

Dear Strictly Sail Chicago Exhibitor,

The 17th annual Strictly Sail Chicago Boat Show returns to Navy Pier, January 26-29, 2012! We hope to see you again in 2012 and together we can create the best show possible for our sailing community.

After three years of holding space rates with no increase we have found that our operational costs and media costs have increased significantly. In order to continue to bring you the best quality show with the media and advertising coverage that is expected from an NMMA event, we must implement a minimal space rate increase for 2012. We understand that the industry is still in recovery, however we are committed to your success and providing a show that creates the most value for your money and the highest return on your marketing investment. Please contact us directly if you have any questions regarding this minimal increase

Attached is your 2012 renewal Exhibitor Application for Space. **July 22, 2011 is the first deadline to retain your same space along with the 25% deposit requirement.**

Please check all of the information on the forms carefully and make changes before returning them.

- 1) Review the contact information on your Application and make any updates.
- 2) Please indicate any space changes, special requests or preferences and note this right on your Application.
- 3) Sign and return your completed Application to us via email or FAX to: 866-543-0503.
- 4) Send your 25% deposit by the July 22, 2011 deadline. Base your 25% deposit on the amount of space you're requesting and mail to the NMMA Payment Center address in Chicago, IL (below).

Mail Payment To:

NMMA Payment Center
33928 Treasury Center, Chicago, IL 60694

Please make checks or money orders payable to: National Marine Manufacturers Association

Payment schedule as follows for your show planning:

25% due July 22, 2011

25% due October 28, 2011

50% due December 09, 2011

Renewal priority will be given to those companies who return their Application and 25% deposit by the July 22, 2011 deadline. After that date, space not applied for will be considered available for allocation to another company.

We look forward to helping you with your show renewal plans for Strictly Sail Chicago. Please contact us with any questions about these materials and we're here to help you! Many thanks from your Strictly Sail Team ---

Sincerely,

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Our Mission is Your Success!

www.strictlysailchicago.com