

GENERAL INFORMATION



LOCATION

The 2011 Norwalk Boat Show will be held at the Norwalk Cove Marina. (See map, page 9).

SHOW DATES & HOURS

Thursday, September 22	10 am – 6 pm
Friday, September 23	10 am – 6 pm
Saturday, September 24	10 am – 6 pm
Sunday, September 25	10 am – 6 pm

There are no special trade hours. Trade credentials or Complimentary tickets will admit the bearer during all open hours. Regular admission (Thursday-Sunday) is: Adult \$14; 15 and younger FREE When accompanied by adult.

SHOW OFFICE

Location: Outside of East Gate Entrance
Opens: 8:00 AM – 6:00 PM Monday, September 19
Phone: 718-707-0711
Fax: 888-649-7786

PRESS OFFICE

Location: Outside of East Gate Entrance
Opens: 9:00 AM – 6:00 PM Wednesday, September 21
Contact: Sarah Ryser
Phone: 312-946-6285

REGISTRATION & CREDENTIALS

Location: Outside of East Gate
Opens: Wednesday, September 21

Exhibitor and Trade attendees must wear their Exhibitor credential for re-entry each time they leave and return the show grounds.

Exhibitor Credentials will not be issued until space contracts are paid in full. Exhibitor credentials will admit the bearer from 8am to 6pm daily. Exhibitors have the option of having their credentials mailed prior to the show or can pick them up at the Registration Tent.

Company and personal identification will be required by individuals picking up passes. Please complete and return the *Exhibitor Credential Order* (pg 17).

If you have not yet told us the dealer(s) working your exhibit, please complete the *Working Exhibitor Information*. (pg 18) If you know the individuals from each dealership working your exhibit, please complete the *Working Exhibitor Credential Order* (pg 19) or forward it to the appropriate dealer(s).



NORWALK BOAT SHOW

PARKING PASSES

Controlled By: City of Norwalk

Exhibiting Company: Receives 2 free parking passes

Name the individual(s) who should receive this pass on your *Exhibitor Credential Order* and it will be mailed with your credential order.

Price: \$20 for each additional pass

Available: On-site at the Show Office

There are only 250 parking passes available

Daily Parking Rate: \$8.00

PARKING FOR TRUCKS, TRAILERS & RV

Tractors, trailers and RV's are **not** permitted to park during show days in the Calf Pasture Beach Parking Lot. City of Norwalk ordinance also prohibits camping within Calf Pasture Beach Park—this includes RVs, campers and/or tents. Space for RVs and campers can be rented through the Norwalk Cove Marina. Please contact Sue Brown at (203) 856-4792

GUEST TICKETS

Exhibitor Guest Tickets can be ordered in advance by using the order form on page 20. Additional tickets can be obtained on-site at the exhibitor guest ticket tent, located next to the info booth.

ORDER FORMS

Please complete and return these forms promptly to take advantage of advance order discount prices. Make photocopies of all order forms for your records.

GENERAL CHARACTER AND CONDUCT OF EXHIBITS

Draping unsightly cradles or trailers, and using carpet to enhance your display are just a few of the things which can be done inexpensively to improve your image and attract consumers.

- All signs must be of professional quality. Homemade signs are prohibited.
- Steps & platforms must be of the safest possible construction and conform to local building codes.

DEMONSTRATIONS: Any demonstrations must be performed within the exhibitor's space so as not to interfere with aisle traffic flow. Sampling or demonstration tables must be placed a minimum of 2' from the aisle line. Should attendees interfere with the normal flow of traffic or overflow into neighboring exhibits, Management will have no alternative but to request that presentations or samplings be limited or discontinued.

SOUND: Exhibitors must police their own booths to be sure the noise level from presentations is kept to a minimum and does not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be limited or discontinued.

SALES TAX REGISTRATION

Every person or company who engages in retail sales in Connecticut must:

- Have a sales tax registration number
- Collect 6 percent sales tax.
- File a report

If you do not have such a number consult page 36 then, complete and return the application on page 37.