

# CANADIAN BOAT SHOWS INC. DISPLAY GUIDELINES

## Display Guidelines

These guidelines and regulations are intended to provide a basis for the building and construction of exhibits at all CBSI Boat Shows. We encourage exhibitors to submit proposals for exciting and dynamic display ideas that may seem "outside the box" directly to show management for approval. Each facility that houses our shows has specific rules that we, as tenants of the building(s), must adhere to. Please refer to the back of your show contract and your exhibitor kit for show specific guidelines. Show Management is aware of the rules for the specific shows and can therefore determine if your display suggestion meets these rules.

All bulk/open area exhibitors or anyone planning a newly constructed, elaborate display must submit a to-scale drawing of their exhibit to show management for approval. Please advise us if your exhibit has not been altered since last year; you may not need to reapply for approval.

Drawings need not be professionally done, but should show a "birds-eye view" and an elevation of your exhibit area. Be sure to indicate the heights and widths of both product and display materials as well as other appropriate dimensions or placements of equipment.

This drawing should be submitted no later than 60 days prior to show opening.

Any variance to accommodate creativity or uniqueness of an exhibit must first be approved by show management. Product placement, although subject to show management review and approval, is not bound by the following configuration guidelines. Should you have any questions about these limitations or positioning of product, please do not hesitate to contact show management.

## A. Installation:

1. Specific instructions regarding loading in/out (i.e., dates, times, and directions, etc.) will be sent to each exhibitor, and must be strictly observed. Exhibitors will be billed for extra rigging services required because of delays caused by unprepared exhibits, including carpet installation, lack of appropriate cradling equipment, etc.; lateness; or any special/unusual handling of boats or equipment. Late exhibitors arriving after their scheduled installation time can be relocated to any location specified by Show Management or, if no alternative is available may forfeit their show participation rights.
2. Exhibitors are required to comply with all labor practices and union agreements in effect at the show site.
3. Any equipment, signs or display units provided by the show will not become the property of the exhibitor.
4. No signs, walls, product, or any part of a display shall be set up so as to block off or otherwise interfere with the view of any other display. Exhibits are limited to the space provided in the contract. Product, personnel and/or display material may not extend into the aisles or adjoining space (including trailer tongues, wheels, stairs, stern drives, display/literature racks, etc.).
5. All indoor exhibits must have floor covering. Check your contract or call show management for clarification.
6. Products may be suspended from the ceiling in some shows; however, permission of the show facility and show management must be received in writing prior to show move-in.
7. Boats may be stacked, nested, stood erect or on end only with prior show management approval.
8. Cradles must arrive pre-assembled. Any boats, which, in the opinion of show management, have unacceptable cradling/boarding equipment, will not be handled. Boats may be exhibited on trailers, cradles, jacks, dollies, wood blocks or cradles with wheels; on Styrofoam blocks with advance management approval; but cinder blocks or any other modular blocking will not be allowed.
9. Boats less than 26 feet must have dollies or cradles with wheels to be handled by CBSI.

10. No damage of any nature may be done to booth structures or to any part of the exhibit hall or show grounds. Exhibitors will be held responsible for damages. No signs may be placed on columns or walls except within exhibitor's space (building regulations permitting). No nails or screws may be driven into the floor. Exhibitors are responsible for filling holes from tent stakes or from other structures not provided by show management, for removing tape from floors, and for removing carpet, including whatever is used to secure it.

11. No exhibitor may bring into the show any explosives, flares, gasoline, kerosene, acetone, LPG or other flammable or combustibles. No fuel may be stored in containers, boats, or authorized vehicles. All gas tanks must have locking gas caps or be taped closed. Batteries must be disconnected from ignition systems.

**B. Construction:**

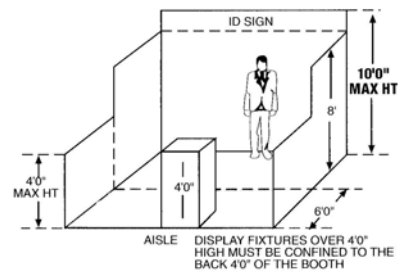
1. All structures must conform to local fire, safety and building codes, and are subject to inspection. Ramps, platforms, and stairs must have adequate handrails. All exhibit structures or components in excess of 12'0" must have drawings available for inspection by show management, facility management, the installation and dismantling contractor and/or governmental authority before and during the time display is being erected, exhibited or dismantled at the show site. These drawings should include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature is built in compliance with the details and specifications set forth on the drawings.
2. All decorations or building materials must be flameproof, and an affidavit or certificate evidencing such flame proofing must be available for potential inspection by Fire Department representatives. Open flames of any sort are prohibited.
3. All electrical wiring and equipment must meet appropriate municipal/governmental electrical codes.
4. Exhibitors are required to finish and decorate any unfinished partitions, walls or backs of signs, which are visible to the public. Two-sided identification signs along the backwall of an exhibit that detract from the adjoining exhibit must be removed or covered up. Exposed exhibit back walls will be draped or finished at exhibitor's expense.

**C. Standard Booth Exhibits:**

**One or more standard units (10' x 10', 10' x 9', etc.) in a straight line.**

**Height:** Exhibit fixtures and components will be permitted to a maximum height of 8'0", plus 2'0" for backwall identification signs — overall acceptable height is ten feet (building construction permitting). Sidewalls may extend 4'0" or 1/3 the depth (whichever is greater) from the back line at a height of 8'0", but then must drop to a 4'0" height.

**Depth:** All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be



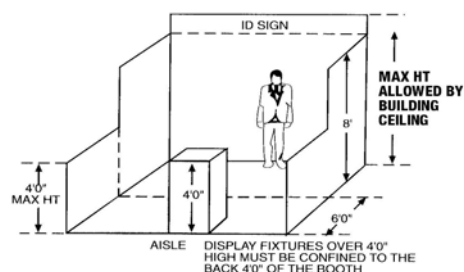
confined to that area of the exhibitor's space that is within 4'0" of the back line (towers included).

**D. Perimeter Wall Exhibits:**

**Standard booth or bulk exhibits located on the outer perimeter wall of the exhibit floor.**

**Height:** Exhibit back walls may rise continuously to a maximum height permitted by building ceiling(s), (with Show Management approval) but nothing may be attached directly to walls.

**Depth:** All display fixtures over 4'0" in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 4'0" of the black line (towers included).



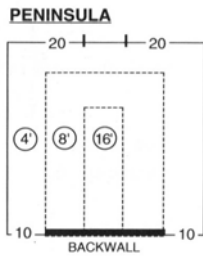
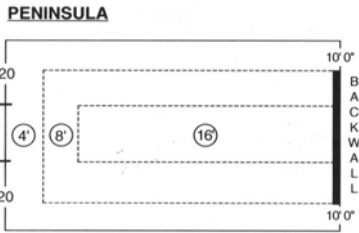
**E. Peninsula:**

An exhibit space open on three sides that has a neighboring exhibitor or wall on the fourth side.

**Height:** Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting):

No wall/walled structure may be positioned along space edge. Any walls must be set at least 10'0" from any aisle(s).

Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed within 20 lineal feet of an adjoining aisle must not exceed 8'0" in height. Display fixtures placed more than 20 lineal feet from an adjoining aisle must not exceed 16'0" in height.



In PENINSULAS, back wall structures (hard wall or drapery) will be permitted with Show Management approval; but, must afford 10'0" of unobstructed view on either side of the exhibit/wall. Any variance requires the mutual (written) agreement of the exhibitors sharing the common line, and is subject to annual review of both parties and Show Management. It is also each exhibitor's responsibility to drape or finish exposed/unfinished portions of back wall(s).

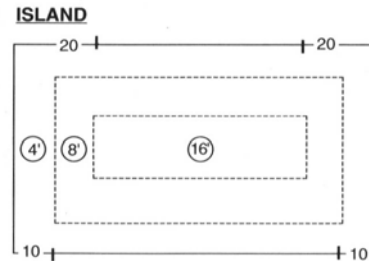
Note: This rule may be waived by Show Management in certain cases where the back wall is on the perimeter of the display area (advance approval required).

**F. Island Exhibits:**

An island exhibit is a space that is open on all four sides.

**Height:** Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting):

Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed within 20 lineal feet of an adjoining aisle must not exceed 8'0" in height. Display fixtures placed more than 20 lineal feet from an adjoining aisle must not exceed 16'0" in height.



In MULTI-STORY EXHIBITS, regardless of whether people will occupy the upper area or not, the exhibitor must have drawings available for submission to show management, the installation and dismantling contractor, and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineering indicating that the structure design is properly engineered for its proposed use. Also required is a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawing. Signs must also be posted indicating the maximum number of people the structure will accommodate.

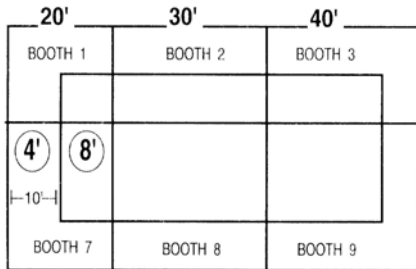
Note: Peninsula booths are normally "faced" towards the cross aisle. Any "backside" portion of the exhibitor's booth that is visible must be finished at the exhibitor's expense and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

**G. Linear Bulk Exhibits:**

One or more oversized units (20' x 20', 25' x 30', etc.) in a straight line.

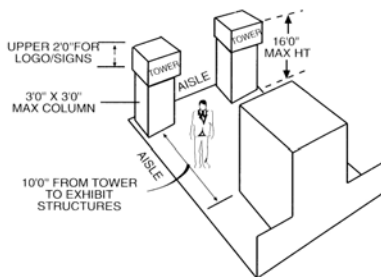
**Height:** Exhibit fixtures, components and identification signs will be permitted along the following guidelines (hall construction and space size permitting): No wall/walled structure may be positioned along space edge. Any walls must be set at least 10'0" from any aisle(s). Display fixtures placed within 10 lineal feet of an adjoining aisle must not exceed 4'0" in height. Display fixtures placed more than 10 lineal feet from an adjoining aisle must not exceed 8'0" in height (with the exception of towers). Double-sided signs are not permitted if they are abutting a neighboring exhibit, either the back wall or sidewall. If they are free standing or hung in the middle of the exhibit, they are acceptable.



**H. Towers:**

A free-standing exhibits component that is used only in bulk spaces for identification and display purposes.

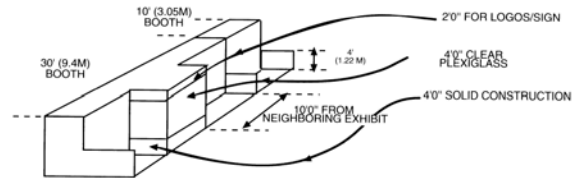
Towers are permitted at an overall size of 3'0" x 3'0" (column), and to a maximum height of 16 feet. They may be positioned along space edge(s); however, any additional exhibit structures or components must be set at least 10'0" from tower(s). Exhibitors must have drawings available for submission to show management, the installation and dismantling contractor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site. Drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawing.



**I. Closing Rooms:**

Three or four sided exhibit component used to obtain privacy for conferences or business transactions.

STANDARD BOOTH space closing rooms must be at least 10'0" from an adjoining exhibit. Closing room walls will be permitted up to a height of 8'0" with an additional 2'0" for signs/logos. Logos or other graphics may not be placed on walls, so as not to obstruct sight lines. Walls may be solid construction for a height of 4'0" only, the remaining 4'0" must be of a clear Plexiglas (a 10% tint is allowed). Dark or smoked Plexiglas walls are prohibited. BULK space closing rooms (i.e. peninsulas and islands) must conform to the display regulations for these exhibits.



**J. Hanging Signs:**

An exhibit component suspended above an exhibit (standard booths excepted) for the purpose of displaying graphics or identification.

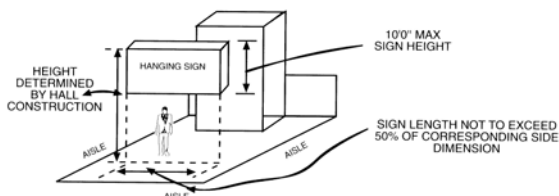
Hanging signs, banners and graphics are only allowed (building design permitting) over bulk space exhibits (i.e., islands, peninsulas or some perimeter wall exhibits). Hanging signs are prohibited in standard (linear) booth spaces. Signs may not contain or allude to discounts or prices. Signs in a manufacturer's display will not be permitted to refer to another manufacturer except (with Show Management's approval) for component identification purposes.

Inflatable signs or forced air or helium balloons for identification purposes must be approved in advance by show management due to variances in facility requirements. Balloons in outdoor, bulk area exhibits must be securely fastened to the ground or a boat, and positioned so as not to present a hazard. Helium balloons are not to be handed out to show visitors.

**Size:** The physical hanging sign measurement cannot exceed 10'0" in height. The total sign length cannot exceed 50% of the corresponding side dimension of the space. For example, a sign hung along a 100'0" sideline may not exceed 50'0" in length and 10'0" in height. Horizontal banners must comply with the above limitations. The overall acceptable dimensions for vertical banners is 4'0" x 20'0" (hall construction permitting). This variance is due to the fact that a vertical banner spans a smaller area, and should not hinder viewing other exhibits and signs.

**Height:** Signs must be hung at a height determined by hall construction. This height limit will be noted in the exhibitor kit.

**Placement:** Signs are to be positioned so as not to hang over/into neighboring exhibits or aisles.

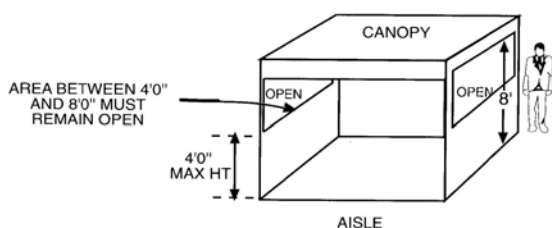


### K. Canopies, Umbrellas, Ceilings & Headers:

**An exhibit component supported over an exhibitor's space.**

**Height:** False ceilings, canopies, headers and umbrellas are permitted to a height that corresponds to the height regulations for the exhibit component of which they are a part; however, that area between 4'0" and 8'0" high must remain open and free of obstruction.

**Depth:** Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3'0" in width when placed within 10 lineal feet of an adjoining exhibit and not confined to that area of the exhibitor's space, which is at least 5'0" from the aisle line.



### L. Static Displays:

No new-boat displays are permitted in booth areas. Boat manufacturers and dealers may only exhibit in bulk display space, and are prohibited from buying booth space for "static" displays. The following exceptions are allowable:

1. Concepts not yet in production.
2. Brokerage display boards.
3. Boat Builders who are defined as custom builders as determined by CBSI.
4. Sold out shows.

### M. Vehicles on Display:

The CBSI Shows Committee policy specifically prohibits any literature, signs, sales staff and financial consideration from the vehicle supplier, manufacturers or their dealers. Any proposal for the display of an automobile, truck, or other vehicle must be presented to show management for approval for consideration at least 8 weeks in advance of the show. Some facilities and shows have exclusive sponsorship agreements that may prohibit the display of automotive vehicles.

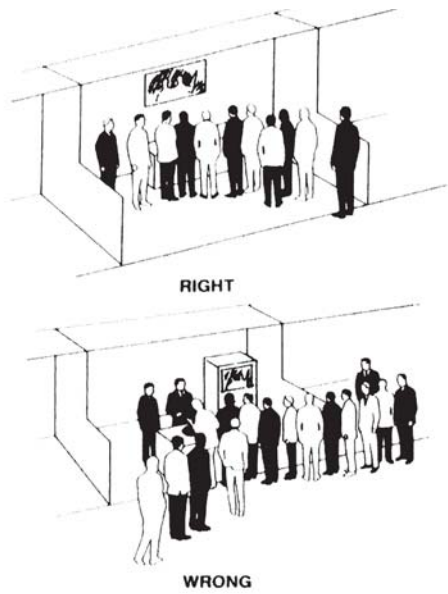
### N. Demonstrations:

**Any part of the exhibitor's presentation involving the interaction of exhibit personnel and their audience through demonstrations, corporate presentations, or sampling.**

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2'0" from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, show management will have no alternative but to request that the presentation or sampling be stopped or the exhibit rearranged to contain the spectators or samplers within the exhibit space.

### O. Additional Display Information:

1. If copyrighted music is to be played in display, Exhibitor must obtain all necessary licenses.
2. Any bow thruster features on a boat must be disengaged while on display.
3. Signs used within an exhibit space should be produced in a professional manner.
4. Dimensions of all exhibit area are believed to be accurately stated on the floor plans. If there is a discrepancy or error, CBSI will attempt to correct the situation once it is brought to our attention.
5. Facility lighting may not illuminate all areas evenly and effectively. CBSI assumes no responsibility for providing additional lighting. If available, Exhibitor may order additional lighting at its expense (see Exhibitor Kit).
6. CBSI assumes no responsibility for temperature levels at any time.



**Sound:** Noise levels from demonstrations or sound systems must be kept to a minimum so as not to interfere with other exhibitors on a continual basis. Show management will make final decision on volume levels and frequency.

**Safety:** All product demonstrations involving any moving and potentially hazardous machines, display or parts, must be approved in advance by show management at least 45 days in advance of the show opening.

#### P. Display Props:

An exhibitor may exhibit products marketed by another manufacturer as a display prop such as an engine company using another company's boat to display engines in an in-water setting. However, such products may not be independently promoted or sold and must have purchased exhibit space under its name in the same show.

#### Q. Character of Exhibits:

1. Show management encourages the use of creative, innovative exhibits, however, show management does reserve the right to decline or prohibit any activity, exhibit or component which, in its opinion, is either not suitable or not contractually permitted in the show. This reservation concerns persons, objects, decorations, conduct, printed matter, advertising, souvenirs, catalogues and all other items that affect the character of the show.
2. Exhibits must be set up and staffed during all open hours of the show. Exhibit removal prior to the final day's close of the show is strictly forbidden. Exhibitors that do not comply with these regulations will not be offered renewal of their space in the following year's show.
3. Exhibitors have the right to distribute their catalogues and other approved printed matter (i.e. only information related to items displayed), but only within their space(s), not in the aisles or lobby.
4. Exhibitors are not permitted to use or distribute any sale device(s) which contributes to an annoying atmosphere, some of which may include

public address systems, raised dais, stage-type lighting, flashing lights, beacons, loud machinery, helium balloons, ribbons, inflated signs, alarms, horns, bells (whether part of boat equipment or separate components), etc. If you are considering one of these elements in your exhibit, please contact show management for approval.

5. Video or audio equipment is permitted, but must be operated so as not to create a disturbance.
6. Drawings, guessing games and prize contests of any kind sponsored by individual exhibitors are subject to the prior approval of show management, and must also adhere to local lottery laws.
7. No alcoholic beverages or food may be served on the show floor without the consent of show management and the facility concessionaire.
8. On docks, exhibitors who occupy both sides or a pier's end may dress that area with carpet, banners, or tents, etc. A banner across the pier will not be allowed if there are other exhibits beyond it. Exhibitor may carpet a dock section, or put up a tent if he controls both sides, or if his neighbor across the dock agrees.
9. Show management will arrange for the sweeping of aisles, but exhibitors must, at their own expense, keep their space clean: boats dusted, carpet vacuumed; and exhibits in good order.
10. Exhibits are required to maintain the nautical or outdoor theme of the show and should be set up in a professional manner so as not to relay a "flea market" atmosphere. Exhibit spaces should be inviting to attendees, free of clutter and garbage. Boxes may not be visibly stored within the display and should be stored under skirted tables or behind partitions.
11. All products offered for display must be deemed acceptable by show management. If items for display include both marine product and items that can apply to non-marine use, the boating or outdoor product must be the prominently featured item in the display.

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