

# 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 2012 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.

### Exhibit Show Benefits

- Our show will be in a prime convention facility – the beautiful Hyatt Regency Mission Bay, San Diego CA.
- 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. We will also have boat slips for extended demo opportunities, separate registration required (\$50/day/slip).
- Your company name, with details provided, will appear in the Summit Program (if you are registered by Jan. 18) 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. Each scheduled break will start with a door prize drawing, must be present to win, in order to get the attendees into the exhibit area. The better the door prize, the better the draw. Door prizes at values of over \$250 will be announced and presented at the Awards Banquet. Your attendance and participation at the Awards Banquet is welcome.

---

### Tentative Exhibit Calendar

Deadline for Exhibitor Registrations is February 2, 2012

#### Exhibitor Move-in:

Sunday, March 4 – 11:00am - 4:00pm

#### Show Grand Opening & Reception:

Sunday, March 4 – 6:00pm - 8:00pm

#### Exhibit Hours:

Sunday, March 4 – 6:00pm - 8:00pm

Monday, March 5 – 7:00am - 5:00pm

Tuesday, March 6 – 7:00am - 11:50am

#### Indoor Exhibit Dismantling:

Tuesday, March 6 – 12:00pm\*

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

#### Outdoor Slips vacate NLT 5 PM Wednesday, March 7

---

### 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. To download a copy of the Attendee Registration Form visit [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org) or [www.watersafetycongress.org](http://www.watersafetycongress.org). You may also request a form from the Summit Office, (614) 410-7606 or [IBWSS@truepathohio.com](mailto:IBWSS@truepathohio.com).

For each 10 x 8 booth : \$695.00 for For Profit Members of NSBC or NWSC (registration after February 2, \$795.00)  
\$550.00 for Non-Profit Members of NSBC or NWSC (registration after February 2, \$650.00)  
\$995.00 for Non-Members (registration after February 2, \$1,095.00)

This fee includes rental of the 10 x 8 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](http://www.safeboatingcouncil.org) and [www.watersafetycongress.org](http://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](mailto:deputy@safeboatingcouncil.org).

# 16th 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 Hyatt Regency Mission Bay. 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 emailed to office@safeboatingcouncil.org, copy to deputy@safeboatingcouncil.org. 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*.
4. Completed Attendee Registration Forms for booth staff

If possible, please DO NOT place us next to:

\_\_\_\_\_

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

A Summit floor plan will be sent 30 days in advance, subject to change.

I need electricity.  Yes  No

### EXHIBITOR DIRECTORY - DEADLINE

**January 18, 2012** 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. Please print below the name and address of your company EXACTLY as it should appear in the Exhibitor Directory and on your booth sign.

**BOOTH FEES:** includes pipe & drape, 6' or smaller skirted table, company identification sign, two folding chairs, one 110-regular outlet and listing in the Summit Program and Summit Proceedings. Each exhibitor receives one complimentary full registration per booth. Prices listed are per each 10 x 8 booth.

For Profit Members: \$\_\_\_\_\_ \$695 (after 2/2/12, \$795)

Boat Slip Rental \$\_\_\_\_\_ \$50/day/slip

Non-Profit Members: \$\_\_\_\_\_ \$550 (after 2/2/12, \$650)

Boat Slip Rental \$\_\_\_\_\_ \$50/day/slip

Nonmembers: \$\_\_\_\_\_ \$995 (after 2/2/12, \$1,095)

Boat Slip Rental \$\_\_\_\_\_ \$50/day/slip

Event Sponsor  Advertising  
(see back page for information)

Please indicate any disabilities requiring special assistance: \_\_\_\_\_

**EXHIBITOR:** We must have the name and contact information, including email, of the person responsible to receive and disseminate logistical information relative to booth space.

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Booth Staff Name(s):** Complete an Attendee Registration form for each exhibit staff member.

#1 (complimentary): \_\_\_\_\_

#2 (\$295; late registration \$350): \_\_\_\_\_

#3+ (\$395 ea.; late registration \$495): \_\_\_\_\_

**Billing Contact** (if different from above):

Member of NSBC: \_\_\_\_\_ NWSC: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Information for Exhibitors:

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: (614) 410-6708

Federal Tax ID #237424720

Credit Card (circle one) VISA MASTERCARD

Number: \_\_\_\_\_

Exp: \_\_\_\_\_ 3-Digit Security Number: \_\_\_\_\_

Billing Address Zip Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Total Fees to be Charged: \_\_\_\_\_

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

# Exhibit Space Agreement / Terms & Conditions

**SUMMIT MANAGEMENT:** The 2012 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.

**RELEASE AND 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.

**INDEMNIFICATION OF SUMMIT MANAGEMENT:** 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 (including exhibit installation/ removal staff). Any dispute arising from this agreement the Exhibitor agrees will be handled in a court of competent jurisdiction in Franklin County, OH.

**EXHIBITOR INDEMNIFICATION OF HOTEL:** Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (HYATT REGENCY MISSION BAY), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt (HYATT REGENCY MISSION BAY), its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

**MISSION BAY MARINA PROOF OF INSURANCE REQUIREMENTS:** Exhibitors utilizing slips to displaying boats at Mission Bay Marina must provide certificates of insurance evidencing commercial general liability and commercial yacht liability insurance coverage for all of their IBWSS activities. These certificates must name both HYATT REGENCY MISSION BAY and NATIONAL SAFE BOATING COUNCIL as ADDITIONAL INSURED.

**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 8 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 4, 2012.

**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.

---

**I am authorized by my company to contract for exhibit space at the 2012 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: \_\_\_\_\_

# 2012 International Boating & Water Safety Summit Sponsorship and Advertising Opportunities

We are excited about the upcoming 16th 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, January 18, 2012, 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 or (703) 361-4294. 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.
- Wednesday Activity Event - \$2,000.
- Wednesday Breakfast - \$1,000 to assist with food and beverage costs.
- Wednesday Beach Breaks - \$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
Insert - One Full Page (color)	\$1,700
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.)*