



## General Show Information

**DATES:** **January 26-29, 2012**

**SHOW HOURS:**

|                                    |            |
|------------------------------------|------------|
| Thursday, January 26 <sup>th</sup> | 11am – 8pm |
| Friday, January 27 <sup>th</sup>   | 11am – 8pm |
| Saturday, January 28 <sup>th</sup> | 10am – 7pm |
| Sunday, January 29 <sup>th</sup>   | 10am – 5pm |

**CONTACT INFORMATION:**

Kevin Murphy – Show Manager – [kmurphy@nmma.org](mailto:kmurphy@nmma.org) or 401.293.5207  
Lori Gleason – Booth Sales – [lgleason@nmma.org](mailto:lgleason@nmma.org) or 312.946.6210  
Courtney Erhardt – Administrative [cerhardt@nmma.org](mailto:cerhardt@nmma.org) or 312.946.6237

Please check the website for all exhibitor forms. If you find it difficult navigating the online exhibitor kit please contact any of us above.

**Thank you**

# OFFICIAL SERVICE CONTRACTORS

|  |  |                         |
|--|--|-------------------------|
| Decorator:                                   | Freeman  |                         |
|  | <i>Furniture Rental, Electrical<br/>Carpenter &amp; Decorator Labor</i>                            |                         |
| Building Services:                           | Navy Pier<br>2301 S. Lake Shore Dr.<br>Chicago, IL 60616   | 312.595.5266            |
|  | <i>Plumbing Services<br/>Telephone and Catering Services</i>                                       |                         |
| Freight Carrier &<br>Warehouse<br>Contractor | ABF Freight Systems<br>5300 W. 47 <sup>th</sup> St<br>Chicago, IL 60638<br>Contact: John Berthaume | 708.458.8863<br>abf.com |
|  | <i>Advance Shipping Address</i>  |                         |

## STRICTLY SAIL GENERAL INFORMATION

### LOCATION

Strictly Sail CHICAGO  
Festival Hall at Navy Pier  
600 East Grand Avenue  
Chicago, IL 60611

### DIRECTIONS

**From the Northwest.** Take the Kennedy Expressway (I-90/94) east to the Ohio Street exit. Turn right on Fairbanks/Columbus and left on Illinois to Navy Pier.

**From the North.** Take Lake Shore Drive south. Exit at Grand and Illinois, Navy Pier will be on your left.

**From the West.** Take the Eisenhower Expressway (I-290) east to lower Wacker Drive. Proceed north on Lower Lake Shore Drive to Illinois, Navy Pier will be on your right.

**From the South and Southeast.** Take the Dan Ryan Expressway (I-90/94) west to the Stevenson Expressway (I-55) north to Lake Shore Drive. Exit at Grand and Illinois, Navy Pier will be on your right.

**From the Southwest.** Take the Stevenson Expressway (I-55) north to Lake Shore Drive. Exit at Grand and Illinois, Navy Pier will be on your right.

## MOVE – IN DATES & TIMES

|                                    |              |                 |
|------------------------------------|--------------|-----------------|
| Monday January 23rd                | 8am – 4:30pm | Targeted Boats  |
| Tuesday January 24th               | 8am – 12Noon | Targeted Boats  |
| Tuesday January 24 <sup>th</sup>   | 1pm – 5pm    | Targeted Booths |
| Wednesday January 25 <sup>th</sup> | 8am – 5pm    | Targeted Booths |

***Specific Move In times will be listed in the Online Exhibitor Kit 2 weeks prior to your move in.***

## SHOW DATES & TIMES

|                        |            |
|------------------------|------------|
| Thursday, January 26th | 11am – 8pm |
| Friday, January 27th   | 11am – 8pm |
| Saturday, January 28th | 10am – 7pm |
| Sunday, January 29th   | 10am – 5pm |

## MOVE OUT DATES & TIMES

|                     |                |
|---------------------|----------------|
| Sunday January 29th | 5:30pm – 8pm   |
| Monday January 30st | 8am – 4:30pm** |

***\*\*All boats and exhibit material must be removed from the show floor by 5pm Monday January 30th. Any remaining freight at 3pm Monday will be forced onto other carriers at exhibitors' expense. Please plan accordingly. Any exhibit material needing to be moved after 4:30pm Monday will be charged to the exhibitor.\*\****

## NEW OFFICIAL SHOW HOTEL - Sheraton Chicago Hotel & Towers

The Sheraton Chicago Hotel & Towers is Chicago's premier downtown riverfront hotel, just off Michigan Avenue, and within a short walk of Navy Pier, Millennium Park, museums, shopping and entertainment.

Guests enjoy deluxe accommodations, including Sheraton's Sweet Sleeper<sup>sm</sup> Beds with each of the 1,209 guest rooms featuring spectacular views of the Chicago River, Lake Michigan or the Chicago skyline. Club guest rooms, located on the top four floors, feature plush robes, turndown service, complimentary continental breakfast and afternoon hors d'oeuvres.

There are six distinctive restaurants and lounges, including the acclaimed Shula's Steak House and guests can enjoy complimentary Internet in Link @ Sheraton Café. The Sheraton features complimentary Fitness Center, indoor swimming pool and sauna, and massage therapy is also available.

Strictly Sail Exhibitors will also enjoy the following:

- 25% Discount in Shula's Steakhouse, LB Bistro and In-Room Dining, does not include alcohol, tax and gratuity
- 50% Discount on Valet Overnight Parking
- Complimentary 5PM Late checkout upon request (based on availability)
- Free shuttle between the Sheraton Hotel and Navy Pier.

## **EXHIBITOR BADGES**

**New for 2012! Order your Credentials online.**

Beginning this year you can order your credentials and guest tickets through our online form — no need to download and submit the pdf forms. You will need to register and create an account before placing your order. [Click here to get started.](#)

An Exhibitor Badge affords you the privilege of entering the Show during move-in; move-out and one hour prior to the opening of the show during show days. Badges must be worn when entering the show. Set-up badges will be provided for individuals assisting during Move-In.

Your company is allotted badges, according to total exhibit area occupied:

|                            |                  |
|----------------------------|------------------|
| <b>200 sq. ft. or less</b> | <b>6 badges</b>  |
| <b>201-500 sq. ft.</b>     | <b>10 badges</b> |
| <b>501-2000 sq. ft.</b>    | <b>12 badges</b> |
| <b>2001-3500 sq. ft.</b>   | <b>15 badges</b> |
| <b>Over 3500 sq. ft.</b>   | <b>20 badges</b> |

Exhibitor badges are only for company employees working your booth and should not be used for guests, family or friends. Identification and business card will be required when exhibitors pick up their badges. Guest tickets are available for your guests, family or friends.

**PLEASE DO NOT INCLUDE WORKING DEALERS ON YOUR EXHIBITOR BADGE FORM. THESE REQUESTS SHOULD BE SPECIFICALLY MADE ON THE **WORKING DEALER REQUEST FORM**. THE WORKING DEALER FORM CAN BE FOUND IN THE ONLINE KIT.**

If you experience a problem an online form is available. Please complete the online form and return to Courtney at fax # 312.946.0401.

## **EXHIBITOR REGISTRATION**

Save time by requesting your badges in advance. Forms are available in the online exhibitor kit. On site Exhibitor Registration will open Monday January 23rd and will be remain open during all set up and show days from 9am – 5pm. Registration is located in room 206 at the east end of Festival Hall.

## **FLOOR MANAGERS**

Show Management will be present on the show site at all times during move-in, show hours and move-out. If you encounter any difficulties, consult these Floor Managers. They may also be reached through the Show Office.

## **SHOW OFFICE**

The Strictly Sail Show will open Monday January 23rd and will be remain open during all set up and show days from 9am – 5pm. Registration is located in room 206 at the east end of Festival Hall.

## **EXHIBITOR GUEST TICKETS**

Save time by ordering your exhibitor guest tickets in advance. Order forms are available in the online exhibitor kit. Advance orders will be mailed at your request or held at the "Will Call" desk located next to Exhibitor Registration in room 206. Tickets left at "Will Call" will be left in a #10 Business Envelope under your company name. You may leave tickets in will call with recipient's name (last, first) printed/typed in the upper right-hand corner. Your Company's name should appear below the name. Envelopes will be available at the Show Office for this use. We recommend that you provide your own envelopes in advance to avoid any delays. Please use the **EXHIBITOR GUEST TICKET ORDER FORM** on the website to order your tickets in advance. You will be invoiced ½ the daily price for the tickets redeemed. Tickets not redeemed will not be billed to the exhibitor.

## **CONDUCT OF EXHIBITORS**

ALL booths must be manned during show hours. Consumers will be on the floor until closing each day and expect exhibitors to be present. Please limit distribution of literature, signage, models and sales brochures to within your exhibit space.

## **INSURANCE REQUIREMENTS**

As a condition to exhibiting at all NMMA shows, all exhibitors are required to provide a copy listing NMMA and theirs as additionally insured and must have in effect insurance covering all product and display materials during setup days, show days, and breakdown days. To make sure you fulfill this requirement, download the **Insurance/Limits and Liability Forms** located in the Exhibitor Center to insure you have the proper coverage. Exhibitors must submit proof of insurance before moving in.

## **SECURITY**

Show Management provides security for surveillance of the exhibit hall as well as overnight security. However, exhibitors are urged to have their insurance in effect during move-in, show days and move-out. **SHOW MANAGEMENT CANNOT BE RESPONSIBLE FOR ANY LOSS OR DAMAGE.**

## **STANDARD BOOTH EQUIPMENT**

Exhibitors occupying booth space will be provided standard show carpet an eight-foot high backdrop and three-foot high side rails included in the booth cost. Please complete the Booth Identification **Sign Order Form** in the Freeman order forms section of this kit. If a sign is not ordered, it will not be provided.

## **ELECTRICAL SERVICE**

Exhibitors must order electrical power for their exhibit. It is not included in your space cost. Exhibitors cannot make any electrical installations, all connections to the building electrical system and extensions must be made by official electrical contractor electricians. The standard service unit supplies you with a maximum of 1500 watts at 120 volts/15 amps. The Freeman **Electrical Order Form** is located in the Online Kit. For more details, see the ELECTRICAL REGULATIONS in the Freeman electrical order forms.

## **STORAGE OF MATERIALS IN YOUR BOOTH**

**City of Chicago Fire regulations prohibit storage of literature cartons or boxes in your exhibit space. This will be strictly enforced. The use of propane or gases of any kind is prohibited.**

## FREE PARKING FACILITIES

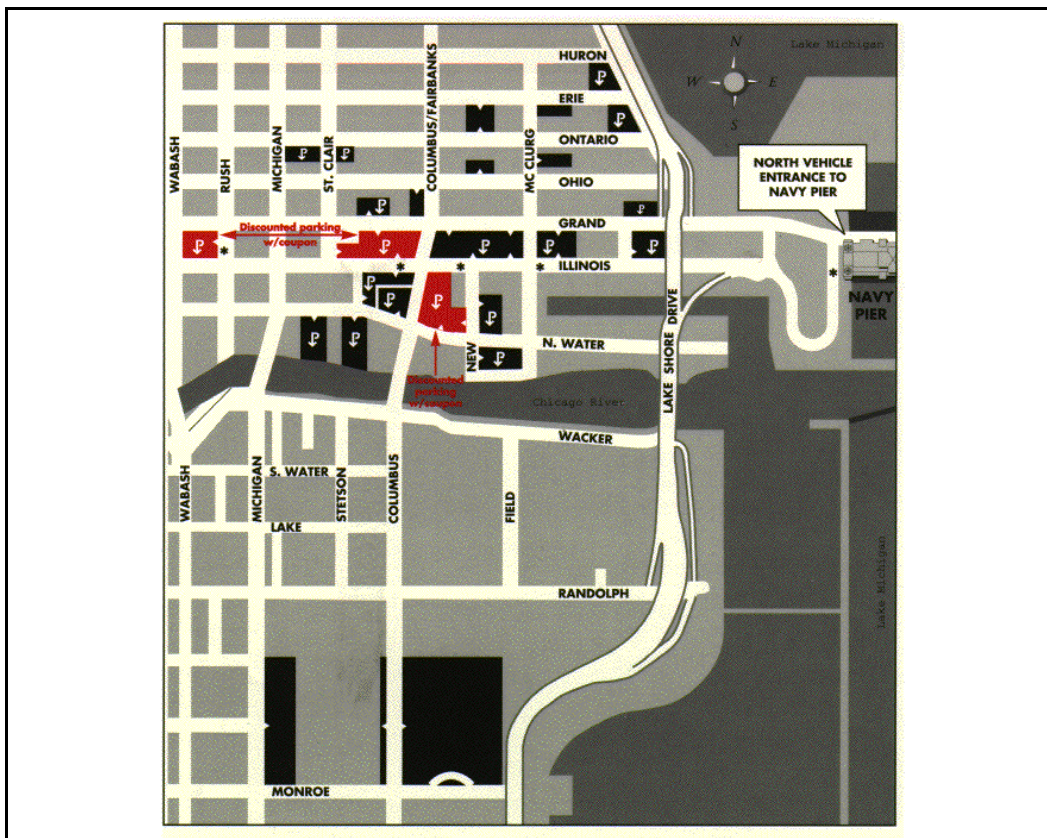
Free parking is now available for exhibitors. The lot is located between Navy Pier and the Fairmont and will be serviced by the show shuttle. This lot is best suited for those exhibitors dropping off a vehicle for the duration of the show.

## SPECIAL BOAT SHOW PARKING RATE

### \* Promotional Parking Rates

| Days of the Week              | Original Rate | Discounted Rate | Discount | Savings |
|-------------------------------|---------------|-----------------|----------|---------|
| Monday–Thursday before 5 p.m. | \$20.00       | \$14.00         | \$6.00   | 30%     |
| Friday–Sunday before 5 p.m.   | \$24.00       | \$18.00         | \$6.00   | 25%     |
| Monday–Thursday after 5 p.m.  | \$20.00       | \$10.00         | \$10.00  | 50%     |
| Friday–Sunday after 5 p.m.    | \$24.00       | \$10.00         | \$14.00  | 58%     |

**FOR MORE PARKING OPTIONS VISIT THE [NAVY PIER WEBSITE](#)**



# **EXHIBITOR SHIPMENT/FREIGHT PROCEDURES**

## **PREFERRED CARRIER**

ABF Freight System is the preferred carrier for Strictly Sail. Exhibitors shipping with ABF Freight Systems will receive:

- 65% Discount shipping to and from show
- 30 day free warehousing prior to first day of move in of show
- Show materials delivered first at move in and picked up first at move out
- Storage of crates on site during the show
- Warehouse hours are Monday – Friday 6am to 8pm, plan accordingly

## **NON-PREFERRED CARRIERS**

ABF Freight Systems will also accept exhibit shipments from other carriers including UPS and FedEx. Please make your carrier aware of the delivery hours. Warehouse hours are Monday – Friday 6am to 8pm, plan accordingly.

## **ADVANCED SHIPPING TO SHOW WAREHOUSE**

All exhibitors can have their Freight Shipments stored at the Advance Warehouse for free, 30 days prior to the show. The Advance Warehouse will accept shipments from all carriers including UPS and Fed/Ex shipments.

**All Advance Freight Shipments must be consigned and prepaid.** Freight Shipments will not be accepted on weekends. Each carton, crate, etc. should be addressed as follows:

**NMMA/Strictly Sail  
Exhibit Company Name & Booth #  
ABF Freight System inc  
5300 NW 47<sup>th</sup> St.  
Chicago, IL 60638**

## **SHIPPING DIRECT TO THE SHOW**

Freight shipped directly to the show will only be accepted starting January 23rd. Please notify your carrier not to arrive before that date. Freight Shipments will not be accepted on the weekends. All cartons, crates, etc. should be addressed as follows:

**Company Name, Space Number  
Strictly Sail Chicago  
Navy Pier Festival Hall  
600 East Grand Ave.  
Chicago, IL 60611**

# INSTALLATION & REMOVAL INSTRUCTIONS

## EXHIBIT INSTALLATION

Exhibit move-in will begin on **Monday, January 23rd for boats**. You will be notified by email of your specific check-in and check-out dates and times. All boat exhibitors should have completed and returned the MOVE-IN ASSIGNMENT INFORMATION FORM to ensure that adequate time is given to your company for exhibit set-up. If not, please call Kevin Murphy at 401.293.5207 or cell 401.651.3220.

There are two methods by which you can ship your exhibit materials and/or equipment to the Strictly Sail Show.

### 1) **TARGETED/DIRECT SHIPMENTS: *Beginning January 23rd***

Exhibitors shipping exhibit material, or boats direct to Navy Pier should schedule the arrival on or after the Monday the 23rd of January. There will be no freight service before this date. Navy Pier has no storage facility to receive direct shipments that arrive prior to Monday January 23rd. If necessary, send materials to the ADVANCED SHIPPING WAREHOUSE.

**It is imperative that your company driver or contracted carrier be scheduled to arrive on your check-in date and time.**

### 2) **PRE-SHIPMENTS TO WAREHOUSE: *Beginning December 23<sup>th</sup>***

You may pre-ship your exhibit materials and equipment to the advance warehouse where it will be stored at N/C for 30 days. This service includes 30 days free storage prior to the show, transport to Navy Pier loading docks, and delivery to your exhibit space. Your empty crates will then be stored and returned to you at show break. Once repacked, your materials will be loaded directly onto your vehicles or outbound carrier at the Navy Pier loading docks.

**All this is done at NO CHARGE to you; Show Management pays for all equipment and labor costs as long as your freight is delivered during the suggested time/date period. Please plan delivery around the holidays.**

## FREIGHT DESK

Show Management will be handling all freight shipments once they arrive at the show. All freight inquiries should be directed to the Freight Desk, which will be located next to the Show Office at the east end of the hall.

## OUTBOUND SHIPPING

Be sure to properly label all materials for shipping, prepare bill of lading, contact your carrier and leave a copy of the bill of lading at the freight desk. ABF Freight Systems, the "Preferred Carrier" will have a representative available at the close of the show to assist you with shipping with ABF. If you are shipping by another carrier, make sure your driver reports to the freight desk to coordinate the loading of your freight. If you're using another carrier you must make all arrangements.

## **IMPORTANT SHIPPING NOTES**

Any exhibitor shipping via UPS, Fed/Ex or any other carrier besides the “Preferred Carrier ABF,” must make their own arrangements for pickup. Neither Show Management nor its contractors can make these arrangements for you. Make sure you contact your carrier to ensure your shipment(s) are picked up by the specified times listed in the Exhibit Removal section below. **If your carrier does not pick up by 3pm Monday the 30th your freight will be forced out by ABF at your expense.**

## **EXHIBIT REMOVAL**

All exhibits must remain staffed and intact until the official show closing at 5pm on Sunday January 29th. Once the public has safely left the show floor and the aisle carpet has been removed, empty crates will be returned to your space. Any vehicle needing access to the show floor will be able to do so once you receive a hard card with the designated time you are allowed on the floor. Hand carried items may leave the floor after 5pm Sunday. You must wear your exhibitor badge to hand carry items off the show floor.

**All Exhibit Materials must be off show floor by 3pm Monday January 30th. Please plan accordingly. Any Exhibit Materials left after that time will be shipped on ABF at your expense.**

## **SHIPPING TIPS**

- Before leaving your office obtain a copy of the Original Bill of Lading, which indicates piece count, weight, origin and consignee.
- Be sure to get pro numbers, which enable your carrier to trace your shipment(s).
- Upon arrival at your exhibit, compare your shipping information with the freight in your space.
- Report any missing or damaged freight to the Freight Desk immediately.
- A report will be written and we will notify the carrier.
- Review the MATERIAL HANDLING SERVICES LIMITS OF LIABILITY & RESPONSIBILITY.
- Empty labels must be affixed to all empty crates/cartons for storage during the show to assure correct delivery at the close of the event.

## **OVERSIZED LOADS:**

Specific restrictions limit the use of the highways on weekends and holidays when transporting oversized loads. Be sure to secure all required permits (State of Illinois, Cook County, and or City of Chicago) for transporting oversized loads. For assistance contact:

|                          |                     |
|--------------------------|---------------------|
| <b>State of Illinois</b> | <b>800-252-8636</b> |
| <b>Cook County</b>       | <b>312-443-5988</b> |
| <b>City of Chicago</b>   | <b>312-744-4696</b> |

**UNLOADING OF BOATS:** Exhibitors will not be charged for unloading or reloading boats and freight provided the following guidelines are met:

- 1) Exhibitor has returned the MOVE-IN ASSIGNMENT INFORMATION FORM.

- 2) Exhibitor has checked-in his vehicle(s) at the staging office two hours prior to target time.
- 3) Driver is available to drive his vehicle into Navy Pier when it is his turn to unload.
- 4) Each boat is accompanied by set up crew/staff, proper stands, cradle or dollies.
- 5) Support racks/jacks are assembled and installed as the crane is ready to unload.
- 6) Once the boat is removed from the trailer, the driver must exit the show floor immediately.

**CLEANING:**

Exhibitors may clean their own boats during regular set-up hours. For those in need of a cleaning service please see service provider in the online exhibitor kit.

**CRATE STORAGE:** Crates and empty containers must be prepared for removal as soon as possible after unpacking. This includes affixing "EMPTY" stickers and positioning your crates/cartons on the front edge of your exhibit space.

If you have any questions please don't hesitate to contact KEVIN MURPHY [kmurphy@nmma.org](mailto:kmurphy@nmma.org) or 401-293-5207 or by cell 401-651-3220.

Thank you