



Exhibitor Application/Contract

NMMA (Payment Center)

33928 Treasury Center
Chicago, IL 60694

Phone: (312) 946-6200

Fax: (312) 946-0401

(Contact NMMA for Overnight Delivery Info)

Marine Accessories Pavilion - ICAST

Orange County Convention Center

9800 International Dr

Orlando, FL 32869

July 11 - 14, 2017

Points: Show: Mbr: Total:

Company Name:

Account #:

Address:

City

State/Province

Zip/Postal Code

Phone: Cell: Fax: Web:

Company Contact: Contact Email:

Bill to: (IF DIFFERENT FROM ABOVE)

Address:

City

State/Province

Zip/Postal Code

Phone: Cell: Fax: Web:

Billing Contact: Billing Contact Email:

Show Contact: (IF DIFFERENT FROM COMPANY CONTACT)

Show Contact:

Show Contact Email:

* In order to receive the NMMA member rate for exhibit space, membership dues must be paid by July 1, 2016 for fall shows and by December 1, 2016 for winter shows. To review your status, please contact Bryan Welsh, NMMA Membership Director, at 312.946.6276 or bwelsh@nmma.org. Please make all checks payable to NMMA. All checks must be made in U.S. funds drawn on an U.S. account. A \$25 fee will be added to your account for all returned checks.

Rate Information (in Square Feet)

Member*

Member*

Regular Booth

14.00

Corner Booth Surcharge

200.00

2

PLEASE DO NOT WRITE IN THIS SPACE:

Table with 7 columns: Order No, Space No, Floor/Area, Unit Price, Dimensions, Total Sq Ft, Total Cost

Payment Schedule:

50% Deposit due on 02/01/2017

100% Final Payment due on 04/03/2017

Total:

TO BE FILLED OUT BY EXHIBITOR

What products/services will you be exhibiting?

Please list brand names:

- Our company is a: Manufacturer, Marine Services, Wholesaler, Mfg. Rep., Travel Resort / Tourism, Outfitter / Guide Service, Dealer, Retailer and / or Marina

New Exhibitors

The dimensions we prefer are X

Total Sq. ft requested:

X Rate = Total \$

50% deposit due on or before April 03, 2017 100% there after

Upon signing below, Exhibitor agrees to be bound by and acknowledges that all terms, conditions and obligations of Exhibitor under this Exhibitor Application for Space (Agreement) shall be binding upon Exhibitor from the date that Exhibitor or its representative executes this Agreement, irrespective of whether Exhibitor has yet received NMMA's counter signed copy of the Agreement.

Your Name: Signature: Date:

Questions? Please Call: NMMA Signature: Date:

Show Contact: Keith Ogulnick PH: (312) 946-6200 FAX: (312) 946-0401 EMAIL: kogulnick@nmma.org
Show Contact: Rachel Timko PH: (312) 946-6247 FAX: (312) 946-0401 EMAIL: rtimko@nmma.org

Last Year's Exhibitors

- We accept the same space as last year.
We request the following change, but will accept the assigned space if the change cannot be made:

We prefer to / not to (circle one) exhibit next to the following companies:

(Every attempt within the allocation procedures will be made to satisfy your request; preference does not confirm the requests can be satisfied)

We intend to retail "over the counter" at our exhibit.

Exhibiting companies that displayed at the 2016 Marine Accessories Pavilion - ICAST have until 02/01/2017 to return their application with deposit for the 2017 show. After that date, space not applied for will be considered available for allocation to another company.

TERMS & CONDITIONS:

All exhibitors must be NMMA members in good standing, with current year's dues, show fees and directory ads paid in full.

The member is granted use of exhibit space conforming to the 2017 floor plan for the purpose of displaying sportfishing products and related services, which conforms to NMMA Regulations and Conditions of the Contract as shown on the reverse side and as published in the Exhibitor's Service Manual. Exceptions allowing non-conforming merchandise must be approved in writing by NMMA. Subletting of exhibit space is not permitted, which includes renting, sharing, donating or in any way allowing another company/person to display or advertise. Each exhibitor agrees to provide carpeting for their assigned exhibit space.

The terms of the Contract and regulations and conditions of the trade show were formulated in the mutual interest of the member, the exhibition facility, and NMMA. Points not covered are subject to the decision of NMMA which reserves the right to make any changes in the best interest of the show including such modifications as may be necessary to adjust the floor plan to meet the needs of the show and its exhibitors. The member agrees to comply with this Contract and the regulations and conditions set forth by NMMA.

NMMA reserves the right to reject any applications and to cancel space at any time during the show for failure to conform to rules and regulations.

Show management reserves the right to determine the eligibility of any company or product for inclusion in the show. Exhibitors may not exhibit merchandise other than those of the exhibiting company's specified in this application.

At least 75% of an exhibitor's total booth space must be devoted to the following products and those normally needed on a fishing trip: domestic tackle, imported tackle, fishing and hunting clothes, boots and waders, insulated clothing, boat cushions, boat fenders and bumpers, boat umbrellas, life preservers, paddles and oars, skiff anchors, fishing thermometers, car top boats and canoes, fishing boats, waterproof products for fabric and leather, ice augers, depth locators, marine cordage, electrical and internal combustion motors; also camping equipment such as tents, pop-up camping trailers, sleeping bags, cots, coolers, commodes, compasses, insect repellents, snake bite kits, first aid kits, lanterns, binoculars, flashlights, portable heaters and stoves, hand-type barometers, knapsacks, backpacking equipment, archery products, arms, ammunition, re-loaders and hunting accessories.

Products not normally sold in a sporting goods store must represent fish or fishing in some way. Products not listed above are subject to Show Committee findings, based on their normal necessity to a fishing trip and their normal distribution through sporting goods stores.

No equipment of any kind (including all types of guns, archery, slingshots, spears, etc.) may be loaded or discharged in the exhibit area or hotels. Firearms must be made inoperable. No live firearm ammunition is allowed in exhibition facility. No equipment may be operated requiring explosive liquids or gases. No explosive or inflammable materials are allowed on exhibition facility premises. Noise-making, sound-projecting equipment or hazardous exhibits or displays may not be operated without advance approval of NMMA.

Please refer to the ICAST Exhibitor Service Manual for details on exhibit rules and regulations.

Exhibitor agrees to protect, save and keep NMMA, the general contractor and the exhibition facility forever harmless from any damage, injury, loss, theft, or charges imposed for violation of the law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the exhibition facility and NMMA regarding the exhibitions premises. And further, exhibitor shall at all times protect, indemnify, save and keep harmless NMMA, ASA and the exhibition facility against and from any and all losses, cost damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.

NMMA shall have no liability whatsoever for any matter resulting from strikes, lockouts, fire, acts of terrorism or war or other acts of God.

PAYMENT:

A 50% deposit must accompany the application with the balance due January 11, 2017. After this date, payment in full must accompany all space applications. The booth rental fee schedule is shown on the reverse side and illustrates quantity discounts. An additional fee of \$200 applies to each booth corner on two aisles. The booth fee includes booth drapery and identification sign for linear booths only (not island spaces); one night booth carpet cleaning (Tuesday night); aisle carpeting; perimeter security and general decorations in the exhibit area. Note that registration fee for show badge is NOT included.

CANCELLATIONS:

Cancellations before January 11, 2017 will result in forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

If the show must be canceled for any reason, NMMA's damages will be limited to the return of the booth rental fee. This Contract will be interpreted under the laws of the Commonwealth of Virginia.

ICAST 2017 BOOTH FEE SCHEDULE

| Number of 10 x 10 Booths | Total Square Feet | Space Cost per square foot | Total US Dollar |
|--------------------------|-------------------|----------------------------|-----------------|
| 1 | 100 | \$14.00 | \$1,400.00 |
| 2 | 200 | \$14.00 | \$2,800.00 |
| 3 | 300 | \$14.00 | \$4,200.00 |
| 4 | 400 | \$14.00 | \$5,600.00 |
| 5 | 500 | \$14.00 | \$7,000.00 |
| 6 | 600 | \$13.88 | \$8,300.00 |
| 7 | 700 | \$13.86 | \$9,700.00 |
| 8 | 800 | \$13.82 | \$11,050.00 |
| 9 | 900 | \$13.79 | \$12,400.00 |
| 10 | 1,000 | \$13.75 | \$13,800.00 |
| 11 | 1,100 | \$13.70 | \$15,100.00 |
| 12 | 1,200 | \$13.65 | \$16,400.00 |
| 13 | 1,300 | \$13.60 | \$17,700.00 |
| 14 | 1,400 | \$13.55 | \$19,000.00 |
| 15 | 1,500 | \$13.52 | \$20,300.00 |
| 16 | 1,600 | \$13.50 | \$21,600.00 |
| 17 | 1,700 | \$13.47 | \$22,900.00 |
| 18 | 1,800 | \$13.44 | \$24,200.00 |
| 19 | 1,900 | \$13.40 | \$25,450.00 |
| 20 | 2,000 | \$13.37 | \$26,700.00 |
| 21 | 2,100 | \$13.34 | \$28,000.00 |
| 22 | 2,200 | \$13.33 | \$29,330.00 |
| 23 | 2,300 | \$13.30 | \$30,590.00 |
| 24 | 2,400 | \$13.29 | \$31,900.00 |
| 25 | 2,500 | \$13.28 | \$33,200.00 |
| 26 | 2,600 | \$13.27 | \$34,500.00 |
| 27 | 2,700 | \$13.26 | \$35,800.00 |
| 28 | 2,800 | \$13.25 | \$37,100.00 |
| 29 | 2,900 | \$13.24 | \$38,400.00 |
| 30 | 3,000 | \$13.20 | \$39,600.00 |
| 31 | 3,100 | \$13.18 | \$40,860.00 |
| 32 | 3,200 | \$13.15 | \$42,100.00 |
| 33 | 3,300 | \$13.13 | \$43,300.00 |
| 34 | 3,400 | \$13.12 | \$44,600.00 |
| 35 | 3,500 | \$13.10 | \$45,900.00 |
| 36 | 3,600 | \$13.06 | \$47,000.00 |
| 37 | 3,700 | \$13.00 | \$48,100.00 |
| 38 | 3,800 | \$12.97 | \$49,300.00 |
| 39 | 3,900 | \$12.96 | \$50,500.00 |
| 40 | 4,000 | \$12.95 | \$51,800.00 |
| 41 | 4,100 | \$12.93 | \$53,000.00 |
| 42 | 4,200 | \$12.89 | \$54,100.00 |
| 43 | 4,300 | \$12.86 | \$55,300.00 |
| 44 | 4,400 | \$12.84 | \$56,500.00 |
| 45 | 4,500 | \$12.80 | \$57,600.00 |
| 46 | 4,600 | \$12.79 | \$58,800.00 |
| 47 | 4,700 | \$12.77 | \$60,000.00 |
| 48 | 4,800 | \$12.75 | \$61,200.00 |
| 49 | 4,900 | \$12.73 | \$62,400.00 |
| 50 | 5,000 | \$12.70 | \$63,500.00 |

*More than 50 booths will be billed at the 50 booth rate.

An additional \$200.00 applies to each corner on two aisles. Note that registration fee for show badge is NOT included in booth fee.

Produced by:



2017 Marine Accessories Pavilion at ICAST