



Strictly Sail® Pacific
 April 15-18, 2010
 Jack London Square, Oakland, CA



BOAT SHOW HANDBOOK

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BOAT SHOW MANUAL

PLEASE READ CAREFULLY

LOCATION

Strictly Sail Pacific® is held at Jack London Square at the Port of Oakland in Oakland, California. The address is:

45 Jack London Square
Oakland, California 94607

CONTACTS

| | | |
|------------------------------|------------------------------------|------------------------|
| Show Chair: | Sean Svendsen | (510) 864-8403 |
| Show Producer: | Jonathan Banks | (401) 841-0900 Ext. 12 |
| Exhibit Space Sales: | Mitch Perkins | (415) 272-4130 |
| Operations Manager: | Jorgen Bateman | (916) 372-4239 |
| Seminars: | Patty Lawrence | (513) 583-5080 |
| Finance/Show Office Manager: | Kimberly Tuchon | (401) 841-0900 Ext. 15 |
| Marketing/PR | Wanda Kenton Smith | (407) 697-8055 |
| Local PR | Amy Cunha | (415) 362-2085 |
| Social Media | Will Collins | (401) 339-4004 |

OFFICIAL SERVICE CONTRACTORS

Boat Show Operations: Jorgen Bateman
NCMA, Inc.
Tel: (916) 372-4239
Fax: (916) 371-8555
jorgen.bateman@sbcglobal.net

Decorator: *Event Productions, Inc.*
651 West Tower Ave.
Alameda, CA 94501
Tel: (800) 234-8064
Fax: (510) 217-7065
info@eventproductions.com
www.eventproductions.com

Freight Carrier: ABF Freight System, Inc.
4575 Tidewater Avenue
Oakland, CA 94601
Tel: (510) 533-8575
Fax: (510) 533-3020

SHOW DATES AND TIMES

| | |
|---------------------------------|---------------------|
| Thursday April 15 th | 10:00 AM to 6:00 PM |
| Friday April 16 th | 10:00 AM to 6:00 PM |
| Saturday April 17 th | 10:00 AM to 7:00 PM |
| Sunday April 18 th | 10:00 AM to 5:00 PM |

DIRECTIONS

FROM SAN FRANCISCO AIRPORT: Take route 101 North – Follow signs to Bay Bridge 580/980/880 (use right lanes). You will be on Freeway 880 heading South. Take the 16th Avenue exit then turn right onto Embarcadero and follow signs to Jack London Square.

FROM OAKLAND AIRPORT: Follow signs to Freeway 880. Take the Oak St. exit off 880. Take a right onto Embarcadero and follow the signs for Jack London Square.

MOVE IN DATES AND TIMES

| | |
|-----------------------------------|--|
| Sunday April 11 th | 10:00 AM to 5:00 PM – IN WATER BOATS ONLY |
| Monday April 12 th | 10:00 AM to 7:00 PM – EXHIBIT HALL ONLY |
| Tuesday April 13 th | 10:00 AM to 7:00 PM – ALL EXHIBIT SPACE |
| Wednesday, April 14 th | 7:00 AM to 7:00 PM – ALL EXHIBIT SPACE |

DETAILED MOVE IN TIMES FOR THE MARINA AND TRAILERABLE BOATS WILL BE SENT OUT APPROXIMATELY 2 WEEKS PRIOR TO MOVE IN. If you have any problem with the move in schedule, please contact Jorgen Bateman at jorgen.bateman@sbcglobal.net or (916) 826-0454.

UNLOADING DURING MOVE-IN

Parking at Jack London to unload is extremely tight. All vehicles will be allowed 1 hour to unload their materials from the unloading areas then must be removed to make room for other vehicles. Vehicles found in unloading areas longer than one hour will be subject to being towed at owner's expense. All exhibitors will be given a time card to specify their allotted time to unload. Parking inside the tented areas is prohibited. **If possible, ship all your exhibit materials to the advance warehouse and have the show deliver your materials right to your booth at no additional charge to you.**

MOVE OUT DATES AND TIMES

| | |
|--------------------------------|---------------------|
| Sunday, April 18 th | 6:00 PM to 9:00 PM |
| Monday, April 19 th | 8:00 AM to 6:00 PM* |

* All show materials must be removed from the show grounds by 6 pm Monday, April 20th. If you are shipping your materials other than **ABF Freight systems (preferred carrier)** make sure your carrier checks in before 2pm. After 6pm, all remaining materials will be forced onto other carriers. Please plan accordingly.

EXHIBITOR PARKING

Exhibitor Parking is available at Lot 9 (east end of Jack London Square) for \$5/day. Additional information will be provided prior to the show. T

THE PARKING FACILITIES ARE NOT CONTROLLED BY SHOW MANAGEMENT. There is a parking garage under the Exhibit Hall (former Barnes & Noble store) in Jack London Square as well as on Washington St across from the movie theatre. We strongly suggest taking advantage of these parking facilities.

OFFICIAL SHOW HOTEL

Sail America has negotiated a special rate at The Waterfront Hotel for Strictly Sail Pacific exhibitors. Special room rates are from \$149/night plus tax (cut-off March 26).

ALL Strictly Sail/Sail America guests will enjoy 20% OFF Food and Beverage in the restaurant, bar and in-room dining, plus discounted overnight valet parking of \$12.00

| | | |
|---------------|----------------------------------|-------------------|
| Rates: | City Side (single or double) | \$149 plus tax |
| | Water View (single or double) | \$169.00 plus tax |
| | Water Balcony (single or double) | \$180.00 plus tax |

CODE: "Strictly Sail"

Cut-Off Date: March 26, 2010

Reservations: Click on link for [Online Reservations](#)

Contacts: (510) 836-3800 [Hotel Website](#)

OTHER HOTELS

The Inn at Jack London Square and the Executive Inn & Suites are offering Strictly Sail Pacific exhibitors and attendees a group rate of \$99/night, plus applicable taxes.

Click Here for more information on the Executive Inn & Suites offer.

The Inn at Jack London Square recently completed a one million dollar renovation. This 100-room contemporary boutique style hotel offers a tranquil setting and a beautiful landscaped courtyard and pool.

To make a reservation at The Inn at Jack London Square call **(800) 633-5973** and mention Group Code: **Sail America**.

EXHIBITOR REGISTRATION

Exhibitor Registration will be open daily from 8:00 am to 6:00 pm beginning Monday April 12th. Registration will be located in front of the show office near the main entrance to the show.

EXHIBITOR BADGES – Deadline March 26th

An Exhibitor Badge allows you to enter STRICTLY SAIL[®] during move-in, move-out and one hour prior to the opening of the show during show days. Badges must be worn when entering the show. Set-up badges will be provided for individuals assisting during Move-In. Please submit an [EXHIBITOR BADGE ORDER FORM](#) by March 26th.

Your company is allotted badges based on the total exhibit area occupied:

| | |
|----------------------------|------------------|
| 200 sq. ft. or less | 6 badges |
| 201-500 sq. ft. | 10 badges |
| 501-2000 sq. ft. | 12 badges |
| 2001-3500 sq. ft. | 15 badges |
| Over 3500 sq. ft. | 20 badges |

Exhibitor badges are only for company employees working your booth and should not be used for guests, family or friends. Identification will be required when picking up your exhibitor badges. Guest tickets are available for your guests, family or friends.

PLEASE DO NOT INCLUDE MANUFACTURER'S REPRESENTATIVES, SUPPLIERS, WHOLESALER'S, DISTRIBUTORS OR WORKING DEALERS ETC. ON YOUR EXHIBITOR BADGE FORM. THESE REQUESTS SHOULD BE MADE ON THE [WORKING DEALER CREDENTIAL REQUEST FORM](#).

EXHIBITOR GUEST TICKETS – Deadline March 26th

Exhibitor Guest Tickets are available in advance by mail. Tickets can be mailed to you or held at the "Will Call" desk located next to Exhibitor Registration. Tickets left at "Will Call" must be left in a #10 Business Envelope with the recipient's name (last, first) printed or typed in the upper right hand corner. Your Company's name should appear below the name. Envelopes will be available at Strictly Sail for this use. We recommend that you provide your own envelopes in advance to avoid any delays. Please use the [EXHIBITOR GUEST TICKET ORDER FORM](#).

TICKETS MUST BE ORDERED BY MARCH 26th. You will be billed after the show ½ the face value of the ticket price.

CONDUCT OF EXHIBITORS

Booths must be manned during all show hours. Buyers are the on floor until the last minute of the show and expect exhibitors to be present. Only companies that have contracted for space are allowed to demonstrate products, solicit orders, or distribute advertising. Confine distribution of literature, signage, models and sales materials to your exhibit space. **ONLY PRODUCTS DECLARED ON YOUR SHOW APPLICATION AND CONTRACT MAY BE EXHIBITED.**

STANDARD BOOTH EQUIPMENT

Each booth space will receive:

- 2 line Identification Sign
- 8' High back drape
- 3' High side drape

Sail America has made arrangements for exhibitors to receive the following complimentary services:

- **FREE** loading and unloading of exhibitor vehicles.
- **FREE** drayage (i.e. handling of all inbound and outbound freight)
- **FREE** delivery, storage and return of show crates

No partitions over 4' in height are permitted between booths that extend more than 4' from the back drape.

Sail America reserves the right to prohibit the use of certain signs, partitions or display content of which, in the sole judgment is not in keeping with good taste, or with the general marine aspect of the show.

CARPET INSTALLATION

Carpet will not be provided by Show Management. Exhibitors may bring their own carper or rent carpet from the Decorator. Use the STANDARD CARPET ORDER FORM in the [DECORATOR'S EXHIBITOR KIT](#).

Sail America show management reserves the right to prohibit exhibitors from using sub-standard carpet. Please use exhibit grade quality carpet. Exhibitors with their own carpet will need to hire labor to install. Please refer to the Union Regulations in the Event Productions section of this kit.

ELECTRICAL SERVICE

BOOTH & OUTDOOR BULK EXHIBITORS

Electrical Service will not be provided by Show Management. Exhibitors requiring electrical service must complete the [ELECTRICAL ORDER FORM](#).

IN-WATER EXHIBITORS

The marina has 125-volt, 50 amp power (please bring cords to convert to 30 amp if necessary). Sail America provides one 30amp feed for each boat. If you require more please contact please contact Jorgen Bateman at (916) 372-4239 or jorgen.bateman@sbcglobal.net. Sorry no additional marina power is available.

Sail America, its contractors or the marina cannot provide splitters or converters.

TELEPHONE SERVICE

AT&T will handle the installation of phone lines. To order service, download the [TELEPHONE ORDER FORM](#) from this kit. If you have any questions, please contact AT&T Special Events/Conventions at (800) 339-3204.

For T1 or DSL lines, please contact Jorgen Bateman at (916) 372-4239

WI-FI SERVICE

WiFiHarbor (wifiharbor@gmail.com / 805.469.1936) is providing wireless Internet access for the Strictly Sail Pacific show at Jack London Square. You can obtain this service automatically. Please follow these simple steps:

1. Connect to the (wifiharbor) signal then launch your Internet browser.
2. Your browser will be redirected to the wifiharbor log-in page.
3. Choose the "create an account" button and sign-up with your credit card. There are two plans available: \$10/day or \$50/week. When you sign-up you create a unique user name and password.
4. To log-in, simply enter your username and password (case sensitive) and you will gain access to the Internet.
5. To log-out, simply enter the following URL (<http://login.irisaaa.com/logout.php>) then choose "colubris" or disconnect your computer for 30 minutes.

SIGNAGE ON TENTS, FENCE OR MARINA

Signs are not permitted on any part of the tents or the marina property. You may place banners on the temporary fence at no charge. If you want signs or banners hung above your booth, you must fill out the Sign Handling and Hanging Form located in the Decorator Order Forms section of this kit.

WATER DAMAGE

April is known to be rainy in Oakland and damage to your display can occur. Make sure that you protect your display by keeping boxes, brochures and merchandise off the floor. Use of pallets or plastic sheeting to help is permitted. When heavy rain occurs, the outside tent areas may flood. Show Management will assist as much as possible. Make sure that your insurance is in effect during all periods of the show including move in and move out. Show management cannot be held responsible for any damage caused due to nature.

INSURANCE REQUIREMENTS

All exhibitors at Strictly Sail Pacific are required to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 in all.

Please forward this information to your insurance agent, broker or company in order that they can issue the proper policy to Sail America. Your normal business insurance should meet the requirements without any need for a special policy. Make sure that the policy covers all days of the show plus move in and move out days. Your Insurance Company should be able to issue the proper certificate at no charge or a nominal fee.

Sail America must be named as additional insured.

If you do not have insurance coverage in place, Sail America has made arrangements for exhibitors to acquire the appropriate coverage at significant savings by purchasing as part of a group. Please click the link below and complete a short questionnaire to obtain the required coverage for only \$65 plus tax.

[https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=Zh0syi0hc|k\\$](https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=Zh0syi0hc|k$)

Sail America must be named as additional insured.

EXHIBITORS MAY NOT MOVE INTO THE SHOW UNTIL THESE REQUIREMENTS ARE MET.

PLEASE FAX A COPY OF YOUR INSURANCE CERTIFICATE TO (401) 847-2044

SECURITY

There is 24-hour security starting from the first day of move in to the last day of move out. All exhibitors will have access to the show areas 1 hour before opening and 1 hour after close. If you need access more than 1 hour, please let Show Management know to make arrangements.

BOAT CLEANERS

If you have contracted a company to have your boats cleaned, make sure that company submits a list of those company's employees to Show Management. Boat cleaners and exhibitors will not be permitted access to the marina unless:

1. Have a badge in their possession showing individual & company names.
2. Register with the Strictly Sail show office for reporting to Port Security.

OVERNIGHT PRIVILEGES

Can be arranged through the Show Office for Exhibitors and Boat Owners only. Please submit with the Exhibitor Credential Request Form which of your staff will be staying overnight. Only those with an overnight pass will be allowed access. The Marina Management will issue marina keys to those individuals for a \$50.00 deposit, which will be returned to you after the key is returned.

FIRST AID/MEDICAL TREATMENT

During all show hours including move in and move out, EMT will be on site. They monitor Show Management radios. If you are in need of first aid, contact a Show Management staff member or nearest gate security personnel and they will call the medics. If you are unable to find a staff member, the EMT's will be on station near the show office. However if a situation exists requiring immediate assistance, call 911.

CRADLES, SCAFFOLDING & STAIRS

All the above must be approved by Show Management and comply with OSHA standards including dual upper and lower hand rails if steps are over 2 feet. On docks, stairs must be wider than 24".

DUMPSTER & TRASH REMOVAL

Please dispose of all refuse in trash receptacles or larger items in the dumpster. It is your responsibility for maintaining neat, clean orderly displays. Please cooperate as best as you can.

ANIMALS PROHIBITED

Pets are not permitted within the show areas. Guide dogs for the blind or hearing impaired are exempt.

Strictly Sail Pacific

EXHIBITOR SHIPMENT/FREIGHT PROCEDURES

PREFERRED CARRIER

ABF Freight System is the preferred carrier for Strictly Sail. Exhibitors shipping with ABF Freight Systems will receive:

- 65% Discount shipping to and from show
- 30 day free warehousing prior to first day of move in of show
- Show materials delivered first at move in and picked up first at move out
- Storage of crates on site during the show
- Warehouse hours are Monday – Friday 6am to 8pm, plan accordingly

NON-PREFERRED CARRIERS

ABF Freight Systems will also accept exhibit shipments from other carriers including UPS and FedEx. Please make your carrier aware of the delivery hours. Warehouse hours are Monday – Friday 6am to 8pm, plan accordingly.

ADVANCED SHIPPING TO SHOW WAREHOUSE - *From March 1st to April 7th*

All exhibitors can have their Freight Shipments stored at the Advance Warehouse for FREE, 45 days prior to the show. The Advance Warehouse will accept shipments from all carriers including UPS and FedEx shipments.

All Advance Freight Shipments must be consigned and prepaid, and can be received at the Advance Warehouse beginning March 1st. Make sure your Freight

Shipments arrive between March 1st and April 7th. Freight Shipments will not be accepted on weekends. Each carton, crate, etc. should be addressed as follows:

To Advance Warehouse:

**Strictly Sail Pacific
ABF Freight System, Inc.
4575 Tidewater Avenue
Oakland, CA 94601**

Exhibitor: _____

Booth #: _____

SHIPPING DIRECT TO THE SHOW - Starting April 12th

Freight shipped directly to the show will only be accepted starting April 12th. Please notify your carrier not to arrive before that date. Freight Shipments will not be accepted on the weekends. All cartons, crates, etc. should be addressed as follows:

To Show Site:

**Strictly Sail Pacific
Jack London Square
C/O Event Productions, Inc.
98 Broadway
Oakland, CA 94607**

Exhibitor: _____

Booth #: _____

FREIGHT DESK

Show Management and designated contractor will be handling all freight shipments once they arrive to the show. All freight inquiries should be directed to the Freight Desk, which will be located near the front entrance of the show.

OUTBOUND SHIPPING

Be sure to properly label all materials for shipping, prepare bill of lading, contact your carrier and leave a copy of the bill of lading at the freight desk. ABF Freight Systems, the “Preferred Carrier” will have a representative available at the close of the show to assist you with shipping with ABF. If you are shipping by another carrier, make sure your driver reports to the freight desk to coordinate the loading of your freight.

IMPORTANT SHIPPING NOTES:

Any exhibitor shipping via UPS, Fed/Ex or other carrier besides the “Preferred Carrier” must make their own arrangements for pickup. Neither Show Management nor the decorator can make these arrangements for you. Make sure you contact your carrier to make sure your shipment(s) are picked up by the specified times listed in the Exhibit Removal section below.

EXHIBIT REMOVAL

All exhibits must remain staffed and intact until the official show closing at 5pm on Sunday April 18th. Once the public has safely left the show grounds and the aisle carpet has been removed, empty crates will be returned to your space. Hand carried items may leave the floor after 5pm Sunday night. You must wear your exhibitor badge to hand carry items out.

All Exhibit Materials must be off show grounds by 5pm. Monday, April 19th. Please plan accordingly. Any Exhibit Materials left after that time will be shipped on other carriers at your expense.

SHIPPING TIPS

- Before leaving your office obtain a copy of the Original Bill of Lading, which indicates piece count, weight, origin and consignee.
- Be sure to get pro numbers, which enable your carrier to trace your shipment(s).
- Upon arrival at your exhibit, compare your shipping information with the freight in your space.
- Report any missing freight or damage to the Freight Desk immediately.
- A report will be written and we will notify the carrier.
- Review the MATERIAL HANDLING SERVICES LIMITS OF LIABILITY & RESPONSIBILITY.
- Empty labels must be affixed to all empty crates/cartons for storage during the show to assure correct delivery at the close of the event.

| Advance Warehouse <i>Arrive between March 10 - April 7, 2010</i> | Direct Shipments <i>Must start arriving April 12 at 8 AM</i> |
|---|---|
| ABF Freight System, Inc. 4575 Tidewater Avenue Oakland, CA 94601 (Phone: 510-533-8575 Fax: 510-533-3020) SSP 2010 Exhibitor Name & Booth Number(s) | Jack London Square C/O Event Productions, Inc. 98 Broadway Oakland, CA 94607 SSP 2010 Exhibitor Name & Booth Number(s) |