

# YOUR TICKET TO SALES!

**January is the IDEAL TIME to START SELLING!**  
Crank up your 2017 sales by getting in front of 1000s of truly eager potential customers. The show's continued attendance growth and strong sales results prove that it's the place to launch your sales – **ONE-ON-ONE WITH HIGH-INCOME PROSPECTS!**

## Strategic & generously budgeted marketing

New & expanded, attention-getting features, including

- USPS Boating Skills virtual Trainer
- How to Make the Most of Your Smart Phone & Tablet
- Expanded Maintenance Shop
- Boater's College Presentations
- Learning from Top Pro Anglers at a Multitude of Seminars
- Capt'n Willie the Great Lakes Pirate Programs for Kids

A diverse entertainment and information line up attracts guests to **BROWSE, COMPARE, SHOP AND BUY!**

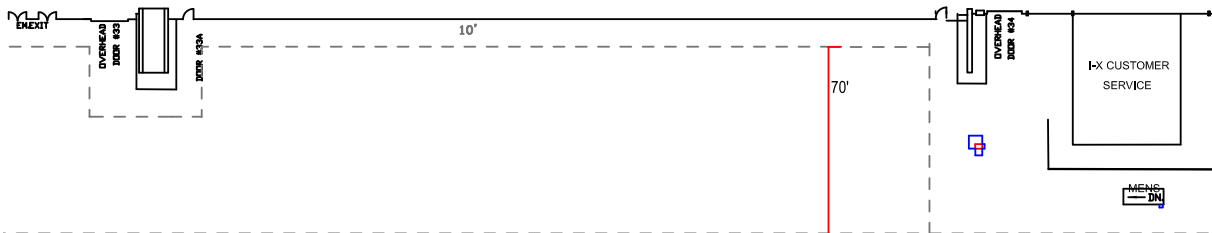
**FIVE SOLID SHOW DAYS** bring in both seasoned boaters and those interested in getting into boating. Be part of the season's first peak at everything they want for the season ahead.

To exhibit, just pick out a spot on the show layout and fill out and return the contract.

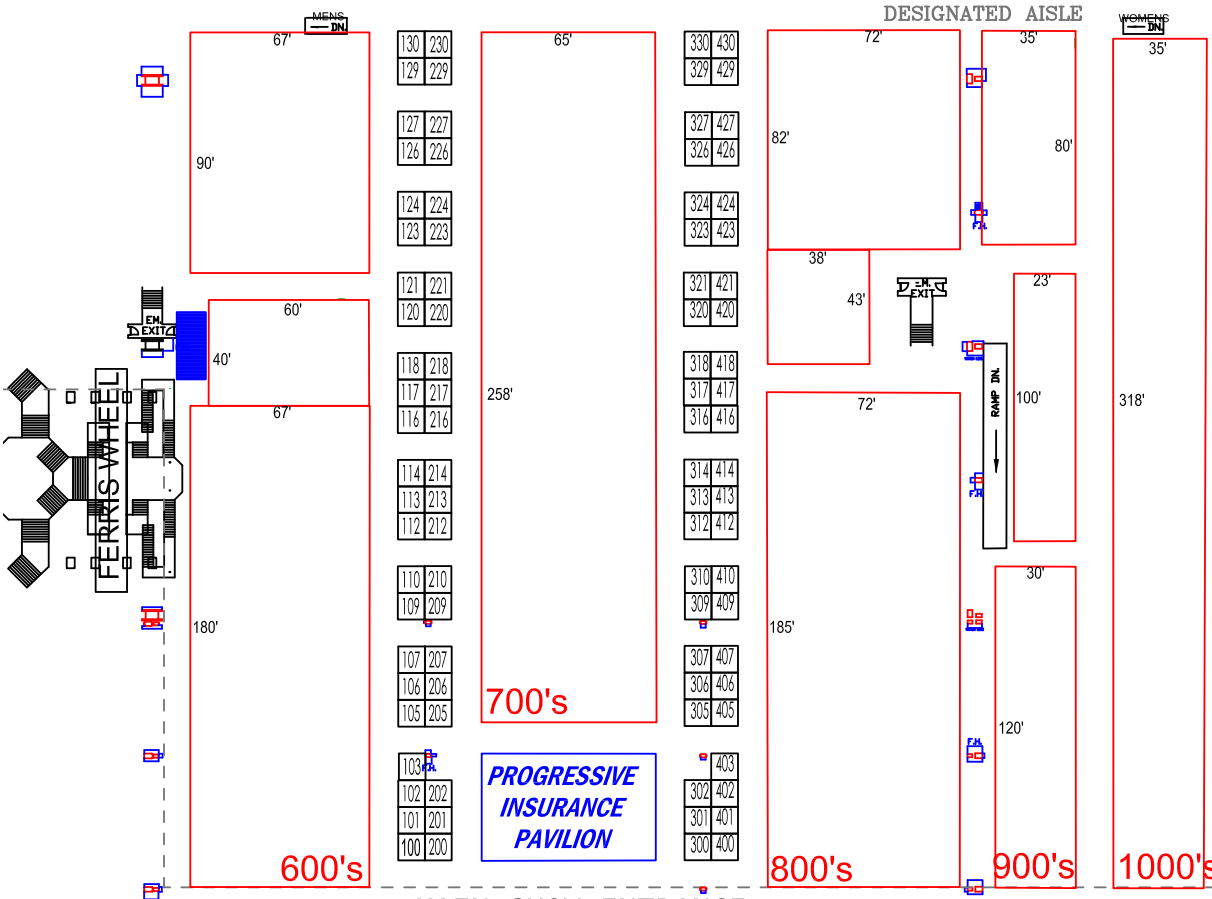
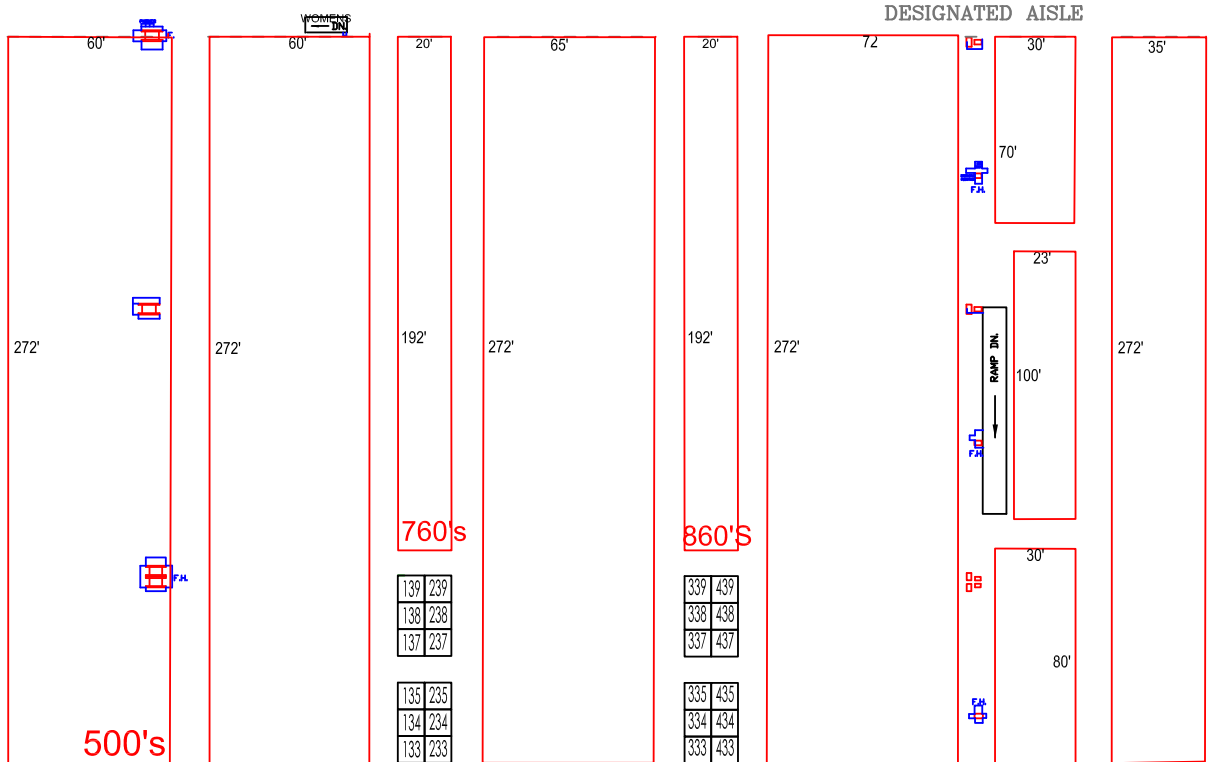
For more information, contact:  
Bryan Ralston, Show Manager  
LEMTA, 1269 Bassett Rd.  
Westlake, OH 44145  
PH: 440-899-5009  
FX: 440-899-5013  
EM: info@lemta.com  
clevelandboatshow.com



**PROGRESSIVE** mid-america  
**BOAT SHOW**  
**JANUARY 12-16, 2017**  
I-X Center, Cleveland, Ohio



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For information, please contact:  
 Bryan Ralston,  
 Show Manager  
 Lake Erie Marine  
 Trades Association  
 1269 Bassett Road  
 Westlake, OH 44145  
 Phone: (440) 899-5009  
 Fax: (440) 899-5013  
 Email: [info@lemta.com](mailto:info@lemta.com)  
[clevelandboatshow.com](http://clevelandboatshow.com)

## 2017 PROGRESSIVE INSURANCE MID-AMERICA BOAT SHOW DATES & EXHIBIT RATES

### SHOW DATES/HOURS

(Public Opening)

Thursday January 12	..... Noon – 9 pm
Friday, January 13	..... Noon – 9 pm
Saturday, January 14	..... 11 am – 9 pm
Sunday, January 15	..... 11 am – 6 pm
Monday, January 16	..... 11 am – 5pm

### EXHIBIT SPACE DESCRIPTIONS

**Bulk space** (minimum of 400 sq. ft.) is for display of boats, engines, trailers, and similarly large products only.

**Accessory booth space** is for display of boating accessory products and/or services, fishing equipment, brokerage services, marinas, real estate and similar displays. Booth price includes: carpeting, backdrapes and siderails draped in show colors.

**Space prices also include:** General security, general decoration, crate removal/storage, free show program listing, and general cleaning.

Space prices do not include: Unloading of exhibit materials or boats, boat rigging, crane service, general labor or exhibit cleaning

### EXHIBIT SPACE PRICES

#### ■ \$2.39/Foot Special:

Buy 1,000 sq. ft. @ \$5.29/sq. ft.	... qualify for up to add'l 250 sq. ft. at \$2.39/sq. ft.
Buy 2,000 sq. ft. @ \$5.29/sq. ft.	... qualify for up to add'l 500 sq. ft. at \$2.39/sq. ft.
Buy 3,000 sq. ft. @ \$5.29/sq. ft.	... qualify for up to add'l 750 sq. ft. at \$2.39/sq. ft.
Buy 4,000 sq. ft. @ \$5.29/sq. ft.	... qualify for up to add'l 1,000 sq. ft. at \$2.39/sq. ft.

■ **Bulk Space** .....\$5.29/sq. ft.

■ **Premium Bulk Space** (carpeted) ..... Add \$1.42 to applicable bulk sq. ft. rate

■ **Pre-owned Boats\*** ..... \$4.79/sq. ft. (length x beam of boat)

■ **Booth Space** ..... \$960.00

■ **Corner Booth Space** ..... \$1,030.00

• All booths are 10' X 10', and include blue or red carpet.

NOTE: A surcharge (\$15/Booth; \$25/Bulk or Boat) for the "Ohio Grow Boating" Promotion will be added to all final invoices.

\*Restrictions apply. See rules below, on contract, or on product listing.

## RULES AND REGULATIONS

**ADMISSIBLE EXHIBITS:** Products and services related to recreational boating, fishing and water sports are acceptable. New boats are considered to be never titled to a retail customer. All dealers showing new product must be recognized by the manufacturer as a dealer. Pre-owned boats, 10 years old and newer, may be displayed only in select designated aisles and may only be displayed by an exhibitor that has purchased new boat display space in the show and is a licensed dealer or broker. Pre-owned boats must be in good condition (as judged by show management). Only new boats may be displayed in the 600, 700 and 800 aisles. All noncurrent new or used boats must have signage stating model year and designating new or used product.

**ALLOTMENT OF SPACE:** Consideration in assigning space is given to previous exhibitors, content and size of exhibits, and order in which applications for space are received. Space will be assigned as indicated in the contract and official show floor plan. Management reserves the right to modify the floor plan and to change space assignment when necessary. (See additional rules under "Space Assignment" and "Eligible Exhibits" provisions on the space application and contract form.)

**CHARACTER OF EXHIBITS:** Individual booth design and decoration are encouraged, but no design or decoration, structural or otherwise, likely to destroy the quality or uniformity of the show is permitted. No exhibitor shall arrange his display materials so as to block the view of an adjacent display. All display materials shall be contained within the assigned space only. No materials may be passed out in aisles or show entrances. No placecards, materials or products may be displayed relating to items not disclosed in advance on the space application by exhibitor. Advertising matter or presentation deemed misleading or offensive to the public by show management shall not be distributed. No loudspeakers, or PA systems permitted, nor any item which will allow sound to carry beyond the exhibitor's assigned space.

**INSTALLATION/DISMANTLING:** Exhibitors may erect and dismantle their own displays per building rules or use available labor service if they desire. Exhibitors may not use power equipment. All display materials must be fire retardant and/or meet local fire codes. Complete details on setup and dismantling are contained in the exhibitor service kit provided to each exhibitor before the show. Exhibitor backwalls are permitted in 10' X 10' booths to a maximum height of eight feet. No exhibit may extend out from the backwall more than three feet at a

height exceeding three feet unless approved in advance by show management. Exhibitors displaying boats must provide safe, sturdy boarding ramps with handrails where applicable for reasonable public safety.

**INSURANCE:** Attention is called to the insurance requirements as stated on the application for space covering all risks (fire, theft, and public liability) on exhibits while at the show. Exhibitors must arrange said coverage with their insurance carrier and at their expense. Management reserves the right to request insurance verification from all exhibitors.

**LIABILITIES:** Neither the Lake Erie Marine Trades Association, Inc. its employees or agents, the boat show committee or their representatives will be liable for any injury to exhibitors, their employees or agents, or visitors while in the confines of the exhibitor's display space, or for the loss or damage of exhibitor's property from any cause while in transit or while located in the exhibition hall. Insurance covering such circumstances must be carried by the exhibitor at the exhibitor's expense (See application for space).

**SPACE PAYMENTS:** An application for space must be accompanied by a deposit in the amount of at least 50 percent based on total cost of space(s) requested. Any application submitted without the correct deposit will not be considered. Application must be made on the official form only. The remaining 50% balance is payable by November 28, 2016. All payments must be in U.S. funds. Any exhibitor who fails to make the final payment when due, whether such applicant desires to exhibit or not, shall forfeit his rights to use of space as well as all monies already paid; and the show committee shall have sole right to dispose of the display space in any manner it deems appropriate without further obligation to the original exhibitor.

**ADDITIONAL REGULATIONS:** Additional show rules and regulations are contained on the reverse side of the application for space and in the exhibitor service kit provided to all exhibitors prior to the show. These rules and regulations should be read carefully by each exhibitor as they constitute additional terms, conditions and requirements for exhibiting in the show.

**AMENDMENTS:** The show committee representing LEMTA, shall have full power in the interpretation and enforcement of all rules and regulations, and may amend or make further rules as considered necessary to the safe, productive conduct of the exposition.

# Progressive Insurance Mid-America Boat Show

PRODUCED BY THE LAKE ERIE MARINE TRADES ASSOCIATION

## January 12 - 16, 2017

International Exposition (I-X) Center, Cleveland, Ohio

### APPLICATION & CONTRACT FOR EXHIBIT SPACE

Please complete this contract and return with required deposit check made payable to Mid-America Boat Show:

Mid-America Boat Show, LEMTA, 1269 Bassett Road, Westlake, Ohio 44145 ■ Ph: 440-899-5009 ■ Fax: 440-899-5013 ■ Email: info@lemta.com

#### 2017 SPACE PRICES

##### ■ \$2.39/FOOT SPECIAL:

- Buy 1,000 sq. ft. @ \$5.29/sq. ft. .... and qualify for up to an additional 250 sq. ft. at \$2.39/sq. ft.
- Buy 2,000 sq. ft. @ \$5.29/sq. ft. .... and qualify for up to an additional 500 sq. ft. at \$2.39/sq. ft.
- Buy 3,000 sq. ft. @ \$5.29/sq. ft. .... and qualify for up to an additional 750 sq. ft. at \$2.39/sq. ft.
- Buy 4,000 sq. ft. @ \$5.29/sq. ft. .... and qualify for up to an additional 1,000 sq. ft. at \$2.39/sq. ft.

■ **BULK SPACE** (Minimum of 400 sq. ft.) ..... \$5.29/sq. ft.

■ **PREMIUM BULK SPACE** (carpeted) ..... Add \$1.42  
to applicable bulk sq. ft. rate

■ **PRE-OWNED BOATS\*** ..... \$4.79/sq. ft.  
(length x beam of boat)

■ **BOOTH SPACE** ..... \$960.00

■ **CORNER BOOTH SPACE** ..... \$1,030.00

● All booths are 10' X 10', and include blue or red carpet.

■ **NOTE: A surcharge per contract (\$15/Booth; \$25/Bulk & Boat) for the "Ohio Grow Boating" Promotion will be added to all final invoices.**

Application is made for the following Exhibit Space. (Management will make every effort to assign space, subject to prior applications.) The undersigned EXHIBITOR certifies that the printed matter on all pages of the Application & Contract for Exhibit Space constitutes the entire agreement between the parties and has been read and that the terms and conditions set forth therein are fully understood and shall constitute a binding contract when this instrument is signed by both parties.

#### • PLEASE PRINT ALL INFORMATION •

Type of Space ( Circle one ):      Bulk      Premium Bulk      Pre-Owned Pavilion      Booth      Corner Booth

Premium Color Choice: ( Bulk exhibits only ) ( Circle one )      BLUE      RED      BROWN

First Choice #: \_\_\_\_\_ Second Choice #: \_\_\_\_\_

First Choice #: \_\_\_\_\_ Second Choice #: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Official's name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail \_\_\_\_\_ May we send you emails about the show?      Yes      No

**TOTAL ALL SPACE** \$ \_\_\_\_\_

■ **ADD \$15/BOOTH OR \$25/BULK/BOAT "OHIO GROW BOATING"** \$ \_\_\_\_\_

**GRAND TOTAL** \$ \_\_\_\_\_

■ **50% DEPOSIT DUE WITH APPLICATION** \$ \_\_\_\_\_

■ **50% BALANCE DUE BY DEC. 16, 2016** \$ \_\_\_\_\_

#### FOR SHOW OFFICE CONFIRMATION USE • DO NOT WRITE BELOW THIS LINE

Space assigned # \_\_\_\_\_ Total cost \$ \_\_\_\_\_

Size \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_ \*      Deposit Rec'd with Contract \$ \_\_\_\_\_

\* \_\_\_\_\_ @ \$ \_\_\_\_\_ sq. ft. = \$ \_\_\_\_\_      PAYMENT DUE \$ \_\_\_\_\_

Space assigned # \_\_\_\_\_      BALANCE DUE 12/16/16 \$ \_\_\_\_\_

Size \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_ \*      Date \_\_\_\_\_

\* \_\_\_\_\_ @ \$ \_\_\_\_\_ sq. ft. = \$ \_\_\_\_\_      Accepted by LEMTA \_\_\_\_\_

( RETURN COMPLETED CONTRACT • MAKE & RETAIN A COPY FOR YOUR FILES )

# 2017 Progressive Insurance Mid-America Boat Show

## AGREEMENT / RULES AND REGULATIONS

**THIS AGREEMENT**, entered into on the acceptance date (as shown on the reverse side hereof) by and between LAKE ERIE MARINE TRADES ASSOCIATION, INC., (hereinafter referred to as LEMTA) and the Exhibiting Company (as identified on the reverse side hereof, hereinafter referred to as EXHIBITOR).

**WITNESSETH:** For and in consideration of the space fee (identified on the 1st page of the Application & Contract hereof as "TOTAL COST") and the agreements and covenants contained herein, and the faithful performance by EXHIBITOR of such agreements and covenants, LEMTA hereby grants to EXHIBITOR the right to use the confirmed space designated (see reverse) as indicated on the official Show Layout for the period of time indicated for installation, display and removal of exhibit materials, and for no other purpose, and shall display and exhibit only those products/services designated on the Application for Space as accepted by LEMTA without change unless agreed to in writing by both parties.

This Agreement is made and entered into upon the following additional terms and conditions accepted by EXHIBITOR:

- 1. SPACE ASSIGNMENT:** Subject to the eligibility requirements set forth below, LEMTA hereby authorizes EXHIBITOR to participate in the above noted boat show in a space assigned by LEMTA. This space assignment is for the current show only and no proprietary rights or space rights are inferred by this assignment. LEMTA expressly reserves all rights to alter, change or modify the space allocation in all future shows. This is not a rental agreement. LEMTA shall assign space in the show with special consideration to previous exhibitors, those needing large spaces, those with special content, and those whose contracts arrive before others. LEMTA reserves the right to reject any application which in its sole judgment cannot be properly accommodated into the show's guidelines, plans, or procedures.
- 2. ADMISSIBLE EXHIBITS:** Products and services related to recreational boating, fishing and water sports are acceptable. New boats are considered to be never titled to a retail customer. All dealers showing new product must be recognized by the manufacturer as a dealer. Pre-owned boats, 10 years old and newer, may be displayed only in select designated aisles and may only be displayed by an exhibitor that has purchased new boat display space in the show and is a licensed dealer or broker. Pre-owned boats must be in good condition (as judged by show management). Only new boats may be displayed in the 600, 700 and 800 aisles. All noncurrent new or used boats must have signage stating model year and designating new or used product. **DEALER LINES:** Retail new boat dealers wishing to display boat lines they regularly floor plan finance must purchase a minimum of 400 bulk square feet for each said line to be displayed at the show. New retail boat lines that are regularly floor plan financed may not be represented in the accessory booth areas. **DEALER LINES:** Retail new boat dealers wishing to display boat lines they regularly floor plan finance must purchase a minimum of 400 bulk square feet for each said line to be displayed at the show. New retail boat lines that are regularly floor plan financed may not be represented in the accessory booth areas.
- 3. MISREPRESENTATION:** Space in the show is granted on the basis of products/services designated by EXHIBITOR on the Product Description Form, and no others may be exhibited.
- 4. SUBLEASING:** EXHIBITOR may display said products only in the space assigned by LEMTA and may not assign or sublet to another the use of any part of the space without express written approval of LEMTA. LEMTA reserves the right to alter space assignments in order to conform to requirements of the I-X Center, local safety and law enforcement rulings, and the Boat Show Committee rules and guidelines.
- 5. INSTALLATION & REMOVAL:** Exhibit materials will be received at the show site on dates specified in the Exhibitor's Service Kit provided all exhibitors prior to the installation period. All installation and removal of exhibits is by schedule provided by Show Management to each exhibitor. No exhibit may be removed from the show during the run of the show.
- 6. LIABILITY:** EXHIBITOR expressly agrees to indemnify and hold LEMTA harmless from any and all liability and expenses, including attorney's fees, resulting from claims against LEMTA arising out of acts or omissions of EXHIBITOR, or from any activity occurring within the space assigned to EXHIBITOR. EXHIBITOR expressly agrees that LEMTA is not responsible for and shall incur no liability whatsoever for any injuries to EXHIBITOR, its employees or agents, or for any damage or loss of property owned or controlled by, or in the custody of, EXHIBITOR or its employees. EXHIBITOR assumes all risks and hazards connected with its exhibit. **EXHIBITOR MUST PROVIDE PROOF OF LIABILITY INSURANCE COVERAGE IN THE AMOUNT OF \$300,000 COMBINED SINGLE LIMIT BODILY INJURY FOR ANY CLAIM BY THE THIRD PARTIES AND HAVE LEMTA NAMED AS AN ADDITIONAL INSURED.** Under no circumstances shall LEMTA be liable for any loss of sales or consequential damages.
- 7. PAYMENT & ALLOTMENT OF SPACE:** (1) LEMTA reserves the right upon advance notice to change the location of an exhibitor's booth. In the event the new location is not acceptable a full refund of all space payments to the exhibitor will be granted. (2) It is agreed by EXHIBITOR that if he cancels his contract, all deposits and payments are considered non-refundable and retained as liquidated damages by LEMTA. (3) If EXHIBITOR fails to install its display in its assigned space at the assigned installation time, or fails to pay the space payments at times specified, or fails to comply with any other provisions concerning the use of said space, LEMTA shall have the right to take possession of said space and reassign or use same as it may deem appropriate without further obligation to the defaulting EXHIBITOR. (4) Any payment not paid within the terms of this agreement will be subjected to a 2% per month interest.
- 8. SHOW CANCELLATION:** In the event the show does not open for reasons beyond the control of LEMTA, LEMTA's sole liability to EXHIBITOR shall be the return of all exhibit space payments less reasonable deductions for legitimate overhead expenses already incurred. If the show is delayed or canceled in part, LEMTA shall not be liable in any way to EXHIBITOR.
- 9. PROPERTY DAMAGE:** EXHIBITOR will not cause any damage to any portion of the display space, hall, entrances and property. EXHIBITOR agrees to pay for any damage upon demand.
- 10. PERMIT/LICENSES/LAWS:** EXHIBITOR agrees to and is responsible for compliance with all federal, state and local laws, codes and regulations governing its activities and the use of exhibit space assigned to it. EXHIBITOR is responsible for complying with all regulations and codes in the City of Cleveland, Ohio and any costs or assessments which may be levied or incurred by an enforcement of the codes will be the responsibility of EXHIBITOR.
- 11. RULES & REGULATIONS:** EXHIBITOR agrees that the exhibiting rules and regulations contained in the Exhibitor Service Kit are part of this agreement and that the EXHIBITOR is subject to them. All points not covered here or in the Exhibitor Service Kit are subject to a decision by the Boat Show Committee and become part of this agreement. By signing the Space Application, EXHIBITOR agrees to abide by all rules, regulations and decisions of the Committee.
- 12. EXHIBITOR USE OF MUSIC/INDEMNIFICATION:** EXHIBITOR agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of radio, television, VCR, or any other means, any copyrighted musical composition unless EXHIBITOR shall first have obtained authorization from the owner of the copyrights of all music to be performed, or from an agent of the owner legally authorized to grant permission, or license for the public performance of the copyrighted music. EXHIBITOR shall provide LEMTA no later than ten days prior to the date of the show with a copy of each such document authorizing EXHIBITOR to publicly perform copyrighted music at the show. If EXHIBITOR has not provided copies of such documents to LEMTA as provided herein, EXHIBITOR agrees that it shall not perform or have performed on its behalf, by any means, any copyrighted music at the show. EXHIBITOR shall indemnify, defend and hold harmless LEMTA, its officers, directors, agents, and employees from and against any and all actions, claims, liabilities, damages, or expenses, including judgments, interest and attorney's fees which LEMTA may at any time, or from time to time, subsequent to the date of this Agreement, sustain or incur, or become subject to relating to EXHIBITOR's breach of any of its warranties and representations contained herein or the performance or other use of any copyrighted music at the show.

# Progressive Insurance Mid-America Boat Show

## 2017 PROGRAM QUESTIONNAIRE

**MUST BE RETURNED WITH CONTRACT. QUESTIONNAIRES RECEIVED AFTER DECEMBER 9, 2016 MAY NOT BE INCLUDED IN THE SHOW PROGRAM.**

Name: \_\_\_\_\_

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

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

City/State/Zip \_\_\_\_\_

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

Web site: \_\_\_\_\_

**Return this questionnaire with your contract to:**

**LEMTA**  
**1269 Bassett Road**  
**Westlake, OH 44145**  
**Fax: 440/899-5013**  
**EM:info@LEMTA.com**

**Please check ONLY THE ITEMS YOU WILL BE EXHIBITING at the show.**

### PROPULSION/MACHINERY

- Electric
- Generators
- Inboard
- I/O
- Jet Drive
- Outboard
- Transmissions

### TRAILERS

- Boat Trailers/Parts

### ACCESSORIES & EQUIPMENT

- Air Conditioning/Refrigeration
- Anchors, Ground Tackle
- Bags, Coolers, Canvas Goods
- Batteries, Chargers
- Bicycles, Mopeds
- Boat Lifts
- Cleaners / Polishes
- Clocks, Barometers
- Clothing, Footwear
- Cradles, Poppets, Stands
- De-icing, Bubbler System
- Dock Lines, Rope Clamps
- Dive / Scuba Equipment
- Docks, Dock Hardware
- Electronics, Navigational Systems
- Electrical Equipment

### ACCESSORIES & EQUIPMENT (cont.)

- Fiberglass Boat Building Products
- Fishing Equipment & Tackle
- Food/Novelties
- Galley Equipment
- Gift Items, Jewelry
- Golf Carts / Scooters
- Hardware, General
- Mattress, Foam / Spring
- Paints
- Propellers, Shafts
- Safety Equipment
- Sails
- Sanitation Equipment
- Sunglasses
- Swim Platforms
- Telephones: Cellular
- Towers, Hardtops
- Visitor / Convention Information
- Water Skis, Accessories

### SERVICES

- Art, Photos
- Associations, Clubs
- Boat Lettering
- Boat Repairs
- Boating Safety Courses
- Brokerage
- Canvas/Biminis

### SERVICES (cont.)

- Casinos / Resorts
- Charters
- Custom Embroidery
- Dockage/Storage
- Documentation Services
- Electronics Installation, Repair
- Engine Maintenance, Repair
- Finance, Banking
- Insurance
- Investment Services
- Licensing Agencies
- Marinas
- Public Service
- Publication
- Real Estate, Land Development
- Sailmakers
- Screen Printing
- Seawall, Dock Construction
- Special Events
- Surveys, Appraisals
- Towing
- Upholstery

**INCLUDE REQUIRED  
PRODUCT LISTING  
ON NEXT PAGE...**

**IMPORTANT NOTE: THIS QUESTIONNAIRE IS PART OF YOUR CONTRACT. IF IT IS NOT COMPLETED AND RETURNED BY THE DEADLINE, YOU WILL NOT BE LISTED IN THE SHOW PROGRAM. SORRY, NO EXCEPTIONS.**

