

# GENERAL INFORMATION

## **RULES AND REGULATIONS**

Exhibitors are requested to read in detail the Rules & Regulations of the Novi Boat Show within this Exhibitor Manual. It is not the intent of the "General Information" section to restate all rules and regulations of the show but to highlight some key points of information.

### **KEY POINTS TO REMEMBER:**

- Only NEW boats, motors & products will be allowed into the hall. Non-currents and current models are permissible which have not previously been titled.
- There are high-lows available in limited capacity to lift boats from trailers at exhibitor cost. Please be sure to submit your Forklift Rental Form with Art Craft Display Company located in the online exhibitor manual to assure they can accommodate your request. To make arrangements for lifts greater than 4,000 lbs. please contact Art Craft directly at 248.380.0843.
- Move-in starts at **8:00am**, Tuesday, March 14th and continues all day Wednesday, March 15th. Exhibitors will each receive a scheduled day and time. Boats can be marshaled to the site on Monday but only to the East & West lots. Boats left in the South lot will be towed at your expense. Boats are left at your own risk. No security is provided.
- Exhibitors may handle the movement of their own materials; lay their own carpet and set-up ramps, docks, boats and displays on their own. Minimum labor crews will be available on site at exhibitor expense. (Please read "Move-In" instructions and set-up instructions)
- Ceiling height is 24'; East & West freight doors are 20' by 20' and north side freight doors are 14' (w) by 16' (ht). **All vehicles, materials and boats on trailers must clear door heights and widths.**
- No off-site marshaling yard is provided for boat/trailer storage, but a limited number of trailers can be stored in the northeast side of the east parking area.
- **NO BANNERS CAN BE HUNG FROM PERIMETER WALLS OR PILINGS; however, banners and metal, plastic, etc. signs may be hung only by authorized building personnel at exhibitor expense from the ceiling.** (See Sec. 8 of the Rules and Regulations)
- **USE ONLY HIGH QUALITY CLOTH-BACKED REMOVABLE CARPET TAPE ON EXHIBIT FLOOR - YOU MUST REMOVE ALL TAPE FROM THE FLOOR UPON DEPARTURE.** (Tape available for purchase at service desk) Exhibitors will be responsible for any floor damage or labor to remove tape or tape residue. (See Exhibit Design & Layout). Absolutely no tape will be allowed on the walls & columns. Duct tape, plastic double-sided tape and masking tape are specifically prohibited.

Helium balloons are allowed if they are part of your exhibit, but are prohibited as handouts or giveaways.

- **All Novi Boat Show exhibitors must move out of the Suburban Collection Showplace exhibit area Sunday evening, March 19, 2017 because of a large show that will be moving in immediately following our Novi Boat Show. Because of this inconvenience, Suburban Collection Showplace will be providing free non secure Wireless Internet access\*\* to all Novi Boat Show exhibitors during the show, March 16 – 19, 2017. And SCS will also be providing security for the parking lots should boats, and/or display materials be left overnight on Sunday night for Monday pickup. All boats, trailers, and exhibit materials must be removed from the parking lot by Monday, March 20 at 4:30pm. Thank you for your cooperation in this challenging move-out situation.**
- **\*\*Note- If you need secure internet access for sales transactions, etc. see Internet Order Form.**
- **Designated Exhibitor Parking & Entrance:** All exhibitors and show staff will be required to park in the NORTH & NORTHWEST parking areas and enter the building in the NORTH & NORTHWEST entrances ONLY. Park in legitimate, clearly marked, parking spaces only. (Entrances will be identified)
- Special parking passes at approx. 50% off can be ordered directly from Suburban Collection Showplace for the four day show. (See Exhibitor Parking Form)

**BADGES:**

**Order Due Date:** February 10, 2017 on Exhibitor Badge Form

**Distribution:** Sent by mail or can be picked up at the show office at Suburban Collection Showplace.

**Badge Allocation Formula**

Total Square Feet	Number of Badges Obtained at no charge	Additional Number of Badges able to be purchased at \$15 each.
100 - 500	4	2
501 - 1500	6	3
1501 - 2500	8	4
2501 - 4000	12	6
4001 - 5500	15	8
5501 - 7000	18	9
7001 - 9000	22	11
9001 - over	25	13

**Procedure for exhibitor admission to exhibit halls with credentials:**

- Exhibitors MUST enter through designated north & northwest entrances with their credentials. If you do not have your exhibitor badge, you must obtain a badge prior to entering the hall at the show office with one form of identification.
- **Exhibitor badge must be presented each day for entrance to the show.**

***Special Note:***

- There is a \$15 charge to replace a lost badge.
- Any misused or transferred badges will be confiscated by the MBIA. This will subject the Exhibitor and display to immediate removal from the show, and the cost of removal of his or her exhibit will be the sole responsibility of the exhibitor.

**CLEANING CREWS & VACUUMING:**

- Use your own staff or you may bring in your own contracted cleaning crews.
- Cleaning crews may enter the exhibit hall two hours in advance of the show opening time **if they have received advance approval and cleared this with security.**

**Vacuuming:**

- MBIA provides aisle cleaning nightly as well as trash removal during closing hours; however, exhibitor is responsible for vacuuming or sweeping his or her own exhibit area.

**DECORATING/CONTRACTOR:**

**Provided by:** ART CRAFT DISPLAY, INC., 47220 Cartier Dr., Ste. B Wixom, MI 48393

Phone: 248.380.0843

Fax: 248.380.0848

- Place your orders in advance by March 8, 2017 to reduce costs.
- Read the materials provided by Art Craft Display, Inc. in detail.
- Important details regarding move-in & move-out are located in the "Move-in / Move-out & Installation" section.

**ELECTRICAL SERVICE:**

**Provided by:** BOCO Enterprises, Inc., 46100 Grand River Ave., Novi, MI 48374; 248.348.5600,

Fax 248.380.3005. BOCO Enterprises, Inc. form enclosed with manual.

- Place your order in advance by March 6, 2017 for a cost savings.
- Proper code adherence is required.
- No zip cords, lamp cords, or two cord extensions.
- Three cord insulated extension system is required.
- Duplex system allows two (2) plugs per booth with no sharing between booths.

**EMERGENCY PROCEDURES:**

We recommend that you check with the boat show staff to determine the location of the First Aid personnel during the hours when the boat show is open to the public.

### **Medical Emergency:**

- Call 911 and be prepared to direct emergency personnel to the location of the emergency.
- Contact Boat Show Security & Staff.

### **Other Emergencies:**

- Contact security and boat show staff.

### **EXHIBIT DESIGN AND LAYOUT:**

- No part of any boat, engine, trailer, dock, steps, walkway, signage, etc., may extend beyond or exceed the designated space allocation.
- Exhibits which exceed the boundary of the designated space will be moved at the exhibitor's expense.
- Walkways and docks must be structurally sound, safe, accessible and secure. Handrails are highly recommended. An exhibit can be closed to the public if found to be unsafe.
- Exhibitors are responsible within the boundaries of their exhibit(s) to adhere to the **American's with Disabilities Act** provisions.
- Locations of posts (60' on 60') in your exhibit space, if any, may vary; the design of your exhibit must be capable of adjusting to these variances; electrical power boxes may also be present.
- \*Exhibitors may bring their own carpet, displays, furniture and carpet tape. Only use high quality, cloth backed removable carpet tape. (Available for purchase at the Service Desk)
- **Exhibitors must remove all tape at time of move-out. You will be responsible for damage as well as labor to remove tape or residue caused from your tape.**

### **FIRE PREVENTION & INSPECTION:**

- Adhere to City of Novi and Suburban Collection Showplace fire regulations.
- City of Novi Fire Department personnel inspect exhibits and have the authority to close an exhibit should a hazard exist.
- Exhibit materials must be flame resistant and constructed of materials that comply with NFPA Life Safety Code 101, Chapter 8-4.4.3.4.
- **IMPORTANT-** do not block or obstruct any fire hoses, fire extinguishers, fire pull and alarm boxes or emergency exits with your display or merchandise. Helium balloons are not allowed, if provided to attendees; however, they can be part of your exhibit.

### **FOOD & BEVERAGE SERVICES:**

- Absolutely NO ALCOHOLIC BEVERAGES of any kind are permitted inside the building.
- Exhibitors are not permitted to bring in, distribute or sell food, unless it is ordered through BoCo Enterprises or approved by the Food Services Director at 248.662.0114.

## **HOTEL ACCOMMODATIONS:**

Please refer to the "Novi Boat Show" when reserving your room to get the special rate.  
Hyatt Place at the Suburban Collection Showplace, Novi, MI 1-248-513-4111  
46080 Grand River Avenue, Novi, MI 48374  
\$109 Std King or Std Double

## **INSURANCE REQUIREMENTS:**

- Exhibitors are required to have comprehensive general liability coverage, including premises, operations and contractual liability coverage:

\$1,000,000 personal injury liability

\$1,000,000 property damage liability

\$100,000 statutory worker's compensation with employer's liability

Complete the required form and send it along with your insurance certificate by February 10, 2017.

*Special Note: A copy of the exhibitor's insurance certificate must be on file with the MBIA prior to move-in. (Certificates on file for The Detroit Boat Show DO NOT apply to The Novi Boat Show!) Exhibitors will not be allowed to enter the hall without it.*

## **PHONE SERVICE:**

**Provided by:** BOCO Enterprises, 46100 Grand River Ave., Novi, MI 48374;  
248.380.3000, fax: 248.380.3005. BOCO Enterprises form will be available on  
noviboatshow.com, under "exhibitors" with all other contractor forms.

## **PROMOTE THE SHOW:**

**Contact:** Amanda Wendecker at the MBIA

734.261.0123, ext. 3 or 800.932.2628 or [awendecker@mbia.org](mailto:awendecker@mbia.org).

- Send information on new and exciting products or services, including press releases & photos as soon as available.
- Sign up for sponsorship and promotional opportunities.
- Include in your advertising your participation in the Novi Boat Show, including dates.
- Promote the show to your client/ mailing list.
- Use the MBIA and Novi Boat Show logos and banner ads in your print media advertising and website.
- Visit [www.noviboatshow.com](http://www.noviboatshow.com) for resources.

## **SECURITY:**

- Includes:** Security officers will be on duty 24 hours per day inside the facility. Every attempt will be made to protect the property and safety of exhibitors and show attendees.
- Exhibitors must:**
- \* Make all reasonable efforts to protect your property and valuables.
  - \* Have property insurance protection against fire, damage and theft.
  - \* Place small merchandise in locked boxes.
- If loss occurs:** Make report immediately with security personnel and fill out a police report with the details.
- For security reasons:**
- \* Exhibit halls will be closed promptly one hour after the show closes and will not re-open until one hour prior to the show opening.
  - \* Absolutely no one will be admitted during closed times except cleaning personnel. They will be allowed in the exhibition hall up to two hours prior to show opening with advance approval and proper documentation.

## **SHOW OFFICE:**

**Location:** "B" Hall Show Office; Access show office from the prefunction (foyer) area outside of Expo Hall B.

**Services:** Exhibitor inquiries and transactions; exhibitor badges; Special admission tickets; and general show business.

**Managed by:** MBIA Staff: 734.261.0123

### **Dates of**

**Operation:** March 14 - March 19, 2017

**Hours Open:** During Tues. & Wed. move-in only 8:30am - 5pm  
During Show Days Open 1 hour prior to show opening  
Closed 15 minutes after show closes

**Move-in Staff:** Bethany Sly, *Director of Exhibitor Sales* & Brian Starrs, *Move In Manager*  
Handle exhibitor space sales, exhibitor problems, and incidents.  
Office: Contact through main show office or contact at 734.261.0123, ext 2.

**Show Operation Issues:** Bethany Sly, Nicki Polan, and Brian Starrs  
Handle all move-in/move-out related issues.  
Office: Contact through show office.

## **SHIPPING:**

Materials may be shipped one month prior to the show dates to:

### **Novi Boat Show**

c/o Art Craft Display, Inc.

47220 Cartier Dr., Ste B

Wixom, MI 48393

Art Craft Display, Inc. Contact information: Phone: 248-380-0843; Fax: 248-380-0848

## **SIGNS & BANNERS:**

- **No signs or banners of any type can be hung from perimeter walls.** Banners and metal, plastic, etc. signs may be hung from the ceiling and support pilings by authorized personnel. (See Sec. 8 of Rules and Regulations)
- **Signs mounted on the floor must not be higher than 8 feet** (deviations from this rule require approval from the MBIA). All signs must have MBIA approval before installation.
- Easel-type signs may not exceed 2' x 4'.
- Exhibitors cannot affix signs, etc. with pins, staples or other means to drapery supplied by the MBIA.

## **SPECIAL ADMISSION TICKETS:**

- Cost per ticket is \$5.50 each.
  - Payment must be included with order.
  - Order with the 'Guest Tickets Order Form'.
  - Minimum order: five (5). When paying in cash - no minimum applies.
  - **Tickets must be paid for with cash or Visa/Mastercard, at the time of purchase.**
    - **Invoicing for tickets is not available.**
  - You must pick up any unused special admission tickets held in will call or they will be discarded.
  - **No refunds will be issued for unused special admission tickets returned after April 1, 2017.**
- NO EXCEPTIONS!**

*\*Special Admission Tickets cannot be sold by the exhibitor. They are to be provided by the exhibitor complimentary to their customers.*