

2018 Portland Boat Show

January 10-14, 2018

Portland Expo Center

P: 503-736-5200 | F: 503-736-5201
2060 North Marine Drive | Portland, OR 97217

Show Hours:

Wednesday, January 10:	11:00am-9:00pm
Thursday, January 11:	11:00am-9:00pm
Friday, January 12:	11:00am-9:00pm
Saturday, January 13:	10:00am-8:00pm
Sunday, January 14:	10:00am-6:00pm

Show Office Telephone Number: 503-736-5247

Produced By:

O'Loughlin Trade Shows

P: 503-246-8291 | P: 800-343-6973 (US only)

F: 503-246-1066

P.O. Box 80750 | Portland, OR 97280

www.otshows.com

Table of Contents

Show Preparation	1-2
a. Schedule	
<i>Final Payment</i>	
<i>Move-in Days</i>	
<i>Show Days</i>	
<i>Exhibitor Hours</i>	
<i>Move-out Days</i>	
b. Ordering Show Services	
<i>Decorator</i>	
<i>Electrician</i>	
<i>Telephones & Internet</i>	
c. Receipt of Exhibits	
Exhibitor Passes, Tickets, & Promotions	3-4
a. Master Passes	
b. Will-Call Instructions	
c. "Be My Guest" Tickets	
d. Pre-Show Promotions	
Exhibits	4-5
a. Exhibit Specifications	
<i>Booth Space</i>	
<i>Bulk Space</i>	
<i>Aisle Flow</i>	
<i>Sound</i>	
b. Exhibiting Success Tips	
Parking.....	6
Move-In & Move-Out	6-7
Facility	8-9
<i>Sweeping</i>	
<i>Liquor</i>	
<i>Concessions</i>	
<i>Music</i>	
<i>Souvenirs</i>	
<i>Merchandise Removal</i>	
<i>Security</i>	
<i>Liability</i>	
<i>First Aid</i>	
Map	10
Portland Fire Marshall Form	11

Show Preparation

Schedule

Final Payment: November 10, 2017

Final payment is due on or before November 10, 2017. No exhibitor passes will be given out until payment has been received in full.

Move-In Days: January 6, 7, 8 & 9, 2018

For 2018, we are off the "holiday" schedule. **There may be a limited move-in on Friday, January 5, depending on Expo scheduling.**

It is very important that you adhere to the move-in schedule, so as not to cause a problem for the other exhibitors or yourself. Anything brought into your display Wednesday, opening morning, must be hand carried.

**Please refrain from leaving combustible materials overnight during move-in.*

****We will reconfirm all these dates and times. We will also be sending an updated move-in schedule in December.***

Show Days: January 10-14, 2018

Wednesday, January 10:	11:00am-9:00pm
Thursday, January 11:	11:00am-9:00pm
Friday, January 12:	11:00am-9:00pm
Saturday, January 13:	10:00am-8:00pm
Sunday, January 14:	10:00am-6:00pm

Exhibitor's Hours: January 10-14, 2018

The Building and Show Office will be open to the Exhibitor one (1) hour prior to daily public hours. Should a situation arise where the Exhibitor requires admittance to the Building earlier, special permission must be granted by stopping by the Show Office before closing **the night before**. Please be advised that when the Building is open to the public, all areas are available to them. Booths and bulk space should be manned for protection of product.

Move-Out Days: January 14-15, 2018

You may begin moving out of the Expo Center on Sunday at approximately 6:30 pm after the general public has cleared the Building and the aisle carpet has been rolled up. You may work in the Building as late as you wish that night. All Exhibitors must be totally moved out of the building by 8:00 pm, Monday, January 15.

All boats must be moved to the lower lots on the east side of Expo. They must be completely removed from the Expo grounds by midnight, January 16.

Ordering Show Services

Decorator

The show will be using blue and silver drapes and blue aisle carpet. If an Exhibitor requests a special color other than the one Show Management furnishes, a charge will be made by the Decorator to the Exhibitor. For rental of carpets, furniture, sign making and cleaning of displays, please fill out the enclosed forms or contact Trade Show Supply House (360) 624-4498. If not ordered in advance, services and equipment will be subject to "floor order" rates.

Electrician

Each Exhibitor is furnished with one fused 120-volt duplex receptacle outlet of up to 500 watts capacity without charge. If more than 500 watts of power are drawn, the Exhibitor will have to arrange for power at their own expense. For any additional electrical requirements, see enclosed forms or contact the Show Electrical Contractor, Hollywood Lights (503) 232-9001. If not ordered in advance, services and equipment will be subject to "floor order" rates.

Telephones & Internet

Telephone & high speed internet lines are ordered from the Expo Center through their website www.expoctr.org. Hover over EXHIBITORS and click on Online Exhibitor Ordering. Scroll down to January, click on 2018 Portland Boat Show and continue with the prompts. Booth number is not needed. ORDER BEFORE LOAD-IN. Orders submitted on first load-in day and after are subject to approval by Expo management. Website ordering is active until Saturday, January 6th at 11:59 pm, after which orders can be made in the Expo Admin. Office, Hall D, 2nd floor.

WiFi: 512Kbps is included in the exhibitor fee. This is enough to run a square and check email. Username and password is distributed by show management.

We would appreciate you advising the show office of your exhibit telephone number so we may forward any calls that come in for you. The show office is in the lobby of Hall D and the phone number is 503/736-5247. It is for incoming calls only and not for exhibitor use. The show office will not page for individuals or firms during public show hours.

Receipt of Exhibits

Goods delivered by commercial carrier will be received at the Expo Center from 9:00am-4:00pm.

Monday, January 8, 2018

Tuesday, January 9, 2018

Wednesday, January 10, 2018

Shipments should be addressed as follows:

Exhibitor's Name and Space Number
C/O Portland Expo Center
2060 North Marine Drive
Portland, OR 97217

All shipments are to be **PREPAID**.

If you have an item to display requiring special handling due to size, weight, etc., and feel there will be problems during your move-in, contact Show Management now.

Exhibitor Passes, Tickets & Promotions

Master Passes

The master pass allows the Exhibitor to enter the Building **ONCE EACH DAY**. The gate attendant will punch your pass when you enter the Building. If you wish to leave the Building and then return, have the doorman stamp your hand upon leaving. This stamp will be your re-entry ticket. If Master Passes are used by a person other than those immediately connected with the staffing of exhibits, that master pass will be immediately withdrawn.

The following number of passes will be issued:

Five (5) Master Passes for the first 100 square feet of exhibit space.

One (1) additional Master Pass for each 300 square feet of exhibit space thereafter-- maximum Master Passes not to exceed 20.

Exchange Passes not to exceed 50 per dealer (maximum of 10 Master Passes).

Passes can be picked up at the Show Office between 9:00am and 6:00pm during move-in.

Will-Call Instructions

1. Passes/Tickets must be in a sealed envelope (furnished by your company). No loose passes or tickets will be accepted.
2. Each envelope is for a single pick-up and ALL contents will be given to the person requesting the envelope.
3. The person's name and company who is to receive the ticket(s) is to be printed on the envelope.
4. No passes/tickets will be held in the Show Office after move-in. You are entirely responsible for their distribution. The Show will not be held responsible for passes/tickets once they have been picked up and signed for.
5. WILL-CALL is located at the HALL D Ticket Seller Window.

"Be My Guest" Tickets

This is a special ticket available to the Exhibitor for use in pre-show promotions or at the Show when an interested customer would like to return to your display to further discuss your products, services, etc. Tickets may be purchased in advance by sending a check to our main office or at the Show Office for the cost of \$5.00 each--*NO REFUNDS*.

Pre-Show Promoting

To get the most out of shows today you cannot just rent space, show up, set up your booth and wait for people to come to you. You must promote your presence prior to the show. While there are many good reasons to use pre-show promotions, here are two critical reasons:

1. **The typical show attendee has changed.** A recent survey found that 76% of today's show attendees are coming to shows with specific agendas of who they plan to see and what they are looking for. Keep in mind attendees need to justify in their minds their investment of time and money.
2. **Your competitors are promoting.** One out of five people you see on the show floor are there because of an exhibitor's promotion. Research conducted by the Tradeshow Bureau found that close to 18% of visitors are there as a result of an exhibitor's invitation!

What's the best way to attract customers? Sending out personal invitations to a targeted list with guest tickets enclosed.

Exhibits

Exhibit Specifications

Booth Space

Standard booths are 9' to 10'x10' and furnished with one 500 watt electrical outlet. A booth consists of cloth drapes on aluminum bars, 8' high in back with 3' high sides. Total height at the rear shall not exceed 10', including sign, without the permission of Show Management.

When constructing a booth, be sure any part showing into your neighbor's booth looks professional. Any portion of your booth that looks unfinished will have to be fixed or Show Management will have the Decorator fix it at your expense.

Bulk Space

No space dividers or drapes are furnished. The cost of adding drapes will be at the Exhibitor's expense.

Proper Aisle Flow

The aisles are the property of the Show Management and must be free for easy flow of traffic throughout the entire Show. The aisles must not be obstructed at any time.

Sound

Noise level from any demonstration or sound system must be kept to a minimum. The right to use amplified sound is an exception to the rules and Show management reserves the right to determine at what point sound constitutes interference with other exhibitors. No live performances of any kind shall be allowed at the show without express written permission from Management.

Exhibiting Success Tips

Regardless of your company's reputation, the quality of your product or service, or the size of your booth, the people working your booth make or break your company's success at a Show. Here are 10 tips to help you put your best foot forward and make the most from your exhibiting experience.

1. **Know exactly why you are in the booth.** Are you there to get sales leads, write orders, meet with current customers, do demonstrations, or what?
2. **Set activity and results goals.** Having a clear goal provides focus, motivation, energy, and makes time pass quickly.
3. **Watch your non-verbal communications.** Don't stand behind or lean on tables or counters with your arms or legs crossed or your hands in your pockets. Try to maintain a positive, open-bodied posture.
4. **Stand up while in the booth.** It is impolite to be sitting when a customer walks into your booth, and it makes you seem unapproachable.
5. **Put a smile on your face.** It's almost impossible not to look a smiling person in the face. It also makes you feel better.
6. **Greet people as they pass by.** In some cases, the person in the aisle might not know what is in your booth. By greeting them, it forces them to at least take a look at our booth. If they have an interest, they will stop.
7. **Don't hang with the gang.** How easy do you find it to approach a gang of strangers, especially when you know they are salespeople?
8. **Invite people into your booth.** Sometimes visitors just need an invitation to cross the carpet line.
9. **Don't start "pitching" your products/service right away.** Ask a few questions to qualify visitors before wasting their time or yours.
10. **Keep your presentations short, interactive, and benefit focused.** Always remember, time and short visitor attention span are your key enemies at a show.

Parking

Exhibitor Parking

Parking passes are sold by the Expo Center and allow for in-and-out privileges and overnight parking for the duration of the 5-day show. The cost is **\$40 PER SPACE**, whether car, truck or trailer. Passes may be purchased Tuesday, January 9 from 10am to 5pm in Hall D near the show office. Starting Wednesday parking passes will be sold at the ticket booths at Expo entrances. Passes allow parking in any designated parking space in both the front and back parking lots. The Expo Center takes cash and credit cards.

Overnight Parking

Overnight parking for exhibitors is at the north end of the Force Avenue parking area. Parking passes are required for all vehicles including trade-in units being left on the premise overnight. Utilities and security are not provided. Management is not responsible for anything left in the lot.

Move-In & Move-Out

Move-In

Doormen will be manning the roll-up doors during move-in to assist you in getting to your exhibit areas. When you arrive at the Expo Center, proceed to the Show Office in the lobby of Hall D and sign for your Master Passes. If you need help finding your booth, we will be happy to direct you.

The Show Office will be open at 9:00am on Monday, January 8, 2018. The Show Office telephone number at that time will be (503) 736-5247. The Decorator and Electrical service desks are located next to the Show Office. When you get to your booth, make sure that everything you pre-ordered is in the booth. If anything is missing, go immediately to the service desk--we do not want to delay your move-in in any way.

It is the Exhibitor's responsibility to see that no boats are brought in with water in them.

If you are using stabilizing jacks, you are required to put wooden blocks under any part touching the floor as not to damage the floor.

Do not bring children during move-in and move-out as you personally will be responsible if your children are injured or if they damage another person's merchandise.

No pets are allowed in the Building during move-in and move-out.

No vehicle will be allowed in the Building after 2:00pm Tuesday, January 9, at which time the Building will be swept and aisle carpet laid. It is mandatory that all packing cases be removed by this time.

*****A SCHEDULE FOR MOVE-IN WILL BE SENT OUT BY THE MIDDLE OF DECEMBER. REMEMBER WE ARE ALL WORKING AROUND THE DECORATOR AND EXPO STAFF TO INSURE A SMOOTH MOVE-IN*****

Move-Out

DO NOT MOVE OUT UNTIL THE SHOW IS OVER!!! The public pays to see an entire Show. No exhibits or part of the exhibit may be removed until AFTER 6:00pm Sunday, January 14, 2018.

You may begin moving out Sunday after the doors are secured, the general public is out of the Building, and the aisle carpet is rolled up. Truck entrances will be opened at approximately 6:30pm.

At no time may vehicles block truck entrances. This is especially important on closing day as some displays must be removed before any vehicles and/or trailers can come into the Building.

GENERAL MOVE-OUT WILL COMMENCE AT 8:00AM MONDAY, JANUARY 15, 2018, AND ALL MATERIALS MUST BE OUT OF THE BUILDING BY 8:00PM MONDAY, JANUARY 15.

All boats must be moved to the lower lots on the east side of Expo. They must be off the Expo grounds by midnight, Tuesday, January 16.

If you have freight and need shipping labels, contact the Decorator before move-out. It is recommended that the dealers stage their units in the lower parking lot during move-out. This not only clears the Building, but saves time in the aisles and in front of the roll-up doors.

Facility

Sweeping

The Expo Center crew will sweep out the Building each night after closing. They will not sweep into any Exhibitor's display. All debris, such as cartons and other materials, should be placed in the aisles before leaving for the night.

Liquor

Your attention is respectfully called to the fact that Oregon State Liquor Laws prohibit the use of alcoholic beverages in public buildings unless specific licenses have been issued to cover same.

Concessions and Catering

Pacific Wild /Aramark is the catering company for the Expo Center. They are a national company that has the contract for most of the facilities in the Portland area. They are the only people allowed to serve food and/or beverages at the facility.

Music

Exhibitors may not play music in any form without the proper license of copyrighted music. Exhibitors shall protect, defend, indemnify, and hold harmless the Management and the Expo Center from and against any and all claims, damages, losses and expense including attorney's fees arising out of or resulting from performance of live or recorded music or other copyrighted works with the exhibit, or the officers, contractors, licenses, agents, employees, guests, invitee or visitors of an exhibit.

All materials not covered in these conditions are subject to other decisions of the Management.

Souvenirs

No helium balloons or gummed stickers will be allowed in the Building. Also, to avoid possible injury, we ask that you do not distribute yardsticks, or any other item in this category.

Merchandise Removal

If you are selling items that can be hand-carried, please see that your customer receives a Bill of Sale. This will serve as proof of ownership in the event the person is questioned by a doorman.

Security

The Management will provide security during the life of the Show. No persons will be permitted into the Building after the closing hour. Management and the Expo Center cannot guarantee Exhibitors against loss of any nature (see your insurance policy). It is your responsibility to see that small and valuable exhibit materials are packed away or covered each night.

Move-out is an especially difficult time to watch everything, so please do not leave your materials unattended and try to take with you anything that is easy to carry out.

Liability

The Exhibitor is entirely responsible for the space leased by him and agrees to reimburse the Expo Center for any damage to the floors, walls, or equipment occurring in the space leased by him. Automobiles, trucks, and similar conveyance shall have a drip pan and/or protective material under them to safeguard the floor from dirt, oil stains, etc.

If you are using stabilizing jacks for your units, please use a block of wood under each to distribute the weight over a wider area. Failure to do so will damage the floor.

**No Sprays on tires--it makes the floors slippery!*

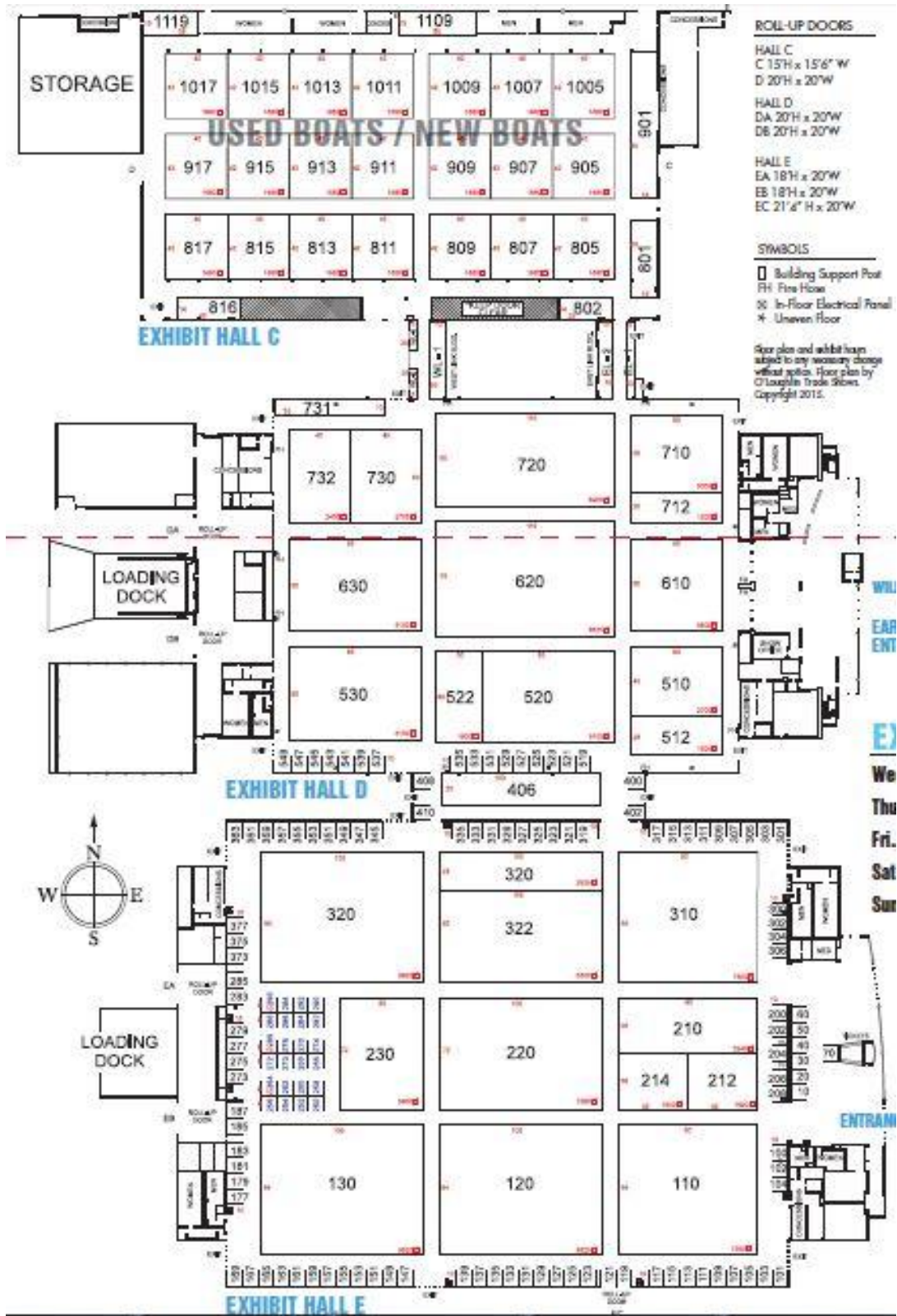
**No plastic shrink wrapping of boats inside the building. It is strictly prohibited by county and building codes!!!*

**Do not use clear plastic packaging tape when putting down carpet in your display areas. You will be charged for any time and manpower for the removal of the adhesive that does not come up when the tape is taken off.*

First Aid

There will be an EMT on duty during regular public show hours. The first aid room is located in the Hall D lobby. Please report ANY injuries immediately to the EMT or Show Management.

FOR REFERENCE PURPOSES ONLY. NOT ACTUAL LAYOUT





CITY OF
PORTLAND, OREGON

FIRE PREVENTION DIVISION

**PLEASE SIGN AND RETURN
THIS FORM WITH YOUR
CONTRACT TO O'LOUGHLIN
TRADE SHOWS**

"YOUR SAFETY IS YOUR RESPONSIBILITY"

***DISPLAYING OF VEHICLES, RECREATION VEHICLES,
TRAILERS, BOATS, ATV's, MOTORCYCLES,
OR SIMILAR, IN BUILDINGS***

The following requirements apply:

1. Shall not obstruct exits, fire extinguishers, fire hose cabinets, or fire alarm pull boxes.
2. Shall have a properly mounted working smoke detector in every enclosed structure, more than 100 square feet of inside space.
3. Security to be on-duty 24 hours, until all vehicles are removed from the building. Security are to make 30 minute patrols of all vehicles for fire and have quick access to a telephone to report a fire.
4. A door or window to each vehicle is to be left open.
5. Vehicles equipped with liquefied petroleum gas containers, shall have such containers emptied and reduced to atmospheric pressure **BEFORE** bringing them into the building. The 10% valve shall be in the open position.
6. Any vehicle with a gasoline or alcohol stove must have such stove completely emptied and reduced to atmospheric pressure, prior to display.
7. Each vehicle fuel tank shall not be more than one-quarter full, and shall be equipped with a gas cap or cover either locking or taped in place. Gasoline or other fuels shall not be drained from, or added to, any vehicle within a building.
8. Battery cables shall be disconnected and taped or the cables or batteries removed.
9. Vehicles with battery cut-off switches, can have the switch in the off position, with the switch handle either removed or taped in the off position.
10. Vehicles with batteries that run the vehicle motor, shall have the battery cables either removed or the cut-off switch in the off position. The batteries that supply the inside lights, stove, etc., that cannot be disconnected or the vehicle cannot run on electrical service that is supplied by the building, shall have the building supplied power and this cut-off switch turned off at the close of each show day.
11. Vehicle keys are to be on-site during event or the vehicle door left unlocked.

4/00

YOUR SIGNATURE BELOW SIGNIFIES THAT YOU HAVE READ THE ABOVE REQUIREMENTS AND UNDERSTAND THAT YOUR FAILING TO ADHERE TO THESE REQUIREMENTS MAY RESULT IN A FINE BY THE FIRE MARSHAL.

COMPANY NAME: (PRINT) _____ DATE: _____

SIGNED BY: _____

PRINT NAME: _____