

NEW ENGLAND POWERSPORT EXPO 2010

EXHIBITOR REGISTRATION

Saturday, October 16, 2010—9:00 AM—8:00 PM and Sunday, October 17, 2010—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 2010 location relative to our same booth space as the 2009 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 and indicate 3 preferred locations.

Total square footage requested _____ x _____ = _____ sq.ft.

Please check the floor plan at 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 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**

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, 2010**.

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**

New England PowerSport Expo 2010

MANUFACTURER EXHIBITOR REGISTRATION

Saturday, October 16, 2010—9:00 AM—8:00 PM and Sunday, October 17, 2010—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: _____

MANUFACTURER SPONSOR BOOTHS

Gold Sponsor w/booth **\$7,500.00**
1,600 sq.ft. Premium Booth; plus Demo PowerSport Riding Area
Logo recognition in limited printed and electronic pieces. Inclusive of: *Trade show posters and Advertising (print & radio); Website; Electronic Bulletins*
Logo recognition in all printed and electronic pieces
Website, and electronic bulletins
One feature article about your company, products and services on www.sledmass.com
Recognition in the program brochure & On the Trails Magazine (circulation 20,000)
Special sponsor ribbons for your company exhibitor badges
Your banners prominently displayed
Premium Booth includes: Electricity, Rug, 4 Tables, 4 Chairs, Curtains & Skirting

Silver Sponsor w/booth **\$5,000.00**
1,600sq.ft. Premium Booth
Logo recognition in limited printed and electronic pieces. Inclusive of: *Trade show posters and Advertising (print & radio); Website; Electronic Bulletins*
One feature article about your company, products and services on www.sledmass.com
Recognition in the program brochure & On the Trails Magazine (circulation 20,000)
Special sponsor ribbons for your company exhibitor badges
Your banners prominently displayed
Premium Booth includes: Electricity, Rug, 4 Tables, 4 Chairs, Curtains & Skirting

NOTE: Gold & Silver Sponsored booths noted above include carpeting. Standard manufacturer booths do not include carpeting. Decorator information on carpeting will be mailed on receipt of registration. Thank you.

All booths must be paid in full by August 30th.

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**

MANUFACTURER BOOTHS WITHOUT SPONSORSHIP

Booth assignments **MUST** be secured with a signed contract and payment.

Standard Manufacturer booth **\$4,000.00**
1,600sq.ft. Premium Booth

Manufacturer Sponsor w/booth **\$5,000.00**
1,600sq.ft. Premium Booth

Gold Sponsor w/booth **\$7,500.00**
1,600 sq.ft. Premium Booth; plus Demo PowerSport Riding Area

BOOTH DETAILS **40 x 40 (1600 sq. ft.)**

Cost of Booth includes: **Manufacturer highlighted advertising (print, posters, radio & direct mail), 20, 2 day entry passes for your dealers working the show, Unlimited pre-purchase tickets for dealer customers (\$5.00 each), 5 parking passes, 4 draped tables, 4 chairs, and electricity.**

PAY ONLINE @ WWW.NEPOWERSPORTEXPO.COM

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:
www.nepowersportexpo.com for our online
payment system.

New England Snowmobile Expo

Exhibitor Name Badge

Please complete this form and return by September 30th

Fax (413) 369-0203 - If busy, fax to: 413-369-4962

Exhibitor Badges:

Booths up to 200 sq. ft. will receive 4 FREE badges.

Booths 300 sq.ft. to 900 sq.ft. will receive 6 FREE badges.

Booths with more than 900 sq.ft. will receive 10 FREE badges.

Additional 2-day badges can be purchased on this form for \$5.00 each **prior** to the show. At the show exhibitor badges will be \$10.00 each. **All exhibitors MUST have and wear badges throughout the show, no exceptions.**

Company Name: _____

PRINT Company Name HERE!

Name as it is to appear on the badge (please print): **Please include first & last names!**

1 _____

7 _____

2 _____

8 _____

3 _____

9 _____

4 _____

10 _____

5 _____

11 _____

6 _____

12 _____

Mail or fax form by September 30th to:

Snowmobile Association of Massachusetts

Rena M. Sumner, Executive Director

P.O. Box 386

Conway, MA 01341

Phone: 413-369-8092

EXHIBITOR BADGES IN ADVANCE \$5.00 each
EXHIBITOR BADGES AT THE SHOW \$10.00 each

WWW.NEPOWERSPORTEXPO.COM

EXHIBITOR INFORMATION

New England PowerSport Expo October 16th & 17th, 2010

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 15th, 2010; 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 10x20 will receive 1 table and 2 chairs, over 10x30 to 30x30 - 2 table's 2 chairs and over 30x30 - 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 1st. 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.

Set up: Set up will begin on **Friday, October 15th 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