

# NEW ENGLAND POWERSPORT EXPO 2011

## EXHIBITOR REGISTRATION

Saturday, October 15, 2011—9:00 AM—8:00 PM and Sunday, October 16, 2011—9:00 AM—4:00 PM  
Eastern States Exposition, Young Building, West Springfield, MA

Company: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Type of Product or Service: \_\_\_\_\_

### EXHIBITOR INFORMATION

#### Current Exhibitor

We would like to reserve our 2011 location relative to our same booth space as the 2010 New England Snowmobile Expo.

Booth space change: We would like to modify or relocate our current booth space. Please check the floor plan online @ [www.sledmass.com](http://www.sledmass.com) and indicate 3 preferred locations.

Total square footage requested \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq.ft.

Please check the floor plan at [www.sledmass.com](http://www.sledmass.com) and indicate 3 preferred locations.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**\*Add \$100.00 for a corner booth**

#### NEW Exhibitor

Total square footage requested \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq.ft.

Please check the floor plan at [www.sledmass.com](http://www.sledmass.com) and indicate 3 preferred locations.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### AGREEMENT

We fully understand that this form is a binding contract and subject to the terms and conditions and rules and regulations set forth on the the reverse of this application.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

**You can also register online @  
[www.nepowersportexpo.com](http://www.nepowersportexpo.com)**

### EXHIBIT FEES

Booth assignments **MUST** be secured with a signed contract and payment. Please choose one of the following.

- **Discount Rate:** *Qualification:* Payment in **FULL** received by **July 30, 2011**.

10 x 10 booth—\$425.00 (100 sq.ft.)

10 x 20 booth—\$650.00 (200 sq.ft.)

10 x 30 booth—\$825.00 (300 sq.ft.)

For booth sizes 400 square feet plus; please use the following calculations; this includes 10x40; 20x20, etc...

Booth size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

*Example: 20 x 20 = 400 sq.ft. x \$2.20 = \$880.00*

Total Square Footage: \_\_\_\_\_ x \$2.20 sq.ft.= \$ \_\_\_\_\_

- **Standard Rate:** *Qualification:* Deposit of 50% to hold space with balance due by **August 15, 2010**.

10 x 10 booth—\$500.00 (100 sq.ft.)

10 x 20 booth—\$800.00 (200 sq.ft.)

10 x 30 booth—\$1,050.00 (300 sq.ft.)

For booth sizes 400 square feet plus; please use the following calculations; this includes 10x40; 20x20, etc...

Booth size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

*Example: 20 x 20 = 400 sq. ft x \$2.60 = \$1,040.00*

Total Square Footage: \_\_\_\_\_ x \$2.60 sq.ft.= \$ \_\_\_\_\_

**Please add \$100.00 for a corner booth**

Check or money order in U.S. Funds only  
and made payable to:

Snowmobile Association of Massachusetts (SAM)

Mail to: P.O. Box 386, Conway, MA 01341

Federal Tax ID # 22-2497133

**If paying by credit card please go to our  
Online payment system at:  
[www.nepowersportexpo.com](http://www.nepowersportexpo.com)**

# EXHIBITOR INFORMATION 2011

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## **New England PowerSport Expo**

October 15th & 16th, 2011

Eastern States Exposition, Young Building

1305 Memorial Avenue

West Springfield, MA 01089

**Show Hours:** Saturday, 9:00 AM to 8:00 PM and Sunday 9:00 AM to 4:00 PM

**Set-Up:** October 14th, 2011; Hours: 10:00 AM—8:00 PM

The Young Building features 55,000 square feet of ground level exhibit space, a visible entry way, and easy access in and out with 7 freight doors, 3 conference rooms, and a loading dock.

**Booths will be provided with:** Electricity (bring extension cord, up to 25 feet), a table topped and skirted, two chairs, 3-foot high curtains on the sides, an 8-foot curtain on the back. Booths up to 200 sq.ft. (10x10 & 10x20) will receive 1 table and 2 chairs, over 300 sq.ft. to 900 sq.ft. (10x30 to 30x30) - 2 table's 2 chairs and over 900 sq.ft. (30x40 plus) - 3 tables and 4 chairs. **Additional Booth Accessories:** Tables, chairs, easels, carpeting etc. will be available directly from the decorator. You will find a complete list of accessories listed in the decorator packet. **Booths are to be staffed at all times.**

**Exhibitor Badges:** Are required to enter the show, please send in your requirements by October 1<sup>st</sup>. Additional badges can be purchased in advance for \$5.00 prior to the show and will be available to pick up at the Exhibitor Service Desk. Badges are required - no exceptions.

**Soliciting:** All business is to be done within the booths. Soliciting in the aisles and outside the building is not allowed.

**Booth location:** Are on a first pay, first choice system. We reserve the right to relocate booths in order to maintain a quality show. All aisles have to be 10 feet wide. This is a fire department regulation, so no part of your booth can protrude into the aisle.

**Payment:** All booths must be **paid in full** prior to the opening of the show. Credit cards will be taken online at [www.nepowersportexpo.com](http://www.nepowersportexpo.com). Payment on Friday, October 15<sup>th</sup> must be cash only.

**Set up:** Set up will begin on **Friday, October 14th from 10:00 AM thru 8:00 PM** and for "hand carry" items only at 7:00 AM on Saturday, October 16th. All booths must be ready for business by 8:00 AM on Saturday. The Fire Inspector will review show booths at that time. Doors will open promptly at 9:00 AM.

**Break down:** All exhibitors must keep their booth in full display until **4:00 PM** on Sunday. Packing up early will not be allowed. You have until 6:00 PM Monday to remove your material.

**Advertising:** Don't miss out on advertising in the **SPECIAL EXPO** issues of "On the Trails with SAM". Contact for advertising is: Millbrook Publishing at (313) 884-3550.

**Phone Connections:** If you desire to have a Phone Line or Credit Card Connection, see the order form and procedures that will be included in your confirmation packet. **YOU MUST REGISTER IN ADVANCE!**

**Fire Regulations:** **Inspection of booths will be held at 8:00 AM - YOUR BOOTH MUST BE SHOW READY AT THAT TIME!** Fire regulations require that **all** vehicles must have batteries disconnected and gas caps taped closed. You can use your own tables and coverings; however you must have documentation that proves the covering material is fire resistant. These are Fire Department regulations and the show cannot open until all booths' pass inspection, so your cooperation will be required.

**Insurance/Liability:** Check your insurance now and note that Show Management requires a certificate of insurance showing evidence of liability and worker's compensation. Exhibitors must send the insurance form to the Snowmobile Association of Massachusetts (SAM) no later than October 1st. Exhibitor agrees to make no claims against SAM or The Eastern States Exposition Center (Big E), and agrees that neither SAM, nor the Big E, its officers, directors, employees, and agents, shall be liable for any injury or loss or damage to Exhibitor, or its employees, agents, property, and business caused by a) acts or omissions of any contractors (or employees or agents of such contractors) retained by either SAM or the Exhibitor to perform services in connection with the Show or b) fire, theft, destruction or any other occurrence whether occurring during Show hours or periods designated for installation and removal of exhibits.

Exhibitor agrees to indemnify and save harmless SAM, its officers, directors, employees, and agents and each of them, from any and all claims of liability made by anyone for loss, injury or damage to a person or property, including death, arising out of conduct of the Exhibitor or its employees or agents, and agrees to defend SAM and the Big E against any such claims or liabilities and to reimburse them for all expenses, including costs of settlement and attorney's fees, incurred in connection therewith. Exhibitors should be on hand to supervise during set-up and dismantling of equipment and other items of high value. Items of great value should be placed in an appropriate locked enclosure during hours when company personnel do not supervise exhibits.

**Security** in the building is provided around the clock starting Friday. There is also 24-hour security on the grounds. The building will be locked during non-show hours. On Saturday, the doors will open at 7:00 AM for Exhibitors to finish any setup needed. On Sunday the doors will be open for Exhibitors at 8:00 AM. If there is a need for additional access by an exhibitor check in at the office and we will work with you. Neither the Big E, nor the show management, (The Snowmobile Association of Mass.), will be responsible for the safety of exhibits from theft, damages by any means or vandalism. However, all reasonable precautions will be taken by the Big E security and the management to prevent any such losses.

**Exhibitor Service Desk:** For your convenience, an Exhibitor Service Desk operates throughout the show at the side entrance. Experienced personnel are on hand during these times to answer questions and assist exhibitors with their order. **Please refer to the Decorator order forms in this packet to place advance orders.**

**Sales Tax Information:** As you are aware, The New England PowerSport Expo, being held at the Big E, is a selling show. As such, if your company intends to sell or display merchandise at the Show, it is mandatory that you register for a sales tax number with the Department of Revenue, Commonwealth of Massachusetts. Please note that if your company is already registered with The Commonwealth, it is not necessary to register again. All exhibitors are responsible for collecting sales tax for the state of Massachusetts and must be registered prior to the Show. **Exhibitors who have questions regarding this sales tax issue are urged to contact: Paul Lamir @ Mass. Dept. of Revenue @ 508-792-7300.**

**The New England PowerSport EXPO is managed by the Snowmobile Association of Massachusetts, a non-profit volunteer organization. The proceeds from the show support trail access, development, acquisition and safety. We thank you for your participation and hope you find it a worthwhile weekend. Suggestions are always welcome.**

**[WWW.NEPOWERSPORTEXPO.COM](http://WWW.NEPOWERSPORTEXPO.COM)**