

Strictly Sail Pacific

April 12-15, 2012
Jack London Square • Oakland, CA

**REACH THOUSANDS OF QUALIFIED BUYERS
EXHIBIT AT THE LARGEST ALL-SAIL BOAT SHOW ON THE WEST COAST**



- New Show Layout
- More Indoor Exhibit Space
- Quality Attendees
- Many New Special Events
- Expanded Seminar Program
- Convenient Parking

Visit StrictlySailPacific.com for show details



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The Site Plan is subject to change. Please check the Exhibitor Center at www.strictlysailpacific.com for the latest version of the Site Plan.





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Jack London Square, Oakland, CA



DATES & HOURS

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

CONTACT INFORMATION

Please contact us directly if you have any questions:

Show Producer

Jonathan Banks

(401) 289-2540 • jbanks@sailamerica.com

Exhibit Space Sales & Sponsorship

Mitch Perkins

(415) 272-4130 • mperkins@sailamerica.com

Operations Manager

Jorgen Bateman

(916) 372-4239 • jbateman@sailamerica.com

Seminars & Special Events

Patty Lawrence

(513) 583-5080 • plawrence@sailamerica.com

Visit the Exhibitor Center at
www.strictlysailpacific.com



THE LARGEST ALL-SAIL BOAT SHOW ON THE WEST COAST

SHOW DETAILS

The West Coast's #1

Destination for Sailors:

Showcase your products and services to thousands of West Coast sailing enthusiasts.

Show Highlights:

Small boat zone, youth activities, America's Cup events, Discover Sailing, regattas, parties, live music and more.

New Layout: The new "Exhibit Hall" offers increased exhibit space, adjacent parking and spectacular views.

Quality Attendees:

More than 100 seminars from the top names in sailing, interactive displays and special events will draw a quality crowd.

Extensive Marketing Campaign:

A highly-visible marketing campaign featuring a mix of PR, print, TV, radio, online, e-mail and social media will deliver millions of impressions and drive qualified traffic to the show.

More action, more exhibitors, more boats, more attendees, more sales!

SPACE RATES

Despite rising costs, space rates have been held for the 2012 show. We recognize that it is still a challenging market and we want to make exhibiting affordable and a great return on your investment.

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	\$1,200	\$7.00 sq ft	\$6.75 sq ft	\$5.20 sq ft	\$1,200

PAYMENT SCHEDULE

First Payment (50% deposit)
Second & Final Payment

December 31, 2011
February 29, 2012

SUBMIT YOUR CONTRACT NOW TO BE FIRST IN LINE FOR SPACE
(Space preference given to Sail America Members)