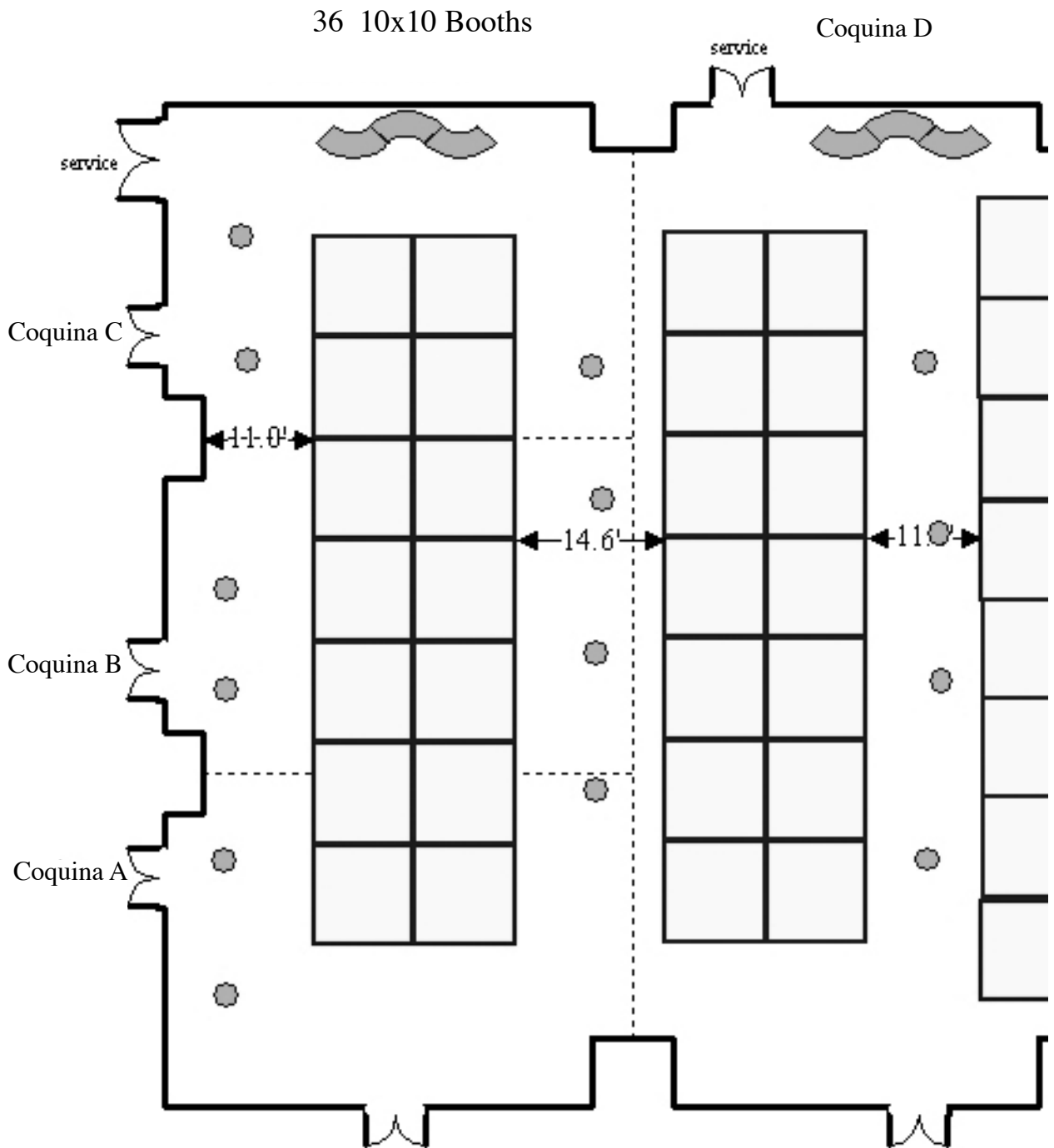
Number: _____

Exp: _____ 3-Digit Security Number _____

Authorized Signature: _____

Once application and **full payment** are received, a confirmation of space will be sent to you.

Please indicate any disabilities requiring special assistance: _____



**Hilton Daytona Beach Oceanfront Resort
Coquina Ballroom**

2010 International Boating & Water Safety Summit

Sponsorship and Advertising Opportunities

We are excited about the upcoming 14th Annual IBWSS and hope that you can be a part of it, even if you cannot be there in person. Please review the various Sponsoring and Advertising Opportunities listed below. We invite you to show your Summit support by signing up to sponsor or purchase an ad. The ad deadline is nearing quickly – so don't hesitate. If you wish to be an exclusive sponsor for an item or event, please call (440) 209-9805. Thank you for your continued support.

- Registration Bags** - \$5,000* with company name on bag; \$1,500 to assist. Company will be recognized in Program.
- Name Tag Holder** - \$1,500 (may have recognition imprint if sponsorship is received in time for processing.) Company will be recognized in Program.
- Delegate Participant T-shirt** - \$5,000* (may have logo imprint if sponsorship is received in time for processing.) Company will be recognized in Program.

**\$5,000 sponsorship grants: 1 paid registration, 1 exhibit space, 1/2 page ad in Program and Proceedings, signage, recognition at Banquet, VIP seating at Banquet*

All Sponsorships of the following will also include a sign to indicate the company's sponsorship as well as recognition in the Program.

- Opening Reception** - \$1,500 minimum to assist in food and beverage costs.
- Monday Breakfast** - \$1,000 to assist with food costs.
- Monday Morning Break** - \$500 to assist with beverage costs.
- Monday Afternoon Break** - \$500 to assist with beverage costs.
- Tuesday Breakfast** - \$1,000 to assist with food costs.

- Tuesday Morning Break** - \$500 to assist with beverage costs.
- Tuesday Activity Event** - \$2,000
- Wednesday Breakfast** - \$1,000 to assist with food and beverage costs.
- Wednesday Breakouts** - \$500 to assist with beverage costs.
- Wednesday Awards Banquet** - \$2,000 to assist with food and beverage costs.
- Networking Suite** - \$1,000 to assist with snack and beverage costs.

ADVERTISING in the Summit Program and/or Summit Proceedings. Prices below are PER PUBLICATION.

Inside Front or Back Cover - Full (color)	\$2,000
Inside Front or Back Cover - Full (B&W)	\$1,000
Full Page (B&W)	\$400
1/2 Page (B&W)	\$250
1/4 Page (B&W)	\$100

(Ads will be accepted in electronic format only. High resolution .pdf files preferred.)

Exhibit Space Agreement / Terms & Conditions

SUMMIT MANAGEMENT: The 2010 Summit Show will be managed by representatives of National Safe Boating Council, National Water Safety Congress, and TruePath Association Partners, LLC, 470 Olde Worthington Road, Suite 200, Westerville, OH, 43082.

ELIGIBLE EXHIBITS: The SUMMIT MANAGEMENT reserves the right to determine the Exhibit eligibility of each Company and/or Product for this Show and further reserves the right to reject any application and/or limit space assigned to any one company.

LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against SUMMIT MANAGEMENT and/or Show Sponsor/s and the City and/or State wherein Show is held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while Show is in progress, being set up or taken down. Exhibitor agrees to indemnify and hold harmless SUMMIT MANAGEMENT, Show Sponsor/s and the City wherein the Show is held, and their employees, against any and all claims of any person, arising out of acts, omissions or negligence of Exhibitor, its agents, or employees. Any dispute arising from this agreement the Exhibitor agrees will be handled in a court of competent jurisdiction in Franklin County, OH.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. No food or alcoholic beverages may be distributed from Exhibitor's space without the approval of SUMMIT MANAGEMENT. Assignment or subletting of assigned space by Exhibitor is not permitted for any reason without written approval of SUMMIT MANAGEMENT. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The Exhibitor may not display signs that are not professionally prepared or, in the opinion of SUMMIT MANAGEMENT, detract from the appearance of the Show in any manner whatsoever. SUMMIT MANAGEMENT shall have sole control over all admission policies at all times.

LIMITATION OF EXHIBITS: SUMMIT MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which, in the opinion of SUMMIT MANAGEMENT, is objectionable or detracts from the dignity of the Show. SUMMIT MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event to which delegates (buyers) are invited, or entice delegates (buyers) off the Show floor during official Show hours.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under control of SUMMIT MANAGEMENT.

SECURITY: The safekeeping of the Exhibitor's property shall remain the responsibility of the Exhibitor.

EXHIBIT RESTRICTIONS: No Exhibitor or part of an exhibit will be admitted to any space until rental of the space has been paid in full. No Exhibitor may dismantle his Exhibit until after the closing hour of the SHOW. The Exhibitor shall properly staff the Exhibit during the Show hours. Exhibitors are liable for any damage caused to building walls, floors or other Exhibitor space property. The appearance of an exhibiting firm does not constitute an endorsement or approval by the International Boating and Water Safety Summit of the quality or value of claims made by the firm. Exhibitor may not use the trademark, name or logo of the International Boating and Water Safety Summit without written permission of the Summit Advisory Committee through SUMMIT MANAGEMENT.

FIREPROOFING: All decorations must be fireproof.

BOOTH CONSTRUCTION & SHOW SERVICES: Standard booths are limited to 10 x 10 foot and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 3 foot, except for product height. Booth decorations, furniture, signs and additional electrical connections are available to the Exhibitor through independent contractors who will be the exhibit directors. SUMMIT MANAGEMENT is not responsible for any services provided by independent contractors. SUMMIT MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are exposed to the public and to charge the cost to Exhibitor.

RELOCATION OF EXHIBITS: SUMMIT MANAGEMENT reserves the right to alter the official floor plan, and/or reassign any Exhibitor's location as deemed advisable. SUMMIT MANAGEMENT further reserves the right to make such changes, amendments and additions to these rules as such further regulations as it considers necessary for the good of the Show.

COLLECTION POLICY: The Exhibitor agrees to pay any and all costs by SUMMIT MANAGEMENT to collect all or any portion of fees and dues owed to SUMMIT MANAGEMENT, which have not been paid in full prior to the opening of the Show.

CANCELLATION OR WITHDRAWAL: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation; if written notice is received more than 60 days prior to Show opening, total money less \$250.00 cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 60 days prior to the Show Opening March 28, 2010.

TERMINATION OF SHOW: If SUMMIT MANAGEMENT determines that the premises where the Show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, other emergency, or any act or event not the fault of SUMMIT MANAGEMENT, this agreement may be terminated by SUMMIT MANAGEMENT. In the event of such termination, the Exhibitor waives any and all damages to SUMMIT MANAGEMENT.