

November, 2011

Dear Exhibitor,

Welcome to the Progressive Insurance St. Louis Boat & Sportshow.

This Exhibitor's Instruction Kit has been designed to provide you with necessary information for a successful show. Please take the time to review it thoroughly, as the material contained in it will assist you in every aspect of your show planning. **Valuable time and money can be saved by utilizing this package of information! Save electrical \$\$\$ this year by following instructions provided in this kit.** The "Credentials & Tickets" order forms as well as many of the "service order forms" are available online. To find them go to www.stlouisboatshow.com, click on "Exhibitors Only" tab and go to "Returning Exhibitors" to find the link to the "Instructions & Order Forms."

Once again the George Fern Company has been designated as the official general contractor for the Progressive Insurance St. Louis Boat & Sportshow. ***Their order forms can be found in the "Exhibitors Only" section under Exhibitor Kit on our website.*** You can now streamline your ordering process by going online and ordering services through George Fern's website by [clicking here](#). The password is stlboat12.

REMINDER...INTERACTIVE FORMS! In order to improve the online Exhibitor Kit, we have converted several of the standard NMMA order forms to interactive Adobe files. The simplest version of the software, Adobe Reader 6.0, will allow you to use these forms, making it easier for exhibitors to complete order forms by typing into active fields. The final step is to either submit the pre-typed form electronically or print to sign/send via fax.

Exhibitors wishing to enter the show two hours early on show days may use the Washington Ave. entrance or one of the designated exhibitor entrances. For your convenience, the following are designated exhibitor entrances:

Door 4B at the corner of 9th & Cole
"B" Unit of the Edward Jones Dome Stadium at Conv. Plaza & Broadway
West Side of Edward Jones Dome Stadium on Cole Street

If boat cleaners need to get in earlier than two hours before the show opens, please notify Show Management in room 145 the night before and security will be notified. These exceptions must enter through Door 4B at the corner of 9th & Cole.

If you have any questions or require assistance completing the enclosed forms, please do not hesitate to contact our office. We look forward to working with you and hope you have a great Progressive Insurance St. Louis Boat & Sportshow.

Sincerely,

Mark Adams
VP of NMMA Sportshows