



Dear Strictly Sail Pacific Exhibitor:

**DON'T MISS THIS ONCE-A-YEAR OPPORTUNITY TO SHOWCASE YOUR PRODUCTS TO THOUSANDS OF WEST COAST SAILING ENTHUSIASTS**

We are pleased to report lots of good news for the 2010 Strictly Sail Pacific show. First and foremost, we have signed a contract with the NCMA and The Port of Oakland for the Jack London Square location. The Show dates are April 15 - April 18. Secondly, we have secured the former Barnes & Noble store as our "Exhibitor Hall". The 30,000 square foot building will serve as the main show space for 2010 and will accommodate approximately 150 booths. This means better traffic flow, better facilities, greatly reduced train noise, and -- rain or shine -- a climate controlled environment. This will result in a better show for everyone.

**To secure your space at Strictly Sail Pacific, please send Sail America the Space Contract, Directory Form, Boat List (in-water exhibitors only) and the 40% deposit by the January 30 deadline.**

Please review the documents and follow these steps to book your space at the show:

1. [Click Here](#) to view the Site Plan and Floor Plans
2. [Click Here](#) for the Space Application Form
3. [Click Here](#) for the Directory Form
4. [Click Here](#) for the Boat List
5. Complete and return to Sail America your signed Space Application Form, Directory Form and Boat List, together with a 40% deposit.

We anticipate selling all the space in Barnes & Noble so it is critical that you submit your space application and deposit by the January 30 deadline to stand the best chance of getting the space you want.

Space will be allocated based on when we receive your contract and deposit. Preference will be given to Sail America members, followed by companies that exhibited at previous Strictly Sail Pacific shows but are not currently members of Sail America (please review specific guidelines in the rules and regulations on the back page of the contract).

**Sail America Members Receive Discounted Space Rates.**

**Contracts must be received by January 30, 2010.** Space will start to be allocated at the beginning of February based on the published space allocation guidelines.

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream."

**Mark Twain**



## The West Coast's Most Complete All-Sail Boat Show and Sales Event!

This is your once-a-year opportunity to showcase your products and services in a fun, sailing-friendly atmosphere. Last year's show drew more than 12,000 sailing enthusiasts-to reach them you have to exhibit at the show!

- **Ideal location:** The Bay Area is one of the nation's most active sailing markets and the scenic Jack London Square waterfront sets the sailing mood.
- **Comprehensive Marketing:** With a mix of direct mail, magazine, print, broadcast, Internet and e-mail marketing, our advertising campaign will directly target your market audience. A strong public relations effort will reinforce the advertising and will generate awareness for the show through TV, Internet and print news stories.
- **Special Features:** Special events including wine tasting, celebrity speakers, local regattas and youth activities that the entire family can enjoy.

In today's challenging market, it takes teamwork, creativity and marketing know-how to survive. Sail America's expertise and resources will attract qualified crowds and make Strictly Sail Pacific the "must-attend" show for 2010.

### Plans for 2010 include:

- An expanded seminar series with sailing celebrities and experts
- VIP Night for in-water exhibitors
- Free sailboat rides, courtesy of Sail America's Discover Sailing program
- Live music, nightly parties and more...

### Show At-A-Glance:

More than 75 sailboats, both in water and on land; and more than 200 booths.

| Space Rates | Booth  | Bulk         | In-Water     | Multi-Hull   | Float   |
|-------------|--------|--------------|--------------|--------------|---------|
| SA Member   | \$990  | \$5.75 sq ft | \$5.50 sq ft | \$4.25 sq ft | \$1,000 |
| Non-Member  | \$1200 | \$7.00 sq ft | \$6.75 sq ft | \$5.20 sq ft | \$1,200 |

**Hours:** Thursday & Friday 10am-6pm; Saturday 10am-7pm; Sunday 10am-5pm

**Contact Information:** Please feel free to contact us directly if you have any questions:

Exhibit Space Sales and Sponsorship: [Mitch Perkins](#) 415.272.4130  
Show Manager: [Jonathan Banks](#) 401.841.0900  
Operations Manager: [Jorgen Bateman](#) (NCMA) 916. 372-4239  
Seminars: [Patty Lawrence](#) 513.583.5080  
Show Chair: [Sean Svendsen](#)  
Sail America Membership: [Kimberly Tuchon](#) 401.841.0900

We look forward to seeing you in Oakland in April.

Best regards,



Jonathan Banks  
Executive Director



Mitch Perkins  
Sales Manager