

PROGRESSIVE INSURANCE ST. LOUIS BOAT & SPORTSHOW  
FEBRUARY 8-12, 2012  
AMERICA'S CENTER & EDWARD JONES DOME

## GENERAL INFORMATION

**PLACE:** Progressive Insurance St. Louis Boat & Sportshow  
America's Center & Edward Jones Dome  
701 Convention Plaza  
St. Louis, MO 63101

**SHOW HOURS:**

Wednesday	February 8	2:00 pm - 9:00 pm
Thursday	February 9	2:00 pm - 9:00 pm
Friday	February 10	12:00 pm - 9:00 pm
Saturday	February 11	10:00 am - 9:00 pm
Sunday	February 12	11:00 am- 5:00 pm

**INFORMATION  
CENTER:**

For your convenience, the Progressive Insurance St. Louis Boat & Sportshow will again provide an Information Center. You can reach the Show Office at (314) 342-5901. Be sure to leave this number with your family and office so that you can be easily reached should an emergency arise.

**DISPLAY HOUSES:**

Any exhibitor using a display house to erect and dismantle his exhibit must notify Show Management in writing of the company performing this service.

**EXHIBITOR BADGES:**

An Exhibitor Badge entitles you the privilege of entering the Progressive Insurance St. Louis Boat & Sportshow during move-in, move-out and 2 hours BEFORE SHOW OPENING ON SHOW DAYS. **ANY EXCEPTIONS TO THIS MUST BE CLEARED WITH THE SHOW OFFICE ONE DAY IN ADVANCE. THIS INCLUDES BOAT CLEANERS.**

Your company is allotted badges according to total exhibit area occupied, per the following formula:

200 sq. ft. or less	= 6 badges
201-500 sq. ft.	= 10 badges
501-2000 sq. ft.	= 12 badges
2001-3500 sq. ft.	= 15 badges
3501 sq. ft. or more	= 20 badges

Exhibitor badges will only be issued to employees of your company and can be mailed to you prior to the show or picked up on-site at the Registration Counter. A \$10.00 PROCESSING FEE IS APPLICABLE FOR ANY ON-SITE REPLACEMENT OF BADGES. Substitutions can be made only by relinquishing one badge for another.

Please complete and return the EXHIBITOR CREDENTIAL ORDER form as soon as possible to ensure prompt processing of your badge(s).

**EXHIBITOR GUEST  
TICKETS:**

Exhibitor Guest Tickets for the 2012 Progressive Insurance St. Louis Boat & Sportshow will be available for \$5.00 each. Tickets at the box office will sell for \$10.00 each.

**LITERATURE  
STORAGE:**

Fire regulations prohibit storage of literature, cartons or boxes in your exhibit. The Show provides special free literature storage area for your convenience. However, you must notify Show Management in Room 145 a day in advance of your literature needs for the following day. If you have not ordered your literature a day in advance, you must pay for literature delivery to your booth.

**AUTO PARKING:**

Parking at the America's Center is controlled by a private enterprise. The parking in the immediate area cost between \$3.00 and \$20.00 per day per car.

**EXHIBITOR'S  
INSURANCE:**

The Progressive Insurance St. Louis Boat & Sportshow is able to offer exhibitor insurance through NMMA Boat Shows. If you are unable to find reasonable insurance for your exhibit, please see the exhibitor insurance form in the exhibitor kit on the website under the "Exhibit and Insurance Information" section.

**Mail:** Show Administrator  
National Marine Manufacturers Association  
231 S. LaSalle Street, Suite 2050  
Chicago, IL 60604

**OR**

**Fax:** (312) 946-0401

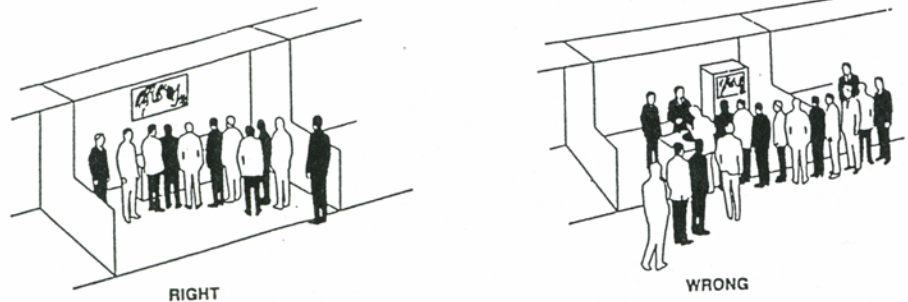
An online tool is also now available to submit your proof of insurance online electronically. [Click here.](#)

## CONDUCT OF EXHIBITS:

Exhibits must be manned during show hours. Consumers are on the floor until the last minute of the show and expect exhibitors to be in their displays. Only firms who have contracted and paid for space are permitted to demonstrate products, solicit orders or distribute advertising material at the show. Confine sales, distribution of literature, models and signs to your exhibit space.

DEMONSTRATIONS: The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic in aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. AISLES MUST NOT BE OBSTRUCTED AT ANY TIME.

REGULATION: Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2' (60cm) from the aisle line. Show attendees who interfere with the normal flow of traffic or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated.



SOUND: Exhibitors must police their own booths to be sure the noise level from demonstrations is kept to a minimum and does not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Listed below are a few rules of reasonable conduct of your exhibit that the America's Center has asked us to pass along to you.

1. No holes may be drilled, cored, or punched in the building.
2. No painting of signs, displays, or other objects is permitted in the building.

3. No adhesive-backed (stick-on) decals or similar items (except name tags) may be distributed or used in the building.
4. No sample food and/or beverage products may be distributed by exposition sponsoring organizations and/or their exhibitors **except upon written authorization** by the America's Center Director.
5. Parking on the loading docks or inside the building (except for loading or unloading) is prohibited; violators' vehicles will be towed at owners' expense.

**FIRE REGULATIONS:**

Please take the time to read the following fire code requirements from the Fire Marshal. The purpose of this memorandum is to provide the minimum requirements of the Building Life and Fire Codes for use of the America's Center.

**LOCATIONS:** Presentations must be confined to areas designed for and maintained as assembly occupancies.

**PLATFORMS:** Any platform intended to be occupied by persons shall be five (5) feet or less in height. The platform shall be non-combustible or fire-retardant treated wood and the space below the platform shall be substantially open. **STAIRS AND PLATFORMS MUST HAVE HANDRAILS.**

**FLOOR PLAN:**

The approved floor plan shall not be altered. No displays, exhibits, booths, chairs, etc shall be installed or operated in any way to interfere with access to any required exit, or with visibility of the exit or exit signs, or block any openings in equipment.

**DISPLAY BOOTHS:**

All booths shall be non-combustible material, fire retardant treated lumber, or any other materials fire treated in an approved manner. A 6" x 6" sample of treated material must be submitted to this office for a match flame test.

**DECORATIVE MATERIAL:**

All decorative materials such as loose fibers, bark, curtains, hangings, table covers, etc. must be fire treated in an approved manner.

**OPEN FLAME:**

The use of any open flame, **unless approved by this office**, is prohibited.

**FLAMMABLE LIQUIDS  
OF GASES:**

The use of flammable liquids or gases within the building is prohibited. The storage of flammable liquids or gases will be confined to closed, approved containers and limited to quantities needed for display. Display of any motor vehicle, aircraft, or any apparatus in which a fuel tank is attached will be safeguarded by disconnecting the battery and securing the fuel tank fill pipe with a locking device, or other approved method. Liquid fuel tanks will contain no more than five (5) gallons, or one quarter of the fuel tanks capacity, whichever is less. Gaseous fuel tanks will contain no more than six hundred (600) pounds per square inch (PSI), or one quarter of the fuel tank capacity, whichever is less.

**ELECTRICAL:**

Electrical wiring must be properly sized to handle the demand, and all extension cords must be UL listed, labeled and appropriately sized. However, excessive use of extension cords is discouraged and shall be approved by this office.

**STORAGE:**

The storage of packing materials and surplus literature must be confined to areas away from the display area.

**COMBUSTIBLE  
WASTE:**

Containers for combustible waste must be provided and confined to area as far away from the display area.

**DRILLS:**

The employees shall be schooled and drilled in the duties they are to perform in the case of fire, panic or other emergency in order to effectively and orderly evacuate. Employees shall be instructed in the proper use of portable fire extinguisher.

**SPECIAL FOOD  
SERVICE DEVICES:**

Portable cooking equipment shall be approved by this office.

**SMOKING:**

The America's Center is a "**NO SMOKING**" building. Smoking will be prohibited. This means that smoking is not allowed in exhibit spaces, bathrooms or any other area inside America's Center.

# SECURITY

## WHAT PRECAUTIONS CAN I TAKE:

- \* Ship in locked trunks or crates.
- \* **Do not indicate contents on shipping container.**
- \* Cover your displays each night.
- \* Furnish your shipping company with accurate bills of lading.
- \* Do not store undisplayed products in empty crates or cartons. Store in Security Room.
- \* Do not leave briefcases, calculators, cameras, tape recorders, etc. in unattended booth.
- \* Pack quickly at the close of the Show.
- \* During the move-out have one of your employees remain with your exhibit until all products have been repacked.
- \* If you plan to remove merchandise or equipment each night, you must secure a release form from the Show Office before leaving the exhibit hall.

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**DURING THE BREAK OF THE SHOW ON SUNDAY, FEBRUARY 12<sup>th</sup>, PLEASE SPEND A FEW MOMENTS SECURING THE MERCHANDISE IN YOUR EXHIBIT. A SECURITY ROOM WILL BE AVAILABLE FOR YOUR VALUABLE ITEMS.**

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- \* Report any damaged or lost cartons to Show Management immediately!

## WHERE CAN I LEAVE MY VALUABLE ITEMS?

Take advantage of our Security Room. This room is at your disposal for securing items and one-of-a-kind samples.

## WHAT ABOUT INSURANCE?

Neither the Progressive Insurance St. Louis Boat & Sportshow, the America's Center or the Show contractors can be responsible for the loss of merchandise before, during or after the show.

We recommend that you contact your insurance company and secure for a nominal fee, an all-risk exhibit rider on all merchandise and equipment from the point of shipment, while in the America's Center and for return to point shipment. Please see Exhibitor's Insurance order form in the order form section of website.