

# Renewing Exhibitors Application Instructions

## 57<sup>th</sup> St. Louis Boat & Sportshow

### February 9-13, 2011

- 2010 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, 2010.
  
- Exhibit Areas
  - Exhibit areas will be halls 4 & 5 in the America's Center and the entire Edward Jones Dome.
  
- 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 to:  
NMMA, PO Box 220196 St. Louis, MO 63122
  - Mail deposit to:  
NMMA (Payment Center), 33928 Treasury Center, Chicago, IL 60694-3900.
  
- Payment Schedule:
  - 1<sup>st</sup> Payment: 25% Deposit Due: July 1, 2010
  - 2<sup>nd</sup> Payment: 25% Deposit Due: August 20, 2010
  - 3<sup>rd</sup> Payment: 50% Balance Due: November 5, 2010
  
- 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 or your contract or account ID on your check.
  
- To pay via credit card, please visit <http://orders.nmma.org> and enter your user name and password. If you do not have a user name or password, please contact Iris at [iharrison@nmma.org](mailto:iharrison@nmma.org) or 314-821-5400.
  
- 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](http://www.StLouisBoatShow.com) in the Exhibitor Center.
  
- Official Show Directory Listing & Advertising Forms:**
  - ALL requests for Free Directory Listings/ads for the St. Louis Boat & Sportshow will come directly from our office.
  
  - **Be suspicious of any other solicitations for 'free' or 'directory/show guide' listings. If you receive any information regarding a directory and have questions, please call Iris.**
  
  - Return the Directory Listing form to Iris at NMMA, PO Box 220196 St. Louis, MO 63122

Questions??

Please contact Mark Adams, VP of NMMA Sportshows  
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[madams@nmma.org](mailto:madams@nmma.org)