

# Detroit Boat Show Exhibitor Manual - Table of Contents

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**MBIA Order Forms- (Submit on Exhibitor Portal)**

- Exhibitor Credentials/ Move-In Button Form
- Manufacturers' Representatives
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- Insurance Certificate
- Rules & Regulations Acknowledgment
- Directory/Web Info

These forms are due to the MBIA's office  
by November 22, 2023

**Contractor Order Forms-** (Mail to each supplier **NOT the MBIA**). Order in advance and pay less.

**Convention & Show Services (CSS)**

- Limit of Liability Form
- Shipping Information Form
- Credit Policy Form
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Return to **CSS** by  
January 19, 2024

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Information to come shortly

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Due to Huntington Place Electrical by January 12, 2024

**Huntington Place Janitorial Services Form** . . . . .

Due to Huntington Place by January 12, 2024

**AT&T Telephone Services Form** . . . . .

Due to AT&T, 10 days prior to service

**Huntington Place Internet Service Order Form** . . . .

Due to Huntington Place 4 days prior to service

**A/V Form** . . . . .

No Due Date—Reservations first come, first serve.

# Directory

**MBIA Show Staff:** Michigan Boating Industries Association, 8625 Richardson Rd., Commerce Twp., MI 48390  
Phone: 734.261.0123 | Fax: 734.261.0880 | E-Mail: [boatmichigan@mbia.org](mailto:boatmichigan@mbia.org)

Bethany Sly, ext. 2 . . . . .	Director of Exhibit Sales
Nicki Polan, ext. 4 . . . . .	Executive Director
Jessica Baker, ext. 1 . . . . .	Accountant
Skylar Szymanski, ext. 0.....	Administrative Support Specialist
Amanda Wendecker, ext. 3.....	VP Of Marketing
Bobby Whiting . . . . .	CSS, Exhibit & Service Contractor, P: 313.259.7632

*Show management located at Huntington Place from January 22 through February 4, 2024.*

## **MBIA Boat Show Advisory Committee:**

Pete Beauregard, Colony Marine Sales	Amy Krueger Malow, Jefferson Beach Yacht Sales
Patti Smith, Silver Spray Sports	Chris Anderson, Anderson Marine Sales
Paul Mitter, Wonderland Marine	Rob Davis, Club Royale
Chris Somers, Skipper Buds	Tom Raguso, Sun Sport Marine
Dave Wacker, Great Lakes Entry Systems	Tom Ervin, Walstrom Marine
Tom Den Herder, Yacht Basin Marina	Jim Stewart, James Y. Stewart, PLLC.

**Boat Show Office:** Show Office will be open from January 22 through February 4, 2024  
Huntington Place (Cobo Center), One Washington Blvd., Detroit, MI 48226.  
Phone 734.261.0123 . . . Located in Atrium area outside of Hall B.

<b>Show Hours:</b>	<b>Saturday</b>	January 27, 2024	<b>11 AM - 8 PM</b>
	<b>Sunday</b>	January 28, 2024	<b>11 AM - 6 PM</b>
	<b>Monday</b>	January 29, 2024	<b>11 AM - 6 PM</b>
	<b>Tuesday</b>	January 30, 2024	<b>3 PM – 9 PM</b>
	<b>Wednesday</b>	January 31, 2024	<b>3 PM – 9 PM</b>
	<b>Thursday</b>	February 1, 2024	<b>3 PM - 9 PM</b>
	<b>Friday</b>	February 2, 2024	<b>3 PM - 9 PM</b>
	<b>Saturday</b>	February 3, 2024	<b>11 AM - 8 PM</b>
	<b>Sunday</b>	February 4, 2024	<b>11 AM - 6 PM</b>

**Ticket Price:** \$14 for adults; Children 12 & under free w/adult

**Huntington Place/Exhibition Center information:** One Washington Blvd., Detroit, MI 48226  
Phone: 313.877.8777 Fax: 313. 877-8577 [www.huntingtonplacedetroit.com](http://www.huntingtonplacedetroit.com)

# Check List/Due Dates

## GENERAL ITEMS:

- ☐ Complete Exhibit Layout- see Rules/Regulations
- ☐ Select Exhibit Personnel
- ☐ Pre-show Marketing- Distribute Invitations, Special Exhibit Tickets & Promotional Materials
- ☐ Hotel Reservations- Marriott Courtyard Detroit Downtown
- ☐ Ship Exhibit- Freight (see shipping instructions)

## EXHIBITOR FORMS & DEADLINES – Submit On Exhibitor Portal

- ☐ Final payment for Space -----Payment Due to MBIA by **December 1, 2023**
- ☐ Credentials/ Move-In Button Form -----Forms Due to MBIA by **November 22, 2023**
- ☐ Manufacturers' Representatives
- ☐ Insurance Certificate
- ☐ Directory/Web Info
- ☐ Rules & Regulations Acknowledgement

## EXHIBITOR FORMS & DEADLINES - RETURN TO THE FOLLOWING COMPANIES: *(Do Not Mail or Fax to MBIA.)*

HOTEL RESERVATIONS: Marriott Courtyard Detroit Downtown, call (800) 321-2211 or (313) 222-7700

- ☐ **(Rate Information Coming Soon)**

## CONVENTION & SHOW SERVICES: *(Order in Advance & Save)*

- ☐ Limitations of Liability
- ☐ Shipping Information
- ☐ Credit Policy
- ☐ Outside Contractor's Agreement
- ☐ Authorization for Third Party Billing
- ☐ Sign Order Form
- ☐ Labor Order Form
- ☐ Rental Order Form

Forms Due <u>to CSS</u> by <b>December 29, 2023</b>
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## OTHER:

- |   |  |
|---|--|
| <input type="checkbox"/> Municipal Parking Form                         | Information to come shortly  |
| <input type="checkbox"/> Huntington Place Electrical Service Order Form | Due to <u>Huntington Place Electrical</u> <b>December 29, 2023</b> |
| <input type="checkbox"/> Huntington Place Janitorial Services Form      | Due to <u>Huntington Place</u> by <b>December 29, 2023</b>         |
| <input type="checkbox"/> AT&T Telephone Service Form                    | Due to <u>AT&amp;T</u> 10 days prior to service                    |
| <input type="checkbox"/> Huntington Place Center Internet Service Form  | Due to <u>Huntington Place</u> 14 days prior to need               |
| <input type="checkbox"/> On Site Specialists (OSS) A/V Form             | No Due Date – Reservations first come, first serve.                |

## General Information

**AUDIO VISUAL EQUIPMENT RENTAL:** Provided by: Premier AV; Phone: 248-461-6343 (see "Contractor Order Forms" tab section)

**BADGES:** Standard Exhibitor Credentials will be used. **Order Due Date:** November 22, 2023 on Exhibitor Badge Form; see "MBIA Order Forms" tab section.

**Distribution:** Order will be mailed to exhibitors who order by November 22<sup>nd</sup>; orders received after that date must be picked up at show office starting on January 22, 2024.

### **Badge Allocation Formula:**

<i>Total Exhibit Square Feet</i>	<i>Number of Badges Provided at no charge</i>	<i>Additional Number of Badges able to be purchased at <b>\$15</b> each.</i>
100 - 400	6	2
401 - 1500	8	3
1501 - 2500	10	4
2501 - 4000	14	6
4001 - 5500	17	8
5501 - 7000	20	9
7001 - 9000	25	11
9001 - 11,000	30	13
11,001 - 12,500	35	15
12,501 or more	40	15

**Procedure for exhibitor admission to exhibit halls:** Entering each time - present Credentials through Hall A, B, and C.

***Special Note:*** \$15 charge to replace lost badges.

Any misuse of badges will subject the exhibitor to immediate confiscation of badges and potential removal from the show and cost of removal will be the sole responsibility of the exhibitor. Security and Show staff may request photo ID at any time.

**BANNERS:** (See signs) in Rules & Regulations - NOTE: Signage Policy has recently changed so please read carefully.

### **BOAT & CARPET CLEANING:**

Boat Show exhibitors must ONLY use their own employees to clean boats and vacuum carpet.

**Please adhere to the following rules:**

- Employees and family members cleaning boats & carpet must have names on file at show office before being allowed entry.

- When entering early to clean boats & vacuum carpet, employees must have completed an "Early Entry Authorization" form available at the show office; one copy of the form must be presented to security to enter hall. Cleaning personnel may enter up to three hours prior to opening.
- Any exhibitor who violates these provisions jeopardizes his/her exhibit rights to future shows.

### **BOAT & MOTOR EXHIBITS: SEE RULES AND REGULATIONS**

Boat and motor displays may contain only new, untitled 2024, 2023, 2022 and a maximum of 10% New 2021 boats on display in one or more locations by a single exhibitor. It is important to note any item on display must only be shown by current, manufacturer-authorized dealers, authorized to sell 2024 models of that manufacturer. All boats must have empty and sealed gas tanks. Noncurrent boats and motors older than 2022 and 2023 found in displays will be removed at the Exhibitor's expense: \$1,000 per violation fine as liquidated damages.

### **FOOD & CATERING:**

Exhibitor may bring boxed or bag lunches and drinks for the day for their employees but cannot offer food or drink to the public unless this food has been purchased from the official Huntington Place caterer – Sodexo Live. Under no circumstances can exhibitors cook or prepare any food for their employees or the public while on site and under no circumstances can an exhibitor serve alcohol or other beverages to employees, guests or attendees while on site. To reach Sodexo Live, please call (313) 567-3880.

### **CLEANING CREWS. VACUUMING & OTHER SERVICES:**

**Provided by:** Huntington Place Janitorial Services, One Washington Blvd., Suite 1020, Detroit, MI 48226 (see "Contractor Order Forms" tab section)

#### **Cleaning Crews:**

- Huntington Place has exclusive cleaning rights at Huntington Place
- **No outside cleaning service may be used in Huntington Place**
- A detailed list of services is in the "Contractor Order Forms" tab section
- Special arrangements have been made for boat cleaning (see "Boat Cleaning")
- **Vacuuming:** Huntington Place policy allows exhibitors to vacuum their own display carpeting using their employees. If exhibitors wish to outsource carpet cleaning, Huntington Place cleaning must be used.

### **DECORATING & LABOR CONTRACTOR:**

**Provided by:** Convention & Show Services, Inc. Phone: (313) 259-7632 FAX: (313) 259-1263

- Detailed forms regarding NEW labor rules, labor and decorating costs, and equipment rentals are included in the "Contractor Order Forms" tab section.
- **Place your orders in advance to save money.** (In advance rates)
- Read forms provided by Convention & Show Services in detail.
- Move-in & move-out information is in the "Move-in / Move-out & Installation" tab section.

## **ELECTRICAL SERVICE:**

Provided by: **Freeman Electrical**, email: Detroit.electrical@freemanco.com

- **Place your orders in advance to save money.**
- Proper code adherence is required.
- You can use your own UL- approved extension cords, power strips and surge suppressors.
- Exhibitors may plug in their own 120-volt circuits (after electric service is brought to the booth by a union electrical contractor) and with the exception of any concealed wiring, can install up to 10 UL approved clip-on lights and light bulbs.
- Bulk Space Exhibitors: Freeman Electric may have to run extension cords to position an electric outlet at your desired location in your display space. There will be an extension cord charge added to your billing in this case.

## **EMERGENCY PROCEDURES:**

- Check with Boat Show Staff for the location of the First Aid personnel during show hours
- **Medical Emergency:** Contact First Aid Personnel on site provided by **Hart Medical**
- Also, contact Boat Show Security & Staff
- Call 911 and be prepared to direct emergency personnel to the location of the emergency

## **EXHIBIT DESIGN AND LAYOUT (See Huntington Place Rules and Regulations):**

- Boats, engines, trailers, docks, steps, walkways, signage, etc., may NOT extend beyond designated space allocation. Exhibits, which exceed the boundary of the designated space will be moved at exhibitor's expense and/or exhibitor will be charged for the used space.
- Exhibits must be structurally sound, safe, accessible and secure. Handrails on stairs are required. Any exhibit found unsafe will be closed.
- Exhibits must adhere to the **Americans with Disabilities Act** within the boundaries of their space.
- Exhibitors may utilize their own carpet, carpet tape (of appropriate quality), displays and furniture but union labor must be used for installation. Approved tape includes: Shurtape PC-61, Cloth Tape; Kendall Tape 100D Double Face Cloth; and GSI-800 Double Face Tape.
- **Please read in detail the work rules located at the end of this section which will reduce exhibitor's overall costs.**
- Any printed materials or display materials left at the conclusion of move-out will not be saved.

## **FIRE PREVENTION & INSPECTION: (see Huntington Place Rules and Regulations)**

- ***Huntington Place is a NON-SMOKING facility. Smoking is prohibited in the hall.***
- Adhere to City of Detroit and Huntington Place fire regulations; see "Contractor Order Forms" tab.
- City of Detroit Fire Department personnel inspect exhibits and have the authority to close an exhibit should a hazard exist.
- Boats having more than 100 square feet of roofed area must have smoke detectors.
- Exhibit materials must be flame resistant and constructed of materials that comply with NFPA Life Safety Code 101, Chapter 8-4.4.3.4.
- DO NOT store any potentially flammable materials within your exhibit area.
- DO NOT store boat covers under docks or boats.

## **HOTEL ACCOMMODATIONS FOR EXHIBITORS & SUPPLIERS:**

Courtyard by Marriot Detroit Downtown  
333 E. Jefferson Ave.  
Detroit. Mi 48226

You may [click here](#) to book a room using the group code **M-QKPG85H** or call the hotel at 313-222-7700.

\*Please note: we have negotiated a discounted room rate for our Detroit Boat Show exhibitors of \$169 per night + tax (King or two queen) as well as \$15/day valet parking and \$25/night valet parking fee with in and out privileges. Also note, the hotel has been completely updated, however, the pool will be under construction at the time of our event. If you are told the room block is full, please contact Nicki Polan at npolan@mbia.org or 734.261.0123, ext. 4

**Deadline to make a reservation is January 8th, 2024!**

## **INSURANCE REQUIREMENTS: (See Rules and Regulations)**

- Exhibitors are required to have comprehensive general liability coverage, including premises, operations and contractual liability coverage and property damage liability from 1/11/23- 1/25/23 (move-in, show dates & move-out): \$1,000,000 personal injury liability \$1,000,000 property damage liability; \$500,000 statutory worker's compensation with employer's liability; (**MBIA, City of Detroit Downtown Development Authority, SMG and Detroit Regional Convention Facility Authority must be listed as additional insured on all policies**)
- Every Insurance form must include this language **MBIA, City of Detroit Downtown Development Authority, SMG and Detroit Regional Convention Facility Authority** have, by executed and issued Endorsement to INSURED's General Liability Insurance Policy, been named as Additional Insured under said policy and that EXHIBITOR waives its rights of subrogation against **MBIA, City of Detroit Downtown Development Authority, SMG and Detroit Regional Convention Facility Authority** for claims which may arise during or as a consequence of the Event.

***Special Note: A COPY OF THE EXHIBITOR'S INSURANCE CERTIFICATE AND ENDORSEMENT PAGE MUST BE ON FILE WITH THE MBIA PRIOR TO MOVE-IN.***

*Exhibitor's boats, exhibitor materials, etc., will not be allowed to enter the hall without a valid and approved insurance certificate and form on file.*

Sample Insurance certificate

ACORD. CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY)
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.		6/13/2023
<p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in favor of such endorsement(s).</p>		
PRODUCER	<p>YOUR INSURANCE PROVIDER</p>	<p>INSURER(S) AFFORDING COVERAGE</p>
INSURED	<p>YOUR COMPANY</p>	<p>INSURER A.</p> <p>INSURER B.</p> <p>INSURER C.</p> <p>INSURER D.</p> <p>INSURER E.</p> <p>INSURER F.</p>
COVERAGES		REVISION NUMBER
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW ARE IN FULL FORCE AND EFFECT FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY POLICY, THE COVERAGE AFFORDED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. WRITE IN ADDITIONAL COVERAGE(S) IF ANY ARE REQUIRED BY PAID CLAIMS.</p>		
A	<p>COMMERCIAL GENERAL LIABILITY</p> <p>CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/></p> <p>GEN'L AGGREGATE LIMIT APPLIED PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PER <input type="checkbox"/> LOC <input type="checkbox"/> OTHER</p>	<p>EACH OCCURRENCE</p> <p>COVERED TO LIMIT OF</p> <p>MED EXP (MAX \$10,000,000)</p> <p>PERSONAL &amp; AD&amp;M</p> <p>SERIALS AND COPIES</p> <p>PRODUCTS - CONFORM AGRS</p> <p>Emp. Benefit</p> <p>COVERED WHOLE LIMIT</p> <p>BODILY INJURY (Per Person)</p> <p>BODILY INJURY (Per Occurrence)</p> <p>PROPERTY DAMAGE</p> <p>PER ASSURED</p>
B	<p>AUTOMOBILE LIABILITY</p> <p>ANY AUTO <input checked="" type="checkbox"/> SCHEDULED <input type="checkbox"/> AUTO-ONLY <input type="checkbox"/> AUTO-ONLY <input type="checkbox"/> AUTO-ONLY <input type="checkbox"/></p>	<p>EACH OCCURRENCE</p> <p>COVERED TO LIMIT OF</p> <p>PERSONAL &amp; AD&amp;M</p> <p>SERIALS AND COPIES</p> <p>PRODUCTS - CONFORM AGRS</p> <p>Emp. Benefit</p> <p>COVERED WHOLE LIMIT</p> <p>BODILY INJURY (Per Person)</p> <p>BODILY INJURY (Per Occurrence)</p> <p>PROPERTY DAMAGE</p> <p>PER ASSURED</p>
A	<p>UMBRELLA LMB</p> <p>EXCESS LMB <input checked="" type="checkbox"/> CLAIMS-MADE <input type="checkbox"/></p>	<p>EACH OCCURRENCE</p> <p>AGGREGATE</p> <p>COVERED TO LIMIT OF</p> <p>PERSONAL &amp; AD&amp;M</p> <p>SERIALS AND COPIES</p> <p>PRODUCTS - CONFORM AGRS</p> <p>Emp. Benefit</p> <p>COVERED WHOLE LIMIT</p> <p>BODILY INJURY (Per Person)</p> <p>BODILY INJURY (Per Occurrence)</p> <p>PROPERTY DAMAGE</p> <p>PER ASSURED</p>
A	<p>WORKERS COMPENSATION AND EMPLOYERS LIABILITY</p> <p>ANY CHOICE OF COVERAGE (EXCEPTIVE) <input checked="" type="checkbox"/> N/A</p>	<p>EACH OCCURRENCE</p> <p>AGGREGATE</p> <p>COVERED TO LIMIT OF</p> <p>PERSONAL &amp; AD&amp;M</p> <p>SERIALS AND COPIES</p> <p>PRODUCTS - CONFORM AGRS</p> <p>Emp. Benefit</p> <p>COVERED WHOLE LIMIT</p> <p>BODILY INJURY (Per Person)</p> <p>BODILY INJURY (Per Occurrence)</p> <p>PROPERTY DAMAGE</p> <p>PER ASSURED</p>
A	<p>Liquors Liability</p>	<p>EACH OCCURRENCE</p> <p>AGGREGATE</p> <p>COVERED TO LIMIT OF</p> <p>PERSONAL &amp; AD&amp;M</p> <p>SERIALS AND COPIES</p> <p>PRODUCTS - CONFORM AGRS</p> <p>Emp. Benefit</p> <p>COVERED WHOLE LIMIT</p> <p>BODILY INJURY (Per Person)</p> <p>BODILY INJURY (Per Occurrence)</p> <p>PROPERTY DAMAGE</p> <p>PER ASSURED</p>
<p>DESCRIPTION OF OPERATIONS (LOCATIONS / VEHICLES (ACORD 101). Additional Remarks Schedule, may be attached if more space is required)</p> <p>IF DATES ARE GIVEN - INCLUDE MOVE-IN, SHOW DATES AND MOVE OUT</p>		
CERTIFICATE HOLDER		CANCELLATION
<p>Michigan Boating Industries Association (MBIA) 8625 Richardson Road Commerce Twp, MI 48390</p>		<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p>
<p>ACORD 25 (2016/03) 1 of 1 The ACORD name and logo are registered marks of ACORD</p>		

## PARKING:

**Exhibitor and Public Parking:** Adequate parking is available adjacent to Huntington Place plus a multitude of privately owned or Municipal parking lots are within walking distance. Go to our website [www.detroitboatshow.net](http://www.detroitboatshow.net) for additional parking options.

**RULES & REGULATIONS:** This exhibitor kit highlights only some of the show "Rules & Regulations" which apply to exhibitors. For a complete set of Rules and Regulations, view this document online at <https://boatmichigan.org/detroit-boat-show/#exhibitor-sponsor>. Also view Rules and Regulations provided by Huntington Place which can be found at <https://www.huntingtonplacedetroit.com/>

**SECURITY: Provided By: MBIA's Contracted Provider** - Security personnel are on duty 24 hours a day.

- **Exhibitors must:** Make all reasonable efforts to protect property and valuables.
- Exhibitors must provide property insurance protection against fire, damage and theft.
- Show management provides lockup rooms upon request.
- If there is an incident of theft, immediately report to security and your insurance company.
- Do not leave personal items such as cell phones, computers, PDA's, etc. unattended.
- **Bring your trash cans to the aisle at night for emptying. We will not allow cleaning crews to look for trash in exhibits.**
- **Exhibit halls close promptly one hour after the show closes and reopen one hour prior to the show opening the next day.**
- No one is admitted during closed times except cleaning personnel whose names appear on the "Cleaning Personnel Form."

- Cleaning personnel are allowed in exhibition hall three hours prior to show opening.
- Security personnel may inspect bags, briefcases or materials at any time.
- Exhibitors may hire security for additional protection.

### **PHONE SERVICE & INTERNET**

**Provided by:** **AT&T Small Business Center**, One Washington Blvd. Room D1-117, Detroit, MI 48226;  
Phone: (800) 321-2000; \* (See "Contractor Order Forms" tab) or Huntington Place.

### **SHOW OFFICE:**

**Location:** Main Concourse outside Hall B  
**Services:** Will call; exhibitor badges; special admission tickets.  
**Managed by:** Jessica Baker; Phone No. (734) 261-0123, ext. 1  
**Dates of Operation:** January 22, 2024 through February 4, 2024  
**Hours Open:** During Move-in: 8:30 a.m. – 4:30 p.m.  
 During Show Days: Open 1 hour prior to show opening and  
 closes 15 minutes after show closes  
**Move-in Staff:** Bethany Sly, Director of Exhibitor Sales  
 Exhibitor space sales, and exhibitor issues, problems & incidents.  
 Office: Contact through main show office at (734) 261-0123, ext. 2

### **SIGNS: NO SIGNS OF ANY TYPE WILL BE HUNG FROM SUPPORT PILINGS OR PERIMETER WALLS:**

All signs must be made of inflammable materials and are subject to the written approval of the MBIA prior to move-in. (Note sign limitations specified within these Rules and Regulations.) Signs that, because of the inferior quality of material or workmanship, are deemed by the MBIA to detract from the dignity of the Show or signs that block Huntington Place signs and graphics shall be prohibited in the sole discretion of the MBIA.

**a. Hanging/Banner Signs:** Exhibitors may have banners and metal, plastic, etc. signs hung from the ceiling by the Show contractor in accordance with Huntington Place guidelines within the perimeter of the exhibit space, and the cost to install and remove these signs are the full responsibility of the Exhibitor. Hanging signs/banners are only allowed over bulk space exhibits, must be 10 ft. or more off of the surrounding aisle, and may not contain or allude to discounts or prices. Hanging signs/banners cannot exceed 10'0" in height and 2,000 lbs. in weight. Exhibitors are required to oversee the hanging of signs by contractor. There can be no double hung banners (one banner above the other) unless hung against the wall. Interior banners must be double sided and cannot block the perimeter of the show. All exceptions must be approved by Show Management.

**b. Pricing Signs:** MBIA has no interest in the prices at which the exhibitors are willing to sell their products but is interested in maintaining a high standard in displays and presentations. To ensure the maintenance of this standard, it is suggested that an exhibitor display only one (1) Official Boat Show price per item.

Signs should meet the following requirements:

- Pricing signs may not exceed the maximum size of 18" x 23".
- Price decals and price stickers on boats are not allowed.
- All price signs displayed on boats or equipment must be quoted F.O.B. Metro Detroit.
- Reduction from the retail price will be permitted as a "Boat Show Special"; however, a quoted F.O.B. Metro Detroit price must be shown if a "Boat Show Special" price is listed.

c. **Easel-type signs** shall not exceed two (2) feet by four (4) feet.

d. No decorations or signs shall be placed or attached on building walls and ceilings by nails, tacks, screws, wire or adhesive tape without approval by MBIA and Huntington Place. No Exhibitor may pin, staple, or otherwise affix signs, photographs, display materials or any other type of advertisement or material whatsoever to pipe and drape supplied by the MBIA. Any damages incurred as a result of violating this provision shall be charged to the Exhibitor.

e. A manufacturer's illuminated logo or product identification sign may be utilized in an exhibit.

f. Signage must be professionally and securely built and hung from the ceiling and/or floor mounted on stands or stanchions and secured in such a way to prevent said signs from falling and tipping over. If electrical, sign must conform to electrical codes required by Huntington Place.

g. No signs of any type whatsoever shall exceed eight (8) feet in height from the floor of the Exhibit Hall, unless specially approved by the MBIA. Feather banners may be higher than 8 feet, but no wider than 3 feet.

h. Stickers and decals are prohibited everywhere in Huntington Place. Stickers and decals showing company name and brand information are allowed on boats located on the show floor; Price decals and price stickers on boats are not allowed. Huntington Place must approve use of helium balloons.

i. Laser type signs are permissible but display may only appear within the boundaries of the Exhibitor's booth, which is defined by the exhibit floor space and vertically up to the ceiling. Laser signs may appear on the wall space adjacent to an exhibitor only if that Exhibitor has contracted for space directly across from and right up to that wall, and is limited to the width of the Exhibitor space along that wall.

### **SPECIAL ADMISSION TICKETS: (Order information coming soon)**

Each Exhibitor will receive their free co-promotion tickets for exhibiting in the 2024 Progressive Detroit Boat Show either by mail or hand delivered in mid-November, and 1 promo code sent via email, to order additional exhibitor discount tickets. Please see list below for the quantity of free co-promotion tickets exhibitors will receive based on space size if contracted prior to Oct. 27th 2023:

Exhibit Size (In Feet)	# Free Tickets	Actual Value of Promotion (up to)
100 ≤ 200	30	\$390
201 ≤ 400	46	\$598
401 ≤ 700	62	\$806
701 ≤ 1,000	93	\$1,209
1,001 ≤ 2,000	154	\$2,002
2,001 ≤ 4,000	184	\$2,392
4,001 ≤ 7,000	307	\$3,991
7,001 ≤ 10,000	614	\$7,982
> 10,000	1,075	\$13,975

If contracted after Oct. 27<sup>th</sup>, 2023 you will receive 30 free co-promotion tickets.

To purchase additional tickets for consumers, exhibitors receive a 50% discount on online tickets. Each Exhibitor will receive a promo code by November 22, 2023, that can be utilized. To use the promo code for go to the Detroit Boat Show Ticket page <https://boatmichigan.org/detroit-boat-show/>, select the quantity of tickets to order, enter promo code and checkout. Exhibitors will have the option to email, print, or text the tickets to/for their customer.

**Important:**

1. Exhibitors have been allowed a limited number of discount tickets based on your space size. If you need to purchase additional tickets, please contact Jessica Baker to apply for an exception.
  - a. Booths – 50 discount tickets
  - b. Bulk – 250 discount tickets
2. Be sure you do not share this promo code with others. If reporting shows outside usage of this code, you will be charged the full ticket price for all tickets, not 50% off.
3. We advise that exhibitors purchase and print additional tickets through the ticket website with their promo code ahead of the show, as you will not be able to print discounted tickets at the Show Office. Tickets can also be transferred to customers via text and email. Any unscanned tickets will be refunded after the show.
4. Exhibitors with preprinted tickets can leave tickets at Will Call for their customers.

**WEB SITE: [www.detroitboatshow.net](http://www.detroitboatshow.net):**

The boat show's website, [www.detroitboatshow.net](http://www.detroitboatshow.net), serves as the source of information on the show via the web. As an exhibitor, you will be included on the exhibitor listing. Consumers and boat show attendees will have the opportunity to become familiar with the Progressive Detroit Boat Show prior to arrival and search the boat show website for valuable information including the list of exhibitors and products on display. If you are interested in an enhanced listing or a banner ad on the show's website, please contact Amanda Wendecker 734-261-0123 ext.3 or [awendecker@mbia.org](mailto:awendecker@mbia.org)

**9 STEPS TO ASSURE YOUR SUCCESS**

MBIA wants you to have a successful exhibiting experience at the Progressive Detroit Boat Show and there are many elements that will help you in your success.

- 1) **Draw in those customers** – If there are people in your booth and a solid buzz around your products and services, others will want to know why and will be drawn to your exhibit. Be sure to invite your best customers and your potential customers to see you at the show to keep the flow of traffic going into your exhibit.
- 2) **Help promote the show** – MBIA has several tools available for you to use to help promote the show. Put a banner ad up on your website, include a banner ad in your next e-newsletter, communicate show information via your Facebook and Twitter accounts, and include the show information in any pre-show advertising. The more people who attend the show the better. Email [awendecker@mbia.org](mailto:awendecker@mbia.org) for these tools.
- 3) **Stand out from the crowd** – Take advantage of the enhanced listing opportunities, or banner ad options to be sure your business is front row and center to show attendees. Sponsorship opportunities can be found at [www.DetroitBoatShow.net](http://www.DetroitBoatShow.net) under Sponsors.
- 4) **Recruit the troops** - Post on your own and on the Progressive Detroit Boat Show Facebook and Twitter pages information about your business, special offers, and products exhibited at the Progressive Detroit Boat Show, and ask your employees, friends and family to do the same. Lead them to [www.DetroitBoatShow.net](http://www.DetroitBoatShow.net) website for more information.
- 5) **Engage the media** – Send a press release to your local media outlining why you are going to be exhibiting at the Progressive Detroit Boat Show. A sample press release can be found in the Exhibitor Section of [www.DetroitBoatShow.net](http://www.DetroitBoatShow.net). Be sure to let the MBIA know about any product

launches, new and interesting products and services, and also send a copy of your press release for our media efforts.

- 6) **Use best management practices** – Be sure you have the right people working your booth and that they have been trained on how to best represent your business, products and services.
- 7) **Offer an incentive to buy** – Offer a special deal, discount or service that truly will go away after the show. If you extend the special deal after the show, you have decreased the urgency to buy.
- 8) **Get leads** – Create a method by which you can collect leads and be sure to follow up on them in a timely manner.

*Thank you for exhibiting at MBIA  
produced Boat Shows, where proceeds go  
back to our industry via MBIA programs &  
services.*

# MOVE-IN Instructions

**MOVE-IN DATE & TIME:** Move-in to exhibit space starts on Friday, January 19 through Friday, January 26, 2024, Move-in hours are 8am to 4:30pm. You can stay later but must enter the building prior to 4:30pm.

- Exhibitors must adhere to your specific move-in/out day and time sent separately from this document.
- Marshalling plans for the 2024 Progressive Detroit Boat Show are evolving. We are working to secure an offsite marshalling area as we did in 2020. As these details evolve, we will keep you informed. Thank you for your patience.

## **MOVE-IN ALLOWED ONLY IF:**

- Products- new 2024, 2023, 2022 models only for those manufacturers for which you are authorized to sell new products.
- Your space invoice balance is paid in full. (Payment delivered to Boat show office at the Huntington Place must be in the form of a cashier's check or money order PRIOR TO MOVE-IN; no personal or corporate checks accepted!)
- Certificate of Insurance in the required amounts naming MBIA "as an additional insured" must be on file.
- You have all green lights on Boat Show Manager.com

## **IMPORTANT: DO NOT BRING IN BOATS ON A MULTI-UNIT TRUCK OR PIGGY-BACKED ON A SINGLE TRAILER- THEY WILL NOT BE UNLOADED.**

- Any exhibitor leaving boats, trailers, displays, equipment or other at the marshalling hall does so at his or her own risk.
- Ensure that your insurance policy provides protection for any property left for any period of time in the marshalling hall. Identify boats, trailers, etc. with your company name and phone number so you can be identified and notified in case of emergency.
- Vehicles must be removed from all halls promptly due to the Fire Marshall.

**Move-in times are scheduled to make set-up as smooth as possible for EVERYONE. Boat Show staff will be at Huntington Place to direct you and insure proper utilization of the marshalling area and storage area.**

## **PREPARATION:**

- Visit the Huntington Place Work Rules to understand what set up tasks you are allowed to undertake yourself without Union help.
- Drayage is included, but you are allowed to drive up to your display and unload your truck or vehicle yourself. Having all exhibit materials contained in one vehicle will help you move in quickly.
- Have display and materials as completely assembled as possible in advance of delivery to the hall.
- You can contract for individual assistance. This will be billed directly to you. Note, once a crew is working with you, they stay with you until you are completely in, so be efficient. Be sure to sign them in and out.
- **Remove snow & ice from boats, trailers and vehicles before entering the building.**
- **We are working to build a shrink wrap recycling program for the show.**

**SHRINKWRAP:** If wet or snowy, shrink wrap should be removed prior to entering the show floor. There is a dumpster located in the back of Hall C. All shrink wrap must be disposed of in this dumpster, not in other receptacles around the show. We are working on a shrink wrap recycling program for the show and will keep you updated.

## **INSTALLATION & SET-UP: (See Huntington Place's NEW "Work Rules for Exhibitors")**

- Exhibitors must wear the move-in/out I.D. buttons during move-in & out periods.

- Any and all claims against CSS or its personnel for any and all damage must be reported to CSS' office/administrative staff immediately. Any claims not reported within 24 hours of occurrence will not be accepted. Further, any claim for damaged material(s) must be inspected by CSS' office/administrative staff and a report filed prior to the material(s) leaving the facility or changing hands or the claim will not be accepted. When a claim is filed, you will receive a copy of the report. If a report is not provided, please see a customer service representative at the service center to assure a report has been filed and obtain a copy for your records. CSS will not accept any claims for damage if there is not a report on file.
- Buttons must be visible - will be checked by security. NOTE: These buttons are not accepted during show days for entrance to the show. Do not reuse previous show buttons they change colors year-to-year.
- Boat Show assumes cost of moving boats or exhibit materials one time to the location designated by exhibitor's representative. After that you must secure your own labor to facilitate any further needs.
- Second moves or your delay in meeting your move-in time and date, or no one representing your interest in your exhibit area, which cause display disruptions, will be at the exhibitor's expense.
- **Any lifts of boats that are not displayed at the show and boats lifted more than once will result in appropriate fees being charged to the exhibitor.**
- Have someone of authority representing you at all times at your exhibit space.
- **Exhibitor vehicles and equipment must be unloaded and removed immediately from the hall.** The MBIA, at its discretion, has the right to move a vehicle or equipment or have it towed at the owner's expense.
- Ship boats completely fitted. Assembly work is not included in your exhibit fees. Labor for installing ramps, walkways, docks, closing booths, carpet, decorative displays, and hanging banners are at the expense of the exhibitors. (See Contractor Order Forms tab) The MBIA reserves the right to charge back labor charges to exhibitors who are found abusing labor services.
- Deliveries will be accepted only at your assigned date and time.
- No delivery will be accepted before 8:00 a.m. or after 4:00 p.m. - arrange to have deliveries made between these hours or authorize charges for overtime unloading.

**EXHIBITOR CONTRACTED SERVICES: Provided by: Convention & Show Services (CSS)**

1250 John A. Papalas Drive, Lincoln Park, MI 48146

Office Phone: 313-386-5555 Phone @ Huntington Place: 313-259-7632 FAX 313-259-1263

**Located:** During move-in, show dates, and move-out, CSS will have an onsite service desk.

**Order in Advance:** Order in advance to save \$\$\$. (See order forms for details)

**Contracted Service Fees:** Due and payable on the exhibit floor at the time of move-in or out.

**Labor Union Information:**

- Huntington Place is a union trade shop for certain installation and dismantling of exhibits. Please review rules to determine whether union personnel must be utilized for the assembly of any exhibits, ramps, etc., or otherwise assembled display.
- Huntington Place has work rules for Exhibitors which will help reduce your costs. Please review the detailed explanation attached in this section of the manual.
- Contact Convention & Show Services to arrange for your set-up crew if needed.
- **When assigned a crew, it is necessary for you to "sign in" and "sign out" that crew when their work is complete.**

Exhibitors who violate these rules risk being invoiced for estimated labor that would be required to complete the task or project. These fees will be due and payable prior to move-out and will include assembly and disassembly.

If you feel that your equipment or show personnel are being treated unfairly or billed improperly, contact the Contractor Operations Manager, and Boat Show Staff. Complaining to union personnel or his/her foreman may create disruptions without any solutions. By following the proper procedure, your complaint will be resolved in a timely fashion.

Three unions are represented through Convention & Show Services:

- **Teamsters** - operate forklifts and move exhibit material to and from exhibit space.
- **Iron Workers** - move machinery, operate cranes and assist crane operators in lifting boats & display materials.
- **Carpenters** - install pipe and drape, install, and remove carpet, and assemble exhibits.

### **TIPPING**

- The Progressive Detroit Boat Show and the unions have a long-term working relationship. Union personnel are professionals and, as such, are proud to be of service and proud of quality work. They do not expect nor ask for gratuities, but they do expect to be treated with the same courtesy and respect afforded other professionals.
- The MBIA, Convention & Show Services and all contractor firms pledge to make this show as pleasant as possible for all concerned. Your cooperation is appreciated.

### **CEILING & DOOR WIDTHS:**

- Ceiling heights are 30 ft.
- Door widths vary. Union staff will direct exhibitors to the appropriate door for entering the hall)
- The largest door in Hall D is 17' wide x 16' high, in Hall C 18' wide x 20' high, and Hall A 16' x 20'

### **CARPETING:**

- Make arrangements with Convention & Show Services for installation in advance of your arrival.
- Carpet installation is at exhibitor's expense.
- Carpet must fit designated space, no overhanging.
- You may furnish your own carpet and carpet tape (**of proper quality**) but union labor must install it.
- Recommend having plastic installed over your carpet to protect it from tears and soil damage. It is impossible to ensure no damage to carpet because of equipment and personnel moving throughout the hall. It is an inherent risk during set-up and break down. The MBIA and Convention & Show Services will not be responsible for carpet damage because of move-in and move-out activities.

### **STORAGE:**

- Crates, cartons, etc. may be stored at no extra cost in designated storage areas by CSS.
- There are a limited number of rooms in Huntington Place available to store merchandise and valuables. These areas will be open one hour before the show opens and closed one-half hour after the show closes. For access contact MBIA exhibit hall staff.
- Occasionally MBIA can negotiate storage for a limited number of boat trailers in Huntington Place to be stored during the show dates; exhibitors using the marshalling exhibit hall do so at their own risk; **trailers must be marked and identified by the exhibitor showing the company name and phone number. Vehicles cannot be left or stored inside Exhibit Halls.**

### **SHIPMENTS & TRUCKING OVERSIZED LOADS:**

- **Prior to move-in:** Shipments of displays and literature can be made to Convention & Show Services, 1250 John A. Papalas Drive, Lincoln Park, MI 48146, Phone: (313) 386-5555; Fax: (313) 386-2048

- Exhibitors are charged for shipping from Lincoln Park to Huntington Place.
- Shipments must be marked with your company name, show name and space number.
- **During move-in:** All deliveries can be shipped to Convention & Show Services at Huntington Place, One Washington Blvd., Detroit, MI 48226 to arrive between 8 a.m. and 4 p.m. for no charge.

**TRUCKING OVERSIZED LOADS:** for move-in Thursday 6am (Jan. 18th) through Saturday 8am (Jan. 27th) and for move out beginning Sunday 6pm (Feb. 4th) and ending Wednesday, Midnight (Feb. 7th) must be approved by Michigan Department of Transportation, Transport Permits Section. Call (517) 241-8999 Fax: (517) 373-2209 with 1) number of oversized loads, 2) length and beams, 3) shipping to and from locations.

**Michigan Frost Laws. Seasonal Load Weight and Speed Restrictions** – 2024

Please be prepared for Frost Law transportation restrictions. Detailed Weight Restriction information may be obtained by linking to [www.michigan.gov/truckers](http://www.michigan.gov/truckers). Updates on restriction information may be obtained by calling 1-800-787-8960. For companies located in Canada or New Jersey, information may be obtained by calling 517-373-6256. For the most recent info, Please refer to the: 2024 Spring Weight Restrictions Bulletins: (add link) MDOT Truck Operators Map designations: [https://www.michigan.gov/documents/mdot/2017\\_Truck\\_Operator\\_Map\\_WEB\\_599666\\_7.pdf](https://www.michigan.gov/documents/mdot/2017_Truck_Operator_Map_WEB_599666_7.pdf)

## **MOVE-OUT Instructions**

**MOVE-OUT DATE & TIME:** - EXTREMELY IMPORTANT TO ADHERE TO YOUR MOVE-OUT TIME AND TO WORK IN AN EXPEDITIOUS MANNER. *(Move-out date and time will be sent to you)*

- Any change to your move-out time must be approved by MBIA Operations Manager
- **DO NOT DISMANTLE YOUR EXHIBIT PRIOR TO THE CLOSE OF THE SHOW @ 6:00 P.M. ON SUNDAY, FEBRUARY 4.** Consumers pay to see an entire show. Those exhibitors who dismantle their display prior to show closing may face the loss of their next year's space reservation.
- No cranes will be used on Sunday night – only hi-lows. No banners can come down Sunday night.
- Cars and trucks can start lining up at the bottom of the ramp at 5pm on Sunday for move-out.
- Absolutely nothing can be taken out through the atrium; all materials must be removed through designated freight doors.
- **Move-out will be from 6pm - 10:00 p.m on Sunday (no cranes crew), Monday and Tuesday (Feb. 5 – Feb. 6) 8am to 4pm and must be completed by noon on February 7, 2024. All HALLs must be completely empty by Noon, Wed., Feb. 7.** Anything which remains for whatever reason will be removed at the owner's expense. The MBIA, Huntington Place and the City of Detroit will not be held liable for exhibitor's property.
- **No shrink wrapping** will be allowed in the exhibit hall according to the Detroit Fire Marshall.
- Using a common carrier? Make arrangements with that carrier to pick up your boats and materials during the specified hours assigned to you for move-out. Give carrier contact information for Nicki Polan (243) 330-5285.