

2012 MID-AMERICA BOAT & FISHING SHOW DATES & EXHIBIT RATES

SHOW DATES/HOURS

(Public Opening)

Fri., Jan. 13 3 pm – 9 pm	Wed., Jan. 18 3 pm – 9 pm
Sat., Jan. 14 11 am – 9 pm	Thur., Jan. 19 3 pm – 9 pm
Sun., Jan. 15 11 am – 6 pm	Fri., Jan. 20 3 pm – 9 pm
Mon., Jan. 16 11 am – 9 pm	Sat., Jan. 21 11 am – 9 pm
Tue., Jan. 17 3 pm – 9 pm	Sun., Jan. 22 11 am – 6 pm

EXHIBIT SPACE DESCRIPTIONS

Bulk space is for display of boats, engines, trailers, and similarly large products only.

Accessory booth space is for display of boating accessory products and/or services, fishing equipment, brokerage services, marinas, real estate and similar displays. Booth price includes: carpeting, backdrapes and siderails draped in show colors.

Space prices also include: General security, general decoration, crate removal/storage, free show program listing, and general cleaning.

Space prices do not include: Unloading of exhibit materials or boats, boat rigging, crane service, general labor or exhibit cleaning

EXHIBIT SPACE PRICES

■ 75¢/Foot Special**

1,000-4,000 total square feet: For every 500 sq. ft. purchased at full price, **get 250 extra sq. ft. for 75¢/sq. ft.** (i.e.: Buy 1,000 sq. ft. @ \$5.05 and be eligible to purchase an additional 500 sq. ft. for \$375)

4,001+ total square feet: For every 1,000 sq. ft. purchased at full price, **get 750 extra sq. ft. for 75¢/sq. ft.** (i.e.: Buy 4,500 sq. ft. @ \$5.05 and be eligible to purchase an additional 3,000 sq. ft. for \$2,250)

■ Bulk Space **\$5.05/sq. ft.**

■ Premium Bulk Space (carpeted) . . . Add \$1 to applicable bulk sq. ft. rate
\$1.00/sq. ft. discount on any bulk space purchased after initial 5,000 sq. ft.

■ Pre-owned Boat Pavilion* **\$4.05/sq. ft.** (length x beam of boat)

■ Booth Space **\$1,010**

■ Corner Booth Space **\$1,050**

* Restrictions apply. See rules below, on contract, or on product listing.

** OFFER EXPIRES OCTOBER 31, 2011 - SO ACT FAST!

RULES AND REGULATIONS

ADMISSIBLE EXHIBITS: Products and services related to recreational boating, fishing, and water sports are acceptable. New boats are considered to be never titled to a retail customer. Used boats four years old or newer **MUST** be accompanied by proper documentation. All dealers showing new product must be recognized by the manufacturer as a dealer. Pre-owned boats six years old and newer may be placed in an exhibitor's new boat display, but signage will be required to distinguish new from used product. Used boats in good condition (as judged by show management) may be displayed in the Pre-owned Pavilion by any exhibitor that has purchased space in the show and is a licensed dealer or broker. A swap-out fee will be established for Pre-owned Pavilion exhibitors wishing to change boats on the designated swap-out day (exhibitors who swap will pay for the larger of the two boats). New boats are not permitted in the Pre-owned Pavilion.

ALLOTMENT OF SPACE: Consideration in assigning space is given to previous exhibitors, content and size of exhibits, and order in which applications for space are received. Space will be assigned as indicated in the contract and official show floor plan. Management reserves the right to modify the floor plan and to change space assignment when necessary. (See additional rules under "Space Assignment" and "Eligible Exhibits" provisions on the space application and contract form.)

CHARACTER OF EXHIBITS: Individual booth design and decoration are encouraged, but no design or decoration, structural or otherwise, likely to destroy the quality or uniformity of the show is permitted. No exhibitor shall arrange his display materials so as to block the view of an adjacent display. All display materials shall be contained within the assigned space only. No materials may be passed out in aisles or show entrances. No placecards, materials or products may be displayed relating to items not disclosed in advance on the space application by exhibitor. Advertising matter or presentation deemed misleading or offensive to the public by show management shall not be distributed. No loudspeakers, or PA systems permitted, nor any item which will allow sound to carry beyond the exhibitor's assigned space.

INSTALLATION/DISMANTLING: Exhibitors may erect and dismantle their own displays per building rules or use available labor service if they desire. Exhibitors may not use power equipment. All display materials must be fire retardant and/or meet local fire codes. Complete details on setup and dismantling are contained in the exhibitor service kit provided to each exhibitor before the show. Exhibitor backwalls are permitted in 10' X 10' booths to a maximum height of eight feet. No exhibit may extend out from the backwall more than three feet at a height exceeding three feet

unless approved in advance by show management. Exhibitors displaying boats must provide safe, sturdy boarding ramps with handrails where applicable for reasonable public safety.

INSURANCE: Attention is called to the insurance requirements as stated on the application for space covering all risks (fire, theft, and public liability) on exhibits while at the show. Exhibitors must arrange said coverage with their insurance carrier and at their expense. Management reserves the right to request insurance verification from all exhibitors.

LIABILITIES: Neither the Lake Erie Marine Trades Association, Inc. its employees or agents, the boat show committee or their representatives will be liable for any injury to exhibitors, their employees or agents, or visitors while in the confines of the exhibitor's display space, or for the loss or damage of exhibitor's property from any cause while in transit or while located in the exhibition hall. Insurance covering such circumstances must be carried by the exhibitor at the exhibitor's expense (See application for space).

SPACE PAYMENTS: An application for space must be accompanied by a deposit in the amount of at least 25 percent based on total cost of space(s) requested. Any application submitted without the correct deposit will not be considered. Application must be made on the official form only. A second payment will be due November 15, 2011, and the remaining balance is payable by December 1, 2011. All payments must be in U.S. funds. **Any exhibitor who fails to make the final payment when due, whether such applicant desires to exhibit or not, shall forfeit his rights to use of space as well as all monies already paid;** and the show committee shall have sole right to dispose of the display space in any manner it deems appropriate without further obligation to the original exhibitor.

ADDITIONAL REGULATIONS: Additional show rules and regulations are contained on the reverse side of the application for space and in the exhibitor service kit provided to all exhibitors prior to the show. These rules and regulations should be read carefully by each exhibitor as they constitute additional terms, conditions and requirements for exhibiting in the show.

AMENDMENTS: The show committee representing LEMTA, shall have full power in the interpretation and enforcement of all rules and regulations, and may amend or make further rules as considered necessary to the safe, productive conduct of the exposition.

mid-america BOAT SHOW

January 13-22, 2012
I-X Center, Cleveland, Ohio

Hub of activity The boat show will be joined on its second weekend by the Outdoor Adventure Show and the RemodelOhio Show under the massive I-X Center roof. There will not be a better place to maximize your exposure this winter.

High-income prospects Boaters have money and the boat show will be the best event of the season to put yourself in front of thousands of qualified buyers from Ohio, Michigan, New York and Pennsylvania.

\$60,000+ ad campaign The boat show message will be spread via TV, radio, web and print outlets from across northeast Ohio this winter.

Low exhibitor costs Bulk space exhibitors can take advantage of the 75¢/foot special (details on back) and booths are just \$1,010... that's a low \$101 per day!

Boaters galore Ohio is one of the top 10 states in the nation for boat registrations, largely due to the numerous ports, marinas and islands that dot the Lake Erie shoreline.

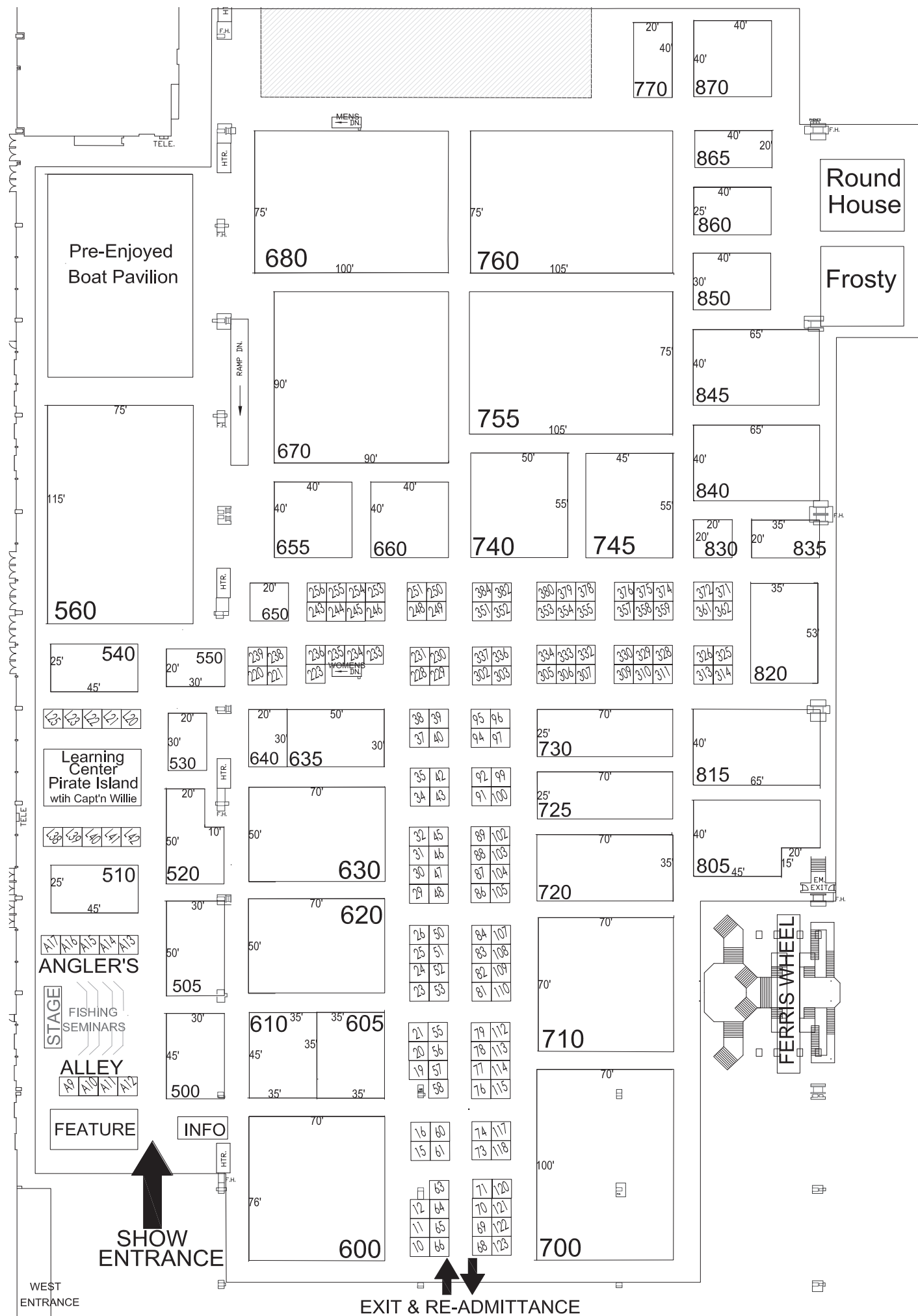
To exhibit, just pick out a spot on the layout and fill out the included contract.

For additional information, contact:
 Ken Alvey, Show Manager, Lake Erie Marine Trades Association
 1269 Bassett Road, Westlake, OH 44145
 Phone: (440) 899-5009
 Email: info@lemta.com
 Fax: (440) 899-5013
 Website: clevelandboatshow.com

mid-america BOAT SHOW

January 13-22, 2012

I-X Center, Cleveland, Ohio



The Lake Erie Marine Trades Association has produced hundreds of boating events across the Great Lakes over the past 50 years. Current projects include:

Jan. 13-22, 2012
Mid-America Boat Show
 I-X Center
 Cleveland, Ohio



Feb. 9-12, 2012
Columbus Sports, Vacation & Boat Show
 Ohio Expo Center
 Columbus, Ohio



May 4-6, 2012
Catawba Island Boat Show
 Catawba Island Club
 Port Clinton, Ohio



August, 2012
Michigan City In-Water Boat Show
 Washington Park
 Michigan City, Indiana



September, 2012
North American In-Water Boat Show
 Cedar Point
 Sandusky, Ohio

