

Grand Strand Boat Show and Sportsman Expo



**February 10-12, 2012
Myrtle Beach Convention Center
Myrtle Beach, South Carolina**

Exhibitor Registration Packet

Promoter: Cooper Communications
4447 Highway 17 Business
Murrells Inlet, SC 29576

Phone: (843) 357-3098
Fax: (843) 651-6836
Email: cooperco@sccoast.net

Grand Strand Boat Show and Sportsman Expo

C h e c k l i s t

October 30, 2011

- 50% Deposit
- Application for Space form(s)
- Dealer Product form / Protected Lines
Exhibitors bringing boats must submit the boat lines they wish to bring.
- Program Book order form and check

December 30, 2011

- Balance Due
- Program Book graphics–email graphics or mail business card
- Name Badge form and parking pass form
- Agreement - Agreement will be sent to you after deposit is received. Sign and return.

January 31, 2012

- Evidence of Liability

Other Forms

- Electric and Phone Service form should be sent directly to Convention Center. See form for pricing.
- Additional Equipment form (carpet, skirting, etc.) to be sent directly to Convention Makers. See form for pricing.

Grand Strand Boat Show and Sportsman Expo

Due Date: October 30, 2011

APPLICATION FOR INSIDE SPACE

I request exhibit space in the Grand Strand Boat Show and Sportsman Expo. Dates are February 10 - 12, 2012. I understand that this Show is based on a planned exhibit. It is agreed that I will abide by all rules and regulations of this Show.

SPACE REQUIREMENTS

Number of booths: _____

- Small Booths are 10 x 10, electricity is available.
- See **Booth Price List** regarding Booths and floor space.

1st Choice: _____ 2nd Choice: _____

Description of Product to be Displayed: _____

Total Booth Cost: _____ Checks payable to Grand Strand Boat Show

Less 50% Deposit: _____ Required to hold booth—Due October 30, 2011

Balance Due: _____ Due by December 30, 2011

Company Name _____

Contact Name _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____ Website _____

Authorized Signature: _____

Note: Space goes quickly and is usually sold out by December.

A Contract will be prepared and mailed to you for your signature.

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DEALER PRODUCT INFORMATION FORM
(Boat Dealers Only)

BOAT LINES

I would like the following boat lines protected and would like to show them in the 2012 Grand Strand Boat Show.

I understand that all lines listed may not qualify for protection, based upon dealer and product territorial lines.

1. _____
2. _____
3. _____
4. _____
5. _____

If there are any changes, I will contact the Show Office with all updated information.

Company Name: _____ Date: _____

Authorized Signature: _____

Product protection subject to approval by promoter. Protection will be granted in the order received. Protection will not be granted if form is not received with initial deposit. Only approved boat lines may be displayed in your booth including boats, signs and product information.

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PROGRAM BOOK

Space reservation due by October 30, 2011. Artwork due by December 30, 2011.

The Program Book is an important part of the Show and is a keepsake that visitors take home with them. We want the Program Book to be a complete reference of all exhibitors in the Show. The floor plan diagram in our book makes it easy for "lookers" to find your booth, and your ad gives them your phone and address information to take home with them. The alphabetical index makes a quick reference.

Please indicate the size, color or black and white, and premium position, if any.
If no size is selected, you will be billed \$25 for the business sized ad.

Rates:

- | | | | |
|---|-------|---|-------|
| <input type="checkbox"/> Back Cover (color) | \$600 | <input type="checkbox"/> Full Page (Color) | \$300 |
| <input type="checkbox"/> Front Inside Cover (B&W) | \$400 | <input type="checkbox"/> Full Page (B&W) | \$250 |
| <input type="checkbox"/> Back Inside Cover (B&W) | \$400 | <input type="checkbox"/> Half Page (B&W) | \$150 |
| <input type="checkbox"/> Page (Opposite Back Inside Cover-Color) | \$350 | <input type="checkbox"/> Business Card size (B&W) | \$25 |
| <input type="checkbox"/> Page 3 (Opposite Front Inside Cover-Color) | \$350 | | |

AD SPECIFICATIONS

Sizes: Full page 7-1/2 x 9-1/2

Resolution: 200 dpi

Half page 7-1/2 x 4-3/4

Color: CMYK or Black & White.
No bleed.

Format: For camera-ready ads:
pdf, eps, or tiff. Mac
format only

Send ads electronically to cooperco@sccoast.net by December 30, 2011

Company: _____

Authorized Signature _____

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NAME BADGE INFORMATION

Please return now with other Packet forms.

Name Badges allow workers to enter the Convention Center. Please list below the names of people who will be working at your Show Booth. Workers must wear a Name Badge during the Show.

Upon your arrival at the Convention Center, please come to Boat Show Registration to pick up your packet of Name Badges as well as other information.

Single Booth

4 Badges

A and B Area Booths

8 Badges

Additional Badges will be issued at a cost of \$5.00 each

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Parking

The Myrtle Beach Convention Center charges \$3 per day per car for parking. If you would like to purchase parking passes for your booth in advance we can offer them at \$2 per car per day. Please include the total with your final payment.

_____ parking passes @ \$2 = \$ _____

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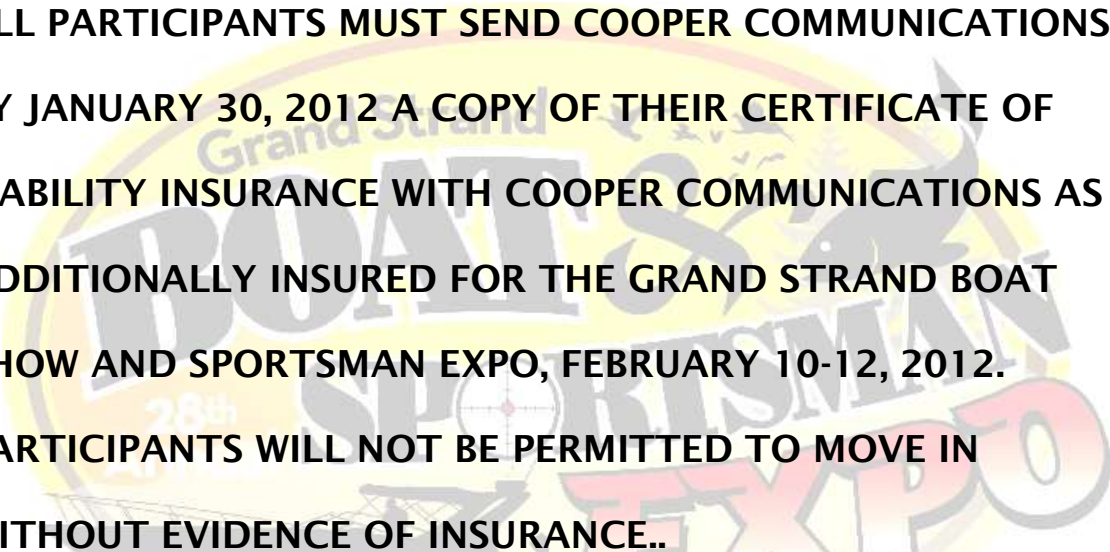
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PROOF OF LIABILITY INSURANCE

ALL PARTICIPANTS MUST SEND COOPER COMMUNICATIONS, BY JANUARY 30, 2012 A COPY OF THEIR CERTIFICATE OF LIABILITY INSURANCE WITH COOPER COMMUNICATIONS AS ADDITIONALLY INSURED FOR THE GRAND STRAND BOAT SHOW AND SPORTSMAN EXPO, FEBRUARY 10-12, 2012. PARTICIPANTS WILL NOT BE PERMITTED TO MOVE IN WITHOUT EVIDENCE OF INSURANCE..

A large, semi-transparent watermark logo is centered behind the text. It features the words "Grand Strand Boat Show & Sportsman Expo" in a stylized, bold font. The word "EXPO" is particularly large and prominent. The logo also includes a graphic of a boat and a compass rose.

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BOOTH SALE PRICE LIST

BOOTH NOS.

First Booth	\$500
Each Additional Booth	\$450

Note: Each booth will have divider curtains, one 8 ft. unskirted table, and two chairs.

BOOTH NOS. A - H (\$1.50 sq ft)

A & H	\$9,750	B - G	\$7,770
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Note: Booths come with one closing booth, divider curtains, one table, and two chairs.

Carpet and Table Skirting Rental: Forms for renting carpet for booths and table skirting are included in this packet. Please return form directly to Convention Makers. We can send you Convention Makers' forms for freight service and labor service for handling equipment, or you can contact Convention Makers directly at (843)650-6300.

Electricity and Telephone Connection: Forms are included in this packet. Please send forms and checks for these services directly to the Convention Center. Information is also available from the Convention Center at (843)918-1225 or (800)537-1690 and can be accessed online at www.mbcc-conventioncenter.com.