

Renewing Exhibitors Application Instructions
58th St. Louis Boat & Sportshow
February 8th - 12^h, 2012

2011 Exhibitors Opportunity to Participate:

- Exhibit space will be offered to all returning exhibitors based on the NMMA Allocation Procedures & Display Guidelines
- Offers for this initial opportunity will expire at midnight, July 1, 2011.

Exhibit Areas

- Exhibit areas will include America's Center Halls 4 & 5, the connector to the Dome and the entire Edward Jones Dom
- There will be four show entrances for the attendees: Edward Jones Dome entrance "A" & "B", Plaza Lobby entrance to Halls 4 & 5 and 9th street entrance, Hall 4.

To Proceed with Application for Exhibit Space

- List all products/brand names you will exhibit - If it's not on your contract, it won't be in your exhibit.
- Mail signed contract and a copy of your check to:
 - NMMA, PO Box 220196, St. Louis, MO 63122
- Mail deposit to:
 - NMMA (Payment Center), 33928 Treasury Center, Chicago, IL 60694-3900
- Credit card payments of up to \$5,000 can be made via our online payment process. Contact Pam for your user name and password
- Applications without a full deposit will not be considered.

Payment Schedule:

- 1st Payment: 25% Deposit Due: July 1, 2011
- 2nd Payment: 25% Deposit Due: August 19, 2011
- 3rd Payment: 50% Balance Due: November 4, 2011

Payments & Procedures:

- Please make all checks out to **National Marine Manufacturers Association**. Checks made out to the specific show name will be returned and can cause delays in the application process. Please include SLBSS11, contract number, or account ID on your check.
- Upon confirmation of your space assignment, a copy of your countersigned contract will be mailed to your office.
- The Allocations Procedures and Display Guidelines information is part of your contract and available on our website at www.Stlouisboatshow.com in the Exhibitor Center.

Official Show Guide & Advertising Forms:

- The Official Show Guide listing form for the 58th St. Louis Boat & Sportshow is enclosed.
- **Other unaffiliated companies may solicit your information under the guise of "free" or "show guide" listings. Be wary of what you sign!**
- Return the Official Show Guide form to Pam

Contact: Tim Canizares, Exhibitor Relationship Manager,
Phone (314)821 5400 Fax (866)521 6015

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