

Northwest Yacht Brokers Association

BOATS AFLOAT SHOW

SOUTH LAKE UNION

April 28 – May 1, 2022 & Sept 15 – 18, 2022



Exhibitor Application and Contract for the April 2022 Boats Afloat Show

Welcome to the Boats Afloat Show on South Lake Union! In this packet, you'll find the information you need to sign up and participate in the April 2022 show! *Welcome aboard!*



Show Dates and Times

The show is open to the public Thurs-Sun, April 28-May 1, from 11 am–7 pm (weekdays) and 10 am–7 pm (weekends). VIP Night is Wed, April 27, from 3–7 pm.

VIP Night

VIP Night is an invite only preview for exhibitor's invited guests only, and one of the most popular events within the show! Festivities include live music, exhibitor parties, and attendees also receive a special Boats Afloat Show tasting glass upon arrival. Many exhibitors offer appetizers and drinks at their booth or dock area that also enhances VIP Night!

Registration Deadlines

The Early Bird deadline is Feb 28, 2022 (*Sign up early for great discounts! Exhibitors can add more display items after this date if a contract is on file!*) The final registration deadline is April 14, 2022. Final payment, insurance and badge order forms are due at this time.

Hospitality Floats

Hospitality Floats will be assigned on April 14th based on the submission date of the hospitality form and availability. *Please see the form in this packet and submit it with your contract!*

Contract Steps

- a) Complete the exhibitor information on page one.
- b) Space reservations are made with a 50% deposit (check or credit card accepted). Please note that regardless of the form of payment, a valid credit card must be on file with the show office, so please include the credit card number on the application.
- c) Complete the vessel and electrical worksheets.
- d) Complete the hospitality float request form, if applicable.
- e) Complete the ticket order and exhibitor badge forms.
- f) Please read the Terms and Conditions, and sign this form.

Exhibitor Signage

All exhibitor signage & banners are limited to an exhibitor's booth space or dock area. No banners will be allowed on event fencing, or any other area in the Chandler's Cove area. Any signage that appears on areas outside an exhibitor's booth or dock area, will be removed.

Multi-Boat Rate

The multi-boat discount is available for those exhibitors with two or more boats. The first 2 largest boats are charged at the regular rate of \$3.95 per square foot, and all boats thereafter are charged \$2.95 per square foot. Be sure to take advantage of this opportunity to expand your display!

Exhibitor Portal

Exhibitors will receive instructions to set up a unique Exhibitor Login and Password to access all show documents and logos.

Membership Has Its Privileges

Become a member of the Northwest Yacht Brokers Association (NYBA) and receive exhibitor discounts!

Websites & Social Media Links

Share these website and social media links with your friends, clients, and prospective buyers and invite them to join you at the Boats Afloat Show!

www.boatsafloatshow.com

www.nwyachtbrokers.com

<https://www.facebook.com/BoatsAfloatShow>

Contact

Schelleen Rathkopf

NYBA Director of Operations

(206) 748-0012

Schelleen@nwyachtbrokers.com



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BOATS AFLOAT SHOW
 SOUTH LAKE UNION
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Exhibitor Application

EXHIBITOR INFORMATION

Company Name:		Phone:	
Point of Contact:		Email:	
Address:		Fax:	
City, State, Zip:		Cell:	
WA State UBI#:		Website:	
Seattle Business License:			

To obtain a temporary WA business license please call 1-360-705-7605

RESERVING YOUR SHOW SPACE

Mail or email registration documents to the address below:

Northwest Yacht Brokers Association
901 Fairview Ave. North. Suite A-190
Seattle, WA 98109
Schelleen@nwyachtbrokers.com

A 50% deposit is required with the contract submission. NYBA also requires a credit card be on file to ensure your boat show exhibit space. By signing below, you authorize NYBA to charge your card any outstanding balance on May 31, 2022.

CREDIT CARD INFORMATION REQUIRED

Print Card Holders Name: _____ Credit Card Number: _____

CV2 Code on Back of Card: _____ Billing Zip Code: _____ Expiration Date: _____

Please Check One: **Please note a 2.5% processing fee is added when using a credit card.*

- Pay 50% due now with credit card listed above Pay 100% balance with credit card listed above Paying by check/check enclosed. No CC processing fees incurred

BECOME A NYBA MEMBER - SIGN UP NOW AND RECEIVE MEMBER RATES

Membership Class	Initiation Fees	+	Yearly Dues	=	Total
Business Membership	\$250.00		\$385.00		\$635.00
Affiliate Membership	\$125.00		\$220.00		\$345.00

NYBA MEMBER RATE SHEET						
				Before 02/28/22	After 03/01/22	Total Cost
2 Largest In-Water Vessels		/Sq. ft	X	\$3.95	\$4.55	
Multi Boat Discount		/Sq. ft	X	\$2.95	N/A	
Tender/Inflatable on Trailer		/Space	X	\$1600	\$1900	

NON-MEMBER RATE SHEET						
				Before 02/28/22	After 03/01/21	Total Cost
2 Largest In-Water Vessels		/Sq. ft	X	\$12.00	\$12.75	
Tender/Inflatable on Trailer		/Space	X	\$3150	\$3450	

ELECTRICAL SERVICES						
				Before 02/28/22	After 03/01/22	Total Cost
15 amp/120 volt		/Order (booth)		\$75	\$100	
30 amp/120 volt		/Order		\$325	\$370	
50 amp/208 volt		/Order		\$425	\$470	
100 amp/208 volt		/Order		\$550	\$595	

BOOTH POWER: All shore side booths include a single 15amp/120 volt electrical service. If you need additional electrical service for heaters or electronics, please mark the (booth) box above.

SHORESIDE BOOTH							
				Before 02/28/22	After 03/01/22	Non-Member	Total Cost
Single (10' x 10')		/Booth		\$1200	\$1500	\$3300	
Double (20' x 10')		/Booth		\$2000	\$2200	\$4500	

BOOTHS INCLUDE: 10' black pipe and drape backdrop and 3' partitions plus one regular household outlet. All tables, linens, carpet etc. must be ordered directly through the show decorator, CORT Party Rentals. Non-members are not eligible for the early bird rate. Exhibitor booths MUST be staffed at all times during show hours.

HOSPITALITY FLOAT – FORM REQUEST	
Due to the limited availability of hospitality floats, we will allocate floats after the main footprint of the show has been determined. To request a hospitality float, an exhibitor must meet the minimum boat requirement of 3 boats. Floats will then be allocated by date of contract, and exhibitors will be notified by April 14, 2022 to confirm if a hospitality float is available.	

COST CALCULATION AND TOTAL		
City of Seattle Trade Show Fee (\$10 per day). Fee will be waived with a valid City of Seattle Business License. Balance Due April 14, 2022 Fee Retention: Deposits made between March 14, 2022 – April 14, 2022 are non-refundable. Deposits may be applied to vessels that are exchanged or replaced.	\$40 trade show fee (if applicable)	
	Subtotal	
	2.5% credit card processing fee	
	TOTAL COST	
	50% Deposit Due with Application	

TERMS AND CONDITIONS

Cancellation of Contract: NYBA will retain the entire 50% deposit between March 14–April 14, 2022. After April 14, 2022, NYBA will retain 100% of all show fees. ALL CANCELLATIONS MUST BE IN WRITING.

Late Move in Vessel Fee: Move-in times will be sent out two weeks prior to show opening and posted on the website. We understand that weather and lock waiting periods always play a factor in arrival time. NYBA will allow you a half hour window after your scheduled move-in time before we will be enforcing the **\$500 late fee.**

Move-In: Schedule will be emailed to you no later than April 18, 2022.

Move-Out: Schedule will be distributed prior to the end of the show. No exhibitors shall be permitted to leave early. If you need to make special arrangements to your move out time, please contact the show office for permission. Move-out shall proceed in an orderly, safe manner as directed by NYBA.

Exhibitor Requirement: Broker and Exhibitor Representatives are required to staff boats and exhibits during ALL show hours. All Exhibitors agree to maintain a professional appearance and demeanor throughout the show. Failure to do so may result in Exhibitor's removal from show or assessment of a fine by the Boat Show Committee. Show hours are 11am – 7pm weekdays and 10am – 7pm weekends.

Tickets: Blue Complimentary tickets will be allotted based on the size of your display. Gold broker tickets are available for \$7 each.

Inspection: All vessels are subject to fire, safety and show readiness inspection and acceptance by NYBA. Pricing and dimensions contained in this application are subject to verification and adjustment at move-in time or anytime during the show.

Exhibitor Badges: Exhibitors must show badges when entering the show. Exhibitor badges are not transferable. Exhibitor badges will be provided as follows:

- First in-water vessel: Five (5) badges. Every in-water vessel thereafter: One (1) badge
- Shore side single unit and Shore side vessels: Five (5) badges
- Shore side double unit: Seven (7) badges

Liability: The Exhibitor is entirely responsible for the areas rented by him/her and shall not injure, mar or deface premises. A \$300 clean-up fee will be charged, at NYBA's discretion, to any Exhibitor who fails to remove materials from their exhibition space at the time of move-out. The Exhibitor agrees to reimburse the NYBA and/or Chiles & Company for any loss or damage occurring to the premises or equipment.

Insurance policy must include a minimum of \$1 million for Personal Liability coverage. No boats or exhibits will be allowed to move-in without a copy of this certificate on file with the NYBA. All Exhibitors are required to provide a Certificate of Liability Insurance with their reservation agreement naming the following as additionally insured:

- **Northwest Yacht Brokers Association – 901 Fairview Ave. N., Suite A-190, Seattle, WA 98109**
- **City Investors XIV, LLC – 110 110th Avenue NE, Suite 550, Bellevue, WA 98004**
- **Chiles & Co. – 1300 Dexter Ave. North, Seattle, WA 98109**
- **City of Seattle – 600 4th Avenue, Seattle, WA 98104**

Proof of insurance must be on file, or accompany the reservation agreement, before space reservation is accepted.

City of Seattle Business License: Each Exhibitor is required to have a valid City of Seattle Business License or is required to pay \$10 per day of show at the time of application. NYBA will obtain a temporary license from the City on behalf of Exhibitors without licenses to satisfy the City Event Permit requirement.

Out-of-State Exhibitor: Out of state Exhibitors are required to have a Temporary Washington State Business License from the Department of Revenue. There is NO FEE for this license. Call the DOR at 1-800-647-7706 for more information on obtaining your temporary license. A copy must be on file with the NYBA.

Space: The space contracted for is to be used only by the Exhibitor whose name appears on the contract and no portion can be sublet, combined or assigned without written approval of the NYBA. Placement will be determined as soon as possible following the reservation deadline. Written confirmation of space assignment will be sent no later than 10 days before the opening of the show.

Fire Extinguishers & Smoke Detectors: All Vessel Exhibitors are required to provide one (1) visibly displayed fire extinguisher and one (1) smoke detector per vessel during all show hours.

Smoking Policy: For the comfort and safety of our guests and exhibitors as well as the protection of displayed items and vessels, smoking is not permitted in any part of the Seattle Boats Afloat Show at any time.

Radar Policy: Radar is not allowed to run continuously due to public health reasons.

Anchors, Lines and Fenders: All vessel Exhibitors shall have adequate lines and fenders for all vessels and shall be prepared to drop an anchor with chain, when and where deemed necessary by the NYBA. Exhibitor agrees to secure boat lines at the direction of show staff.

Unpaid Balances: Will be charged to the credit card we have on file on May 31, 2022 without written notice.

Attorney's Fees: If a civil action arises out of this agreement or to enforce any of its provisions, the losing party shall pay the attorney's fees of the prevailing party as trial court may adjudge reasonable, and if an appeal is taken from any judgment of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fee on appeal.

Questions? Contact Schelleen Rathkopf, Director of Operations at (206)748-0012 or email to Schelleen@nwyachtbrokers.com.

I agree to the terms and conditions outlined in this contract.

Print Full Name: _____ Company: _____

Signature: _____ Date: _____

ACCESSORY & VESSEL DISPLAY CATEGORIES

IMPORTANT! This information will be used for exhibitor listings in the show program, show website, self help kiosks and information provided to the media.

Select up to THREE (3) products & Services you will be displaying at the Boats Afloat Show.

- Boats: Brokerage
- Boats: Rowing, Canoes, Kayaks
- Boats: Inflatables & Dinghies
- Boats: Personal Watercraft
- Boats: Power
- Boats: Sail
- Boats: Wood
- Boatyards, Marine Repair & Service
- Books, Videos, Publications & Media
- Cabin & Galley Equipment
- Chandlery & Marine Supply Store
- Charters & Yacht Lease
- Cleaners & Adhesives
- Clothing, Outerwear & Footwear
- Computers & Software
- Docks, Davits, Floats, Lifts, Anchoring
- Electrical, Generators & Batteries
- Electronics & Communications
- Engine Controls & Accessories
- Engines: Outboard & Inboards
- Finance & Insurance
- Fishing Equipment & Accessories
- Gifts, Jewelry, Art & Nautical Goods
- Instruction & Education
- Marinas, Resorts & Yacht Clubs
- Marine Hardware
- Marine Properties
- Navigational, Charting Aids & Instruments
- Paint & Finishes
- Plumbing & HVAC
- Propellers
- Safety Equipment & Services
- Sails & Sail Handling Equipment
- Seats, Canvas & Graphics
- Surveyors, Vessel Title, Legal
- Trailers
- Water Sports & Scuba Equipment

HOSPITALITY FLOAT REQUEST FORM

Due to the limited availability of hospitality floats, we have moved to a Float Request Order Form. Requests may be granted once you meet the minimum boat requirement (at least 3 boats). Floats will then be allocated by date of contract eligibility.

You will be notified no later than April 14, 2022 whether or not you will be receiving a float. FLOAT RENTALS ARE NOT GUARANTEED. Please fill out the following form and submit it with your contract.

ELIGIBILITY CHECKLIST

Chose as least one:

- I have 3 or more boats on my contract for the show (16'x20')
- I have 4 or more boats on my contract for the show (20'x24')

* Please Note (20'x32') sized floats are no longer reservable. If after the construction of the show footprint there are additional floats remaining, we will upgrade float sizes starting with the businesses with the largest display. The cost for this float is \$3,000. You can join the waiting list by checking the box below.

- I have 5 or more boats and would like to be on the waiting list for a (20'x32')

Must check all:

- I have paid the 50% deposit on my vessel contract
- I am a member of the NYBA
- I understand that one of my display boats will be tied off to the end of the float
- I understand that I will not be invoiced until I receive confirmation on April 14, 2022 that I have been allocated a float

COST CALCULATION					
					Total Cost
Standard (16x20) 3 boat minimum			\$1650		
Large (20x24) 4 boat minimum			\$2350		
Power 20amp/120 volt	_____ (X)	# Outlets	\$150		
				TOTAL	

TICKET ORDER FORM

Exhibitors are encouraged to market their displays at the Boats Afloat Show by distributing tickets to clients and friends prior to the start of the show! Discounted tickets are available to all companies participating in the show.

Tickets have a unique bar-code for each exhibitor's ticket order. Tickets that are scanned at the gate with your serial number will be invoiced post show. Unused tickets will not be charged. Please review the different types of tickets for pre-order. You may request additional tickets at the show office once the show begins.

Your company will automatically receive blue complimentary tickets just for participating in Boats Afloat.

Blue Tickets

- Boat displays are allotted 5 tickets for their first boat and 2 tickets for each additional boat.
- Booth displays are allotted 5 tickets for a single booth and 8 tickets for a double booth.

Gold Tickets

Gold tickets are valid any day of the show. They are bar-coded and cost \$7 each when redeemed at the gate. You will not be charged upfront for gold tickets.

VIP Tickets

Are valid only on April 27, 2022 and will admit 1 person. VIP tickets are bar-coded and cost \$4 each when redeemed at the gate. Recipients will receive a commemorative Boats Afloat Show tasting glass and enjoy live music. **This is a 21 and over event.**

Please indicate how many tickets you would like to receive:

COMPANY: _____

Number of Gold Tickets: _____

Number of VIP Tickets: _____

Tickets will be mailed to you no later than April 6, 2022.

EXHIBITOR BADGE ORDER FORM

Badge Order Form Deadline is April 14, 2022!

(Late forms and any additional, lost, forgotten, or reprinted badges are \$10 per badge)

Badges are photo IDs. Image capture and badge processing will take place in the Lake Union Boat Show Office. ***You may also email a photo of yourself to Schelleen@nwyachtbrokers.com ahead of time.*** All employees actively working at any exhibitor's display at the show **MUST** have their own badge during the show and will need a badge to enter the show.

Exhibitors will be given a quantity of badges free of charge, based on the following formula:

IN THE WATER: 5 badges for 1st vessel; 1 badge for every additional vessel

SHORESIDE & TENDERS: 5 badges for single; 7 badges for double

COMPANY NAME: _____

Employee Name

Badge Sign-Out

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

BOAT SHOW CONTACT SIGNATURE:

Badge will be picked up by individual staff members

Badges will be picked up by one designated person

Name: _____

Northwest Yacht Brokers Association
BOATS AFLOAT SHOW
SOUTH LAKE UNION



Secure An Ad in the Official Boats Afloat Show Program!

Place an ad in the official Boats Afloat Show program, and extend your visibility! The official program includes the exhibitor layout of the show, all event information, and a list of all the exhibitors (including addresses, phone numbers, websites, and email addresses). Many attendees hold on to the program year-round for contact information throughout the year. ***Don't miss this opportunity to market your business to a highly targeted audience!***

COPIES

8,000 copies of the official Boats Afloat Show program are printed on a high gloss paper

AD SIZES

- **Full-page:** 8.5" x 11" (trim size) Add 1/8" for bleed – no live matter within .375" of final trim
- **1/2 page horizontal:** 7.75" W x 4.875" H (non-bleed)
- **1/4 page vertical:** 3.75" W x 4.875" H (non-bleed)

DEADLINES

The Ad Insertion Order deadline is March 20, 2022.

The deadline to submit a camera-ready ad for the program is March 31, 2022.

PRODUCTION INFORMATION

Submit your ad camera-ready to G Force, or let G Force create an ad for you!

Camera Ready Acceptable File Types

PDFX-1a – High resolution with fonts embedded is the preferred file format for all ads.

TIFF or **JPEG** will be accepted but be sure they are at least 300 dpi.

EPS files out of drawing programs should be saved as an EPS (not the native format) and have all images embedded and all type outlined.

Native App. Files will be accepted of the following types: Quark, InDesign, Photoshop, Illustrator preferably only as backup to the "locked" files

Please note that the following file types are not acceptable: Microsoft Publisher, Word, PowerPoint, PageMaker

Ad Production

Contact G Force to request ad production services (production service fees will be billed directly to you by G Force).

Ad files should be stuffed or zipped before sending!

Dirk Mynatt
G Force Seattle
2613 5th Ave, Seattle, WA 98121
(206) 374-9787
dirkm@gforceseattle.com

Additional Charges: Advertiser-submitted files that are not output ready or do not meet our specifications will incur an additional prep charge of \$100 per hour, billable in quarter-hour increments.

Official Boats Afloat Show Ad Insertion Order

Company: _____

Contact: _____

Phone: _____

Email: _____

Date: _____

Signature: _____

Camera Ready Artwork Due: March 31, 2022

Ad Size (check one):

- Inside front cover left side @ \$1,200
- Inside front cover right side @ \$1,200
- Inside back cover @ \$1,200
- Full Page @ \$850
- Half Page @ \$500

Who is producing your ad? (Check one):

- G Force producing ad (*service fees from G-Force will apply*)
- Producing your own camera-ready ad

See you at the show in April, and thank you for participating!

