

43 ANNUAL FORT MYERS BOAT SHOW

Southwest Florida Marine Industries Association
November 19-22, 2015



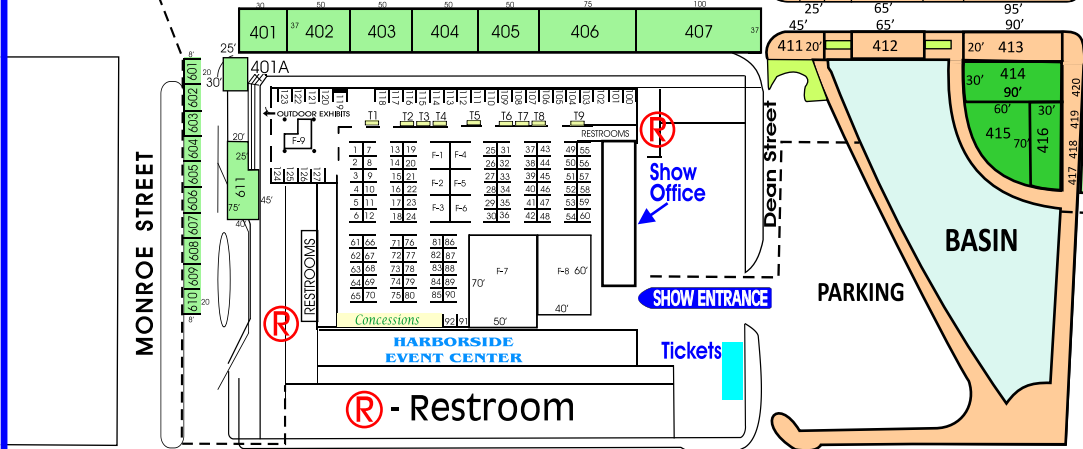
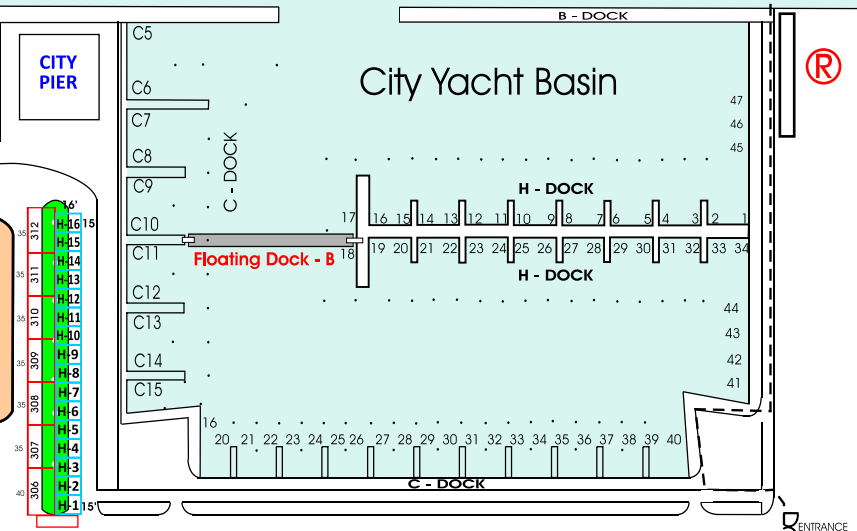
On the Caloosahatchee in Downtown Fort Myers



Caloosahatchee River



EXHIBIT RATES		MEMBER	NON MEMBER
Booths (10'X10')		\$800.00 each	\$925.00 each
Henry Street	Accessory Space 15'X16'	\$650.00 each	\$800.00 each
Indoor Bulk	Boats	\$3.25 / sf	\$5.50 / sf
	Accessories	\$6.50 / sf	\$8.50 / sf
Land	350 S.F. Minimum	\$1.70 / sf	\$2.85 / sf
In-Water	New Boats (300sf min.)	\$1.75 / sf	\$3.00 / sf
	Up To 40' LOA	\$750.00 each	\$1,025.00 each
Brokerage	Boats	\$950.00 each	\$1,200.00 each



Restroom

FOR COMPLETE INFORMATION VISIT www.swfmia.com

IN-WATER -- Boats in-water (New & Brokerage) are displayed at the Ft. Myers City Yacht Basin. Limited special floating dock displays may be available at additional cost. New boats may be displayed either by manufacturers or their duly appointed representatives or franchise holder. Used or Brokerage Boats may be displayed only by new boat dealers selling company owned boats or by a licensed Florida Yacht Broker. Private owners are not allowed. Some boats are displayed in slips. Others will be displayed either on floating docks or stern-to existing docks. 110v power is supplied. 220v power may be available on a limited basis.

LAND DISPLAYS -- are on asphalt or grass. Electricity is not available. Equipment for loading and unloading boats is not included but may be arranged for, in advance at additional cost.

ACCESSORY DISPLAYS are available in the Harborside Event Center and in tents outdoors. Indoor booths measure 10' X 10'. Table displays measure 3' deep X 10' wide and are available only on a very limited basis. The rate for these table displays is \$150.00 less than the applicable rate for a full size booth. Electricity is included. 8' high drape backdrops and 3' high side dividers are included. No furniture is included. There is carpeting in the main hall. Additional booth carpeting is at your option. Booths in The Galleria, lobby and tents are not carpeted.

Outside Henry Street displays measure 15' wide X 16' deep (8' on asphalt and 8' on grass). No tent is provided. See Exhibitor's Manual, available prior to the show, for more details and restrictions

HARBORSIDE EVENT CENTER: Loading door measures 11' in width. Maximum ceiling height is 22'. Fork Lift service is available.

A Certificate of Insurance with these Requirements must be provided:

- ★ The Southwest Florida Marine Industries Association must be named as an ADDITIONAL INSURED
- ★ Certificate should Specify "Ft. Myers Boat Show, November 16-25, 2015."
(dates include set-up & Breakdown days).
- ★ A minimum of \$1,000,000 liability insurance to cover spaces occupied and product displayed
- ★ Certificate of insurance must be received at least 14 days prior to set-up.

★ **NO EXCEPTIONS WILL BE MADE TO THIS POLICY**

Address for Certificate: SWFMIA, P.O. Box 1510, Fort Myers, FL 33902

The show is located at the Harborside Event Center - 1375 Monroe Street, Ft. Myers, FL 33901

Have your Agent E-MAIL TO laura@goodeventmanagement.com

Products and equipment should also be insured by the Exhibitor and/or owner against physical loss or damage at their discretion and for their own benefit.

OPTIONAL COVERAGE – NOT AVAILABLE TO BOAT EXHIBITS

Accessory exhibitors (excluding boat exhibits) unable to meet the above requirements may obtain \$1,000,000.00 of insurance coverage (liability only) through our insurance agent at a cost of \$75.00. This insurance covers only the space(s) contracted for during the show dates of the 2015 Fort Myers Boat Show.

WE WISH TO TAKE ADVANTAGE OF THE INSURANCE OFFER
\$75.00 PAYABLE TO SWFMIA IS INCLUDED.

FORM & PAYMENT MUST BE RETURNED PRIOR TO SETUP

COMPANY NAME: _____

ADDRESS: _____

CITY _____ STATE _____ ZIP _____

PHONE: _____ FAX: _____

AUTHORIZED REPRESENTATIVE: _____

SIGNATURE: _____

Return
To

[Good Event Management](http://www.GoodEventManagement.com)
The John Good Company, Inc.
P.O. Box 50025 Lighthouse Point, FL 33074
954/570-7785 Fax: 954/570-7786
E-Mail: laura@goodeventmanagement.com



K43 ANNUAL FORT MYERS BOAT SHOW
Southwest Florida Marine Industries Association

INITIAL & COMPLETE PRODUCT INFORMATION ON 2ND PAGE OF THIS APPLICATION

November 19-22, 2015

HARBORSIDE EVENT CENTER & CITY YACHT BASIN

COMPANY NAME: _____ PHONE: _____
 ADDRESS: _____ FAX: _____
 CITY: _____ STATE: _____ ZIP: _____ CELL: _____
 COMPANY REPRESENTATIVE: _____ DATE: _____
 E-MAIL ADDRESS: _____

E-MAIL IS USED TO SEND ALL INVOICES, CONFIRMATIONS, AND NOTICES

EXHIBIT RATES		MEMBER	NON MEMBER
Booths	(10'X10')	\$800.00 each	\$925.00 each
Hendry Street	Accessory Space 15'X16'	\$650.00 each	\$800.00 each
Indoor Bulk	Boats	\$3.25 / sf	\$5.50 / sf
	Accessories	\$6.50 / sf	\$8.50 / sf
Land	350 S.F. Minimum	\$1.70 / sf	\$2.85 / sf
In-Water	New Boats (300sf min.)	\$1.75 / sf	\$3.00 / sf
Brokerage Boats	Up To 40' LOA	\$750.00 each	\$1,025.00 each
	Over 40' LOA	\$950.00 each	\$1,200.00 each

Member rate applies to members in good standing of the Southwest Florida Marine Industries Association with all dues paid by September 1, 2015. For membership information visit www.swfmia.com

Check Appropriate Membership Status: Member _____ Non-Member _____

BOOTHS: DESIRED LOCATION: _____ # BOOTHS: _____ X RATE: _____ TOTAL: \$ _____
 INDOOR BULK: DESIRED LOCATION _____ TOTAL SF. _____ X RATE _____ TOTAL: \$ _____
 LAND: (350 S.F. MINIMUM)
 DESIRED LOCATION _____ TOTAL SF. _____ X RATE _____ TOTAL: \$ _____
 IN-WATER: NEW BOATS (300 SF. MINIMUM PER BOAT)
 DESIRED LOCATION _____ TOTAL SF. _____ X RATE _____ TOTAL: \$ _____
 BROKERAGE: DESIRED LOCATION _____ # BOATS _____ X RATE _____ TOTAL: \$ _____

PAYMENT SCHEDULE
 25% UNTIL AUGUST 15, 2015
 50% AFTER AUGUST 15, 2015
 FULL PAYMENT - OCTOBER 1, 2015

If Paying By Credit Card, Complete & Return Authorization Form With Application

TOTAL ALL SPACE: \$ _____
 DEPOSIT ENCLOSED: \$ _____
 BALANCE DUE: \$ _____

TO BE COMPLETED BY SHOW OFFICIAL

BOOTHS: _____
 LAND: _____
 BULK: _____
 IN-WATER: _____
 BROKERAGE: _____
 ACCEPTED BY: _____
 TITLE: _____ DATE: _____

PLEASE SEE INSURANCE REQUIREMENTS & PROVIDE PRODUCT INFORMATION ON BACK OR 2ND PAGE OF THIS APPLICATION

SIGNATURE REQUIRED

Application for the above space is submitted in accordance with the terms & conditions on the face and reverse side or 2nd page of this contract. Application must be filled in completely. Changes in space size or assignment may require an adjustment in the total cost as shown on this application. Such changes will be confirmed by invoice.

PLEASE _____
 TITLE: _____ AUTHORIZED SIGNATURE _____
 DATE: _____

Make Checks Payable To: SWFMIA (Southwest Florida Marine Industries Association)
 RETURN TO: GOOD EVENT MANAGEMENT - P.O. Box 50025, Lighthouse Point, FL 33074
 239-656-7083 FAX 954-570-7786 e-mail:
 kyle@goodeventmanagement.com or john@goodeventmanagement.com

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FORT MYERS BOAT SHOW CONTRACT FOR EXHIBIT SPACE

THIS AGREEMENT, entered into on the acceptance date (as shown on the reverse side) by and between the SOUTHWEST FLORIDA MARINE INDUSTRIES ASSOCIATION (hereinafter referred to as SWFMIA) and the Exhibiting Company (hereinafter referred to as Exhibitor).

WITNESSETH: For and in consideration of the rental sum (identified on the reverse side as "TOTAL ALL SPACE" or as may be amended by invoice) including the agreements and covenants contained herein, and the faithful and timely performance by EXHIBITOR of such agreements and covenants, SWFMIA hereby grants to EXHIBITOR the right to use the confirmed space designated (see reverse side) as indicated on the official layout of the FORT MYERS BOAT SHOW located on a portion of the properties known as the HARBORSIDE EVENT CENTER, CENTENNIAL PARK, AND FORT MYERS CITY YACHT BASIN for the period of time indicated in the Exhibitors Manual for the installation, display and removal of exhibit materials and for no other purpose and shall display and exhibit only those products or services directly related to the design, construction and use of recreational boating and the marine industry.

This agreement is made and entered into upon the following terms and conditions which are mutually agreed to by both parties.

1.) All decisions regarding space assignment, nature and style of exhibit, floor management before, during and after show hours; interpretations and enforcement of rules and regulations including such amendments and further rules and regulations as may be considered necessary for the proper conduct of the show and all other matters pertaining to the show shall be made by the Board of Directors of SWFMIA or THE JOHN GOOD COMPANY, INC. (the duly appointed representative of SWFMIA). SWFMIA reserves the right to make changes in space assignment when, in its sole discretion, it is in the best interests of the show to do so. If such change is made, EXHIBITOR has the right to cancel this agreement and will receive a full refund for any payments made toward the space. It is agreed that the full refund of any fee paid by exhibitor will constitute the sole damages for any such change in assignment.

2.) Neither SWFMIA, THE JOHN GOOD COMPANY, INC., the CITY OF FT. MYERS, or their duly appointed representatives shall be liable or responsible for any injury to exhibitors or their employees or their guests or visitors while within the space or spaces contracted for by the EXHIBITOR; nor shall said parties be liable for the loss of any goods from any cause whatsoever while the same are in transit to or from the show, or while they are in the exhibit area. EXHIBITOR shall be responsible for obtaining insurance at their own expense and shall provide a Certificate of Insurance to SWFMIA. EXHIBITOR shall be solely responsible for insuring that all ramps, stairs or boarding devices within or leading into their exhibit space or boats shall be of a type normally suited for such purposes and shall comply with all applicable building codes and safety standards. EXHIBITOR will receive from show management an Exhibitors Manual containing information on services provided and specific rules and regulations. Exhibitor agrees to be bound by rules and regulations to be contained in the Exhibitors Manual which by reference thereto is made a part of this agreement.

3.) Neither SWFMIA, THE JOHN GOOD COMPANY, INC., the CITY OF FT. MYERS, or their duly appointed representatives shall have any liability whatsoever for any adverse affect on the SHOW or the EXHIBITOR from any occurrence, including but not limited to fires, strikes, governmental intervention, weather or other acts of God or forces of nature, defaults of suppliers or vendors, or any other occurrence beyond the reasonable control of SWFMIA. It is further agreed that any decision by SWFMIA regarding the conduct or cancellation of the SHOW as a result of such occurrence shall not create any liability on the part of SWFMIA, THE JOHN GOOD COMPANY, INC., the CITY OF FT. MYERS, or their duly appointed representatives to the EXHIBITOR except that if the EXHIBITORS space has not been made available to the EXHIBITOR a refund of any fees paid will be made after a pro rata share of SHOW expenses is deducted. It is further agreed that SWFMIA shall have sole discretion to change or adjust the hours or days of the SHOW, or the times that the EXHIBITOR is allowed access to the show. Such change in hours shall not be considered a breach of this agreement or constitute grounds for any refunds to be made by SWFMIA to the EXHIBITOR.

4.) Brokerage boats must be clean and in good condition. Only participating new boat dealers or licensed Yacht Brokers are eligible to display brokerage boats. SWFMIA reserves the right to refuse any boats, which, in SWFMIA's, opinion do not meet these standards.

5.) INSURANCE REQUIREMENTS: Each Exhibitor is required to carry general liability insurance to cover participation in the show. Exhibitors are responsible for all occurrences involving their company, display area, products, vehicles, customers, or employees. Requirements are as follows: Minimum Limit - \$1,000,000.00. Southwest Florida Marine Industries Association must be named as additional insured. Certificate must be received at least ten days prior to the show.

6.) Exhibitor agrees not to allow any sub contractor, independent contractor, or individual not employed by exhibitor to work within their space in any manner whatsoever unless exhibitor has received prior approval from SWFMIA. Approval requirements will include but not be limited to proof of liability insurance and proof of workers compensation insurance. SWFMIA, at its sole discretion, reserves the right to deny access to the show to any company or individual.

7.) It is the sole responsibility of the EXHIBITOR to complete this agreement in full including the section provided hereinbelow for listing products and services that will be a part of the display. SWFMIA reserves the right to refuse any products or services that are not listed below, or which in the sole discretion of SWFMIA are not considered in the best interest of the show for any reason whatsoever.

8.) All applicable electrical, fire and health department rules and regulations and all city, state and federal laws shall be complied with.

9.) EXHIBITOR agrees to set up all displays and products within the time limits described in the Exhibitors Manual for set-up. If EXHIBITOR fails to move in within the prescribed time and EXHIBITORS space is no longer available, SWFMIA shall not be liable for any refund of payments, and EXHIBITOR agrees that any unpaid balance on this space will still be paid in full by EXHIBITOR.

10.) Exhibitor may not sub-lease, assign, or apportion their space. No more than one firm may exhibit in a single space without the written permission of Show Management.

11.) EXHIBITOR shall conduct business only within the confines of their space.

12.) Exhibit shall be manned during all show hours.

13.) EXHIBITOR shall be required to keep their space neat and attractive. Homemade or handwritten signs are prohibited. Display may not create a visual block that will detract from adjoining displays. Excessive noise is prohibited.

14.) EXHIBITOR agrees to remove all products, display materials, trailers, vehicles, or other possessions of EXHIBITOR within the time allowed for breakdown as described in the Exhibitors Manual. Any such materials left by EXHIBITOR will be disposed of or removed and placed in storage at the EXHIBITORS sole expense.

15.) Cash and carry sales are permitted. EXHIBITOR is responsible for collecting and paying all applicable taxes. A receipt must be given to customer listing each item purchased.

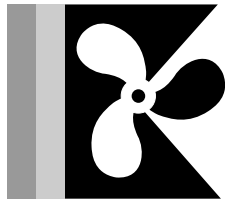
16.) Boat, trailer or other displays are not permitted in the surrounding parking lots during show hours.

17.) The City of Ft. Myers retains all rights to food service. No food or drink may be brought into the show at any time.

18.) Deposits for space are not refundable once assigned by show management. If EXHIBITOR should cancel their space or fail to occupy their space, SWFMIA reserves the right to reassign or dispose of the space in any way it considers to be in the best interests of the show. SWFMIA further reserves the right to pursue any means available under law to collect payment for the space canceled or not occupied by the EXHIBITOR.

Initial That You Have Read and Agree to Above. _____

LIST BELOW THE BOATS, PRODUCTS OR SERVICES YOU WILL HAVE ON DISPLAY



SWFMIA

Southwest Florida Marine
Industries Association

CREDIT CARD AUTHORIZATION

EXHIBITING COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

VISA

MASTERCARD

We Do Not
Accept American Express

NAME AS IT APPEARS ON CARD: _____

ACCOUNT NUMBER: _____ EXPIRATION DATE: _____

BILLING ADDRESS IF DIFFERENT FROM ABOVE 3 Digit Security Number: _____

ADDRESS: _____

CITY, STATE ZIP _____

Ft. Myers (Nov.) _____ **Bonita Springs (February)** _____ **Charlotte (Jan.)** _____

Membership _____ **Other (Describe):** _____

CHARGE MY CREDIT CARD AS FOLLOWS:

EXHIBIT SPACE: \$ _____

EXHIBITOR GUEST TICKETS: \$ _____

INSURANCE: \$ _____

MEMBERSHIP DUES \$ _____

OTHER (_____): \$ _____

SIGNATURE: _____

DATE: _____

RETURN TO

Good Event Management

P.O Box 50025 Lighthouse Point, FL 33074

239-656-7083 Fax: 954/570-7786

E-Mail: laura@swfmia.com

FORT MYERS BOAT SHOW

Southwest Florida Marine Industries Association
November 19-22, 2015

WHAT: 43rd ANNUAL FORT MYERS BOAT SHOW
WHEN: THURSDAY, NOVEMBER 19th through
SUNDAY, NOVEMBER 22nd
WHERE: HARBORSIDE EVENT CENTER &
CITY YACHT BASIN
HOURS: 10AM-6PM - Thurs-Sat / 10AM- 5PM - Sunday



On the beautiful Caloosahatchee River, downtown Fort Myers is the perfect Boat Show location. Whatever type of space you need, we can accommodate. In-Water and On-Land Boat display space. Indoor and Outdoor Accessory display space, give us a call. We will help you find the best space for your needs.



GO Boating Florida
goboatingflorida.com
Our Consumer Website & Social Media Campaign.

SWFMIA
Southwest Florida Marine Industries Association

For more than 40 years, SWFMIA has worked to promote and protect the interests of recreational boating on Florida's West Coast.

For membership information, please visit www.swfmia.com or contact Kyle Good, kyle@swfmia.com or 954-570-7785

OTHER SWFMIA SHOWS

CHARLOTTE COUNTY BOAT SHOW
Charlotte County Fairgrounds
Jan. 14-17, 2016

BONITA SPRINGS BOAT SHOW
Naples Fort Myers Greyhound Track
February 25-28, 2016